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FROM THE EDITORS

Biosphere Reserves and Tourism

The world network of biosphere reserves has more than 40 years of history. Their creation was an important component of the Man and Biosphere (MAB) programme launched by UNESCO in 1971. The first reserves were formally approved in 1976. Initially, these were usually small objects, frequently subjected to quite stringent forms of protection as national parks or nature reserves. Currently, the network consists of 669 facilities in 120 countries, including 20 of cross-border nature. Many reserves are very extensive, comprising even hundreds of thousands of hectares. These changes in spatial structure were closely related to the changes of tasks which biosphere reserves are subjected to as part of the MAB programme.

At the beginning, the conservation of natural resources, research and education were recognized as essential functions of the biosphere reserves. However, over time, as the concept of sustainable development and biodiversity conservation progressed, newer, far more complex tasks were assigned to them.

Currently, according to programme documents – such as: the “Seville Strategy” (1995), the “Madrid Action Plan” (2008) or resolutions adopted during the last World Congress in Lima (2016) – biosphere reserves “should contain three elements: one or more core areas, which are securely protected sites for conserving biological diversity, monitoring minimally disturbed ecosystems, and undertaking non-destructive research and other low-impact uses (such as education); a clearly identified buffer zone, which usually surrounds or adjoins the core areas, and is used for co-operative activities compatible with sound ecological practices, including environmental education, recreation, ecotourism and applied and basic research; and a flexible transition area, or area of co-operation, which may contain a variety of agricultural activities, settlements and other uses and in which local communities, management agencies, scientists, non-governmental organizations, cultural groups, economic interests and other stakeholders work together to manage and sustainably develop the area’s resources” (Seville Strategy). The typical structure of the biosphere reserve is concentric, but more complex systems are also possible, e.g. when the core zone consists of several separate areas surrounded by a common buffer zone.

Concluding, it is often said that biosphere reserves are to be exemplary illustrations of the implementation of sustainable development principles.

The most serious challenge that arises in tasks of biosphere reserves formulated as such concerns the transitional zone. In essence, it is to be inhabited, and the local population should be able to derive means of subsistence from activities carried out within the reserve, while at the same time, fulfilling its protective function and logistical support. The question of how this is to be achieved is of great difficultly, and finding a satisfactory solution determines the success of the entire project.

The vast majority of biosphere reserves are areas of high tourist value, above all natural, but often also cultural. Therefore, it is usual for tourism to seek one of the pillars of a sustainable economy. What is more, the need for high-quality local products of agriculture and small-scale production as well as the demand for various types of local services follow sustainable tourism. These are forms of management that, with economic efficiency, are easier to manage in a way that is not harmful to the environment than, for example, large-scale industrial production.

Tourism also creates a field for cooperation between many different entities, hence, for example, the development of a sustainable tourism strategy for a biosphere reserve is a good opportunity to implement integrated management of a given area. The educational, promotional and informational significance of tourism is also very important.

Practice provides many examples (from different continents) of effective tourism used to achieve the goals of biosphere reserves. However, there are still few scientific works devoted to this subject. This also applies to Poland, although the biosphere reserves include areas of outstanding attractiveness, visited by millions of tourists annually. Therefore, the Polish UNESCO-MAB National Committee welcomed the proposal of the *Folia Turistica* editorial office to devote one of its issues to the subject of tourism in biosphere reserves. Despite quite a wide-ranging informational campaign, only a few articles were submitted, which constitute the first thematic block in this issue of the journal. This result is certainly not satisfying in terms of quantity, but it may be the beginning of cooperation in stimulating research activity in this field, which is not only cognitively attractive, but also important in practice - and in the global dimension. Four entries were qualified for publications.

In the first article, **Katarzyna Jarosz** presents research on the tourist attractiveness of rock carvings available for viewing, which are located in the Issyk Kul Biosphere Reserve (Kyrgyzstan). The author conducted a series of in-depth interviews with visitors, collected data on the tourist base and presented conclusions as to the better use of this tourist attraction.

A second article was also based on survey research. The author, **Hanna Doroz**, conducted research among visitors of the Hortobágy National Park

(Hungary), which is a biosphere reserve as well as a world heritage site. The results show, inter alia, the coefficient of attractiveness of this area and the attitude of tourists towards the national park.

The next text prepared by the authorship team consisting of: **Dawid Soszyński, Andrzej Tucki, Renata Krukowska and Cyprian Jaruga**, concerns a significant problem, which is the development of summer housing in areas of high nature value. The research area was the surroundings of Polesie National Park, which is part of the Polesie Biosphere Reserve. The results of the study clearly indicate the need to improve spatial planning tools within the scale of the entire biosphere reserve.

The third article, also a team elaboration – **Katarzyna Parszuto, Renata Tandyrak, Jolanta Grochowska and Urszula Deleżuch**, concerns the spring area of the Łyna River. It is true that this is not a biosphere reserve, but it is a protected area (nature reserve, NATURA 2000) with high tourism attractiveness. The authors conducted physicochemical analyses of spring waters, the protection of which against pollution should be a priority when managing tourism in this area.

The fourth work was placed in the 'Reviews, Comments, Scientific Controversy, Memories'section due to its nature. Its author – **Gordon P. Henriksen** – reports the state and prospects of recreational fishing in the area of the Southern Zealand biosphere reserve in Denmark, indicating that this form of activity fits in well with the goals that the biosphere reserve is to serve.

Other articles contained in this issue of *Folia Turistica* concern various subjects, and thus they were collected in the '*Varia*' section. The first of them concerns the role of free time within the changes of modern tourism. **Agnieszka Niezgoda** draws attention to the phenomenon of a specific "compression of time and space". The author puts forward the thesis that the relationship between leisure time and tourism is now multithreaded and bilateral, and the mentioned phenomenon of compression is noticeable not only at a general level, but also during tourist trips. In her opinion, changes in this area result from the growth of prosperity of developed societies and simultaneous market development of both "time-consuming" and "time-saving" services. In this work, which is exploratory (this is strongly emphasized by the author, indicating that it is based on the analysis of subject-literature), showed a bilateral relationship between changes in the perception of free time and the development of the tourist services market, as well as the impact of changes in the sphere of free time on consumer behaviour in general terms as well as on the tourist market.

The next two articles deal with the broadly understood tourism policy, especially in its part dealing with economic issues. In the first of them, **Anna Wilkońska** analyses tourism development strategies recorded in documents of 12 Polish cities of various sizes and different profiles and meanings that tourism plays in the whole of their activities. Only clearly distinguished industry strategies that have been made public (in print or electronic version) were examined. The time frame of the analysed strategies in most cities concerned the period up to 2020, although in some cases, it reached 2025-2026. Internet inquiry has shown that only a small number of Polish cities have tourism development strategies, and analysis of strategies of the aforementioned 12 cities has shown that they are characterized by great diversity, both regarding the scope and detail of records as well as the form of presentation. Research revealed that they are not created according to one pattern, and many elements deviate from the scientific recommendations for these type of documents. In the second of the mentioned articles, **Patrycja Żegleń** undertakes the issues of conditions for the development of public-private partnerships (PPP) in Poland, focusing on factors hampering the development of this model, hindering the development of this institution or this model of cooperation between private and public organizations regarding business activities. According to the author, the tourism industry is one of those areas of economy where rapid development is required. Constantly limited resources (mainly financial, but not only) and some weaknesses that occur in both the public and private sectors, as well as the constantly increasing quality requirements of modern tourists, create the necessity to use modern solutions in the area of tourism infrastructure. Public-private partnership creates good conditions for this, but numerous examples indicate that in Poland, cooperation between entities from various sectors is not easy. To a large extent, this is confirmed by the opinions of several dozen of respondents representing both the private and public sectors.

In the final article, the authorship team composed of **Magdalena Banaszkiewicz**, **Zygmunt Kruczek** and **Anna Duda** tackled topic of the Chernobyl Exclusion Zone (CEZ) as a unique tourist attraction. The work presents individual stages of the process of its creation, as well as further development perspectives, both in terms of the CEZ itself as well as general tourism in Chernobyl and the surrounding area. The authors used two research methods: analysis of publication content (using mainly Internet resources for this purpose) and participant observation. According to the authors, this is the first publication on the subject of 'Chernobyl Zone' touristification, which shows how tourism can change the face of such a tragically experienced place and contribute to its economic development. The study analysed the offer of tourist trips to the Zone and statistical data was presented, which indicate the growing popularity of this attraction.

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THE ATTRACTIVENESS OF CHOLPON ATA RESORT AND THE MUSEUM OF PETROGLYPHS AS A TOURIST DESTINATION

*Katarzyna Jarosz**

Abstract

Purpose. The aim of the paper is to verify whether the resort Cholpon-Ata along with the open air petroglyph museum located in Kyrgyzstan is an attractive tourist destination and to determine the components of its attractiveness or its lack.
Method. Field work and documental research has been conducted in order to analyse the following components: attractiveness of natural resources and beauty of the destination, cultural heritage, accessibility, infrastructure covering the following factors: visa regime transport, accommodation, restaurant and catering industry and access to information. Sixty-two oral interviews with Kyrgyz residents were conducted and documentary work was also done, including photographic documentation of the museum and town.
Findings. Cholpon Ata petroglyph museum has great tourist potential, considering natural resources, cultural heritage, accessibility and infrastructure, however, a significant drawback is the lack of museum marketing strategies, the aim of which is to attract visitors. Issyk-Kul lake along with Cholpon Ata resort are an object of Kyrgyz pride. For nearly 100% of the interviewees it is the biggest attraction in the country. They underline uniqueness of the nature, cultural and spiritual values. As a drawback the respondents state lack of proper transport infrastructure, lack of foreign language knowledge, and petty crimes such as theft.
Research and conclusion limitations. The results of research refer only to the Cholpon Ata resort.
Practical implications. The results of research and the conclusions can serve as a base for introducing improvement in other tourist destinations of similar character and can help in solving similar problems.
Originality. No studies have been conducted until now, its to analyse the attractiveness of historical or archaeological museums in Kyrgyzstan.
Type of paper: Case study.

Key words: tourist attractiveness, Kyrgyzstan, Cholpon Ata, petroglyphs, cultural heritage.

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Introduction

The aim of the paper is to analyse whether and to what degree the Cholpon Ata resort town, a part of mountain biosphere reserve situated on the northern shore of Lake Issyk-Kul in Kyrgyzstan, and the open air petroglyph museum Cholpon-Ata is an attractive tourism destination. It is also suggested what measures should be undertaken, if any, to increase their attractiveness.

Kyrgyzstan, with its capital city of Bishkek, is a small, mountainous, landlocked country in Central Asia, with the Tien Shan mountain range covering more than 93% of its whole territory. It borders Kazakhstan, Uzbekistan, Tajikistan and China. The country became independent in 1991 after the dissolution of the USSR. The GDP *per capita* is 1,269 [*Tourism, competitiveness and social GDP per capita*, 2016], which places Kyrgyzstan within the group of low income countries. Kyrgyzstan already exists as a tourist destination but the tourism and travel total contribution to GDP is very low, with a 3.5% share in 2014, and a decline of -1.4% in 2015 [*Travel& Tourism Economic Impact 2015 Kyrgyzstan*]. In 2016, the number of arrivals in Kyrgyzstan was at 3,051,000, and the tourism market is heavily dependent on the tourists from the CIS, since they account for about 70% of all tourists who visit the republic [*National Statistical Committee of the Kyrgyz Republic. Tourism 2016*]. Domestic Kyrgyz tourists were estimated to comprise about 20%, while international tourists only 10% of the visitor amount. It is estimated that between 60 and 70% of tourists visiting Kyrgyzstan come to the Issyk-Kul resort area [Zozulinsky 2008].

The tourist season begins in June, and July and August are peak season months. The hotel occupancy rate in Cholpon Ata reaches almost 100% during this period. The occupancy gradually declines in September, and during the following months, most hotels and hostels are closed[1]. Cultural tourism in Cholpon-Ata, visits to the petroglyph museums, could be an opportunity to extend the holiday season. It is a widely acknowledged that cultural heritage is used as a tool in tourism product differentiation [Cuccia, Cellini 2007, p. 261]. Cultural tourists, as cited by H. Hughes [2002:164], are seen as "typically well educated, affluent and broadly travelled, [and] they generally represent a highly desirable type of upscale visitor". It is generally agreed that cultural tourists spend substantially more than standard tourists [Hughes 2002].

The following research questions were posed:

– Are the Cholpon Ata resort and Cholpon Ata petroglyph museum at the northern shore of Issyk-Kul lake in Kyrgyzstan attractive tourist destinations?
– Does the museum use competitive strategies in order to attract tourists?

[1] Oral interviews conducted in May and September 2015.

– What elements influence the level of a destination's attractiveness? What measures should be undertaken in order to make the museum more attractive for tourists?

State of Research

Elements and factors influencing a tourist destination's attractiveness have been widely analysed. G. Crouch and J. Ritchie [1999] elaborated the model being the basis for a number of other research studies regarding destination competitiveness. Many studies have been conducted on different aspects of tourist destination attractiveness: on urban environment attractiveness as a tourist destination [Garbea 2014], on Thailand [Tang and Rochananond, 1990], on rural spa attractiveness in Poland [Gonda-Soroczyńska and Hełdak 2015], on relationships between museum management and tourism destination attractiveness [Dragićević et al. 2013] or on cultural sight attractiveness [Polácek, Aroch 1984].

The participation of cultural institutions in assisting economic growth and has been largely discussed. Cultural heritage, along with economic growth, social inclusion and environmental balance has been identified as one of the four pillars of sustainable development. Cultural heritage is a significant sector of any economy, providing jobs and influencing economy. This is particularly true of developing countries, where cultural heritage, properly managed and with proper investment, can generate significant economic growth. Museums are those particular places that store and represent cultural heritage. By facilitating access to them, proper distribution of information has impact that cannot be denied. Museums are a widely-accepted barometer regarding the impact of cultural activities. Over the last few years, proper management has become recognised as one of the crucial elements in museum functioning. Strategies similar to those applied by major media companies are adopted, and tourists are often considered as an end product generating income.

The economic value of heritage has been recognized and both social and economic value have been claimed as an adjunct to heritage. Over the last ten years, several major studies have been conducted demonstrating the direct influence museums and cultural heritage have on a country's economy. As a way of example, it is worth mentioning a few influential ones. X. Greffe [2011] analysed the economic impact of Louvre, M. Llop and J-M. Arauzo-Carod [2011] researched the effect of the Gaudi Centre on local economy, while P. Johnson and B. Thomas [1995] analysed the same issue with regard to an open air museum in the north of England.

The literature regarding the development of tourism in Kyrgyzstan is very extensive. Q. Shokirov et al. [2014], in their research on tourism development in Kyrgyzstan and Tajikistan,list at least 56 positions on theoretical issues regarding tourism development strategies in the region. Still, it has to be noted that the literature refers mainly to strategies or tourism development in the Pamir mountains. Very little works regard environmental issues, and there is lack of information on strategies, management and tourism development in Kyrgyz archaeological and historical museums. “Information is the lifeblood of tourism” [Poon 1993]. This sentence has become one of the principles guiding the contemporary tourism industry. The role of IT technologies in the process of promoting cultural heritagehas been researched to a large degree [Buhalis 1998; Lehm, Heth 2005; Sheldon 1997; Selma et al. 1998]. There is a number of studies on the different aspects concerning the role of IT technologies in the process of promoting cultural heritage; on digital disparities and their consequences [Selwyn 2004]; on the roles that museums play as credible sources of information [Booth, 1998], on community development and access to museum information [Gurian 1995, 2001; Kelly et al. 2006].

Method of Research

The fieldwork for this paper was conducted within the framework of a wider research study, the aim of which is cultural heritage importance analysis in the process of shaping national identity in new countries of Central Asia, former republics of the USSR. Case study has been chosen as the research method. The fieldwork in Kyrgyzstan was conducted twice, in May 2015 for a period of two weeks and in September 2015, also lasting two weeks. The fieldwork consisted of collecting materials of three main kinds:

- interviews;
- analysis of displays themselves, how the objects and materials are presented and displayed and documental research: photographic documentation; seventy-eight photographs of the Cholpon-Ata museum exhibits and of the surrounding area were taken,
- collecting information on: the transport, accommodation, restaurant and catering industry.

Additional materials available online, information regarding the museum website, were collected both before and after the field work in 2015. That study involved a series of sixty-two in-depth, semi-structured, open-ended, face-to face interviews with Kyrgyzstan residents. The interviews were conducted in May and September 2015. The interviewees were adults, inhabitants of Bishkek, Karakol, Cholpon Ata and Osh, their age ranging between 19-63, Forty interviewees were men and twenty-two were women. The interviews were not recorded, however, after each interview, notes were taken. The interviews regarded, among others, tourism in Kyrgyzstan, national identity, safety and security in the region. The interviewees were adults, inhabitants of Bishkek, Karakol, Cholpon Ata and Osh, the age range and number of participants the same. The interviews were not recorded, however, after each interview the notes were taken and the interviews were partially transcribed verbatim. The quotations included in the paper were taken from these transcriptions. The interviews considered, among others, tourism in Kyrgyzstan, national identity, safety and security in the region. The interviewees were not explicitly asked about their own ethnic background, nonetheless, all the respondents discussed their ethnicity during the interview. The sample was mixed and included ethnic Kyrgyz, ethnic Russians, ethnic Uzbek, ethnic Tajik, and one Australian citizen. Also, some respondents declared mixed, Kyrgyz-Russian and Kyrgyz-Uzbek, ethnicity. The interviews were conducted in Russian – 60 interviews, in English – 1 interview (with the Australian citizen), and in one case in Kyrgyz, with translation provided from Kyrgyz into Russian. During the interviews, fifteen main questions were asked, accompanied by probes. The examples of probes are as follows:

– Could you give me an example?
– Could you explain that further?
– I'm not sure I understand what you're saying.
– Is there anything else?
– Why do you say so?
– Do you know any other examples?

The list of the main questions is presented in Tab. 1.

Tab. 1. List of main questions in the interview

1. Do you have any interesting museums in the country/region?
2. What places would you recommend to visit?
3. What places are the most beautiful in Kyrgyzstan?
4. Have you ever been to Ferghana Valley?
5. Have you ever been to Issyk-Kul and Cholpon Ata?
6. Have you ever heard about petroglyphs in Kyrgyzstan and do you know where I can visit a museum with them?
7. Are there any regions that are not safe in Kyrgyzstan?
8. What is the best in Kyrgyz cuisine and what specialities should I try in each region?
9. What are the attractions in each region?
10. Do you have many foreign tourists and where do they come from?
11. What is the best period to visit Kyrgyzstan, Ferghana Valley, Issyk-Kul lake and Cholpon-Ata?
12. What is the best way of travelling around the country and to get to Cholpon Ata/Osh from Bishkek?

13. Why do tourists visit your country and Issyk-Kul?
14. Are there any ways of extending the tourist season in Kyrgyzstan/Issyk-Kul/Osh?
15. What are the main problems that tourists might face in Kyrgyzstan/Issyk-Kul/Osh?

Source: Own elaboration.

Attractiveness of a tourist destination is measurable to a large degree. In the present paper, which is part of a larger study, in order to answer the research questions, the following factors have been adopted in accordance with J. Tang and N. Rochananond [1990] as particularly relevant, and as the key ones for evaluating tourists destination attractiveness: natural resources and natural beauty; cultural heritage; visa regime; infrastructure and access to information. The materials have been analysed and the conclusions have been drawn on the basis of the above mentioned, selected criteria. Cholpon-Ata resort, along with the petroglyph museum "represent the most important source of studies of history, tangible and intangible heritage of the ancient and medieval Kyrgyzstan [Eagan 2016]. The lake, along with a cloud-capped Tien Shan mountain range is famous for its natural and unspoilt beauty". "Kyrgyz hospitality is a secret tradition" [Dlugy 1999, p. 70]. These are main factors that, among many others, make both the museum and the region potentially, very attractive for tourists.

Description of the Study Area

Natural Resources and Natural Beauty

At an altitude of 1,600 metres, surrounded by the glaciated Tian-Shan mountain range, lies one of the key tourist attractions in Kyrgyzstan – the salt-water, non-freezing, alpine lake Issyk-Kul, which in Kyrgyz means "hot lake". The Issyk-Kul basin occupies almost half of the Issyk-Kul oblast, situated between the latitudes 41°08' and 42°59'N, and longitudes 75°38' and 80°18'E. With the area of 623,600 hectares, it is the second biggest high-altitude lake in the world, after Lake Titicaca in South America, and one of the largest in the world. The Issyk-Kul region is a unique natural formation with a high diversity of landscapes surrounding the ice-free lake, encompassedby high mountain ranges onall sides.

Due to the unique nature of the Issyk-Kul ecosystem and its historical as well as cultural heritage, in 1998 the region was established the Issyk-Kul biosphere territory, and in 2001 Issyk-Kul, was designated by UNESCO as a Man and Biosphere reserve [*MAB Biosphere reserves directory* 2016]. Its surface area: 4,311,588 ha, and Core area(s), 145,072 (of which freshwater: 16,678). Buffer zone(s) total 3,501,516 (of which freshwater: 457,145), and transition area 665,000, make it one of the largest biosphere reserves in the world under the patronage of UNESCO. The biosphere territory "Issyk-Kul" has the status of a specially protected natural area of national importance.

The Issyk Kul Biosphere reserve got its name after the lake situated within its territory. The Issyk Kul Biosphere reserve is a house of a variety of fauna and flora, many of them endangered species, and as a way of example, some can be listed: Siberian Ibex, Marco Polo sheep, the Snow leopard, listed as Vulnerable on the IUCN Red List of Threatened Species. Additionally, there are more than ten endangered bird species, endemic species of fish or endangered insects. A great variety of eco systems is represented in the biosphere reserve, from deserts to alpine tundra.

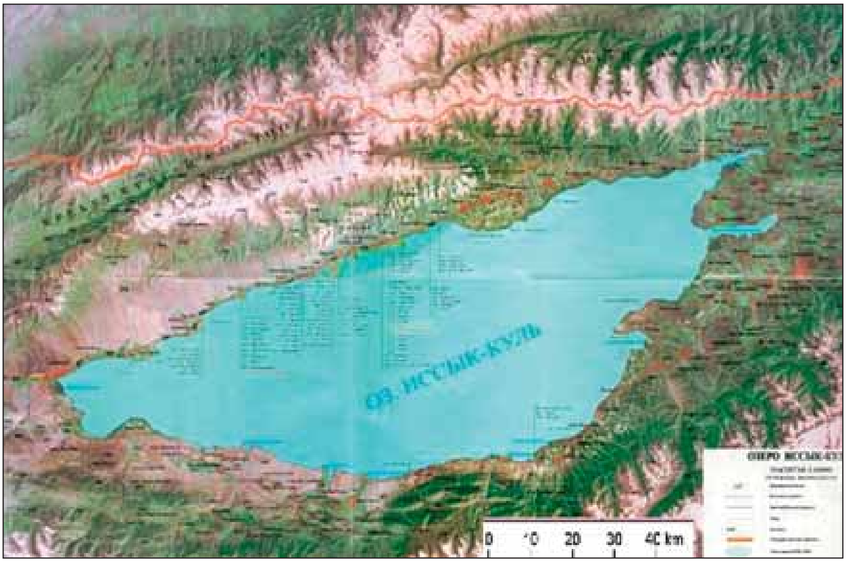

Fig. 1. Map of Issyk-Kul basin
Source: Issykkul.Biz

The lake, along with the cloud-capped Tien Shan mountain range is famous for its natural and unspoilt beauty.

Cultural Heritage

The petroglyph museum is located between the northern, western and north-western outskirts of Cholpon-Ata, about one kilometre from the town, at the top of the airport strip, built in the seventies of the 20th century. There are no signs indicating how to get to the museum from the town. One the museum premises, there are neither facilities such as toilets, bars or cafeteria nor information centres. Instead, there is a big orientation board indicating the most important exhibits and three itineraries, taking from half an hour to two hours. Information is written in Kyrgyz, Russian, English and German. The entrance fee is 50 som, equalling about half a Euro (October 2016). However, the entrance is very often free of charge, as frequently, the small, wooden ticket counter is closed.

It entails the area of 42 hectares of land with petroglyphs, covering tens of thousands of glacially-deposited rocks. Most petroglyphs of Cholpon-Ata are dated from as early asthe 2nd millennium BC tothe 8th millennium AD [Hermann 2010, Amanbayeva et al. 2011]. The main petroglyphs date back to the Bronze and Iron Age, but the tradition of rock carving continued throughout the Middle Ages, especially in the Turkic era, and in more recent times.

Fig. 2. Issyk-Kul Lake
Source: Private collection.

The authors of most of them were nomadic Turkic tribes called Saka and Usun. The majority of petroglyphs date back to the Early Iron Age with a variety of zoomorphic motifs: depictions of goats and deer with ornamented bodies, camels, dogs, deer, boars, bulls, horses, wild rams, or predators: wolves; hunting scenes, juxtaposed animals, individual and paired goats, multi-figure compositions with goats in rows, geometrized goats, camel caravans, individual hunting scenes, or Balbals – stone sculptures of the Turkic period- representations of women in standing position, with individual facial details [Amanbayeva et al. 2011]. These idols, Balbal figures or "Polovtsian women" were widespread in the vast area from Mongolia to the southern Russian steppes.

Fig. 3. Cholpon-Ata petroglyphs museum. Information board
Source: Private collection.

Fig. 4. Petroglyphs from Cholpon-ata
Source: Private collection.

Fig. 5. Polovtsian women. Cholpon-Ata petroglyphs museum
Source: Private collection.

There are also the scenes of animal attacks, horse and camel riders and many images of people. A special place among the thousands of petroglyphs occupies the petroglyph of two deer with huge branched antlers, coming probably from the Saka-Usun period. The museum is not protected in any way against humidity, temperature changes or tourists, who often leave their own graffiti on the boulders. Only preliminary studies have been conducted, the aim of which is to access the scale of destruction [Amanbayeva et. al. 2011; Hermann 2010]. B. Amanbayeva [2011, p. 56]: states "Over the past fifty years, a significant number of stones with petroglyphs were lost to road and housing construction and one can often find modern graffiti on top of them". L. Mitchell [2015] observes that very often, petroglyphs prove to be hard to spot or differentiate due to recent graffiti.

Accessibility and Infrastructure

Infrastructure and accessibility will be analysed jointly, as for the need of this paper transport is considered the element covering both of these areas.

The following elements are to be considered: visa regime, transport, accommodation, restaurant and catering industry, which includes bars, pubs, cafeterias, restaurants; access to information about the museum.

Visa regime. Kyrgyzstan is the only country in Central Asia with a very liberal visa regime. The president Almazbek Atambayew, in order to encourage tourists and to attract visitors, on 17 July 2012 signed an act, giving citizens of 44 countries the right to stay on the territory of Kyrgyzstan up to 60 days without a visa [Horak 2014].

Transport. Cholpon-Ata lies about 250 kilometres from Bishkek, the capital of the country. In Kyrgyzstan, there are no railway services operating between Bishkek and Cholpon Ata. The town is very easily reachable by minibuses – marshrutkas, a phenomenon characteristic in different parts of Central Asia as well as the post-Soviet space. Classified, by The International Association of Public Transport as "informal public transport or paratransit or Intermediate Public Transport", it is an important component of the overall transport services [Sbigniev, Vozyanov 2016, p. 278-279]. In Cholpon-Ata, there are two bus stations; one for taxis and marshrutkas from Bishkek, and the other for transport from Karakol. The trip from Bishkek takes from three up to four hours, while from Karakol about, two hours. The price for a marshrutka from Bishkek is about 300 som, which equals approximately 4 Euro (October 2016).

Another common means of informal public transport in Kyrgyzstan is a shared taxi. The price of a shared taxi is about 500 som, equalling about 6.5 Euro (October 2016).

Accommodation, restaurant and catering industry. The northern shore of Issyk-Kul is a very popular tourist area with numerous tourist resorts. Neither the Department of Tourism of the Kyrgyz Republic nor the National Statistical Committee of the Kyrgyz Republic, two main bodies providing statistics, provide exact data on the number of hotels in Cholpon-Ata. Official estimates of foreigners vacating on the shores of Lake Issyk-Kul, the centre of travel in Kyrgyzstan, differ significantly. According to the data provided by the National Statistical Committee of the Kyrgyz Republic [Основные индикаторы развития туризма в Кыргызской Республике за 2016 г] in 2016, there were 31,476 beds in accommodation facilities – sanatoria, hotels and recreation institutions in Kyrgyzstan. The data do not cover unregistered hotels, rooms in private houses, unregistered camping sites or stays in yurts. It is assumed that 70% of all facilities are at the northern shore of Issyk-Kul lake, which would mean that there are about 20,000 beds in accommodation facilities of different standardin Cholpon-Ata.

However, analysis of Issyk-Kultour operator websites, information from tourist information centres, leaflets, personal investigation and interview demonstrate that in 2016, there were at least 95 registered accommodation facilities in Cholpon-Ata of different standard, offering at least 9,949 beds, starting withthe large 1,000 bed sanatorium «Aurora-Issyk-Kul», to big business class hotels and tourist resorts, offering from 200 to 500 beds, mid-size hotels, hostels and guest houses. There is also a significant number of non-registered hotels, private houses offering accommodation, accommodation at yurts, unregistered camping sites or unregistered private rooms to rent. The Kyrgyz Community Based Tourism Association"Hospitality

Kyrgyzstan" (KCBTA) offers a place in a yurt, either in Cholpon Ata, or in nearby towns – Grigoryevka or in Ruh Ordo cultural centre. Another form of accommodation is jailoo – staying with Kyrgyz nomads. Many resorts were built during the Soviet era, but many of them have arisen over the last ten years[2]. The accommodation facilities in Cholpon-Ata and in the nearby villages, according to their standard and specificity, can be roughly divided into five major groups, as presented in Tab. 2, along with exemplary ranges of the services they provide.

Tab. 2. Accommodation facilities in Cholpon Ata, divided into groups and with exemplary services

Facility type	Exemplary services provided
Business class hotels	Conference halls, private beach, indoor and outdoor swimming pools, spa centre, tennis court
Sanatoria	Galvanic mud treatment, hydrotherapy, electro-light treatment, baths (mineral, pearl, coniferous, coniferous-mineral, oxygen), irrigation inhalation, electrophoresis, phonophoresis climatotherapy
Economy hotels and pensions	Free Wi-fi, breakfast, free parking, TV with satellite channel
Accommodation in yurts	Bed – private or in dormitory, Wi-Fi, breakfast, Continental or Asian, free parking
Jailoo	Overnight stay in a house or apartment in the villages or in a Kyrgyzyurta on the jailoo; traditional food, exploring the mountains with a local guide; horseback-riding with or without a guide; concert of Kyrgyz traditional songs; national horse games such as 'Ulaktartysh', 'Kyz-kumay' or 'Tylynengmey'; felt-making display and shop with handicrafts; translation and transport services [Shepherd's Life, 2004]

Source: Own elaboration.

In most cases, also at a yurt camp, it is possible to book a room in advance and to do the payment via secured encrypted protocols, fulfilling security and safety standards. Most facilities including yurts provide free Wi-Fi, breakfast, free parking. There is a clean, sandy beach, a derelict open-air theatre, a park, a tennis court. The town also offers different activities such as camel- and horse-riding, parasailing, boats, pedalos, kayaks and canoe rentals. In the town, there are numerous restaurants, bars and pubs, as well as cafeterias and food stands offering local meals. The hotel standards vary, however, it is necessary to mention that even in Yurt camp, there are facilities such as water flushed toilets, we may find showers and a kitchen.

[2] Oral interview conducted in September 2015.

Information on the Museum and Educational Activities

The museum does not have a website. It is impossible to obtain any e-mail information. There are no informational leaflets, posters or any other informational or educational materials. There are not educational activitiesattracting tourists, such as workshops or guided tours. There is no information regarding working hours, additional services such as the possibility to hire a guide, or on any special events. There are no guided tours or other activities for tourists.

Result of the interview

Results of the interview on Cholpon-Ata attractiveness are presented in the Tab. 3.

Tab. 3. Elements of Cholpon-Ata resort attractiveness derived from the interview

Feature	Perceived attractiveness of Cholpon-Ata, expressed as the percentage of respondents
Beauty of nature, clear water, mountains	96
Hospitality of people	93
Cuisine	72
Hunting with eagles, birds of prey festival	43
World Nomad Games	35
Arts and Crafts International Festival	50
Petroglyph museum	18
Ethnographic museum	9

Source: Own elaboration.

Sixty respondents (96%) stated that Issyk-Kul deserves to be the main attraction of Kyrgyzstan. Cholpon-Ata and Issyk-Kul are mostly connected with the image of a clean lake, beautiful mountains and wonders of nature (61 respondents). Sixty interviewees claimed that Issyk-Kul lake is the most beautiful part of the country. One respondent said that Ala-Archa Gorge, situated in the neighbourhood of Bishkek, is more beautiful but not so touristic, one interviewee claimed that the Song-Kul lake is much more beautiful than Issyk-Kul. She stated "our lake is so beautiful, it is like in heaven, but we don't want tourists there, they only bring and leave litter, we don't want to spoil our nature, let us leave it as it is".

The emotional attitude is clearly visible in reportage: „Issyk-Kul is our princess, our beauty". „When you are there you will not believe that such beautiful places exist, and you will never forget them". „When I came back from emigration in Sweden and I saw our beauty, I felt so safe and happy. I missed Issyk-Kul so much and I looked at it, at those beautiful mountains that are mirrored in the blue waters in the lake and I knew it was the most beautiful place in the world". „When I feel anger inside, when I am unhappy, I go to a special place at the Issyk-Kul, I sit, I watch the lake and all the anger leaves me and goes away". By the interviewees, the lake is called „the pearl of the region", „the pearl of Central Asia", surrounded by „amazingly beautiful mountains of the Tien Shan", „heavenly beautiful views".

Only one respondent stated that Issyk-Kul is not clean and beautiful but polluted by chemical industry. Other ideas, which appeared were nice/friendly/hospitable people (58 respondents), cuisine (stated 45 times) and less frequently, hunting with eagles (27 respondents), World Nomad Games[3] (22 respondents), arts and crafts international "Oimo" festival (31 respondents). The Cholpon-Ata Petroglyph museum is not considered the main attraction of the region by 51 respondents. Only 11 respondents (18%) stated that this is the main attraction of the resort. Forty-seven interviewees were aware of its existence, nine interviewees have never heard of petroglyphs from the Cholpon-Ata resort, while 6 respondents mistook them for petroglyphs from Saimaluu-Tashy which is in a totally different part of the country. The small ethnographic museum in Cholpon Ata is considered an attraction for 6 respondents.

50 respondents (80%) think that Issyk-Kul has the potential to be visited by a greater number of foreign tourists, and 44 respondents (70%) think the same about the Cholpon-Ata resort. Twelve respondents (19%) stated that tourism at the Issyk-Kul has definitely negative impact and should be diminished. "The tourists are not good for us at all. They only spoil nature and ruin our peace and quiet. We don't want any tourists here, we want to live in peace, slowly, far from wars", claims a 63-year-old man. Also, four respondents state that Cholpon-Ata is not interesting for tourists.

Hospitality and friendliness of the local residents have been stressed (58 respondents). Nevertheless, 41 people stated that Cholpon Ata is not a safe place for tourists in the summer. It was pointed out there is a significant rise in petty crimes such as thefts or mugging, and tourists, especially women, should never leave hotel premises at night. One interviewee re-

[3] Initiated in September 2014, the aim is to celebrate the nomadic heritage of Central Asian nations, with such sport disciplines like eagle hunting, bone throwing and mas-wrestling, or kok-boru, a Central Asian version of polo with two teams battling for control of a decapitated goat carcass.

called the case of two US female tourists kidnapped in 2007[4], but sixty-one interviewees claimed that it is highly improbable, or impossible for a lonely woman, tourist to be bride-kidnapped.

When it comes to domestic tourism, 56 respondents state that Cholpon-Ata is very expensive for Kyrgyz citizens. Thirty-seven interviewees have never been to Cholpon-Ata. Different reasons were given. The main reason was the cost, not only in terms of accommodation and catering but also in terms of the trip. Additionally, the 10, residents of Ferghana Valley (Osh) stated that the trip to Cholpon-Ata is too long. Seven interviewees stated that Cholpon Ata is not interesting for Kyrgyz, as it is too crowded and there are too many tourists. Five interviewees stated that they are not interested in any tourism at all.

The best period for visiting Cholpon-Ata, according to 61 interviewees, is between mid-May and mid-September. Seven interviewees, owners of facilities, hotels, unregistered pensions and restaurants in Cholpon-Ata, pointed out that the period is too short. The owner or an unregistered hotel stated „We do not sleep at home in the summer, all the rooms are rented, but I can make no more than that 350,000 soms (equalling about 5,000 USD). We are not able to survive all year long with this money". However, 50 respondents considered this state as natural and resulting from weather and climate conditions, which are unlikely to change, and stated that extending the tourist season beyond the summer months would be very difficult if not impossible. Promoting the petroglyph museum in order to attract tourists outside the summer period seemed improbable for 56 respondents due to bad weather, which would most probably frighten tourists. Respondents also suggested what endeavours should be undertaken in order to attract more tourists. The main issue was better promotion in Europe (53 respondents), the second one relates to accessibility of the destination (49 interviewees). For 32 respondents, the main problem was lack of proper infrastructure in the country, for 27 the low level of knowledge of English and staff that might not be trained in a proper way. Seven respondents stated there is no need for better promotion of Cholpon-Ata.

Discussion

Among eight identified attractiveness attributes, the emergence of features related to nature as the most attractive attribute for Cholpon-Ata is not a surprising finding. During the interviews conducted among Kyrgyz citizens, all the interviewees claimed that Issyk-Kul is an object of national

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[4] Ala kachuu – bride kidnapping in Kyrgyzstan is the act of abducting a woman to marry her. It ranges from consensual kidnapping, according to the tradition, to non-consensual kidnapping and rape.

pride. Kyrgyz are traditionally very proud of Issyk-Kul. The Issyk-Kul lake is called, in subject-matter literature, a “wonder of nature” [Kantarci 2007], the ”Tien-Shan pearl” [Kadyrov 2004], and in 2004, was declared by the Kyrgyz government a national property [Advantour, 2016]. It is held in high regard as a sacred place by the ethnic Kyrgyz people. Kyrgyzstan is a country of nomadic tradition and Kyrgyz people are traditionally connected to the land and respect its natural resources. Lake Issyk Kul has been a main theme of local beliefs and legends. According to one version, there is an ancient city covered by the lake[5]. For centuries, Cholpon Ata has been considered a mazar, a holy place having healing properties. A mazar has its patron spirit, who blesses pilgrims but also can punish them for disrespectful behaviour [Reeves 2012; Aitpayeva 2013]. According to traditional beliefs, there are about 130 sacred sites in the region [Samakov, Berkes 2017].

The power of cultural heritage seems to be underestimated. The present study does not demonstrate the museum of petroglyphs among the “pull” factor, attracting tourists. Cholpon-Ata resort attracts tourists in the summer time. Nevertheless, proper mechanisms, whose aim is to attract more potential visitors and tourists outside the peak season, have not been developed, which is confirmed in all the studies on Kyrgyzstan tourism [Jeffries 2003; Kantarci 2007; Shokirov et al. 2014].

The petroglyph museum does not attract a number of tourists in order to generate sufficient income for tourism industry actors: accommodation or catering facilities owners. The literature clearly indicates [Buhalis 2000, Kim et al. 2007] that cultural determinants are of steadily growing importance within the global demand for tourism. Numerous studies [Kimet al. 2007]demonstrated that areas with rich cultural heritage (e.g. Europe) generate significant tourist demand due to their rich cultural background, manifested in museums. C. Holtorf [2007] stated that “Archaeology is a brand”. It is particularly true when it comes to rock art and petroglyphs. It is a product that sells very well, can attract tourist and is an economic engine for the region, as well as a central part of the cultural and educational infrastructure. Listing just two examples among many others, the vast majority of tourists visit Vila Nova de Côa, only to see the Archaeological Park, a large outdoor site of Palaeolithic rock art. The museum, one of the most significant tourist attractions in northern Portugal, revitalised the sleepy town. About 250,000 people visit the cave of Lascaux II in France with the facsimilia of a paleolithic rock painting every year. There have been about 6 million recorded visitors since its opening[6]. N. Palmer (2007) demonstrated that among the main promotional themes used by tour operators, the following can be listed as the

[5] Oral interview, conducted in September 2015.

[6] Oral information from the museum authorities, September 2014.

most representative for the tourists visiting Kyrgyzstan: traditional culture and traditional art.

Conclusions

The Issyk-Kul region and Cholpon-Ata have great tourist potential. This statement is true not only for individual tourists, but also for tourist agencies, tour operators and companies working in the tourism branch. A main factor making the place interesting for tourists is the beauty of nature, mountains, its landscapes, also people's hospitality, food, arts and crafts.It is worth mentioning the cultural heritage of the region, monuments of the Silk Road, which dates back to Roman times [Buyers, 2003], nomadic heritage, the Russian empire or the Soviet era monuments.

Nevertheless, both the country and the region have been neglected by European tourists as tourist destinations. One of the reasons is lack of proper information and digital exclusion. There are many reasons for this exclusion, characteristic for developing countries; however, there is one common outreach – failure on the tourist market.

The Cholpon-Ata petroglyph museum seems to underestimate the power of new technologies for attracting tourists. Providing reliable information on the contents of their collections should be one of the main concerns of museums with archaeological and ethnographic materials.

The following activities can be undertaken, is the aim of which to increase the museum attractiveness:

– Building a museum website in order to provide updated, reliable sources of information. A. Poon [1993] demonstrated empirically, that in order to secure long-term profit patronage, competitive advantages are essential. More than in any economic sectors, the distribution of information has significant impact on tourism.
– Providing and organising services and activities such as: guided tours, nocturnal visits,which apart from ludic aspects, play scientific, popularising, educational and economic roles [Borkowski, Brzeziński 2011; Chowaniec 2010] and are considered very efficient tools promoting archaeological museums and gathering audiences [Holtorf 2007].
– Organising experimental archaeology workshops. Several projects have been conducteddemonstrating that there are direct links between popularisation and experimental research, further proving that experiments can serve as a very efficient educational tool as the visitors are often very interested in the empirical side of science [Chowaniec 2010].
– Publishing educational materials such as leaflets, museum albums or catalogues. More so than in any economic sectors, the distribution of information has significant impact on tourism. Leaflets,printed in considerable quantity, available free-of-charge in tourist information centres,

accommodation and other places that potential visitors gather are considered the main promotional tools for most museums [McLean 2005].

Recommendations and Suggestions for Future Research

Further research should be conducted in order to analyse the competitiveness of other Kyrgyz and Central Asian museums. In Kyrgyzstan, there are about 30 museums, starting with a History museum in Bishkek, to small, local museums. A comparative study would allow to establish whether proper mechanisms have been elaborated, whose aim is to promote Kyrgyz national heritage and increase attractiveness of the country and particular regions.

Also, research comparing the strategies used by museums worldwide to convey their product and promote national heritage should be conducted.

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OCENA ATRAKCYJNOŚCI RESORTU TURYSTYCZNEGO I MUZEUM PETROGLIFÓW POD KĄTEM ATRAKCYJNOŚCI JAKO KIERUNKU TURYSTYCZNEGO

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Abstrakt

Cel. Celem tego artykułu jest zbadania, czy resort Cholpon-Ata wraz z muzeum petroglifów na wolnym powietrzu, usytuowany w Kirgistanie, jest atrakcyjnym kierunkiem turystycznym, jakie są elementy jego atrakcyjności czy też braku atrakcyjności.
Metoda. Przeprowadzono zarówno badania terenowe, jak i kwerendę biblioteczną, w celu zbadania następujących składowych: atrakcyjność naturalnych zasobów i piękno przyrody, dziedzictwo kulturowe, dostępna infrastruktura, której elementy składowe to: polityka wizowa, transport, zakwaterowanie, restauracje, a także dostęp do informacji. Przeprowadzono sześćdziesiąt dwa ustne wywiady z mieszkańcami Kirgistanu, a także sporządzona została dokumentacja fotograficzna muzeum i miasta.
Wyniki. Muzeum petroglifów Cholpon-Ata ma ogromny potencjał turystyczny, biorąc pod uwagę zasoby naturalne, dziedzictwo kulturowe, dostępność i infrastrukturę, jednak znaczącym mankamentem jest brak strategii marketingowych muzeum, których celem powinno być przyciągnięcie turystów. Jezioro Issyk-Kul wraz z resortem turystycznym Cholpon-Ata jest źródłem narodowej dumy Kirgizów. Dla niemalże 100% osób, które udzieliły wywiadu, jest to największa atrakcja turystyczna kraju. Podkreślają oni wyjątkowość przyrody, wartości duchowe i kulturowe. Jako mankament respondenci wymieniają brak odpowiedniej infrastruktury transportowej, brak znajomości obcych języków i drobne przestępstwa, na które narażeni są turyści, takie jak kradzieże.
Ograniczenie badań i wnioskowania. Wyniki badań odnoszą się wyłącznie do resortu turystycznego Cholpon Ata.
Implikacje praktyczne. Wyniki badania, a także wynikające z nich wnioski, mogą służyć jako podstawa do wprowadzenia zmian w innych miejscach turystycznych, o podobnych charakterze.
Oryginalność Nie przeprowadzono do tej pory badań, których celem byłaby analiza atrakcyjności historycznych i archeologicznych muzeów Kirgistanu.
Rodzaj pracy. Stadium przypadku.

Słowa kluczowe: atrakcyjność turystyczna, Kirgistan, Cholpon Ata, petroglify, dziedzictwo kulturowe.

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TOURISTS' MOTIVATION TO VISIT AND PERCEPTION OF VISITOR ATTRACTIONS ILLUSTRATED ON THE EXAMPLE OF HORTOBÁGY NATIONAL PARK

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Abstract

Purpose. The article presents the results of research concerning tourists' motivation for using so-called sustainable tourism. What is more, it evaluates the tourist attractions offered at Hortobágy National Park. The partial purpose of the article is presenting the attractiveness of Hortobágy National Park, while the main one is presentation of tourists' motivation for visiting this destination of sustainable tourism and investigating their perception illustrated on the example of Hortobágy.
Method. The research methods used in this article include: participant observation supplemented with questionnaire surveys and numerous free-form interviews.
Findings. The largest portion of visitors is satisfied by the tourist offer of Hortobágy National Park. Hortobágy National Park is a place, where the aims of UNESCO Site, Biosphere Reserve, national park and others, are the most important and where they are achieved. These aims are mainly connected to biodiversity preservation and education about the dependence between bio- and cultural diversity, and current human activity. Tourism is an additional function of Hortobágy National Park and the tourists' movement is not to overbear the natural and cultural heritage protective function of this area. Finally, this kind of tourism presented in Hortobágy National Park helps to achieve the sustainable development at the destination.
Research and conclusion limitations. The structure of respondents according to the country of origin is not exactly the same in the results as in reality. Sometimes it might cause wrong conclusions, especially in context of inadequate foreign language knowledge among the national park employees.
Practical implications. Results enable formulating conclusions on the main groups of receivers of the national park's tourist offer, tourists' perception of sustainable tourism as well as proposals of solutions aiming at maintaining the present balance between environmental protection and tourism management taking the suggestions of tourists with high ecological awareness into consideration.
Originality. There are very few papers which focus on Hortobágy National Park and this is one of the first about tourism on this area. This paper shows the Hortobágy National Park sustainability to be between the strictly protected area and tourism destination.
Type of paper. The article presents the results of empirical research.

Key words: sustainable tourism, Hortobágy National Park, Biosphere Reserve, Hungary.

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Introduction

In opposition to the consequences of globalisation and continuous development of mass tourism, a trend of sustainable tourism appeared in the second half of the 20th century. This type of tourism is especially distinguished by the degree of tourists' involvement in sightseeing schedules and their knowledge and skills related to sightseeing [Zaręba 2006; Sukiennik 2014]. There are many definitions of sustainable tourism [Bohdanowicz 2005]. They differ somewhat, but in general, the most important item in sustainable tourism is balance between four aspects: ecology (tourist movement should not cause irreparable changes to an ecosystem), society (tourist reception should not disturb the harmony of the local community), culture (inhabitants should not modify their regional cultural identity) and economy (profits from tourist activity should be adequate to cover all needs of tourists and inhabitants – including repairing damage to the environment).

With the numerous dysfunctions accompanying mass tourism, understood as the negative influence on tourists and the environment of receptive areas in mind [Alejziak 2000, Gaworecki 2007, Myga-Piątek 2011], one should understand the importance of a turn towards sustainable tourism. Institutions that should participate in creating and promoting this kind of tourism draw attention to national parks to the greatest extent.

Hortobágy National Park (HNP), apart from its natural and local culture protection functions, constitutes an example of an international destination of sustainable tourism. Most of all, it is known for its distinctions by 5 international designations; among others, it was added to the UNESCO World Heritage List and Biosphere Reserve. The natural and cultural wealth of the region as well as a continuously improved tourist offer prove high tourist potential of the park's area. The literature on tourism geography still lacks English language publications dealing with the unique nature of tourism within the HNP area and its buffer zone; however, there are publications concerning the issues of geomorphology and ornithology [Sümegi et al. 2013, Tóth et al. 2015]. I. Süli-Zakar [2008] discusses the problems of social and economic development as well as protection of the Hortobágy National Park area. What is more, the current publication discussing the role of cultural heritage in shaping contemporary tourism is worth mentioning here [Bujdosó et al. 2015]. S. Lupson [2006] emphasised the role of international tourism in the economy of Hungary. The publications also highlight a great potential of tourist attractiveness in Hungary conducive to the development of (cultural, rural) sustainable, culinary (including wine tourism), business or health (mainly balneotherapy) tourism, which is mainly threatened by inadequate competitiveness at the European level caused by problems with organisation and marketing actions [Lupson 2006, Badulescu and Badulescu 2008, Kulcsár 2009].

One of the goals of this article is to give an account of the attractiveness of the sustainable tourism offer of Hortobágy National Park, but it mainly aims to present the tourists' motivation for visiting this destination of sustainable tourism and investigating their perception illustrated on the example of Hortobágy.

Research area

The research includes Hortobágy locality and the areas of Hortobágy National Park (Hungarian: Hortobágyi Nemzeti Park – HNP) located in the immediate vicinity of local tourism management centres (Hortobágy centrum, Hortobágy Máta, Hortobágy Halastó, Poroszló).

Hortobágy is a village located in Eastern Hungary, in Hajdú-Bihar county, approximately 40 km east of Debreczyn (Fig. 1). With regard to its physical and geographical features, it is located in the mesoregion of Tisza Lowlands within the macro-region of the Great Hungarian Plain, which is a part of Pannonian Basin province [Kondracki 1996].

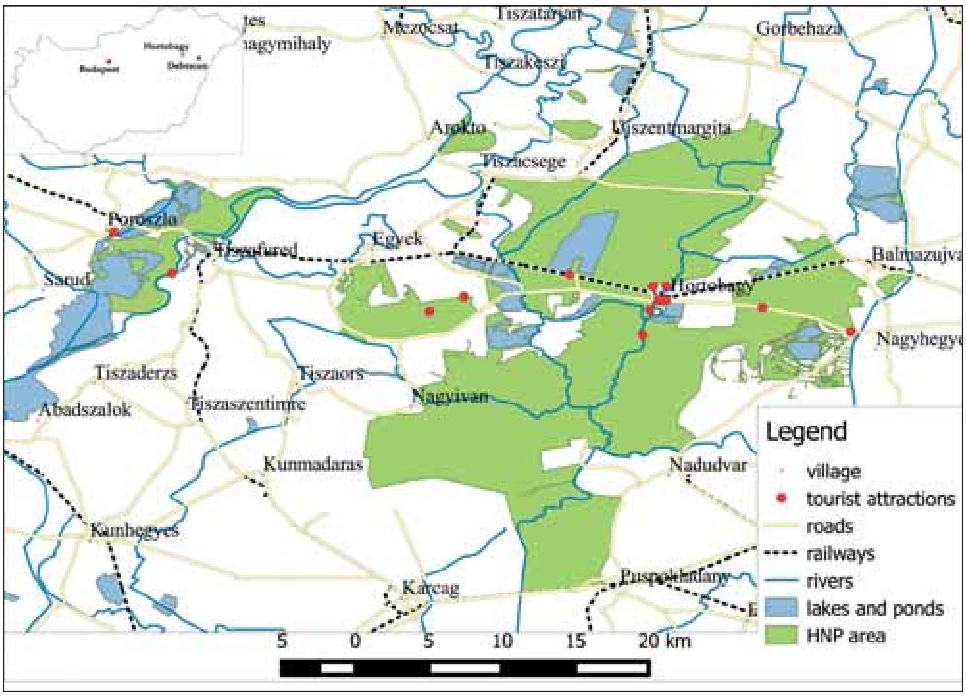

Fig. 1. Location of Hortobágy
Source: Own elaboration based on HNP materials.

In 1973, within the area of a vast steppe, the first national park was established in Hungary. It was named after the region's name and Hortobágy village. The park authorities' actions are focused on three main areas: protection of birds and nesting sites, the steppe area – *Puszta*, and cultural landscape [*www.hnp.hu*]. Currently, the area of the park covers over 82 thousand hectares. In 1999, Hortobágy National Park was added to the UNESCO National Heritage List. Furthermore, it is covered by numerous protection programmes and has other international designations, e.g. Natura 2000 area, Ramsar List or International Dark-Sky Association. What is more, the HNP area has been considered a Biosphere Reserve since 1979 [*www.unesco.org*]. It has undergone the Periodic Review Process twice so far (in 2007 and 2014). During the Periodic Review in 2014, the Advisory Committee considered the HNP met the criteria in the Statutory Framework of the World Network of Biosphere Reserves [*Item 12…*].

The greatest natural peculiarity of the park is the *Puszta*, that is a vast steppe area. Tisza Lowland was formerly a wet and fertile land which was the result of annual floods of the swollen Tisza river [*www.hnp.hu*]. In middle of the 20th century, the river flow was improved and a lack of regular floods together with precipitation deficit caused an intensive steppe formation process. Nevertheless, the *Puszta* area has been successfully used as a pastureland for different species of animals. A high level of ground waters is conducive to the occurrence of numerous fish ponds and marshlands. This makes Hortobágy National Park an attractive habitat to native and migrating birds.

Tourist movement in HNP is strictly connected with seasons of year. The extreme period is in July and August, which is connected with the holiday time. Most of the attractions are not available outside of the holiday period. According to HNP statistical data on ticket selling, in the period 2007-2014, HNP sold from about 105,000 tickets in 2007 to about 180,000 tickets in 2009 and 2013 (Doroz-Tomasik 2016). Every tourist programme in Hortobágy National Park is carried out by qualified guide from HNP.

Materials and methods

The research material used in this article constitutes the result of participant observation complemented with questionnaire surveys and numerous free-form interviews. The research was conducted in July, August and September 2015 during the author's internship carried out as part of the Erasmus + programme. The gathered materials and analysis of the Hortobágy tourism product are also the comparative material from the author's doctoral dissertation.

The participant observation consisted in analysing tourist offers and services as well as tourist behaviours and reactions to the place of attractions. The questionnaire surveys were carried out by means of questionnaire forms created by the author with the assistance of a HNP employee. The questionnaire forms were translated into Polish, Hungarian, English and German. They were distributed in places of the highest tourist reception (Visitor Centre, Herdsman Museum, *Halastó* – Fishponds) by HNP employees. Additionally, the author personally interviewed visitors on the basis of the questionnaire in the main parking lot at Herdsman Museum. The questions were directed to HNP visitors, and the last three concern the evaluation of the Park's tourism offer and the tourists' general impressions after their visit. Whenever it was possible, the author had additional conversations with the tourists as free-form interviews in order to get to know the wider context of answers given in the questionnaire form.

Tourist attractions of Hortobágy National Park

Due to the close cooperation between the National Park and other entities (private entrepreneurs, Hortobágy Nonprofit Ltd.), the tourist usually perceive all the attractions as part of the park's attractions. In order to show the tourism attractiveness of Hortobágy, Tab. 1 presents facilities located in the places where the questionnaire surveys were carried out and in their immediate vicinity, as well as, a cyclical event, the Bridge Fair.

Tab. 1. Tourist attractions in Hortobágy and Hortobágy National Park

Name of attraction	Description
Core exhibitions*: "The History, Flora and Fauna of Hortobágy" and "The World of Cranes" in the Visitor Centre	– "The History, Flora and Fauna of Hortobágy" – exhibition showing the archaeological and geological background as well as flora and fauna within *Puszta* areas. – "The World of Cranes" – multimedia and interactive exhibition presenting all-embracing information on cranes.
Craftsmen work exhibition*	– Modern workshops of traditional craftsmanship, among others, saddlery, tailoring, sculpture and pottery, etc.
Herdsmen Museum*	– Formerly, the building was a shelter for traders of the Bridge Fair. – Exhibition showing shepherds' life at the turn of the 20th century and its evolution up till modern times.
Rotunda*	– Replicas of workshops of craftsmen as e.g. saddlers, shoemakers, rope-makers, hat-makers, blacksmiths, etc.
Hortobágy Csárda*/**	– 300 year old tavern. – Exhibition displaying the history of the building, means of transport used in *Puszta* and the profiles of well-known figures who had once visited the tavern.

Wild Animal Park*	– An attempt to recreate the virgin nature of *Puszta* from before more than 300 years age. – Exhibition enclosures with animals, among others: wolves, jackals, Przewalski's horses, onagers, vultures, pelicans, fixes, polecats, white-tailed eagles, cranes. – Museum exhibition.
Extra Safari*	– 20-minute off-road ride in *Puszta*. – The target area consists of big animal pasturelands (e.g. Hungarian grey cattle).
Hortobágy-Halastó narrow-gauge railway*	– Narrow gauge railway ride. – One of the biggest complexes of fish ponds in Central Europe. – Habitat area of approximately 300 bird species. – Bird-watching spot on the educational path and a beauty spot.
Máta stud farm**	– 1.5 hour programme including: five Hungarian shows, waggon ride through *Puszta* between animal's enclosures (*Mangalica* pig, *Racka* sheep, Hungarian grey cattle, *Furioso* horses, buffalos), *gulyás* and *csikós* shows (horse and cattle herdsmen) and visiting a small museum of carriages.
Puszta's Animal Park**	– Species of farm animals reared in *Puszta*, placed within exhibition enclosures. – Traditional henhouses, cow-barns, stables.
Bird Hospital	– Core exhibition. – Isolation wards and hospital aviaries. – Injured birds from all over the country.
The Nine-Arch Bridge	– 19^{th} century bridge. – The longest stone bridge in Hungary.
Motor boat cruise on Hortobágy River	– Motor boat cruise with a guide (Hungarian speaking). – Presentation of primitive tools and traditional methods for fishing as well as natural curiosities of this part of the river.
Bridge fair	– Cyclical, 4-day folk event celebrated around 20^{th} August.

* tourist attractions of Hortobágy National Park

** tourist attractions of Hortobágy Nonprofit Kft (company cooperating with the HNP)

Source: Own elaboration.

The small but adequate number of restaurant and accommodation facilities in Hortobágy as well as diverse regular tourism offers providing the possibility of adjusting the offer to individual needs thanks to the qualified tourist guides speaking English and German apart from their native Hungarian, make Hortobágy a place which meets expectations of most tourists.

Results

The questionnaire survey covered 181 people. This is the biggest limitation -research trial might be not representative. 92 questionnaire forms were filled in by women (51%), and 89 by men (49%). The biggest group of respondents was formed by people aged 36-45 (36%), people age 18-25 and 26-35 years each constituted 17% of the respondents, and the percentage of respondents of 46-55 and 56-65 year-olds was, respectively, 14% and 11%, and 5% of the respondents was 66 or older. Most of the respondents visited Hortobágy National Park with their families (as many as 62%), with a partner 24%, with a group of friends – 7%, with an organised group (e.g. with a travel agency) 3%, and 4% of the respondents visited the park on their own. As far as the respondents' nationality is concerned, it is hard to unequivocally determine the actual nationality proportions on the basis of the analysed random sample. According to the observations, there were high percentages of Hungarian, Polish, Slovak (Hungarian speaking), Romanian (Hungarian speaking) and Czech tourists. However, both Slovak and Czech tourists were reluctant to participate in the questionnaire. On the other hand, the percentage of Poles in the structure of respondents might be overstated with regard to the fact that it was easy for the author to initiate conversation with her fellow countrymen. The percentage of the respondents according to the country of origin (Fig. 2.) is as follows: 37% Hungary, 30% Poland, 8% Germany, 6% the Netherlands, 3% France and Belgium, 2% Austria, Ukraine, Slovakia and Latvia, 1% USA, Italy, Spain, Scotland, France, Reunion, Slovakia and the Czech Republic.

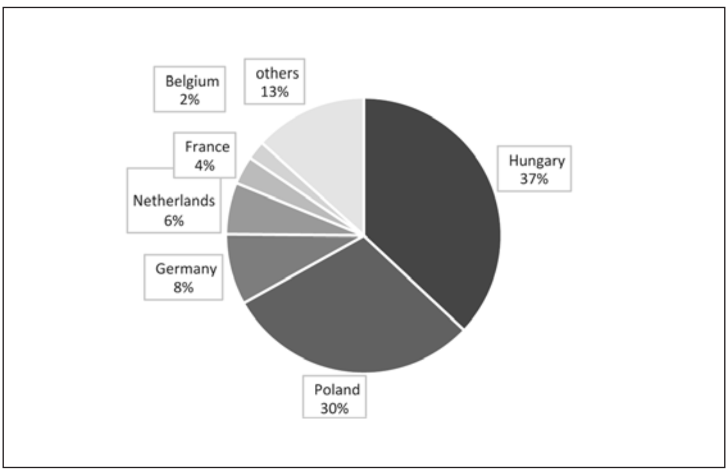

Fig. 2. Percentage of respondents according to their country of origin

Source: Own elaboration.

The questionnaire form included two questions concerning the length of the respondents' stay in Hungary and HNP. With regard to the unfortunately worded question, many Hungarian visitors gave a wrong answer, considering their country of residence as a "stay longer than 2 weeks". Simultaneously, there were tourists who, despite their country of residence; for instance, spent their over two-week holiday abroad in Hungary and that makes determination of the particular respondents' percentage in this question impossible. In the case of stays at HNP, there were no doubts regarding interpretation. Fig. 3 shows the given answers.

The research study also included questions concerning tourists' motivation to choose Hungary as their holiday destination (Fig. 4) and the motivation to visit HNP (Fig. 5).

As it can be seen in Fig. 3 and 4, the Hungarian natural resources are the most important motivation for spending holidays there. Almost one third of respondents choose Hungary due to their attractions connected with thermal sources and swimming pools. And the main reason to visit Hortobágy for 46% of respondents is the *Puszta* landscape.

By means of the multiple choice question, the source of information on the Park was also analysed, and the results are shown in Fig. 6. Tourists searched for information on HNP mostly in tourist guidebooks. As many as 24% of them, when choosing HNP, did so following suggestions of family, friends or local residents. Other sources of information were childhood trips, television or student training. A portion of the tourists were unable to indicate the main source of information (17%).

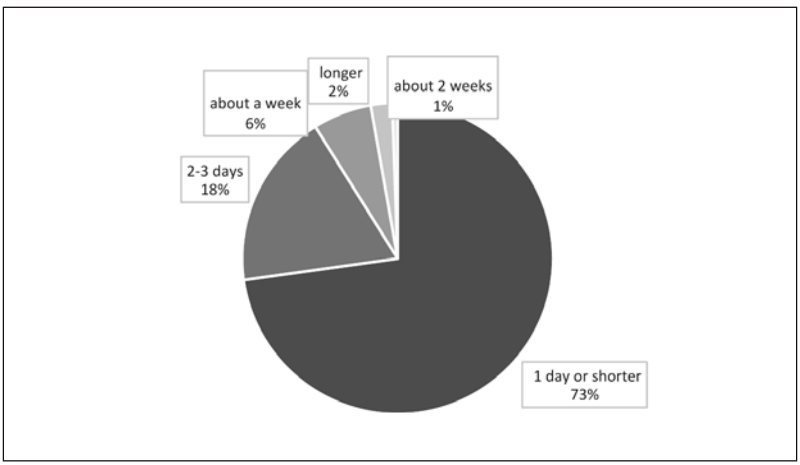

Fig. 3. Declared length of stay in HNP

Source: Own elaboration.

Some questions required determination of tourist satisfaction level concerning the visit on a 1-5 scale (Fig. 7). HNP was mostly evaluated as good and very good.

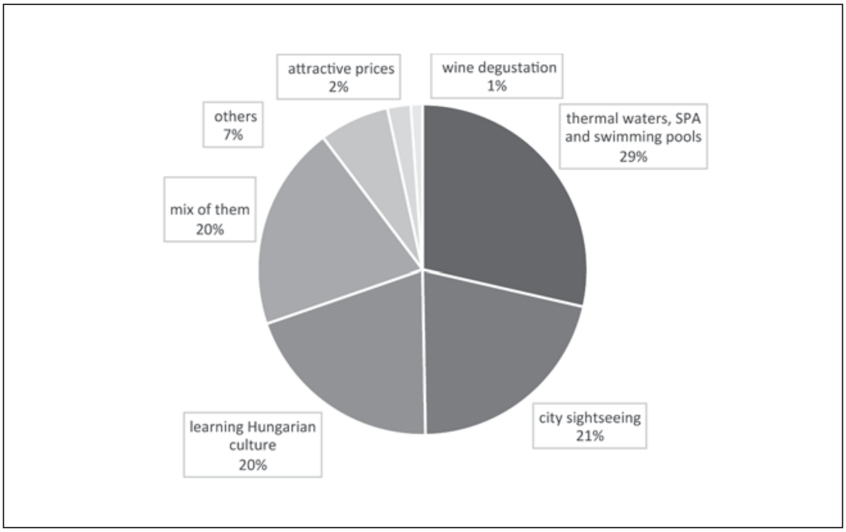

Fig. 4. The main reason for spending your holiday in Hungary
Source: Own elaboration.

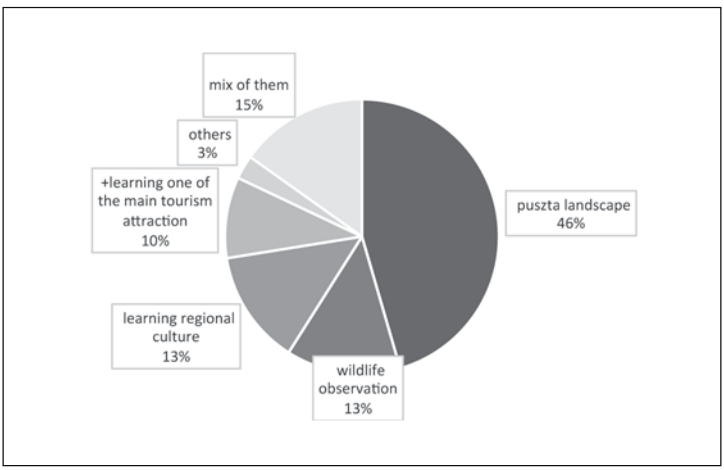

Fig. 5. The main reason for visiting HNP
Source: Own elaboration.

The questionnaire also included open-end questions, which required indication of the most positive and negative factors having influence on the general impressions concerning their visit to HNP. These questions were answered by 87 people. Apart from the answers providing the research study with a wider context, a part of respondents gave "nothing" answer (twice for positive factors and 19 times for negative factors). In the case of both questions, the answers could be divided into three types resulting from the type of factors subjected to evaluation (tourism attractions and forms of exhibition, organisation and service, conditions beyond HNP's control, including natural ones). The results are shown in Tab. 2 and 3.

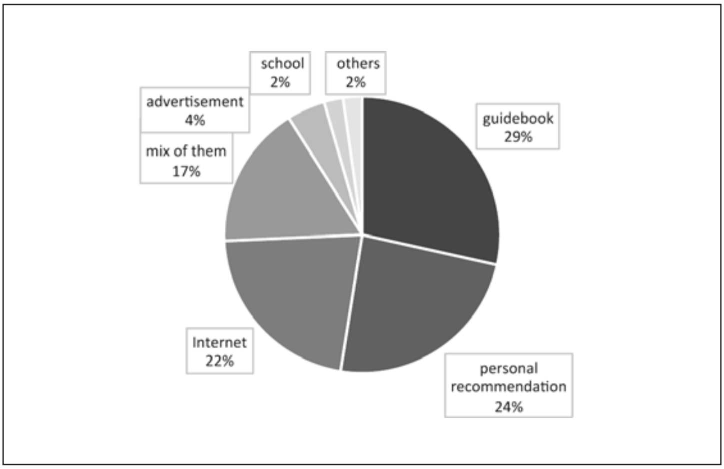

Fig. 6. Sources of information on HNP
Source: Own elaboration.

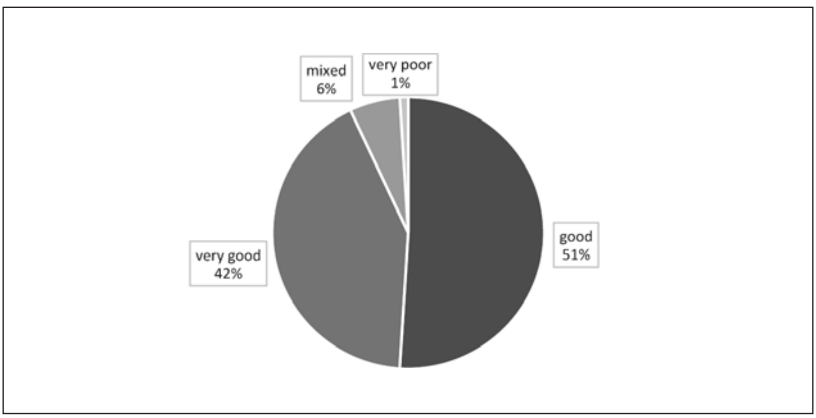

Fig. 7. Level of tourists' satisfaction after visiting HNP
Source: Own elaboration.

Tab. 2. The most positive factors having impact on the tourists' general impressions – tourists' answers

Tourism attractions and forms of exhibition	Organisation and service	Conditions beyond HNP's control (including natural ones)
– Presentation of attractions – Wild Animal Park – Attraction – Old clothes and culture – Museum, which is helpful to recognize culture – Herdsman Museum – Exhibition – Modern and beautiful – Presentation of culture and history – Learning culture – Widespread exhibitions	– Tourist program – Nice tourist staff – Nice and friendly people – Friendly people, good atmosphere for children – Guide – High quality service at the Visitor Centre – Friendly people, friendliness at private-house accommodation – Easy to find private-house accommodation – Hospitality, paid exhibitions – Long boat trip on Tisza Lake, Fishponds – Good accommodation and very good food – Developing trend – Great tourist and good infrastructure (Fishponds) – Carriage tour (Máta) – People, programmes, tower-watching – Professional service at HNP – Good organization – Good signage – Trips to the *Puszta* (Máta Stable and Wild-animal Park) – Carriages	– Nature – Landscape – Calm – Landscape and birds – Mix of nature and agriculture – Hot weather – Beautiful landscape – *Puszta* landscape – Climate – Landscape, immensity of area, nature – Silence, calm, not a lot of people, interesting place for break during the trip – Beautiful landscape and nature

– Safari – Horses – People, culture – Horse wagon trip to the *Puszta*, Fishponds and Narrow-gauge Railway – Good conditions for animals at their farms – Variety of attractions – Souvenir market with regional products – Well-maintained area – Máta Stable – Authenticity of the exhibitions and conservation of species		
	– Not too big visitor group, calm and beautiful landscape – Biodiversity, friendly people and agreeable accommodation – High quality of services at the Visitor Centre and during nature watching – Immensity of beautiful *Puszta* area and good communication by bus – Open area for animals – Big farms for animals – Wild Animal Park and boat tour – Good, saved values on the big area and good access – Wild Animal Park and rich fauna in the surroundings	
– Information and beautiful nature and landscapes – Narrow-gauge railway on the Fishponds, Bird Hospital – Natural and farmed animals		– Information and beautiful nature and landscapes – Narrow-gauge railway on the Fishponds, Bird Hospital – Natural and farmed animals
– Cows (Buffalo) in the mud – Nature, silence and good infrastructure leading to bird-watching on the fishponds		

Source: Own elaboration.

Tab. 3. The most negative factors having impact on tourists' general impressions concerning HNP – tourists' answers

Tourism attractions and forms of exhibition	Organisation and service	Conditions beyond HNP's control (including natural ones)
	– Not enough information for tourists – Lack of English translation – Low availability of toilets for visitors – Low availability of litter bins in Máta – It is necessary to develop ecological transport (e.g. renting a bike) and there are too little details on maps – Bad mapping and over-commercialisation, especially in Máta and the town centre – Dining facilities (too little restaurants) – High prices – Paid car park – Poor marking and no info in Polish – Information about accommodation and attractions are difficult to find on the HNP website – Lack of marked touristic paths – Holes in the road to Fishponds – Long waiting time – Bad accommodation and high prices at camping grounds – Few family programmes – Few advertisements, people working with too many programmes – Lack of description of the Nine Arches Bridge	– Hungarian climate – Hortobágy River has a lot of reed and the water is not too clean

<table>
<tr><td colspan="2">– ”Made in China” products at souvenir markets
– Bad conditions for animals at their farms
– Too many gadgets at the market during the “Hídi Vásár” event
– Small cages at the weasel corral</td><td></td></tr>
<tr><td></td><td colspan="2">– Language
– Lack of shade</td></tr>
</table>

Source: Own elaboration.

According to the opinions presented in Tab. 2 and 3, the tourists subjected the tourism destination to multi-perspective assessment and they were mostly satisfied with the park's offer. The most considerable faults were observed in tourism management and especially in: poor foreign language skills of the staff (which is reflected in limited access to information) and unclear signs. With regard to hot summers typical for the Hungarian climate, a significant problem was lack of shaded areas. The optimistic prospects for the development of sustainable tourism in Hortobágy National Park and its vicinity are visible in the full satisfaction of the tourists concerning the offered tourist attractions and appreciated landscape qualities.

Apart from motivation and level of satisfaction after HNP sightseeing, the visitors knowledge about Hortobágy was also examined. In control questions, visitors were to mark answers with names of HNP international designations (Fig. 8).

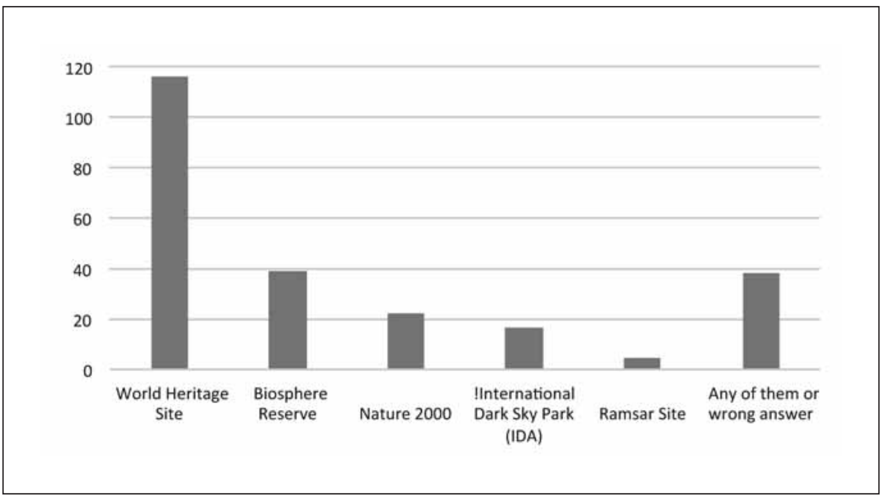

Fig. 8. Number of visitor's responses about HNP international designations
Source: Own elaboration.

According to the frequency of answers, visitors mainly know the World Heritage Site title (116 responses). Following are Biosphere Reserve (39), Natura 2000 (22), International Dark Sky Park (17) and the less known Ramsar Site (5). 38 respondents gave the answer that HNP does not have any designation or their answer was incorrect. It seems obvious that information about World Heritage Site UNESCO is the most popular. Unfortunately, another designations are not so clear to visitors. Titles and preservation programmes are usually connected with biodiversity and visitors often do not have the basic environmental knowledge to understand what a valuable area they have just visited.

Conclusions

On the basis of the conducted research one can state that a unique tourism product of high quality is the foundation for creating a sustainable tourist destination which plays an increasingly important part in global tourism. During a tourist season, Hortobágy National Park is visited by tourists from all over the world. The most attractive in HNP is the *Puszta* landscape and the possibility to observe wild animals. The developed offer of the park includes both family attractions (which constitute the majority of visitors) and the ones for hobbyists who are willing to deepen their knowledge and improve their skills in the domain of e.g. ornithology. Thanks to this all-embracing offer, HNP is potentially attractive to a wide range of receivers. Too intensive distribution of sustainable tourism offers would cause excessive tourist reception within a culturally and naturally valuable area. Therefore, the weak points observed by the respondents in fact, contributed to reduction of mass inflow of tourists to HNP and, paradoxically, they may become factors conducive to maintenance of the current, conscious and still relatively little invasive tourism. HNP is a place where aims of the UNESCO Site, Biosphere Reserve, National Park and others are most important and where they are achieved. The aims are connected mainly to biodiversity preservation and education about dependence between bio- and cultural diversity, and current human activity. Tourism is an additional function of HNP and the tourists' movement is not to undertake the natural and cultural heritage protection of this area. Finally, the kind of tourism presented in HNP helps to achieve the sustainable development at the destination.

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MOTYWACJA TURYSTÓW DO ZWIEDZANIA ORAZ POSTRZEGANIE ATRAKCJI PRZEZ ZWIEDZAJĄCYCH NA PRZYKŁADZIE PARKU NARODOWEGO HORTOBÁGY

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Abstrakt

Cel. W artykule przedstawiono wyniki badań dotyczących motywacji turystów do uprawiania tzw. turystyki zrównoważonej. Ponadto, poddano ocenie atrakcje turystyczne Parku Narodowego Hortobágy. Celem cząstkowym artykułu jest przedstawienie atrakcyjności Parku Narodowego Hortobágy, a głównym celem jest prezentacja motywacji turystów do odwiedzenia destynacji turystyki zrównoważonej i badanie ich percepcji, przedstawione na przykładzie Hortobágy.

Metoda. Metody badań obejmują: obserwację uczestniczącą, uzupełnioną badaniami ankietowymi oraz liczne wywiady swobodne.

Wyniki. Większość odwiedzających jest usatysfakcjonowana ofertą turystyczną Parku Narodowego Hortobágy. Hortobágy jest miejscem, w którym cele UNESCO, Rezerwatu Biosfery, parku narodowego i innych są traktowane priorytetowo i są osiągane. Cele te dotyczą głównie zachowania bioróżnorodności, jak i edukacji dotyczącej zależności między różnorodnością biologiczną i kulturową, oraz obecną działalnością człowieka. Turystyka jest dodatkową funkcją Parku Narodowego Hortobágy, a ruch turystyczny nie przysłania ochrony przyrody i dziedzictwa kulturowego tego obszaru. Ostatecznie, turystyka w Parku Narodowym Hortobágy pomaga osiągnąć zrównoważony rozwój w tej destynacji.

Ograniczenia badań i wnioskowania. Struktura narodowościowa zwiedzających, w zależności od kraju pochodzenia respondentów nie odzwierciedla dokładnie stanu rzeczywistego. Niekiedy może to prowadzić do błędnych wniosków, zwłaszcza w kontekście niedostatecznej znajomości języków obcych przez pracowników parku.

Implikacje praktyczne. Wyniki pozwalają sformułować wnioski dotyczące głównych grup odbiorców oferty turystycznej parku narodowego, postrzegania przez turystów tu-

rystyki zrównoważonej oraz propozycji rozwiązań mających na celu zachowanie obecnej równowagi między ochroną środowiska a zarządzaniem turystyką, przy uwzględnieniu sugestii turystów o wysokiej świadomości ekologicznej.
Oryginalność pracy. Istnieje bardzo niewiele prac, które koncentrują się na Parku Narodowym Hortobágy, a ten artykuł jest jednym z pierwszych dotyczącym turystyki na tym obszarze. W artykule przedstawiono równowagę pomiędzy ścisłą ochroną a realizowanym celem turystycznym na obszarze Parku Narodowego Hortobágy.
Rodzaj pracy. Artykuł prezentuje wyniki badań empirycznych.

Słowa kluczowe: turystyka zrównoważona, Park Narodowy Hortobágy, Rezerwat Biosfery, Węgry.

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PROBLEMS OF SECOND-HOME SPATIAL DEVELOPMENT IN PROTECTED AREAS. POLESIE NATIONAL PARK CASE STUDY

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Abstract

Purpose. To show the scale and direction of recreational housing development within an area with high natural value. Steps to ensure the sustainable development of tourist settlement are discussed.
Method. GIS analysis was performed based on archival and current orthophotomaps and planning documents existing at the municipal level complemented by field inventory. Additionally, interviews with residents on PNP were employed.
Findings. Four main categories of recreational housing were distinguished in the study area: compact second home estates around lakes, second home estates "attached" to villages; dispersed second homes, and old and new buildings integrated with the spatial layout of a village. The last category can be regarded as the most advantageous from an ecological, landscape and functional perspective but, unfortunately, it is the least common. The intensive development of the other categories poses a threat to the natural and tourist assets of a region. The area of recreational housing in the study area increased from 26 ha in 1992 to 156 ha in 2013, mainly in the form of separate, second-home estates. Another 169 ha have been designated for recreational housing in the current planning documents. Most of the new areas are in the immediate vicinity of the national park boundary or on lakeshores. In view of such planning arrangements, one can expect further development of the negative trends in the expansion of recreational housing and degradation of the natural and tourist assets in other areas.
Research limitations and conclusions. The quantitative analysis outside PNP did not include the number of old cottages converted into recreational homes.
Practical implications. The results show that greater emphasis on hierarchical planning is necessary, starting from the boundaries of the entire West Polesie Biosphere Reserve to the municipality level. The comprehensive planning of entire tourist destinations, integrating permanent and seasonal settlements and taking into account the protection of nature as well as the most valuable tourist attractions, is no less impor-

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tant. At the same time, more stringent limits should be imposed on dispersed housing and monofunctional tourist housing enclaves.
Originality. The phenomena described coincide with trends showed by other authors but it seems that compared to other parts of Poland, the scale of negative spatial phenomenon is higher, and according to other countries the role of spatial planning in coordinating second-home development is much smaller.
Type of paper. The article is a case study based on cartographic quantitative analysis.

Keywords: second-home, tourism development, rural settlement, spatial planning, protected areas, PolesieNational Park.

Introduction

Polesie is a peripheral region characterised by poor economic development and difficult conditions for the development of agriculture. On the other hand, or perhaps precisely for the reasons above, it is an area with valuable natural and landscape assets. Therefore, tourism development becomes a key source of new revenue. The tourist attractiveness of the surroundings of the Poleski National Park is largely connected lakes. As in all of Poland [Kowalczyk 1994], the beginnings of recreational use of this area fall into the 1960s. The earliest developed were the most attractive lakes located near the newly formed roads (Bialskie, Łukcze, Piaseczno, Rogóźno, Zagłębocze). At that time, numerous leisure centres were established there, which operated thanks to social tourism. Since the 1990s, there has been an intensive development of individual second homes. At the turn of the 80s and 90s, the majority of municipalities began allocating land to second homes, but many of them also arose illegally on farmland and forest land. In the following decade, the increase in the number of people recreating by the most attractive lakes was smaller but the demand for not very well-developed lakes was rising [Krukowska, Świeca 2008]. Thus, even greater areas are affected by tourism pressure [Chmielewski 2005; Chmielewski and Jankowska 2009]. The phenomena that occur here include tourist colonisation and urbanisation [Liszewski 1995; Dziegieć 1995] as well as ex-urbanisation [Taylor 2009] that takes place in an unplanned and unmanaged manner and on an increasing scale. Studies conducted in the United States reveal similar phenomena [Kondoa et al. 2012]. V.C. Radeloff et al. [2010] warn that housing growth poses the main threat to protected areas in the United States. They found that within 50 km of protected areas in the U.S., housing units increased by 20% per decade, compared to a national average of 13% (the fastest increases were within 1 km of national forests, parks and wilderness areas). Although amenity areas that are easily accessible from urban centres, often within a one- to two-hour drive time, are particularly preferred as second-home locations [Hall 2014], recently, in Poland this phenomenon spread into the more peripherally located amenity-rich areas of mountains, lake regions and seashores [Bański and Wesołowska 2010; Mika 2013; Adamiak 2016]. For the region of Bory Tucholskie, C. Adamiak [2016] states that the majority of second homes are located no more than 500 m from the nearest lake and not more than 200 m from a forest edge. In Finland, the dominant trend is still to build second homes at sea, lake or river shorelines [Hiltunen et al. 2013]. In Polesie, all of the trends mentioned above occur simultaneously, which particularly intensifies the threat of the expansion of second homes. Despite much negative impact, there is no doubt that the development of second homes cannot be unequivocally regarded as negative. A lot depends on the character of the buildings and users, including their location on a regional and local scale [Hiltunen 2007; Heffner and Czarnecki 2011].

Above all, it is important to clearly define the rules and restrictions on the location of tourist accommodation facilities within protected areas. Analysing this problem, P.F.J. Eagles, S.F. McCool and Ch.D. Haynes [2002] found that, despite various approaches and opinions, most parks reject the location of built accommodation within their boundaries; instead, it is felt that such development should take place in nearby communities. D. Ptaszycka-Jackowska and M. Baranowska-Janota [1989] also support the principle that the area of Polish national parks should be made available to sightseeing tourism only (using a network of marked trails) while the accommodation, catering and transport facilities should be located outside park boundaries. However, these authors advocate allowing second-home development in areas of protected landscape (IUCN category VI) and, in some cases, also in landscape parks (IUCN category V).

The spatial layout of the particular settlement units is also a very important issue determining the impact of housing on the natural and cultural environment. Most authors [Ptaszycka-Jackowska and Baranowska-Janota 1989; Heinonen et al. 2002; Kowalczyk and Derek 2010; Adamiak 2013; Hiltunen et al. 2013] agree on the harmfulness of dispersed housing or second-home estates in the form of enclaves (including housing complexes on shorelines). They recommend taking over abandoned houses and complementing the buildings in existing villages as the least controversial solution. In the case of a high demand for second homes, the construction of compact second-home estates is also allowed on the condition that their spatial layout is carefully planned and they are properly linked with permanent settlement.

Thus, spatial planning should be conducted wisely and well in advance to ensure the appropriate direction of the spatial development of protected areas [Czarnecki and Heffner 2008; Adamiak 2016]. The problem is that, as Kapera [2012] notes, the cooperation between a national park and local governments works very well except for spatial planning. The conflict between the short-term interest of the municipality (designating new building plots to maximise revenue in the municipal budget) and long-term interest related to environmental protection (preservation of natural assets) is quite common [Kiryluk 2005]. Thus, there is a need for not only high-quality planning documents but also awareness of the planners, local governments and residents about the significance of these documents for ensuring high-quality space that is the basis for tourism development.

Having regard for the above problems and opinions, we want to present key characteristics and trends in the spatial development of second homes in Polesie in the proximity of the Polesie National Park, changes that have occurred since the establishment of the park as well as forecasts resulting from the analysis of planning documents. On this basis, we would like to indicate key problems associated with the development of second homes and present our proposals for actions to be taken with a view on reconciling tourism development with the preservation of nature and landscape in this valuable area.

Materials and Research Methods

Polesie National Park (PNP), along with its buffer zone and zone designated in the park's protection plan as the functional area of the park, were chosen as the study area [Chmielewski et al. 2015]. It is located in the central part of the Polesie region in eastern Poland. The area of the national park represents 30% of the entire study area (9,764.3 ha). Most of the area is occupied by the national park's buffer zone (13,624.3 ha) while the surrounding area covers 8,157.0 ha. The study area is within the boundaries of seven municipalities and 45 villages (*sołectwa*) (Fig. 1).

The existing development of the area as well as its changes were described based on 1:25 000 scale land-usage maps prepared based on orthophotomaps from 1992 and 2013. The graphic annexes to spatial planning documents (SUiKZP – Studium Uwarunkowań i Kierunków Zagospodarowania Przestrzennego gminy [Study of Conditions and Directions in Commune Spatial Management] and MPZP – Miejscowy Plan Zagospodarowania Przestrzennego [Local Spatial Management Plan]) for this area were vectorised in the same scale. All cartographic analyses were carried out using Arc GIS software. The location of the second homes was determined on the basis of topographic maps, orthophotomaps and fieldwork in each of the analysed villages. Difficulties with determining the current function of older buildings constructed as residential properties have resulted in the exclusion from quantitative analysis of former residential buildings being currently second homes in the covered and functional area. Only in the area of the Poleski National Park (PPN) was the field inventory supplemented with resident interviews, which allowed for accurate indication of houses performing recreational functions, those comprising second homes in former residential buildings. The remaining data on tourism infrastructure development were obtained from municipal offices and Polesie National Park. The layers (second homes-1992; second homes-2013; planned second homes-SUiKZP, planned second homes-MPZP) have been imposed on a contemporary land-use map and a map of protected areas. This provided the basis for the relationship between present, past and planned changes from second-home development to existing rural systems and protected areas.

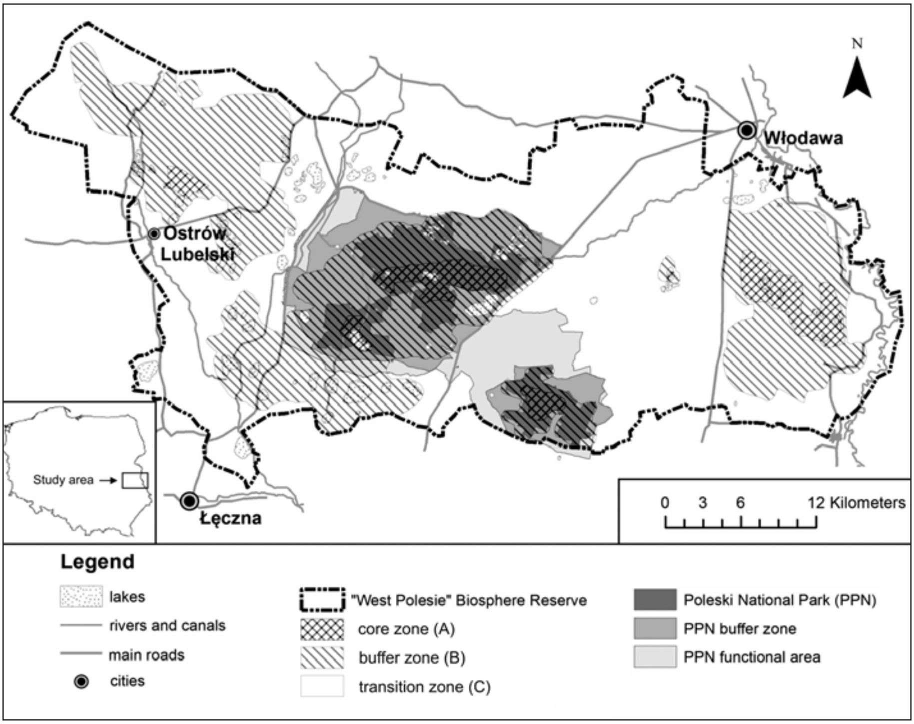

Fig. 1. Location of the study area against the background of the West Polesie Biosphere Reserve

Source: Own materials based on Chmielewski 2005.

Results

Analysis of the available cartographic materials and data obtained from tourism and local government institutions shows that tourism plays an important role in the study area and even a leading role in the economy of some villages. Second-home estates are the predominant form of tourism development. Apart from that we may find a resort on one of the lakes and a small number of agrotourist farms and guesthouses in the villages. Catering facilities mainly operate seasonally and are based in the vicinity of the resort and in larger villages having the status of a *gmina* (administrative region of the 3rd order; a municipality). Tourist trails and educational paths with accompanying infrastructure, campsites as well as educational and museum facilities are located in the national park.

Areas with second homes cover a total of 156.5 ha, i.e. 19.2% of all built-up areas (excluding residential buildings adopted for recreational purposes). They can be divided into several main types according to the spatial layout. The largest area is covered by large, compact second homes estates located in the vicinity of the Zagłębocze and Wytyckie lakes. Their total area is 84.5 ha (54% of the recreational housing area). In most cases, they developed in places where small outlying hamlets existed. However, summer housing definitely overshadowed the permanent housing (the former covering of an area over ten times larger). Therefore, these second homes estates can be regarded as having the character of tourist enclaves. Their spatial layouts consist of compact rows comprising parallel roads typical for unplanned suburban housing or temporary refugee settlements, in no way related to the traditional row and linear villages or hamlets characteristic of Polesie.

Another type of second home is represented by complexes of varying size and linked with the spatial layout of the existing villages. They cover a total area of 57 ha (36.5% of the recreational housing area), mainly in the villages of Lejno, Orzechów Nowy and Rozpłucie. Unfortunately, they are not integrated with the traditional spatial layout of the villages. Instead, they occupy former arable land and form either irregular series of parallel strips at the back of the village buildings or individual plots in the second line of buildings.

Individual buildings or small groups of buildings scattered across the agricultural countryside constitute the third type of second homes. They occupy a relatively small area of 15 ha (9.5% of the recreational housing area) but, due to their dispersed distribution, they have significant impact on the character of a large portion of agricultural and agricultural-forest landscape of the Polesie National Park and its vicinity. They also include a small enclave of second homes located on Lake Łukie within the boundaries of the national park. This category also includes a group of individual summer houses located in the territory of the former or existing villages but separated from the local buildings by their architectural form and location in relation to the traditional housing. There are 12 houses of this type in the National Park alone, which accounts for as much as 19% of the housing located within the park's boundaries. What is significant is that nearly all these houses were built already after the national park was established in 1991. This phenomenon shows a trend that threatens the natural and landscape assets of the national park as well as the weakness of the legal system that does not prevent such form of development in the most valuable protected areas.

The last category of second homes regards former village residential buildings adapted for recreational purposes. In the national park, they account for 16% of the housing. Their exact number outside the national park is difficult to determine. Based on field observations, however, it is possible to identify localities with the highest intensity of this phenomenon, namely Stare Załucze, Zbójno and Nowiny, where the number of houses used for recreation is almost equal to the number of houses inhabited permanently. Most of the remaining villages around the national park also had at least a few such houses each. There are also examples of new housing having a traditional architectural form, completely integrated with the spatial layout of the existing villages. However, these are isolated cases that are outnumbered by houses belonging to the first and second category.

To properly present the scale of second-home development, changes in land use in the study area over the last 20 years, i.e. since the establishment of the Polesie National Park, were analysed. It turns out that the area of all types of housing increased in this area from 563 ha in 1992 to 813 ha in 2013 (mainly at the expense of arable land). The biggest increase, however, was recorded for the area of second homes. In 1992, it covered over 26 ha, i.e. 4.6% of the entire housing area. In 2013, this area increased to 156.5 ha, i.e. 19.2% of all built-up areas. Thus, the area of recreational plots (excluding village houses converted into recreational houses) increased by over 500% over the course of 20 years. The scale of changes as well as the spatial layouts described above are shown on the map of the SW part of the study area (Fig. 2).

Of course, the continuation of this rate of changes and the directions of second-home development in the future will be determined not only by the demand but also the applicable law, including, in particular, the planning documents at municipality level. The municipal spatial development conditions and direction of studies (in Polish: Studium Uwarunkowań i Kierunków Zagospodarowania Przestrzennego – SUiKZP – an obligatory planning document encompassing the entire area of a municipality) were the first to be analysed. According to these documents, an area covering as much as 325.3 ha in the entire study area, i.e. 108% more than at present, is designated for recreational housing. The greatest increase is planned in the municipalities of Urszulin (323%) and Sosnowica (189%). The planned recreational areas are located mainly in the national park's buffer zone and, to a considerably lesser extent, outside it. No recreational areas are planned within the boundaries of the national park. It should be noted, however, that large areas of second homes were located immediately outside the PNP boundary, i.e. in the village of Kochanowskie, Jagodno and, above all, Lejno where a vast area of fields, surrounded on three sides by the Polesie National Park and Polesie Landscape Park, are designated for a recreational housing estate. At the same time, these documents call for the sustainable development of tourism, limiting tourism pressure on the lakes and promoting the development of recreational housing integrated with the existing spatial layouts of villages. These general recommendations often contradict the detailed provisions contained in the same documents.

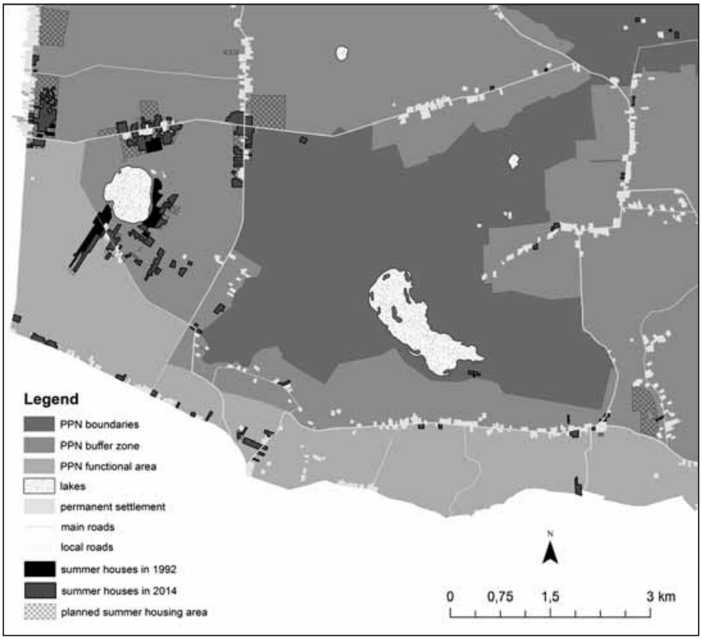

Fig. 2. Changes and prospects for the development of second homes in the south-western part of the study area

Source: Own materials.

Local spatial development plans (in Polish: Miejscowy Plan Zagospodrowania Przestrzennego – MPZP – an optional document that constitutes binding local law) represent the second type of planning documents. These plans encompass only 10.5% of the study area (13% within the boundary of the national park). Most of them were drawn up for areas designated for housing development, including compact second-home estates on lakeshores, linked with villages but not integrated with their spatial layout. Unfortunately, these are documents of a high generality level: they express the intention to introduce order in the built environment and reconcile it with the local tradition, but the specific provisions do not provide concrete solutions and do not really ensure respect for local patterns and spatial layouts. In areas not encompassed by local plans, most elements of the built environment are created as a result of the individual decisions of investors and property owners who do not take public interest into account and do not adapt the buildings to the broader environment. In consequence, the only developments that are rejected are those that blatantly violate the law, while those breaching the principles of spatial order, are allowed. This means that in 90% of this area, dispersed housing can continue to develop based on the controversial principle of "good neighbourhood" that, in recent years, was the basis for construction of buildings with negative impact on the natural and landscape assets, including buildings in the national park.

Discussion and Conclusions

In the analysed region within the period 1992-2014, the area of second homes increased six-fold, while in the whole area of Poland in a similar period (1995-2013), only two-fold [C. Adamiak 2013]. Although the entire study area has been under various forms of protection (National Park with its buffer zone, Landscape Park, Area of Protected Landscape, Biosphere Reserve and Natura 2000 Areas) over the last 20 years, i.e. since the establishment of Polesie National Park, the common phenomenon, described by many authors [Chmielewski 2005; Krukowska and Krukowski 2012], whereby lakes are surrounded by tourism developments, was not eliminated. What is more, new unfavourable trends have emerged during this period, e.g. the development of chaotic second-home estates and mini-estates "attached" to the traditional villages as well as dispersed summer housing in the open countryside. This is consistent with the observations made in other Polish regions [Jakóbczyk-Gryszkiewicz 2011; Adamiak 2016], as well as in the United States and Finland [Radeloff et al. 2010; Kondoa et al. 2012; Hiltunen et al. 2013]. The development of second homes can also have positive consequences – improvement in quality of the spatial layout (mainly through consistent compaction of village buildings) [Heffner and Czarnecki 2011]. However, these authors emphasize that in the studied villages, as many as 38% of the other houses were either alone or in colonies outside of the village and therefore, were a key factor leading to the fragmentation of the rural settlement network. In our studies – PNP – these proportions were even more unfavourable (64.5% of second homes located in dispersed or in separate colonies from the village). The share of individual types of second-home locations in the context of the village is thus close to the results of J. Jakubczyk-Gryszkiewicz [2011] reported for lakes and suburban areas. It can be said that second homes can improve the spatial layout of the village, but in fact, the differing situation is trendy, and the trends described by us for the environment of Poleski National Park are similar to those described in other parts of Poland, where as the main feature, authors emphasize tendencies of second homes to be isolated from permanent housing [Jakóbczyk-Gryszkiewicz 2011; Mika 2013; Adamiak 2016].

Unfortunately, looking at the changes taking place and the provisions of planning documents, one can expect the continuation of these phenomena and intensification of the recreational housing development in the immediate vicinity of the national park. V.C. Radeloff et al. [2010] emphasise the harmfulness of this phenomenon that reduces the actual size of the parks and further increases their isolation.

Recent years have also see some positive trends such as the adaptation of abandoned rural houses for recreational purposes or very rare examples of completely new housing well integrated with the spatial layout of traditional villages. Regrettably, these trends do not result from well-thought-out planning strategies and do not receive sufficient support from local governments. Instead, they are linked with the recent popularity of "rural idyll" and over-development of second homes on lakeshores and some tourist villages as well as the tourists' desire to escape to "wild" and authentic places [Krukowska and Świeca 2008]. It also results from the economic collapse of the region and depopulation of the village [Wesołowska 2011]. Unfortunately, the current provisions in planning documents do not guarantee the preservation of the authentic and traditional character typical for the most attractive villages, even those within the national park boundaries. The problems regarding deprived spatial planning of Polish tourist space have been emphasized by many authors [Czarnecki and Heffner 2008: Soszyński et al. 2014, Adamiak 2016]. In the case of the Tuchola Forest, C. Adamiak [2016] stated that many of them are due to the fact that planning activities focus first on the central villages, "where public functions, investments and economic activities are concentrated, while the growth of second homes often occurs on the outskirts of territorial units". Our research shows, however, that in many communes of Polesie, planning activities were primarily intended for second homes. The problem, nonetheless, is the quality of these plans, which does not limit the dispersion of summer buildings and, at the same time, allocate large areas to isolated housing estates of other homes without considering the numerous social and environmental consequences of such development. They can be called plans to permit chaotic spatial development.

Thus, it seems that the negative consequences of tourism development can be minimised primarily through hierarchical, comprehensive and consistent spatial planning. The most appropriate starting point for hierarchical planning in this area is the West Polesie Biosphere Reserve that constitutes a whole in terms of the natural environment, landscape and tourism. Within its boundaries, a general concept for tourism development, currently based on individual and frequently non-coordinated actions of the particular municipalities, should be prepared while taking development models for a tourist region [Dredge 1999], the zoning of the Biosphere Reserve area [Chmielewski 2005] and the protection requirements of the particular protected areas into account. That must be the basis for planning at municipality level followed by the planning of specific tourist destinations encompassing not fragments but entire settlement units [Soszyński et al. 2015] and, in the case of lakes, considering the boundaries of the catchment areas [Bramwell and Pomfret 2007].

To ensure sustainable development of tourism, institutions associated with spatial planning and environmental protection need to depart from the model based exclusively on limiting the development of places with the most valuable natural assets. At the same time, it is necessary to indicate the most favourable locations for tourist housing development while determining their specific spatial layouts and forms adapted to the environment and limiting the development of housing that violates these guidelines. This will help diversify the intensity of tourism development, leading to proper development of large villages as tourist destinations on the one hand and, on the other, protecting the traditional, secluded character of peripheral villages. Instead, the principles of locating housing developments in national parks and their buffer zones should be specified more clearly. In this respect, one should take not only outstanding natural values into account but also, as P.F.J. Eagles et al. [2002] state, the unique atmosphere in which visitors feel they are in a special place. It must be finally understood that the preservation of natural and landscape assets as well as the unique atmosphere is the condition and not an obstacle in tourism development.

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PROBLEMY ROZWOJU PRZESTRZENNEGO ZABUDOWY LETNISKOWEJ W OBSZARACH CHRONIONYCH: PRZYKŁAD POLESKIEGO PARKU NARODOWEGO

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Abstrakt

Cel. Ukazanie skali, tempa i kierunków rozwoju zabudowy drugich domów na obszarze o wysokich walorach przyrodniczych. Przedstawienie propozycji działań zapewniających zrównoważony rozwój osadnictwa turystycznego.
Metoda. Analizy GIS przeprowadzone w oparciu o archiwalne i aktualne ortofotomapy oraz dokumenty planistyczne obowiązujące na poziomie gmin, uzupełnione inwentaryzacją terenową a na obszarze PPN również wywiadami z mieszkańcami.
Wyniki. Na obszarze opracowania wyróżniono 4 główne kategorie zabudowy rekreacyjnej: zwarte osiedla drugich domów wokół jezior; osiedla drugich domów „przyklejone" do wsi; rozproszona zabudowa letniskowa oraz dawne i nowe budynki wpisane w układ przestrzenny wsi. Ostatnią z kategorii określić można jako najkorzystniejszą ze względów ekologicznych, krajobrazowych i funkcjonalnych – niestety jest ona najmniej rozpowszechniona. Intensywny rozwój pozostałych kategorii stwarza natomiast zagrożenie dla walorów przyrodniczych ale również turystycznych regionu. Powierzchnia zabudowy rekreacyjnej wzrosła na tym obszarze z 26 ha w 1992 r. do 156 ha w 2013 r. – głównie w formie odrębnych osiedli letniskowych. W obowiązujących dokumentach planistycznych pod zabudowę rekreacyjną przeznaczono natomiast kolejne 169 ha. Większość nowych terenów znajduje się w bezpośrednim sąsiedztwie granic Parku lub nad jeziorami. W obliczu takich zapisów planistycznych przewiduje się dalszy rozwój negatywnych tendencji w rozwoju zabudowy rekreacyjnej i degradację walorów przyrodniczych i turystycznych kolejnych obszarów.
Ograniczenia badań i wnioskowania. W analizach ilościowych poza granicami Parku nie ujęto liczby starych domów wiejskich przekształconych na domy rekreacyjne.
Implikacje praktyczne. Wyniki pokazują, że konieczne jest położenie większego nacisku na planowanie hierarchiczne, począwszy od granic całego Rezerwatu Biosfery „Polesie Zachodnie", poprzez poziom gminy, skończywszy na kompleksowym planowaniu całych miejscowości turystycznych integrującym osadnictwo stałe i sezonowe a także uwzględniającym ochronę walorów przyrodniczych i najcenniejszych atrakcji turystycznych. Jednocześnie konieczne jest bardziej rygorystyczne ograniczanie osadnictwa rozproszonego i monofunkcyjnych osiedli o charakterze enklaw turystycznych.
Oryginalność. Opisane zjawiska pokrywają się z tendencjami opisywanymi przez innych autorów, przy czym wydaje się że w porównaniu do innych części Polski skala negatywnych zjawisk przestrzennych jest tu większa, zaś w odniesieniu do innych krajów znacznie mniejsza jest rola planowania przestrzennego jako narzędzia koordynacji rozwoju drugich domów.
Rodzaj pracy. Artykuł stanowi studium przypadku oparte na kartograficznych analizach ilościowych.

Słowa kluczowe: drugie domy, rozwój turystyki, osadnictwo wiejskie, planowanie przestrzenne, obszary chronione, Poleski Park Narodowy.

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THE VALIDITY OF RESERVE PROTECTION REGARDING THE SEEPAGE SPRING AREAS OF THE ŁYNA RIVER FOR TOURISM DEVELOPMENT AND PRESERVATION OF ITS WATER QUALITY

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Abstract

Purpose. The assessment of tourist attraction values of the landscape-morphological reserve "Roman Kobendza Springs of Łyna River", and the quality of water springs reinforcing the river. The current condition of the environment and opportunities for development of tourism within the reserve area was determined.
Method. Field observation (attractiveness of the area, tourist management, educational values) and organic matter analyzes of water springs at selected points were performed. The dissolved (DOC) and suspended (POC) organic carbon content were determined. The quality of DOC was described based on changes in absorption ratios for different wavelengths (UV): 250/365 and 254/203. The Kruskal-Wallis test was used (season effect) and linear correlation coefficients (*r*) between chemical parameters were determined.
Findings. Landscaping and educational values, and the availability of the reserve throughout the year, are an asset for sightseeing in organized groups (school children), and leisure activities (different age groups, families with children). The morphology of the terrain enables the realization of leisure activities. The water in the area of the reserve is supplied organic material of natural origin (wooded areas). The good quality of water probably results from small number of tourists in this area and the possibilities for self-purification of water.
Research and conclusion limitations. The results of field observations were based on the opinion of a small number of persons.
Practical implications. Updating information about the tourist values, the natural areas and about the importance of monitoring in areas legally protected.
Originality. Quantitative and qualitative research of organic carbon forms in the spring's water of Łyna on the reserve area were never performed.
Type of paper. The article presents the results of empirical research.

Keywords: landscape-morphological reserve, spring, seepage spring areas, tourism, recreation, organic matter.

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Introduction and literature review

A biosphere reserve – nature reserves, landscape parks and national parks are the forms of natural and landscape protection [Glińska-Lewczuk et al. 2014; Kistowski 2010; Lee 2013; Pawlaczyk 2010; Sender et al. 2014] and cultural values of the particular area [Kistowski 2008], but also fulfil tourist, recreational or medical functions [Górna 2013; Kulesza, Czoch 2007; Newsome 2013].

Protected landscape areas often have many conditions for local, regional and countrywide tourism development. The factors determining the development of regional tourism have been divided into four groups:
1) traditional elements of tourist attractions,
2) elements of territorial marketing,
3) elements of technical infrastructure,
4) socio-economic, cultural and political conditions (institutional infrastructure) and ecological conditions [Butowski 2010].

The seepage spring areas are the regions very valuable in terms of ecological and landscape aspects, and therefore, also as a tourist attraction [Girjatowicz 2013]. They are covered by various types of protection due to the presence of unique and often endangered species of fauna and flora. In addition, these areas are protected in order to preserve the geomorphological features of these regions [Mertzanis et al. 2016; Okoń, Różkowski 2010], and their cognitive values [Baścik, Partyka 2011].

In Poland, the most important seepage spring areas belong to the Carpathians and the Sudetes, where the beginnings of the main rivers of our country are situated: the Vistula, Odra, Elbe, the middle tributaries of Danube. Another important seepage spring area is Minor Poland, where we may find the springs of Warta, Przemsza and Pilica rivers.

The springs in the lake regions are mainly located on the slopes of the river valleys [Puk 2005]. They may flow at the foot of the slopes, and then penetrate into the bottom of the valley and supply alluvial waters. One of the examples of reserve protection of springs in Poland is "The Reserve of the Springs of Tanew River" (186.54 ha) located in Lubaczów county, in Narol. It was created in 1998. This is a type of forest reserve, where in addition to the springs, the whole vegetation is also protected [Rechulicz et al. 2009]. Another reserve is located in Tuchola Forest District and is called "The Springs of Stążka River" (250.12 ha). The reserve has a high degree of naturalness. As in the previous cases, both springs of the river (spring niches) and the vegetation are under the protection. The springs of Stążka river were declared a monument of nature [Dysarz et al. 1999].

Changes of resources and water quality are associated with many factors. The most important should be associated with contamination related to the development of agriculture [Galas 2005], industry and tourism

[Lee 2013], climate changes [Bartosz et al. 2012; Frydel, Miler 2014; Jasik, Małek 2013], as well mismanagement of water resources [Sołtys-Lelek et al. 2010]. A major threat to the seepage spring areas is the contamination of soil and lowering the phreatic zone as a result of land transformation by humans [Baścik, Partyka 2011; Michalik 2008]. As a consequence of such actions, the changes occur in the degree of meteoric water infiltration. It may even result in cutting off the flow of the water supplying the springs. Thus, a seepage spring area is connected with the conservation of the resource quality and quantity of this type of water [Sołtys-Lelek et al. 2010]. This can be done through the creation of parks and nature reserves, one of the aims being preservation of biodiversity in the area of natural regions [Dysarz et al. 1999]. Natural values are also one of the elements attracting tourists [Bielinis et al. 2015; Mazurek et al. 2010; Mertzanis et al. 2016; Newsome 2013]. However, it is important to balance the objectives pursued in such areas where the development of tourism should go hand in hand with preserving natural values. Therefore, people who explore the protected areas should have high environmental awareness [Kistowski 2010; Kulesza, Czoch 2007; Niezgoda 2011].

Coordinated protection of such sites gives the chance to leave this unique environment in its natural state [Imran et al. 2014]. Therefore, an important task for the units managing the protected area with tourism potential is its monitoring [Chełmicki et al. 2010; Wiśnios et al. 2015]. Such areas include the "Roman Kobendza Springs of Łyna River" landscape-morphological reserve. This reserve is transformed by man for tourism. The authors subjected the values of the tourist attractions in this area and the quality of water springs located there to assessment. These are the springs which reinforce Łyna river. On this basis, the current environmental condition and opportunities for development of tourism in the reserve were specified.

Method

The research was performed three times: in summer (2 July), in early autumn (17 September) of 2015 and in the spring of 2016 (31 March). The observations and chemical tests of seepage spring water at selected points in the area are shown in Fig. 1 which were used as the area for research.

The observations concerned:

- attractiveness of the area (landscape and natural values, availability of the area),
- tourist management: provisions for visitors, trails, parking, viewpoints,
- educational values (cognitive).

Fig. 1. The area of landscape-morphological reserve ”Roman Kobendza Springs of Łyna River” and the sampling points (1-7)

Source: [https://www.google.com/maps/ (date of access: 09.05.2016); http://www.openstreetmap.org/ (date of access: 04.05.2016)].

The visual conclusions in the field were based on the perceptual assessment of 4 adults who conducted the research. In addition, the opinions of 30 people, including children and adolescents, who visited the reserve at different times of the year in last three years were considered.

The chemical research was connected with the determination of the organic content in the form of dissolved (DOC) and particulate (POC) organic carbon. The level of DOC (dissolved organic carbon) indicates contamination of organic matter of anthropogenic origin [Piirsoo et al. 2012].

In order to separate the particulate and dissolved organic carbon, a membrane filter with a pore size of 0.45 μm (rinsed with 250 ml of deionized water) was used. The content of POC (particulate organic carbon) was calculated from the difference between the concentration of the total (TOC) and dissolved (DOC) organic carbon. The concentration of DOC and TOC (mg C/dm^3) was determined using the IL 550 TOC-TN by HACH company analyser [Polska Norma: PN-EN 1484:1999].

In addition, the evaluation of qualitative changes of organic matter was performed, and on this basis, its origins in the waters of the springs were investigated. Qualitative studies were based on absorption spectra analysis of the compounds of DOC within the range of UV radiation (spectrophotometer SHIMADZU UV-1601PC). Absorption coefficients were determined for selected wavelengths: 250/365 and 254/203. By observing the dynamics of these coefficients, one can determine the structure of DOC molecule compounds and describe their properties [Barreto et al. 2003; Głażewski, Parszuto 2002; Głażewski, Wiśniewski 2008].

Water chemistry data was statistically analysed. Analysis of variance (program Statistica 12.5) using the Kruskal-Wallis test (distribution of test value is not normal distribution) was performed in order to check whether there are differences between the mean values of parameters of qualitative and quantitative analysis in the subsequent samplings (summer, fall, spring). In order to explain the reasons for the variability of parameters, the relationships between them were checked – linear correlation coefficients (r) (Excel) were determined.

Area of research

Łyna river has its course in the following counties: Nidzica, Olsztyn, Bartoszyce and Lidzbark Warmiński and flows into Pregel in Kaliningrad Oblast [Kondracki 1994]. Mainly it flows through the ribbon lakes, and the biggest of them has an area of 10.5 km^2. Łyna basin has an area of approximately 7,126 km^2. This river is very volatile. Fragmentarily, it flows very slowly, while sometimes flowing like a mountain stream. The width of Łyna valley varies from a few meters to even up to 5 km. In Olsztyn, the river flows through the Las Warmiński reserve. Also, the „Łyna" power plant is located by it in Olsztyn. Łyna river is a major attraction because of canoeing, which is organized on it.

In order to protect backward erosion (retreating slope), which is a very rare phenomenon in the lowlands and to keep the seepage spring area of the Łyna river, the landscape and morphological reserve was established and is under the name of Prof. Roman Kobendza. Underground water leaking in the form of a spring leaches rock material. This results in regression of the land, forming semicircular niches while the river extends [Nawrot 2009].

The reserve covers an area of 121 hectares [Zarządzenie Ministra Leśnictwa i Przemysłu Drzewnego z dnia 20 października 1959 r. w sprawie uznania za rezerwat przyrody, M.P. 1959 nr 90 poz. 489 – Ordinance of the Minister of Forestry and Wood Industry of October 20, 1959 regarding recognition as a nature reserve MN 1959 No. 90 Item 489: http://isap.sejm.gov.pl/DetailsServlet?id=WMP19590900489; Rejestr rezerwatów przyrody województwa warmińsko-mazurskiego – Registry of warmińsko-mazurskie voivodeship nature reserve: http://bip.uw.olsztyn.pl/pl/bip/urzad_wojewodzki/wydzialy_i_delegatury/wydzialy/wydzial_srodowiska_i_rolnictwa/wykazy_i_rejestry_dostepne_w_wydziale/px_rejestr__rezerwaty_przyrody.pdf]. It is located near the villages Łyna and Orłowo in Nidzica county.

The area of the reserve is covered by mixed forest. According to information received from the forest district Nidzica, there is pedunculate oak, Norway maple, common hornbeam, silver birch, aspen, Scots pine and Norway spruce. The soils in the area of the reserve are podzoluvisols, arenosols and brown earth. They are situated on the post-glacial layers, which consist of dumping and fluvioglacial parts. They are placed on a layer of tertiary loams.

The streams penetrating the sandy material of the glacial moraines run down the impermeable loams, creating exudative springs. The reserve is situated in the broad valley with many slopes, gullies and valleys with steep and high slopes. The springs flow out of the slope closing the main valley.

The objects of chemistry research were the springs and water of Łyna in a nature reserve. Dozens of springs located in this area are exudative. They flow out from semicircular spring niches (valley circuses). They connect to a common outflow giving rise to the biggest river in the Warmian-Masurian Voivodeship. J.P. Girjatowicz [2013] reports that the water flows out from the outwash sands on the ground of impermeable Miocene loams at the foot of the terminal moraine at the height of 155 m above sea level. The helocrenes are among the most common springs of Łyna. They are characterized by an extensive erosion cirque. The heloreocrene and boggy springs are less common. The most common are rapidly flowing streams with sandy or stony bottoms.

The water samples were taken from seven points in the reserve area, into polyethylene bottles.

At the first position [Fig. 2] in spring, due to the small amount of water, there was no possibility of its sampling. Its terrain is covered with a small number of trees, which for unknown reasons, had broken branches and some were overturned. The area was poor in vegetation.

Fig. 2. The first sampling position – March 2016 (photo: Deleżuch)

The second position in summer was varied by growing grasses and other vegetation [Fig. 3]. Although the area was not dry, the vegetation could be seen only at the spring. In early spring, it was completely dry and damaged.

Fig. 3. The second sampling position – July 2015 (photo: Tandyrak)

The third position [Fig. 4] was an area transformed by humans. A small bridge for tourist purposes was built there. The area was very wet. The bottom of the spring was constituted by sand, water flows down a number of stones, which are already visibly overgrown in early spring.

Fig. 4. The third sampling position – March 2016 (photo: Parszuto)

At the fourth position, closer to the point of sampling, both in summer and spring the water flowed down a narrow stream, it was very muddy, making it difficult to obtain a representative sample. The area was erected by numerous pebbles and it was possible to find large quantities of fragments of branches [Fig. 5].

The fifth position [Fig. 6] was characterized by a large number of fallen trees and fragments of broken branches, as well as rotten vegetation. The area was very vast.

Fig. 5. The fourth sampling position – March 2016 (photo: Deleżuch)

Fig. 6. The fifth sampling position – March 2016 (photo: Parszuto)

The sixth position [Fig. 7] was a marsh of the river in which the water is collected by backpressure located in front of the mill. It was surrounded by overgrown with trees, so when the leaves fall, it is polluted by them. Nearby, there were a few buildings and a road for cars.

The last – seventh point of sampling, was located by the former mill, below the marsh. Water flows with powerful current, due to the difference in height and slope of the land and change the shape of a river bed. It was, therefore, well oxygenated [Fig. 8].

Fig. 7. The sixth sampling position – March 2016 (photo: Parszuto)

Fig. 8. A view of the seventh position, and the area between positions 6 and 7 – March 2016 (photo: Parszuto)

Results of field observation

The area covered by the study was characterized by a great diversity of morphology of the terrain. Overcoming differences in height forced more intensive effort. Along the sampling points, a yellow tourist trail was marked. The springs, for their protection, were separated by railings made of tree trunks, which was also a facilitation for visitors while also increasing their safety. In order to get closer, wooden walkways and bridges were placed [Fig. 9].

Fig. 9. The wooden walkways and bridge (photo: Parszuto)

On the trail, there were benches, as well as the designated points of rest with a place where people could dine (table and wooden benches). The place was secured by garbage waste bins. On the way, information boards on the protection of the area were placed. The route of the trail enabled admiration of a variety of the landscape and nature values. These are wetlands with fallen trees and slopes of valleys in the upper parts covered with trees and low vegetation in the lower parts, depending on the season. In addition, an amazing impression was created by the slopes of the valleys with leaking seepage springs and the streams, which were formed by merging of leaking water (with the noise of the streams). Clean water encouraged to drink it (water can be easily taken being on the bridges). The peace and quiet was special, and in the afternoon during the off-season – there was lack of visitors. Hence, there was an opportunity to observe the fauna: woodpeckers, deer or rodents. The air was crisp due to the presence of forest areas and the lack of pollutants from vehicle exhaust. The reserve is located about 1 km from the local road. Parking was about approx. 0.5 km away from the last of the sampling points (10 minutes walking distance). On the parking lot's information board, there was a description of the reservation's area as well as designated trails on the map (blue and yellow).

Results of chemical research

In the spring, the highest values of DOC were found at position 5 (Tab. 1). During the summer. the highest content of this fraction was observed at position 6, and in fall, at position 7. The lowest concentration of DOC occurred at position 2 (spring, summer) and 3 (autumn). The obtained data show that the highest mean concentration of dissolved organic carbon occurred at the 6th position (Tab. 1).

In most cases, higher concentrations of POC fractions were observed in the summer. At 7th position, there was no occurrence of suspension>0.45 μm. The average POC content was highest for the 1st and 6th positions (Tab. 1).

Tab. 1. The content of DOC and POC, taking into account the seasons in the tested waters in the landscape-morphological reserve "Roman Kobendza Springs of Łyna River"

	DOC [mg C/dm^3]			POC [mg C/dm^3]		
Position	**Spring**	**Summer**	**Autumn**	**Spring**	**Summer**	**Autumn**
Position 1	lack	1.33	1.19	lack	0.70	0.24
Position 2	1.36	1.10	1.59	not found	0.58	not found
Position 3	1.92	1.17	1.04	0.08	not found	0.31
Position 4	1.46	1.49	1.59	not found	0.69	not found
Position 5	2.22	1.52	1.65	0.41	not found	not found
Position 6	1.72	2.23	2.29	not found	0.60	0.49
Position 7	1.54	1.74	2.55	not found	not found	not found
Average:	1.70	1.51	1.70	0.25	0.64	0.35

Source: Authors' own research.

The highest quotient of 254/203 absorption occurred in autumn at station 4, the lowest – in the summer at position 1 (Tab. 2). In the case of the 250/365 ratio, the highest value obtained in spring was at position 3, and the lowest – in summer at position 2 (Tab. 2).

The highest average 254/203 absorption ratio occurred at the 4th position, and the largest quotient of 250/365 at the 3rd. At the other sites, values for both parameters were lower and did not change over a wide range (Tab. 2).

Tab. 2. The values of 254/203 and 250/365 ratio, taking into account the seasons in the tested waters in the landscape-morphological reserve "Roman Kobendza Springs of Łyna River"

	254/203			250/365		
Position	**Spring**	**Summer**	**Autumn**	**Spring**	**Summer**	**Autumn**
Position 1	lack	0.0073	0.0097	lack	4.72	8.53
Position 2	0.0121	0.0082	0,0118	7.87	3.37	9.79
Position 3	0.0093	0.0091	0,0099	41.14	4.30	12.15
Position 4	0.1574	0.1809	0.1926	11.18	3.80	5.99
Position 5	0.0180	0.0153	0.0342	9.87	4.53	3.66
Position 6	0.0188	0.0196	0.0281	10.46	4.83	5.56
Position 7	0.1760	0.0167	0.0290	11.09	4.50	5.07
Average:	0.0653	0.0367	0.0450	15.27	4.29	7.25

Source: Authors' own research.

Analysis of correlation coefficients (Tab. 3) showed that changes in the concentration of DOC and POC are not significantly dependent on each other. The 254/203 quotient decreased, while the value of the absorbance measured at a wavelength of 203 nm increased. Similarly, the absorbance value measured at a wavelength of 365 nm increased while the ratio of 250/365 decreased.

Tab. 3. The linear correlation coefficients (r)

DOC and POC (n=9)	**254/203 and 254 (n=20)**	**254/20 and 203 (n=20)**	**250/365 and 250 (n=20)**	**250/365 and 365 (n=20)**
-0.02009	0.193063	-0.93475	-0.21897	-0.53604
insignificant	insignificant	p=0.01	insignificant	p=0.02

Source: Authors' own research.

Analysis of variance (the Kruskal-Wallis test) did not confirm the differences between mean concentrations of DOC and POC depending on the season (Tab. 4). Average values of the 254/203 ratio did not differ significantly in subsequent samplings as well. In contrast, there were significant differences in the mean values of the 250/365 ratio between samples in spring and summer.

Tab. 4. Analysis of variance (the Kruskal-Wallis test) for parameters: DOC, POC, and 254/203 and 250/365 absorption quotients

	Kruskal-Wallis test: H (2, n=20)=1.150525, *p*=0.5626		
DOC	July	September	March
July		1.000000	1.000000
September	1.000000		1.000000
March	1.000000	1.000000	
POC	**Kruskal-Wallis test: H (2, n=9)=6.111111, *p*=0.0471**		
July		1.992048	2.108185
September	1.992048		0.333333
March	2.108185	0.333333	
254/203	**Kruskal-Wallis test: H (2, n=20)=0.4884593, *p*=0.7833**		
July		1.000000	1.000000
September	1.000000		1.000000
March	1.000000	1.000000	
250/365	**Kruskal-Wallis test: H (2, n=20)=12.28435, *p*=0.0022**		
July		0.140529	**0.001467**
September	0.140529		0.344400
March	**0.001467**	0.344400	

Source: Author's work based on the survey report.

Discussion

The “Roman Kobendza Springs of Łyna River” reserve is part of two areas of Natura 2000. This is a Special Protection Area (SPA) for birds and Special Area of Habitat Conservation (Napiwodzko-Ramucka Forest). Dilemma: to protect or to share places of outstanding natural beauty and landscape? – this is a problem frequently encountered in other attractive tourist protected areas [Kulesza, Czoch 2007].

Major landscape values of “Roman Kobendza Springs of Łyna River” reserve encourage recreation and leisure, both individually and in the groups. There is sufficient information on the trail allowing to extend the knowledge on the importance of protecting birds and reverse erosion occurring in the area. Reverse erosion is rare in lowland areas. Therefore, a person exploring the reserve can also take advantage of staying for educational purpose. Particularly great cognitive values of the reserve should attract groups of children and young people who, through the course of nature, biology or geography, could use such a trip for educational purposes. Similar projects are implemented in the case of such areas as Wigry National Landscape in the vicinity of Wigry Lake [http://www.wigry.org.pl/jeziora/jeziora_pl.htm].

Cognitive values of the reserve and landscape invite you to visit this place at any time of the year [Kosiński et al. 2013]. Research by L. Bielinis et al. [2015] on the tourist, recreational and nature attractiveness of Olsztyn and its surroundings demonstrated that "Roman Kobendza Springs of Łyna River" reserve stood out among the natural values in the so-called "other" group. The fact that relatively few parks and reserves were distinguished as natural attractions may indicate insufficient promotion of such areas among residents and tourists [Butowski 2010; Głąbiński 2015; Karbowiak 2008]. This may also arise from the fact that getting to the reserve requires one's own transportation. The main road Olsztyn-Warszawa did not contain information about the possibility to visit the surroundings of the protected area, it included only information about the location of the Łyna river springs. Hence, people living far away are forced to obtain information on the subject from other sources, such as thematic websites [http://www.museo.pl/content/view/1337/461/] or guidebooks.

The great advantage of the studied reserve, when it comes to using it for tourism or recreation, apart from contact with nature, is the possibility of implementing active recreation. Such a trip could be interesting for people of all ages. This kind of attraction in the area of the reserve can be used for families with children [Kowalczyk-Anioł, Włodarczyk 2011], school trips [Sadoń-Osowiecka 2010], conference participants in the vicinity of Olsztyn, and seniors. In addition, supplying steeper climbs with barriers makes it easier to explore for those who are less physically fit and need time and places to stop and rest during the hike. Other attractions for tourists could be: cycling, Nordic walking, trekking, and possibly backpacking.

However, the increase in the number of the pedestrian tourists is associated with an increase in noise, littering, destroying the structure and soil pollution [Mertzanis et al. 2016], destruction of vegetation, pollution and a biodiversity decline of water [Baścik et al. 2011; Sołtys-Lelek et al. 2010]. The vision in the field and chemical testing of water springs did not reveal the severity of these adverse events in the area of the tested reserve. Only during the summer, an increased amount of waste in a place designated for rest (near the tables and wooden benches) was observed. Unfortunately, there were also glass bottles lying next to the garbage bins, which were dangerous for those trekking on the trail.

The authors subjected the water of the Łyna river springs in the area of the reserve to content and the quality of organic matter testing. In this way, it was possible to determine the condition of the aquatic environment and to evaluate the possible pressure of tourism in the area.

Quantitative and qualitative research on organic matter of the reserve water confirmed that the anthropogenic influence is small. Typically, in the groundwater, concentrations of organic matter ranges from 0.2 to 20 mg C/dm^3. Higher concentrations may result either from natural causes, such as water contact with coal seams or the impact of peatlands and anthropogenic influence [Kiryluk 2006]. High concentrations of DOC are usually associated with an increase in the share of so-called humic substances (HS), which are a fraction not easily degradable [Filip, Demnerova 2007; Purmalis, Klavins 2013]. In the tested water of seepage spring areas of the reserve, DOC concentrations were low. A similar and low variability of DOC was noted by E. Jekatierynczyk-Rudczyk, P. Zieliński and A. Górniak [2006] in the forest seepage spring area of Krzemianka river. A similar level of DOC was recorded in springs (seepage type) in north Poland surroundings of Lębork [Górniak, Pietryczuk 2015]. TOC export was calculated in the catchment for Szeszupa River covering the Natura 2000 area [Górniak 2016]. On this basis, it was found that the higher export occurs in the catchment with agricultural management. Low concentrations of DOC (as well as POC) in the investigated reserve of Łyna river indicate that organic matter does not constitute a pollution threat to this water. Since there were no differences in average concentrations of POC and DOC in the subsequent samplings, it is believed that in the studied aquatic ecosystem, no mechanisms of recycling organic matter were violated.

In the springs of Łyna river, the qualitative changes in DOC related to the season were verified. This means that changes in the quality of water springs depend on the biological activity of the basin [Wolanin 2014]. As a result of changes in the pace of mineralization of both POC and DOC, the participation of compounds which are more or less easily biodegradable changed [Dunalska et al. 2006; Sebestyen et al. 2009].

Testing changes in absorption coefficient 250/365 allows checking the variability of molecular weight of organic compounds among DOC. When the values increase, this means that the share of the compounds of lower molecular weight, which are usually less easily degradable, also increase [Piirsoo et al. 2012]. In water testing within the area of the Łyna river reserve, it was shown that a significant increase in the share of such compounds in DOC took place in the spring [Kothawala et al. 2015].

In turn, the coefficient of 254/203 absorption expresses the ratio of the aromaticities to aliphatic carbon atoms in the molecule of the organic compound [Głażewski, Wiśniewski 2008]. This parameter did not change significantly in subsequent samplings. Its values indicate that the aromaticities have the largest share of the DOC fraction in the water within the area of the reserve.

Determination of absorption coefficients 250/365 and 254/203 confirmed that the water in the reserve is supplied by organic matter of natural origin. This is related to afforestation of the area. The fact that falling leaves and branches as well as limbs had contact with the tested water can be a source of both DOC and POC [Allan 1998].

It was not researched whether the water quality of Łyna springs was correlated with the number of visitors. However, it can be assumed that the naturalness of the water springs was connected with both the possibility of self-purification of water, and with low tourist loading. In the case of increasing the number of tourists, such research should be conducted, i.e. tourist absorbency [Butowski 2014].

J. Karczmarek, A. Stasiak and B. Włodarczyk [2002] give examples of features for tourist products, which are the natural areas of reserves and landscape parks (type of tourist product – the place or tourist track): tourist valour, tourist infrastructure, tourist equipment, new experiences, impressions, emotions, weather. In the case of the investigated "Roman Kobendza Springs of Łyna River" landscape-morphological reserve, we can observe a few features for such tourist products. Many elements conducive to the development of this area as a potential tourism product were given above. The first and most important are the surroundings' characteristics and tourist qualities – naturalness [Mitura 2010]. Lewandowski [2010] threads that spring areas are important for ecotourism development due to terms of sound (rustling of the grass and trees, birds, insects, water). The development of the "Springs of Łyna River" reserve as tourist product can have several effects. On the one hand, it can improve local economy [Butowski 2010]. However, for this reason, gastronomy, accommodation facilities, car parks and other facilities connected with service for many people should be developed. In addition, the promotion of this area should be expanded (popular-science publications, brochures, maps, guides, organization of trips for journalists and teachers, educational and promotional events – tourist fairs, TV commercials – targeted at different age groups). This requires action in many scopes and close cooperation with the local community. The lack of promotion is the most significant weakness for local tourism. It was confirmed – pro-ecological actions make influence on the formation of tourist product [Niezgoda 2011]. An increase in the number of visitors would incur additional costs associated with the continuous monitoring of the biosphere. Actually, the investigated area of the "Roman Kobendza Springs of Łyna River" reserve is not set to receive a large number of tourists for logistical reasons. The tourist capacity that would not be detrimental to the environment of this area should be determined.

Conclusions

The authors put forward the following observations. It was demonstrated that the tested water springs of Łyna show no anthropogenic changes.

Field observation and chemical testing of the water indicated that the area of the "Roman Kobendza Springs of Łyna River" reserve is not greatly altered by man, despite the adaptation of the area to be used for tourism and recreational purposes. Tourism use does not threaten the protection of Natura 2000 areas. Preserving good quality of water mainly results from the small number of tourists in this area. The problem: to protect or to share?, currently, this is not the case. These are valuable natural areas with high cognitive and educational value, which also provide aesthetic experience for visitors. Therefore, forms of ecotourism can be successfully implemented - that is environmentally friendly visiting [Beaumont 2011; Kulesza, Czoch 2007; Mertzanis et al. 2016; Niezgoda 2011].

The presented preliminary case study on the springs of the Łyna river is confirmation of the validity of reserve protection of such areas. The development of tourism connected with this area is moderate and in line with the principles of sustainable development [Jaremen, Turakiewicz 2009]. Therefore, the projects related to the promotion and increase in number of visitors to the landscape park must go hand in hand with public education concerning the principles of behaviour regarding the use of this type of natural values and their protection.

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ZASADNOŚĆ OCHRONY REZERWATOWEJ OBSZARU ŹRÓDLISKOWEGO RZEKI ŁYNY DLA ROZWOJU TURYSTYKI I ZACHOWANIA JAKOŚCI JEJ WÓD

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Abstrakt

Cel. Ocena walorów turystycznych rezerwatu krajobrazowo-morfologicznego „Źródła Rzeki Łyny" im. prof. Romana Kobendzy oraz jakości wód źródlisk zasilających rzekę. Określenie aktualnego stanu środowiska i możliwości rozwoju turystyki na terenie rezerwatu.
Metoda. Wykonano obserwacje terenowe (atrakcyjność terenu, zagospodarowanie turystyczne, wartości edukacyjne) oraz badania materii organicznej wód źródlisk w wybranych punktach. Określono zawartość rozpuszczonego (DOC) i zawiesinowego (POC) węgla organicznego. Jakość DOC opisano na podstawie zmian ilorazów absorpcji dla różnych długości fal (UV): 250/365 oraz 254/203. Wyznaczono test Kruskala-Wallisa (wpływ pory roku) i współczynniki korelacji liniowej (r) między parametrami chemicznymi.
Wyniki. Walory krajobrazowe i edukacyjne oraz dostępność rezerwatu w ciągu całego roku są atutem dla zwiedzania w grupach zorganizowanych (młodzież szkolna), a także spędzania czasu wolnego (różne grupy wiekowe, rodziny z dziećmi). Morfologia terenu umożliwia realizację form aktywnego wypoczynku. Do wód na obszarze rezerwatu dostarczana jest materia organiczna pochodzenia naturalnego (obszary zalesione). Zachowanie dobrej jakości wody wynika prawdopodobnie z niezbyt dużego obciążenia turystycznego tego obszaru i ze zdolności wód do samooczyszczania.
Ograniczenia badań i wnioskowania. Wyniki obserwacji terenowych oparto na opinii niewielkiej liczby osób.
Implikacje praktyczne. Aktualizacja informacji o walorach turystycznych obszarów cennych przyrodniczo i znaczeniu monitoringu na obszarach prawnie chronionych.
Oryginalność. Badania ilościowe i jakościowe form węgla organicznego w wodach źródeł Łyny na obszarze rezerwatu nie były nigdy wykonywane.
Rodzaj pracy. Artykuł prezentuje wyniki badań empirycznych.

Słowa kluczowe: rezerwat krajobrazowo-morfologiczny, źródło, obszary źródliskowe, turystyka, rekreacja, materia organiczna.

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LEISURE AND TOURISM – THE RELATIONSHIP AND CHANGES

*Agnieszka Niezgoda**

Abstract

Purpose. The article considers the role of leisure in the changing phenomenon of tourism. The relationship between leisure and tourism is analysed from the perspective of changes in the perception of time, including its division into free- and work-time, compression of time, moving away from so-called synchronization, and the changes resulting from growing affluence of developed societies and the accompanying growth of the services market (simultaneous development of "time-consuming" and "time-saving" services). In particular, the analysis explores the phenomenon of "time-space compression" with reference to two levels: general social processes and tourism as a leisure time filling activity.
Method. A review of literature discussing leisure (free time) from the perspective of the tourism market, with the author's interpretation. This is explorative research.
Findings. The article demonstrates a reciprocal relationship between changes in the perception of leisure and development of tourist services and shows the impact of the changing character of leisure on consumer behaviour in general social terms and in tourism.
Research limitations and conclusions. The study is exploratory in nature, and was used to identify changes of leisure issues from the perspective of the tourist market.
Originality. The broad view on the relationship between leisure and tourism is presented, departing from a simple perspective showing that free time is merely a necessary and basic condition for engaging in tourism. The author proposes a thesis that the relationship between leisure and tourism is multifaceted and reciprocal, and that the phenomenon of time-space compression is apparent not only at a general social level, but also during tourist travel.
Practical implications. Interactions presented in the article, particularly concerning changing consumer needs and behaviour, can be utilized by tourism service providers to adjust their services to contemporary demand.
Type of paper. This is a theoretical/review article.

Keywords: leisure, tourist market, tourist, consumer, time-space compression.

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Introduction

The changing civilisation reflects variations in people and their surroundings, as well as modifications in the way time is utilised [Bombol 2008]. Activities performed during leisure time are reflected in consumer needs, which is a perspective presented in this article.

Availability of free, discretionary time is considered a necessary condition for participating in tourism. The impact of free time on participation in tourism can, however, be analysed in a broader context – taking account of changes in the structure and apportionment of time as the civilization moves away from synchronization, the differences between work time and free time blur [Toffler 2001], and time becomes compressed [Czaja 2001; Gołembski, Niezgoda 2012].

On the other hand, participation in tourism is an increasingly universal phenomenon, and tourism begins to perform more and more functions, not least because of the emergence of new forms of tourist activities and accompanying services. With diverse leisure-time opportunities in tourism and availability of varied offers, the perception of time during a tourist travel experience also changes.

These processes call for broader analysis of the relationship between leisure and tourism looking beyond the interpretation of free time as a traditionally basic condition for participating in tourism.

This article aims to analyse the role of leisure in the changing tourism. The author specifically looks for the changes connected with to the so-called ‘third wave’ [Toffler 2001], time compression and the moving away from synchronisation. In the article, a thesis is put forward hypothesizing that the processes of time-space compression with respect to tourism can be analyzed from two perspectives:

1) as a general social phenomenon influencing a “time consuming” activity, such as tourism,
2) as a specific tourism phenomenon regarding changes in the perception and use of time (and space) during tourist travel.

These processes influence the behaviour of individuals and social groups, leading to changes in consumer needs and corresponding reactions from service providers. The forms of activities undertaken by the individual depend on many determinants such as age, social and material status, education and place of residence. The occupation of leisure, therefore, is strongly determined by the social, civilizational, and economic environment of an individual [Bombol 2005, p. 15; Harford 2016; Bellezza, Paharia, Keinan 2017]. Time compression as a general social phenomenon manifests itself in people wanting to show their social status or belonging to a group through travel. Seeing that tourism is a sector the purpose of which is to fill up free time with activities, changes in tourism can be analysed through changes in leisure. In their model, D.G. Reid, A.M. Fuller, K.M. Haywood and J. Bryden [1993] attempt to show relations between leisure, recreation, tourism and other occupations. However, the model creators accept that the entangled interactions cannot be clearly distilled.

In this article the author proposes that the changes related to free time be also analysed from the perspective of tourism as part of the economy, reflecting processes of civilization changes, such as: conspicuous consumption [Belezza, Paharia, Keinan 2017], individualization [Butler 2006; Callot 2006; Reich, Pechlaner, Hoelzl 2006], and the perception and distribution of time [Young, Lim 2014].

Accepting M. Mehmetoglu's typology [2004] which distinguishes between tourists and travellers, the article presents a scheme indicating the roles of tourists and travellers against time-space compression, both in general social terms and specifically in tourism. This analysis can help to explain the changes occurring on the tourism market and can be practically implemented by service providers preparing tourist offers.

Leisure – the Nature and Definitions

As G.J. Whitrow [2004] notes that historically, time has been perceived as a circular construct consisting of recurring events in human life based on the nature's cycles, while in modern society, time is perceived as a linear concept: experiencing the present and looking into the future. This modern perception implies conscious experiencing and utilization of time, and a compulsion to save it [Harford 2016; Wilcox, Laran, Stephen, Zubcsek 2016]. Leisure is thus a socially and culturally variable category. As K. Myśliwska [2011] notes, this category is a product of the industrial society, changing along with its transformation. Different approaches to free time are presented in Tab. 1.

Leisure is also defined through the functions it performs for an individual and society. The basic functions of leisure include [Niezgoda, Gołembski 2012, p. 171]:

– regeneration of physical strengths,
– amusement (renewal of mental strengths),
– self-development (developing one's personality, improving one's skills or broadening one's knowledge).

A comprehensive definition of leisure can only be formulated if the individual approaches to the issue – as shown in Tab. 1 – are combined. Such a definition is proposed by M. Bombol [2005], who following H. Gibson and H.A. Yannakis states that "leisure is thus a time belonging to the individual, pleasurably used owing to freedom of choice, filled with activities comparatively uninhibited by internal or external compulsion. Leisure, therefore, is time free form any constraints".

Tab. 1. The various approaches to defining leisure time

Approach	Characteristics	Authors
The classic approach	Derived from ancient philosophy. Leisure, like contemplation, is an elevated state of human existence, allowing people to rise above plain daily lives, enabling self-fulfilment and the restoration of vital strengths needed to endure all the discomforts resulting from the necessity to undertake work.	[Grazia 1963; Simpson and Yoshioka 1992; Pieper 1998].
The social approach	Leisure is all human life beyond work. The amount of discretionary time enjoyed by the individual is nothing else than an indicator of belonging to a certain social class.	originated by Thorstein Veblen [Bellezza, Paharia, Keinan 2017].
Leisure as opposition to obligatory occupations and behaviours	Leisure is discretionary time of an individual freed from the obligations of work and other activities connected with it (such as travelling, training, skills improvement, relations with co-workers). As unobligated time, leisure excludes existence activities (sleeping, eating, hygiene and physiological functions). Free-time activities encumbered by any obligation must be regarded as semi-leisure.	[Dumazedier 1967; 1975; Cieloch, Kuczyński, Rogoziński 1992]
Leisure as a state of mind and soul (holistic conception)	Leisure is activity performed for pleasure and satisfaction, bringing man closer to the sense of existence. Leisure is the time for being one's own person, expressing one's talents and abilities.	[Neulinger 1981; Godbey 1981].
Leisure as the opposite of work	Leisure is "nonwork"; it is a sphere of pleasure, disinterestedness, and no obligation.	[Kelly 1972; Wnuk-Lipiński 1972; Czaja 2011].
Leisure as a "network good"	It plays a social and integrative role. Its value stems from sharing with other people and depends on the size of a community that enjoys the same distribution and availability of time.	[Young, Lim 2014].

Source: Own elaborartion based on: [Bombol 2008, p. 12-15; Young, Lim 2014; Cieloch, Kuczyński, Rogoziński 1992; Bellezza, Paharia, Keinan 2017].

S. Bellezza, N. Paharia and A. Keinan [2017] argue that a busy and overworked lifestyle, rather than a leisurely one, has become an aspirational status symbol. Harford [2016] claims that "a natural response is that people are never satisfied: perhaps their desire to consume can be inflamed by advertisers; perhaps it is just that one must always have a better car, a sharper suit, and a more tasteful kitchen than the neighbours. Since the neighbours are also getting richer, nothing about this process allows anyone to take time off" What is more, according to this author, the rich do not enjoy more leisure despite their high earnings. Moreover, according to

„The Economist" [2014], less affluent people want to keep up with those of a higher standing in society, and spend their free time on earning additional income, furthering their careers, improving skills and gaining knowledge.

The question of qualification improvement and knowledge enhancement is disputable, as some authors [Wnuk-Lipiński 1972; Cieloch, Kuczyński, Rogoziński 1992; Tribe 2005] argue that activities connected in any way with paid work exclude the time devoted to them from the leisure category[1].

Leisure is a broader notion than free time. From an economic viewpoint, we may accept that free time is that beyond paid work, to be used discretionarily and in line with one's interests, for relaxation, developing one's interests and participating in the achievements of our civilization, cultural events, etc. [Gołembski, Niezgoda 2012]. Free time can be measured objectively – in minutes, hours, days, etc., while leisure in a broader sense can be viewed subjectively as time for pleasure, relaxation, rest, time free from any compulsion [Bombol 2008]. Leisure no longer means individual or social idleness and wastefulness, but because of its functions, it has become a potential source of economically desirable development of social and human capital.

C. Young and Ch. Lim [2014] recognize that not all time is equal. Time is, in many ways, what sociologists call a "network good". Network goods are things that derive their value from being widely shared. The authors note that the unemployed experience similar positive emotions at weekends as those working. According to the authors, the unemployed look forward to weekends not because it is time off work, but because they can share this time with others. The problem is coordination of free time with other people's time [The Economist 2014].

In a strictly economic approach, free time is considered a scarce good relative to demand; therefore, it possesses economic utility imparted on it in the process of consumption. As G.J. Whitrow [2004] reports, "time is like everything else – the less of it, the more precious it becomes". This approach is reflected in the consumer utility theory, where the consumer decides the worth of a unit of a given good. An important issue, therefore, is the maximization of leisure utility. Leisure becomes a precious commodity, as it gives satisfaction and is judged through the distance to work time. As B. Jung [2011] observes, in the conditions of relative consumer welfare in OECD countries, one of the barriers to consumption growth is not a shortage of purchasing power as much as the shortage of time for certain forms of consumption. The result is that consumers choose time-saving activities. In the long run, it is not the shortage of money but the deficit of time that becomes a major problem of mature economies. As Harford [2016] reports,

[1] In the Polish language, there is no distinction between free time and leisure, therefore, the following paragraph explains the difference between these two categories in the English language.

high earners enjoy less leisure. This free time becomes increasingly precious and people want to use it to the fullest. Increasingly apparent becomes the phenomenon of "time-space compression".

Time-Space Compression – General Social Level

When analysing social processes, A. Toffler [2001] reports a move away from synchronisation, observable in the clear division between work and leisure that is characteristic of large social groups. Another example of such processes is a phenomenon that has been called the "colonisation of the night", understood as the diminishing difference between day and night due to the use of electric light. Likewise, the use of computers or even the telephone makes it difficult to separate work activities from leisure occupations (e.g. receiving both private and business correspondence at work and during leisure, taking breaks for surfing the Internet while performing a work-related task, etc.). It is difficult to tell to what extent these actions are externally motivated (for example by employers requiring their staff to be on-call and online), or internally driven (workers finding it difficult to deny themselves short breaks to search for private information on the Internet).

As M. Bombol [2008] says the merging of work and leisure time is also caused by economic development processes and the increasingly intense competition on the labour market. In his analysis of socio-economic transformations in Poland, B. Jung [2004] notes that in certain situations workers, in order to win favour with their employers, take on additional duties or voluntarily stay overtime.

From the people's perspective, contemporary changes in leisure can be best expressed by the phrase: "shrinking time and space". According to S. Czaja [2011], it means a diminishing importance of public space and the elimination of time distances. This phenomenon is also known as "time-space compression" and is understood as a change in attributes of modern-day living, reflected in the intensification of production and consumption per unit of time [Czaja 2011]. Time loses its dimension, while communication (broadly understood) requires less and less time. Modern-day elites, including tourists, lose their ties with concrete territories and are less restrained by socio-cultural and political spaces, in this sense, becoming ex-territorial [Gołembski, Niezgoda 2012]. On the consumer side, time compression is reflected in the intensification of production and consumption, or both of these activities simultaneously, in a unit of time. There are several reasons for this. As F. Reich, H. Pechlaner and B. Hoelzl [2006], T. Harford [2016] and "The Economist" [2014] report, high earners are working longer hours, and free time becomes increasingly precious to them. Bellezza, Paharia and Keinan [2017] argue that being constantly busy is a desirable symbol of high status, while K. Wilcox, J. Laran, A.T. Stephen and P.P. Zubcsek [2016] claim that busy people use time effectively. The Economist [2014] discusses multi-tasking, a process making one feel that work is never-ending. T.H. Eriksen [2003] analyses this phenomenon further, noting that "lacking entirely obvious criteria, many people try to find time for everything". The author refers to the falling marginal values and the "law of compression". One can agree with the analysis presented in "The Economist" [2014], arguing that performing many tasks in a unit of time increases the feeling of success. The problem is choosing an activity among many in a unit of time.

The amount of leisure and its occupation can become a diagnostic measure of socio-economic development processes [Bombol 2008]. Quality of life is reflected in the quantity and diversity of services used by people in their free time. It can be assumed that participation in leisure sector activities is a factor and an indicator of psychological well-being and self-experienced quality of life. Demanding work creates a need for leisure occupations diametrically different from activities performed in the workplace [Bombol 2005]. Time compression compels people to maximise their experience in a unit of time, and as "The Economists" [2014] puts it, the best way to do this would be for people to consume more goods. The problems is, which activities, goods or services should one choose? Occupation of leisure time acts as an information bearer of a person's material status [Bombol 2008, p. 8]. People can choose from a variety of goods and services, including tourism goods and services.

Time Compression on the Tourism Services Market

With reference togoods and services consumed in free time, literature uses the term "leisure markets". G. Cieloch, J. Kuczyński and K. Rogoziński [1992] argue that free time does not belong to a single market, but instead, we should consider three different markets, namely the "market for free time", "leisure market" and "leisure-supporting markets".

The *market for free time* is where the tradable commodity is time. Participants of this market look for goods and services that save time ("time-saving orientation"). As economies grow, the share of services in overall consumption becomes greater. Individuals and households increasingly satisfy their need in the services sector, a phenomenon known as *servicization* of consumption [Bywalec 2003].

The *leisure market* emerges when consumers start looking for goods and services to fill up their free time. The required condition is that consumers are aware of their needs and have discretionary income. The leisure market is characterised by ahigh degree of innovation and know-how

[Bombol 2008, p.139] as consumers look for new forms of satisfying their needs, while technological advances together with globalisation processes enable development of knowledge, interests and awareness of goods and services that satisfy these needs. This results in more diverse behaviour of the increasingly experienced and educated consumers [Niezgoda 2013 (b)].

The *leisure supporting markets* comprise a combination of "time-consuming" markets characterized by high substitutability and exceptional individualisation of consumer needs. This includes cultural, recreation, mass media as well as tourism and food services.

In literature, commentators indicate that these three types of markets should not be analysed through the prism of component parts alone, but also by the order in which they emerge. It is argued that in the course of socio-economic development, the first to emerge is the market for free time, and only later do the leisure market and leisure supporting markets come [Cieloch, Kuczyński, Rogoziński 1992; Bombol 2008; Czaja 2011].

Tourism is generally classed as a *leisure supporting market*. Its primary role is to "fill free time with occupations"; therefore, it is a time-consuming market. This attribute, however, should not be treated dogmatically given that many tourist services – such as transport, travel agencies and tour organizing services – are designed precisely to save time. Diverse travel possibilities can make travel an attraction in its own right. A prime example here is travelling by the Orient Express. An attractive mean of transport makes clients want to prolong the journey, and thus, the transportation instead of being a time-saving service can become a time-consuming service. An example of a time-saving service is the system of reservations, and time reduction is also characteristic of many food and information services. It can be said that the aim of tourism is to occupy free time, and that is why tourism is classed as a leisure-supporting market.

This article proposes the thesis that time-space compression also applies to tourist activities. This is because tourism has become a common phenomenon,with consumers constantly looking for new forms of leisure, imitating others or seeking to stand out from the crowd. Similar trends can be seen in the analysis of leisure in general, given that leisure pursuits are no longer a privilege of affluent classes, and through law changes and improvements in working conditions, have become egalitarian. Seeing that leisure is now universal and commonplace, in order to distinguish oneself from others, people are looking for increasingly sophisticated, non-banal pursuits. People no longer wish to just relax in the countryside – they want, for example, to take pottery lessons or learn how to cook; they do not look for "common" seaside relaxation, but would rather take paragliding lessons or a quad ride on the beach. Tourism supply responds to the new demand by devising new leisure activities and by persuading consumers to take advantage of these new ideas. Tourism supply becomes more diversified [Butler 2006] and also more thematic as well asspecialized. There is thus a reciprocal, feedback-like relationship between demand and supply. The whole process is characteristic of developed countries, where it is not just people's needs but also consumer aspirations that require satisfaction: the desire to stand out, to add variety to one's life or show social status and/or originality. As we stated in the first part of this article, people want to use their leisure time the best they can, and time becomes a precious and scarce commodity. The market offers multiple ways of utilizing time. If people choose tourism, they also want the best experience.

Tourists want to use time "effectively". This means that when they are on holiday, they want to see and experience as much as possible. People tend to maximise experience per time unit [Niezgoda 2013 (a), p. 138]. The requirement of a quick choice of many experiences involves the so-called "chameleon behaviour". During a single trip, a tourist may play many roles, choose for example costly accommodation but offset this cost by choosing very cheap means of transport, save on food and at the same time buy very expensive clothes, etc. Consumers can be unpredictable if economic factors (income) do not restrict their choices. Their "divergent" behaviour stems from having multiple options and from a desire for new experiences. Standard predictions based on segmentation processes may not be verified [Niezgoda, Markiewicz, Gierczak 2016]. The modern tourists will, therefore, look for newer places, newer attractions and ways to spend time, and additionally, they will want to "cram" as many attractions as possible in one trip. As F. Reich, H. Pechlaner and B. Hoelzl [2006] note, tailor-made tourist products – those high quality, expensive ones – are specifically designed to save time.

In response to that, on the supply side, we can observe a transition from service-oriented economy to experience-oriented economy [Niezgoda 2013 (b), p. 100; Niezgoda 2010, p. 27]. Client behaviour analysis also reveals orientation towards most favourable or pleasurable offers, with looser social responsibilities and less routine behaviour, leading to reduced client loyalty. Ph. Callot [2006] points to the turbulent context in tourism.

With people who enjoy a lot of leisure time, a special role is played by the desire to break away from plain reality of daily living and to make the vast resources of available leisure more attractive [Bombol 2008, p. 116]. Hence, such people will seek to occupy their leisure time unusually and interestingly. Since the availability of free time does not pose a problem for these people, they will not look for time saving offerings. A reflection of such perception of time is a transition from "traveller" to "tourist" described by M. Mehmetoglu [2004]. The traveller is a person working on a project, for whom journey is a process and a means to greater goals; the tourist, on the other hand, pursues pleasures, new experiences and adventure. The tourist passively awaits events and services. The traveller is active and does not want to be served. Both approaches are observed in the modern-day tourism. On the one hand, tourists readily take advantage of travel packages designed for mass tourism, while on the other, there is a trend for unique travel experiences and even for taking a break from life's duties in order to set on a self-organized long journey (a "gap year").

<table>
<tr><td colspan="2" rowspan="2"></td><td colspan="2">DAILY LIFE</td></tr>
<tr><td>tranquillity,
slow motion</td><td>Time pressure, fast
paced life, multitasking</td></tr>
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O
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M</td><td>tranquillity contempla-
tion slowing-down</td><td>daydreamer traveller
A</td><td>rushed in daily life
traveller
B</td></tr>
<tr><td>as many experiences
as possible</td><td>daydreamer tourist
C</td><td>rushed in daily life
tourist
D</td></tr>
</table>

Fig. 1. Behaviour variants under time compression in daily life and in tourism
Source: Author's own work.

Fig. 1 shows the phenomenon of time-space compression with respect to people's everyday life and their behaviour during tourist travel. It can be seen that people do not always feel the pressure of time under those two circumstances. If someone feels the pressure of time in everyday life, they might want to release this pressure in travel, and become travellers in the sense described above (variant B). Otherwise, they might proceed as in their daily existence and be typical "time-saving" tourists (variant D). It may occur that someone does not feel the pressure of time in everyday life nor travel (variant A), or hypothetically succumb to such pressure during travel even though in everyday life they may never be pressed for time (variant C).

To take the analysis of these interrelations further, we can name certain processes that influence time compression in tourism.

One of them is the tendency towards de-synchronisation, a consequence of the "third wave" in civilisation changes [Toffler 2001]. It allows the consumer to combine professional activity and relaxation within the tourist market; as a result, the difference between leisure and work blurs [Kachniewska, Nawrocka, Niezgoda, Pawlicz 2012, p. 144]. A case in point is making use of recreation services during a conference or touring a city where a congress or fair is held. The effect of synchronisation is so-called "planned spontaneity". It consists in blurring the differences between private, spontaneous and seemingly selfless activities and those focused on benefits. Consumers post information online about their stays, holidays,etc., and in return, they expect others to recommend venues worth visiting (where to eat, sleep, what to do in your free time, etc.).

Another time-space compression related phenomenon is behaviour individualisation reflected in tourists' new needs and requirements. Greater material security leads to greater significance of individual quality of life, of which leisure is a major indicator. As people spend less time at work, they have higher expectations regarding fulfilment and self-realisation through leisure activities. Modern-day tourists want to distinguish themselves by pursuing unusual and unique forms of leisure: they do not wish to "waste" vacations, often forgetting that leisure can just as well mean pleasurable, quiet pastimes.

The amount of available free time can affect prices for tourism services, as the expected consumer utility measures these. We can therefore talk about the price of time. Higher earners usually put a higher price on their time. Consumers who do not value their time as much are inclined to spend more time on searching for cheaper products and services. In practice, it means that people who value their time highly are prepared to pay an intermediary to organise their holidays, whereas people with lower personal incomes are inclined to sacrifice time in order to organise their tourist activities by themselves, saving on the agent's commission. On the other hand, modern and experienced tourists want to show their individual approach to organising their travel and might prefer to look for offers on their own. Aware of the value of their free time, people expect more satisfaction from leisure, which in tourism can mean a greater inclination to search for increasingly new forms of pastimes, diverse and unique services and unusual places not frequented by other tourists.

Therefore, modern tourists demand a wide range of possibilities to satisfy their needs, and at the same time, they want instant access to information and bookings in order to make fast choices. Globalization processes and the concurrent advances in communication technology, including universal access to the Internet, facilitate searching for tourist offers and booking on one's own.

A new category of consumers called "prosumers"has emerged on the market. Involvement of the consumer is seen both in the process of creating goods and services and in setting up of consumer networks, playing the roles of opinion leaders, etc. [Niezgoda 2013 (a)]. With consumer networks allowing people to use the experiences of others, there is no need to rely solely on information provided by tourism firms. Tourists use networks to share information about destinations, conditions at hotels and service quality provided by specific tourism organizers. Owing to the Internet, exchange of information is rapid and consumers save time gathering data for the planned journey. According to M. Kachniewska [2015, p. 35], the most touristically active group of consumers are advanced users of the new media. As online activity or the ability to look for an offer have become notions of a modern lifestyle, companies will be forced to create online or real-life status symbols of their customers by making it possible for the customer to present his/her achievements online. One could expect a growing number of individuals interested in using, posting, recommending and sharing information with other web users. If the exchange relates to one's hermetic, own group, the consumers are referred to as twinsumers [Bzdyra, Maciorowski 2011, p. 77]. As a result, companies should search for channels of information targeted not only at potential consumers within a broadly-defined web but also among precisely defined groups. This leads to blurring the differences between institutional and individual customers. Depending on a company's skills and response, these self-organizing communities of prosumers may either create great opportunities or pose a threat.

A modern consumer in the tourism market looks for time-saving forms of distribution. Therefore, rapid exchange of information is valuable. On the other hand, studies on Internet usage indicate that consumers spend more and more time using this medium. The mass media market is a leisure-supporting market; therefore, its services can be both time-consuming and time-saving. In turn, consumer involvement in the process of service creation (prosumption) blurs the differences between leisure and other consumer-prosumer time.

Conclusion

The information civilization leads to the compression of time and space, i.e., intensification of production and consumption per unit of time owing to multiple options for transportation and the movement of needs, information and goods. As shown in this article, these processes can be analysed in general social terms, but they are particularly evident on the tourism market, where diverse transport options and the ability to provide many different services in a unit of time guarantee attractiveness, uniqueness, and consequently, competitive advantage.

Tourism can be classed as a *leisure supporting market*, as its primary role is to "fill free time with occupations". However, the phenomenon of time-space compression in tourism compels tourists to have the greatest amount of experiences in a unit of time. Hence, tourists tend to save time during their travel. Therefore, we can distinguish between a typical "busy" tourist on the one hand, and a "traveller" savouring his or her leisure time [Mehmetoglu 2004] on the other. This article shows that the roles of a tourist and atraveller may not match the roles and the various approaches to time presented by people in everyday life.

The time-space compression in tourism relates to several phenomena. Firstly, the individualisation and customisation of offers in the tourism marketis noticeable, with consumers becoming increasingly aware of their needs, and suppliers adjusting their offers accordingly. Tourism is becoming more thematic and specialised. This relates to the fact that the modern tourist valuesnot only the amount of time available but also activities performed during this time. Besides, people want to engage in as many activities as possible, which is expected to testify to their active life and interestingly spent avacation.

The ability to get instant information and choose from a global range of offers enables the consumer to put a package of tourism services together without external assistance. This is possible owing to the co-operated workof consumers and producers in creating a unique product. A new category of consumer thus emerges: the prosumer.

Another important phenomenon, as an effect of the "third wave" described by Toffler, is the blurring of differences between work and leisure. Thisis evident in tourism, where owing to modern technologies, people do not have to suspend their job duties while travelling. Besides, travel is often not separated from job duties (meetings, business events).

The consumers' activity in creating products for their own use stems from the fact that they have limited free time and want to use this time as effectively as possible [Bylok 2012, p. 342].

In summary, free time is not just a simple precondition for engaging in tourism as it influences a multitude of changes on the tourism demand and supply side. It can be said that the role of tourism a social phenomenon is to fill leisure time with activities, and therefore, tourism is classified as a leisure market. However, with civilizational changes, certain parts of the tourism product have the purpose of saving time. Consequently, the relationship between leisure and tourism combines two issues: free time as the necessary condition for participating in tourism, and as shortage of free time stimulating the development of time-saving offers.

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CZAS WOLNY A TURYSTYKA – RELACJE I ZMIANY

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Abstrakt

Cel. Celem artykułu jest analiza roli czasu wolnego w przemianach charakteryzujących zjawisko turystyki. Relacje te dotyczą: zmian charakteryzujących postrzeganie czasu i jego podziału na czas wolny i czas pracy, kompresji czasu, odejścia od tzw. synchronizacji oraz zmian wynikających ze wzrostu dobrobytu społeczeństw rozwiniętych i związanego z nimi rozwoju rynku usług (jednoczesny rozwój usług „czasochłonnych" i „czasooszczędnych"). W szczególności analiza dotyczy zjawiska „kompresji czasu i przestrzeni", przy czym odniesione ono zostaje do dwóch poziomów: procesów ogólnospołecznych oraz na poziomie turystyki, jako dziedziny wykorzystywanej do wypełnienia czasu wolnego.

Metoda. Kwerenda literatury z zakresu ekonomiki turystyka, czasu wolnego w szczególności w odniesieniu do rynku turystycznego. Badania mają charakter eksploracyjny.

Wyniki. Wykazano dwustronną zależność pomiędzy zmianami w postrzeganiu czasu wolnego a rozwojem rynku usług turystycznych oraz wpływ zmian w czasie wolnym na zachowania konsumentów w ujęciu ogólnospołecznym oraz na rynku turystycznym.

Ograniczenia badawcze. Badania mają charakter eksploracyjny, ich celem jest rozpoznanie problematyki zmian w postrzeganiu czasu wolnego i ich wpływu na rynek turystyczny.
Oryginalność. Zaprezentowano szerokie ujęcie zależności pomiędzy czasem wolnym a turystyką, odchodząc od prostego ujęcia, że czas wolny jest jedynie niezbędnym i podstawowym warunkiem uprawiania turystyki. Autorka stawia tezę, że zależności pomiędzy czasem wolnym a turystyką mają wielowątkowy i obustronny charakter a zjawisko kompresji czasu i przestrzeni zauważalne jest nie tylko na poziomie ogólnospołecznym, ale również w czasie podróży turystycznych.
Implikacje dla praktyki. Uwzględnienie zaprezentowanych zależności, w szczególności zmian w potrzebach i zachowaniach konsumentów, może być wykorzystane przez usługodawców w na rynku turystycznym aby świadczyć takie usługi i w taki sposób, który dopowiada współczesnym turystom.
Rodzaj artykułu. Artykuł ma charakter przeglądowy i teoretyczny.

Słowa kluczowe: czas wolny, rynek turystyczny, turysta, konsument, kompresja czasu i przestrzeni.

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STRATEGIC PLANNING IN THE AREA OF TOURISM DEVELOPMENT IN LIGHT OF STRATEGIC DOCUMENT ANALYSIS REGARDING POLISH CITIES

*Anna Wilkońska**

Abstract

Purpose. Discussion on the current situation regarding the presence and formal preparation of strategic documents concerning the development of tourism in Polish cities.
Method. An Internet query was performed, along with an analysis of strategic documents; the number of the documents was determined and compared in formal respects.
Results. The query performed, which refers to the strategies written down and published, has shown that only a few Polish cities possess such documents. They are not created according to a single model and in certain aspects, they diverge from the academic recommendations for this type of documents.
Research limitations and conclusions. The analysed strategic documents only referred to the development of tourism in cities and the analysis only encompassed formal evaluation.
Practical implications. Current and existing strategic documents were identified and analysed.
Originality of study. Issues related to strategic planning and its practical implications in the context of tourism development are rarely discussed in academic theses, in particular with reference to Polish local government units.
Type of work. The article presents the results of strategic documentanalyses.

Key words: strategy, strategic planning, development of tourism, cities, local government.

Introduction

In recent years, Poland has hosted a number of events of great importance for the Polish tourism economy, such as the World Youth Days and EURO 2012, which have led to an increase in the number of foreign tourists visiting Poland and domestic trips[1]. The question that should be asked here is whether these events were related to a conscious and planned policy of

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[1] Cf. e.g. reports on studies of tourist traffic in Krakow between 2012 and 2015 and preliminary reports concerning the World Youth Days – status as of September 2016.

the tourist reception area and whether such a policy had been previously recorded in the form of a document. Obviously, the preparation and maintenance of such strategic documents, encompassing tourism development (or the area of tourism related to a territorial tourist product), does not offer a guarantee for success; but still, it is the necessary first step. But is it really necessary? *The Act on Municipal Government* (consolidated text: Journal of Laws [Dz.U.] 2016, No. 0, item 446) in Art. 18.2, in points 6 and 6a shows the exclusive competence of the Municipal Council as a body passing economic programmes (point 6) and responsible for "adoption of development programmes in a mode determined by the provisions on the principles of conducting development policy" (point 6a). There is a reference to the *Act on the Principles of Pursuing Development Policy* (consolidated text: Journal of Laws (Dz.U.) 2006 No. 227, item 1658), which "lays down the principles of conducting development policy and mentions the entities conducting such policy and the mode of cooperation between them"(Art. 1). In general, the above-mentioned deed refers to national policy, but its Art. 3 clearly specifies that development policy is conducted by municipal and county/poviat (in Polish: powiat)government units. Art. 9.3 stipulates that the term development strategy also encompasses *other development strategies,* understood as "documents specifying the basic determinants, objectives and directions of development referring to sectors, areas, regions or spatial development, including metropolitan and functional areas". Therefore, tourism as a complex phenomenon that permanently changes geographic space, especially in large cities, along with social, cultural and economic systems, requires or even imposes the necessity of a strategic approach to development. It is necessary to pay attention to the fact that tourism is a practical area, i.e. every theory is created on the basis of practice, which further increases the significance of planning [Alejziak 2003].

The second step that should be performed is the official adoption of the document by the authorities of a given area. Each plan, be it a strategy or a programme[2], should be subjected to evaluation/assessment [Bury 2001]. This is of great importance, as cases are known when strategic documents were written down and later put aside; official adoption of a document, e.g. via a resolution of a city/municipal council increases the chance for imple-

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[2] In economic practice, a strategy is a long-term document, whereas a programme features a shorter time perspective (the above-mentioned Act on the Principles of Pursuing Development Policy (Journal of Laws [Dz.U.] 2006, No. 227, item 1658) in Art. 15.1 indicates the operational and implementative role of programmes). Both have multiple variants, yet 'strategy' has a formalised procedure of conduct and is made up of separate components; what is more, it is oriented towards the environment in which an organisation functions and on its future. On the other hand, a 'plan' can be generally understood as a certain concept or an idea, but in practice, the term is often assigned to a document that refers to one, specific variant of an action (e.g. one form of tourism) and usually presents current and short-term solutions.

mentation of the planned policy. It is also necessary to note that these days, more and more attention is devoted not only to the document as such, but also to the entire process of its production.

The basic question that should be asked here is: do the areas of tourist reception possess such strategic documents adopted/passed by the local authorities in relation to tourism understood as a separate, independent sector of economy? This article focuses on cities as economically complex administrative units that fulfil various tourist functions. Tourism has not only become "an important element of the economic landscape of the majority of large cities, but also the catalyst of their revival and development" [Sharpley, Roberts 2008, p. 203].

However, it is also necessary to remember that when it comes to this type of documents (encompassing several years), especially in tourism, there is a significant risk that unexpected situations might occur, causing major changes in the structure or dynamics of tourism movement. Tourism's sensitivity to trends and impact of various internal and external factors places significant challenges before those who produce strategic documents, related to the ability of prospective interpretation of situations on the global and domestic tourism market. At the same time, this confirms the necessity to prepare such documents.

The objective of this article is to analyse strategic documents related to tourism development[3] in formal terms, without evaluating the substantive content. In this case, references to cities were made, as they make up complex and dense territorial units and multi-functional systems, attractive for tourism, which should further necessitate strategic planning and formalisation of activities in the area of development. Focus was on current (as of March 2016) strategies recorded in writing, which are supposed to refer to an extended time perspective. Additionally, attention was paid to development seen from various perspectives, sometimes narrower than the development of tourism as a broadly defined phenomenon. Additionally, it is to be noted that a new cycle of winning projects co-financed from EU funds is under way, including projects dedicated to tourism, which should excite increased interest in the preparation of planning documents of this type.

In relation to the subject discussed, several research questions were posed:

– whether and which Polish cities possess strategic planning documents referring to the development of tourism in cities?
– are such documents considered an official policy of the city, i.e. have they been adopted by the City Council?
– what time frame has been adopted for such documents?

[3] Only documents dedicated to tourism were analysed, without taking account of general strategies of the cities' development.

– are there any references to superior documents related to the tourism policy of the state?

In the article, the author makes an attempt at diagnosing the current situation in the context of strategic documents regarding the development of tourism, being additionally guided by practical knowledge on the subject. It is necessary to note that issues related to spatial planning dedicated to tourism, in particular, are rarely the object of studies and academic papersin a practical dimension, especially from the perspective of local government.

Strategy: The Future is at Stake

Both academic circles and practitioners concede that a strategy is currently an indispensable and fundamental tool of a state, a company or individual territorial units' policy. This also refers to a sector of economy that is gaining significance in Poland, i.e. tourism. "With respect to the work on the development strategy of territorial units, as opposed to companies, two processes occur in parallel: an intellectual process and a policy process" [Żabińska 2003, p. 142]. The policy encompasses the entire intentional, conscious and ongoing activity of an entity in a given area. "Unable to have complete and direct impact on the features of the object of the policy, its entity pursues its objectives also in an indirect manner, influencing multiple autonomous units" [Sołtys 2008, p. 28]. Considering tourism an object of a policy, it is to be noted that this is a "complex programming and development planning process" [Alejziak 2004, p. 81]. Local authorities play a key role here; they adopt the premises, objectives and tools that are going to be used as part of the pursued policy, also with respect to development [Kozak 2009].

Development is a process of ongoing changes. To avoid chaos and resistance, it has to be accepted by both the community to which it directly refers as well as the community that it influences indirectly; it also requires looking through a wider prism, including nature. "Currently, the concept of integrated development encompassing all dimensions, i.e. social, economic, spatial and ecological development, is gaining common acceptance; simultaneously, such development should be based on endogenous potential. A special role is attached to intangible resources, including entrepreneurship and cooperation" [Żabińska 2003, pp. 141-142]. Therefore, development should lead to an increase inquality of life and competitive advantage, preservation of durability and variety of the potential (as a minimum) and minimisation of negative impact on the environment (ecosystem) [Sołtys 2008; Mańkowski 2009]. It is a long-term, structural, qualitative and quantitative positive transformation process of a specific system [Wołowiec, Reśko 2012; Szostak 2009]. It is also the main objective of activities undertaken by local authorities and the result of the implemented strategy of functioning within a longer time frame.

In the case of tourism, development significantly changes the space, the functioning of the economic systems, local communities and tourists, along with the entire system and its elements, structures and relations. Tourism is a dynamic and interdisciplinary field of activity, with multiple aspects, flexible and with numerous segments, full of various forms, organisational structures and management systems [Alejziak 2003; Alejziak 2016; Fletcher, Cooper. 1996; Dziedzic 1998]. Hence the importance of development planning (both with respect to large enterprises and minor tasks), understood primarily as sustainable development of cities/reception areas of tourists [Bury 2001; Niezgoda 2006; Pisonero 2011]. "The transformations observed in modern tourism, with its more active forms and increased differentiation of motives and expectations of travellers, exert additional pressure in this area" [Kozak 2009, p. 151].

It is justly noted that local authorities possess the greatest potential in this respect. They are vested with a democratic mandate from the local community to play this role [Sołtys, Lendzion – www.imp.gda.pl/fileadmin/scitechfound/Publikacje/Cetstra.doc]. "The activities of the local government should be characterised by a comprehensive outlook on the tourist offer of the region, composed of a number of constituent products delivered both by private entities and the public sector. In every region, irrespective of the dominant function, the local government is a regional economic entity performing regulatory and coordinating functions, consisting in the shaping of relations among entities of such economy that are positive for the entire region" [Żemła 2003, p. 82]. Thus, tourism requires a holistic, purposive and well-thought approach, whereas local authorities have to possess a clear vision for the development and implementation of the planned strategy of action. It has to be remembered that managing the development of tourism also requires active participation of all stakeholders at every stage: in planning and in implementation[4].

The degree of complexity of tourism, its arrangements and system, as well as the need for coordination (local communities, stakeholders, tourists and space) results in the necessity to apply a planning approach. Planning is a process of decision making and determining future-oriented objectives and the means that would lead to their accomplishment. The plan, in turn, is the outcome of the process, i.e. the programme of accomplishing such objectives [Szarucki 2012; Markowski 2010; Page, Hall 2003]. Planning offers the possibility for efficient resource management, while the plan remains an important decision-making instrument in building the development strategy of cities/regions [Michałowski 2008; Markowski 1999]. The

[4] For more information on the evolution of approaches to the strategy, including its creation with active participation of stakeholders [see, among others, Niemczyk 2013].

local government perceives "planning as a manner of decision-making on the one hand, and as a managing tool used in the process of planning and implementing the plan on the other" [Juchniewicz 2009, p. 81]. It has to be remembered that it is a part of political processes [Page, Hall 2003]. Planning requires comprehensive knowledge of local city management authorities, as well as the ability to analyse the entire system and to act in a multi-dimensional manner [Sołtys 2008; Markowski 1999; Michałowski 2008, Penc 1999; Cupiał 2006; Ciarczyńska, Drzewiński 2013; Felczak 2011; Musil 1980]. A good development plan has to rely on integrated, consistent and flexible planning, as well as enable continuous development, whilst time, taking into account the fluctuation of needs and their cyclical nature/stages [Pawlikowska-Piechotka 2013].

Planning is the most important and most creative function of management; it forms a basis for strategic management. "Its role is to create and anticipate the future, to take-over initiative by capturing future development possibilities before they become obvious for the competitors and getting prepared in advance for their most efficient use" [Kaleta 2007, p. 36]. Environmental orientation and the ability to adjust to the environment is of key importance in strategic management [Dołhasz, Fudaliński, Kosala, Smutek 2009]. Attention is also paid to the fact that modern strategic management should refer to classical strategic concepts, yet without excessive formalism and schematism in acting [Kaleta 2007]. To attain this objective, various management tools should be used. When it comes to cities, they are divided into five basic groups: (1) stimulating partnership and cooperation, (2) integrating policies/strategies, (3) regulating market mechanisms, (4) managing information and, (5) monitoring changes along with indices [Borys 2000]. The following questions should be asked here: is such an approach also characteristic for tourism? Do local government units use the concept of strategic management in the context of developing this area? Dziedzic [1998] distinguishes two approaches in managing tourist reception areas: spontaneous (based on the market play and political forces) and planned (based on conscious formation). It is also necessary to note that tourism, due to the mass and global scale, is subject to very severe competition. This is coupled with increased uncertainty and a number of factors and actors participating as well as impacting the processes of change [Sołtys 2008]. "In such a situation, the need of professional strategic management is becoming more and more obvious. Objectives such as sustainable development of tourist reception places, or preservation of tourism as a source of income, require proper determination, monitoring and the use of relevant instruments" [Westermann, Pohle, Sehl 2005, p. 204; See also: Paskaleva-Shapira 2001; Budeanu 2007; Niezgoda 2006; Sikora, Wartecka-Ważyńska 2009].

The basic instrument of strategic management is strategy. Therefore, what is a *strategy* and how does it differ from other planning documents?

There are multiple definitions of strategy which are often contradictory. In general, attention is paid to the fact that a strategy is characterised by the following: "long-term nature of the objectives, well scheduled involvement of resources, orientation towards the environment and significance of the resulting changes" [Sołtys 2008, p. 34]. It is a specific concept of conduct or a set of decisions; a means to accomplish a specific objective, assuming that balance should be maintained in the system in which we are functioning at the present moment and will be functioning in the future. It is common these days to define *strategy* within a systemic approach (bio-cybernetics), i.e. a system where dynamic balance is sought, and understood as something more than the mere sum of individual components [Penc 1999; Michałowski 2008; Sołtys 2010; Żemła 2003]. Attention is paid to the significant benefits that are offered by strategic planning: preparing for changes, anticipating problems before they actually appear, the possibility to solve them at a proper time, consistency, directing activities towards long-term objectives, facilitating dialogue (in particular between local government authorities and local communities) and stimulating stakeholders to take action [Sołtys, Lendzion]. A strategy puts tactical and operational activities in order [Stachowska 2009].

It is necessary to note that a strategy is also significant for the operation of a company and a territorial unit, whereas in the latter case, apart from managing an organisation, it is necessary to manage and bear liability for a geographic space, including social and economic space as well as the natural environment. A strategy may refer to the entire concept, e.g. development of a city, or its components, e.g. a district, a specific segment, an activity or a given area of economic operation, e.g. tourism. It is relatively easy to define a strategy but transposing it to specific plans offers multiple difficulties [Wilde, Graves 1980; Wołowiec, Reśko 2012; Noga 2011; Markiewicz 2011]. A strategy does not have to be made in writing or in the form of a consistent document. "A strategy may consist of adaptive, sometimes intuitive, conduct of an entity with respect to challenges offered by the changing circumstances (reactive strategy). Here, a strategy is understood as a mode of conduct with respect to the environment and responses to its changes that display certain regularities. However, a well-thought strategy, i.e. a strategy prepared during a planning process, is more beneficial" [Sołtys 2008, p. 34]. It can be contained in the policy pursued, or in the system of managing a given territorial unit; however, experience shows that in such a case, it bears signs of chaos and arbitrariness and does not rely on deliberate or long-term activities. Therefore, in recent years, strategies of territorial units were usually made in writing, in accordance with dedicated procedures.

When it comes to tourism, attention is paid to the necessity to adopt an integrated, holistic stance and a long-term approach [Beritelli, Bieger, Laesser 2014; Michałowski 2008; Wilkońska 2012]. One cannot forget that in this case, there is also the problem of proper planning of activities/tasks in the natural environment and the necessity of having a wide group of entities involved in the development of tourism, i.e. often private and small companies. Hall and McArthur [1998, according to: Page, Hall 2003] distinguish three basic strategic objectives of tourism development: (1) providing protection for tourist assets, (2) intensifying the visitors' experiences who interact with tourist resources, (3) maximising the return of economic, social and natural benefits to the areas of tourist reception and the host community. "The development of tourism in a specific area requires not only a relatively large space, but often significant restriction of other forms of economic operation, especially an industrial one, on account of the necessity to protect the natural landscape as a tourist attraction. Thence, the decision to develop a region via tourism is a strategic decision, which has to be preceded by an in-depth analysis of the external determinants of development and development potential of other types of economic activity" [Żemła 2003, p. 30]. In the case of cities, the situation is additionally complicated, as tourism "in practice encompasses a countless number of points of view, types of tourist attractions, models of tourist behaviour, etc." [Sharpley, Roberts 2008, p. 212]. There is also the problem of preserving cultural heritage of the cities, which is important for the country [Borković-Vrtiprah, Ban 2002]. The scale of difficulties is shown by the fact that out of sixteen Polish cities (capitals of provinces), only Krakow and Lublin have tourism development strategies in place. It is necessary to remember that "an organisation devoid of a strategy drifts, because it usually does not follow the changes that occur in the environment and, thence, is unable to react to them property. Companies that do not prepare strategic plans, generally make their decisions on an ongoing basis, adjusting them to the course of events, instead of shaping them" [Tribe 2008, p. 153]. When it comes to territorial units, it has to be noted that they are perceived better by potential investors if they have a development policyin writing, yet in a manner "enabling negotiations and flexible solving of controversies that may emerge" [Dziedzic 1998, p. 78].

It has to be noted that an important characteristic of a strategy is its prospective[5] nature. Such an approach also plays a key role in the broadly understood tourist policy. This is related to the speed of changes taking place in various areas of life, e.g. economy, and frequently, in areas that have direct impact on tourism [Alejziak 2003]. As a result, "today, it is difficult to imagine that management of complex processes (and development of tourism is definitely one of them) could take place without forecasting, which is incorporated into each and every modern management system" [Alejziak 2004, p. 48].

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[5] Understood as: "prepared or designed with a view of the future" [*Słownik wyrazów obcych*], [*Dictionary of foreign words*] (2007), Wydawnictwo Naukowe PWN, Warszawa, p. 33].

Analysis of Strategic Documents

A strategic document should be "purposeful, feasible, non-contradictory, operative, flexible, detailed, long-term, preclusive, complete, rational, economic and communicative" [Bury 2001, p. 187]. First of all, a strategy should be understandable for everybody; it should be logical and easy to implement, to perform and to evaluate. As some of these features refer to the substantive assessment of evaluation, they will not be analysed here; however, the remaining ones will form a basis for further discussion.

As mentioned before, a strategy, especially one pertaining to development, should be made in writing. In order to verify this aspect for the tourism strategies in Polish cities, a query of Internet sites was performed[6], with the aim to identify relevant documents referring to the development of tourism understood broadly or as a locally understood tourist product or a tourist cluster[7]. Only strategies prepared in the form of long-term documents were taken into account (and such keywords were used in Internet searches), even though programmes were also checked. This allowed to distinguish twelve binding documents(status as of March 2016), meeting the basic requirements for a strategy[8]. Simultaneously, an assumption was made that they have to refer primarily to one specific Polish city[9], potentially in combination with the area the adjoining municipality (if the basic administrative unit was a city and municipality).

Due to the fact that a very small number of such documents was found, public information bulletins of cities with the rights of poviats were additionally analysed in detail; the bulletins include all official documents

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[6] The Google search engine was used to this aid.

[7] The construction of a tourist product and a cluster imposes the necessity to deal with elements such as, e.g. transport availability, green areas, personnel, etc. For these reasons, strategies referring to the above-listed characteristics were also taken into account.

[8] Three valid documents (status as of March 2016) were rejected, where the term "programme" was used. These were: *Tourism Development Programme for the City of Koszalin for Years 2013-2016, Tourism Development Programme for the City of Plock Up to 2019, International Tourism Development Programme for the City of Elk and the City of Oziersk*. It was decided that these documents, in spite of being defined as programmes, did not bear signs of a strategy. Analysis of the content of these documents has shown that none of them complied with the requirements set for strategies. In the case of the Koszalin programme, the strategic part of the document consisted in the analysis and evaluation of projects submitted earlier and it did not form a consistent concept; Plock: lack of vision; Elk: no time frame defined; random, unconnected tasks shown, with only one form of tourism (i.e. active tourism) described.

[9] Understood according to Polish law, where a city is understood to mean a human settlement which was granted city rights or the status of a city. Among the cities analysed further in the article, the smallest one had a population of between 10 and 20 thousand, and the biggest one of over 700 thousand inhabitants.

adopted in a city and financed from public funds. With the aim of clarifying the current state of affairs in the case of some capitals of provinces, questions about such documents were asked via e-mails addressed to the relevant units in City Offices.

When browsing through the documents, the ones with no references (either on the cover or in the content) to the time frame of a given strategy were also rejected[10]. Absence of such an element is not permissible for a specific, planned and feasible strategy. This is related to one of the above-listed features of a strategy: preclusive nature, which indicates that tasks contained in a strategy "need to have precise deadlines of implementation; otherwise, the plan would be virtually useless" [Bury 2001, pp.187-188].

When looking at the documents collected for analysis in terms of the approach to tourism represented therein, it was found that most of them (nine) referred exclusively to the development of tourism; one was related to the construction of a tourist cluster, one referred to a branded tourist product and in one case, tourism was combined with sports[11]. The list of documents subjected to analysis, along with information about the time frame, are presented in Tab. 1.

It has to be noted that out of all Polish cities with the rights of a poviat (in total, there are sixty-six of them), only seven, i.e. 10.7% possess a strategy dedicated to tourism. What is most surprising is the fact that cities such as, e.g., Warsaw, Gdansk and Poznan do not have strategies. Absence of such documents entails "randomness in decision making, opportunism, limitation of the exercise of power to a passive tenure, i.e. solving exclusively current problems" [Stachowska 2009, p. 50].

Over half of the documents were scheduled for implementation by the year 2020, which is probably related to project programming and financing from the Regional Operational Programmes of the European Union. As mentioned before, an immanent feature that should characterise development strategies is outlook into the future. The time frame that encompasses a period from four to six years is present in two documents: for Sopot and Koscian, while a development period ranging between seven and nine years is characteristic for the strategies of Raciborz, Torun, Suprasl, Bilgoraj, Dabrowa Gornicza and Krakow. Development of cities such as Bielsko-Biala, Gorzow Wielkopolski, Busko-Zdroj and Lublin has been planned for ten years and more. It has to be remembered that the long-term nature of a development strategy counteracts the cyclical nature of

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[10] This was the case, for instance, with the *Tourism Development Strategy in the Trzebnica Municipality* of 2008, which, even though was still included in the Bulletin, had no references to the framework and implementation.

[11] Due to the relations and dependencies that can be found here, as well as the articulated role of tourism, the document was included in the analysis.

elections and the functioning of local authorities, yet it does not destabilise the office's operation, in spite of the changes.

Tab. 1. List of strategies subjected to analysis, taking their time frame into account

No.	DOCUMENT TITLE	YEAR OF ISSUE	TIME FRAME
1.	Development strategy of branded tourist products in the city of Bielsko-Biala	2011	2011-2020
2.	Sport and tourism development strategy in Gorzow Wielkopolski up to 2026	2015	2015-2026
3.	Development strategy of a tourist cluster in Sopot for the years 2012-2016	2011	2012-2016
4.	Tourism development strategy in Raciborz for the years 2010-2017	2010	2010-2017
5.	Tourism development strategy in the city of Torun for the years 2013-2020	2012	2013-2020
6.	Tourism development strategy of spa county Suprasl for the years 2014-2020	2014	2014-2020
7.	Tourism development strategy in the Kościan municipality	2010	2010-2015 with a perspective up to 2020
8.	Tourism development strategy of the municipal functional area of Bilgoraj city	2013	2014-2020
9.	Tourism development strategy in Dabrowa Gornicza county for the years 2012-2020	2012	2012-2020
10.	Tourism development strategy in the city and county of Busko-Zdroj for the years 2011-2020	2011	2011-2020
11.	Tourism development strategy in Lublin up to 2025	2013	2013-2025
12.	Tourism development strategy in Krakow for the years 2014-2020	2014	2014-2020

Source: Author's own study on the basis of strategic documents.

When performing formal analysis of the strategic documents (Tab. 2), attention was paid to whether a specific document was officially adopted, i.e. passed by the City Council or at least approved as an official city policy via a Regulation of the Mayor. The findings are that this is not common practice, as 41.7% of the documents have no formal mandate from the city authorities.

Tab. 2. Formal characteristics of analysed strategies

No.	CITY	METHOD OF WORK ON THE DOCUMENT	REFERENCE TO THE NATIONAL TOURISM DEVELOPMENT STRATEGY	RESOLUTION
1.	Bielsko-Biala	participatory and expert	NO	NO
2.	Gorzow Wielkopolski	expert	YES, but only in the form of keywords	YES
3.	Sopot	expert	YES, but only in the form of keywords	NO
4.	Raciborz	participatory and expert	NO	YES
5.	Torun	participatory and expert	YES	YES
6.	Suprasl	expert	YES, but only to Poland's general strategy	NO
7.	Koscian	no information	YES	NO
8.	Bilgoraj	expert	YES	NO
9.	Dabrowa Gornicza	no information	YES	YES
10.	Busko-Zdroj	expert	YES, but only in the form of keywords	YES
11.	Lublin	participatory and expert	NO	YES
12.	Krakow	participatory and expert	YES	YES

Source: Author's own study on the basis of strategic documents.

Apart from the above-mentioned research, each document was analysed with respect to its references to superior documents, related to the development of Polish tourism. This is yet another feature of a strategy, i.e. compliance, e.g. references to superior plans and applicable law, which is particularly important in the case of state policy and as such, was included in the *Act on the Principles of Pursuing Development Policy* (Art. 13.1). The majority of documents contain and make extensive references to the development context of Polish tourism; in three cases, there was only small mention on the above in the documents analysed, while one document referred to the general strategy of development in Poland and not to the sectoral document (even though such a document existed at the time of strategy preparation).

The last formal aspect that was subjected to analysis was the applied method of work on the document, which is related to the necessity of socialising the process of strategy development, introducing a political dialogue and activation of stakeholders [Gawroński 1999; Ried, Mair, George 2004]. In two cases, the method of work was not possible to ascertain, as there were no mentions thereon in the document; in five cases the document was prepared by external experts, while in the further five cases, it was developed owing to combined efforts of the city office employees, experts and the society. As mentioned before, the substantive content of the documents has not been analysed.

Conclusions

It might seem that the task of counting strategic documents is so fundamental that it should not be the subject of in-depth studies. Why do cities still lack such documents when we are ata period of submitting applications for EU subsidies? Where does the problem lie?

Based on academic literature and direct observation of local government functioning in the context of building strategic documents of this type, the following root causes for the absence of such documents in the area of tourism can be distinguished:

- Insufficient knowledge (in particular, practical) of politicians and failure to understand the specific nature of tourist activities and systems, dependencies and network connections in the industry;
- Political engagement of local governments, rotation of local authorities, periodical assessments on the part of voters;
- The inability/lack of willingness to perform the role of a leader in the shaping of tourism development and activity coordination of various entities involved in its development [Dziedzic 1998]. Apparently, it is easier to exert control in a chaotic environment and hide imperfections from voters;
- Fear of democratic planning regarding the development and incorporation of inhabitants and tourist industry entities into the decision-making process [Alejziak 2004; Reid, Mair, George 2004];
- The syndrome of resistance to changes, i.e. defensive attitude towards changes and disregard thereof by local authorities [Gawroński 1999; Nowak 2000; Grabowska 2014];
- Difficulties related to the construction of future development visions, e.g. due to the speed of the changes and ignorance of the trends, the external environment and competition on the tourism market [Alejziak 2004];
- Dominance of short-sighted outlook on the management of tourist areas. A strategy is not, and must not be, a mere compilation of annual plans of activities [Stachowska 2009];

– Lack of interest in tourism due to the high degree of its privatisation, dispersion on the market and the number of entities directly and indirectly related thereto. The complexity of the tasks makes control over the resources of the reception area fragmentary [Jamal, Getz 1995];
– The tourist strategy requires broad analysis that requires prior studies and analyses, including ongoing monitoring of tourist traffic which is time-consuming and needs adequate funds to be guaranteed in the annual budget;
– A tourist is a guest in the city, who tends to be ignored by the officials exclusively focusing on satisfying the needs of the inhabitants, while inhabitants are interested in current and rapid reactions to their ongoing demands and absence of deeper reflections regarding the future [Alejziak 2016];
– Lack of lobbying skills, dispersion and the resultant weakening of power of the local tourist industry which leads to it being ignored local authorities;
– Absence of uniform standards for preparing a development strategy, in particular for tourism (e.g. methods of preparing the documents, methodologies of studies, studies focused on the future, building evaluation indices for strategy implementation, etc.);
– A complex procedure (multiple variants) of designing the strategy which requires, according to politicians and officials, excessive involvement of time and finances [Alejziak 2004];
– Internal inefficiency of the local government unit structures and their relations with the environment, including common and omnipresent bureaucracy, lack of proper competences of officials, no flexibility, etc. [Sus, Banasiak 2010].

A strategy should satisfy basic formal requirements, which was not ensured in some of the analysed documents.

1. The period for which a tourism development strategy is prepared cannot be too short (e.g. planning and implementation of an investment requires time), but it should not be too long either. The latter is because of the dynamics of changes that take place in tourism. It seems that the optimum time frame ranges from 5 to a maximum of 12 years. For one of the documents subjected to analysis, the period was shorter (4 years).
2. Building a strategy requires close cooperation and participation of a broad group of stakeholders in all activities, which allows the integration of such a diversified environment. Practice shows that tourism development strategies prepared and implemented the best, are developed by participants and experts, with an active share of officials/authorities, local tourist industry and an external expert/experts. It is necessary to combine three independent perspectives: the one represented by the manager of an area, representatives of the tourist industry who

are in direct contact with tourists and their needs and who deal with problems related to the functioning and conducting business activity on a day-to-day basis, and an expert who looks at the issue from a broader perspective of the trends, forecasts, external environment and competition on the tourism market. Outsourcing the preparation of the document (it happens that, due to the outcome of a tendering procedure, a company is selected which does not know the specificity of the local market) or having the document prepared wholly by the officials, hardly ever works. 50% of the analysed documents were drawn up by external experts, while the remaining portion was the effect of joint efforts of officials, external experts and tourism employees.

3. Once drawn up, a strategic document needs adoption, which is important for the local politicians, officials, the industry, but also for the potential investors; an adopted strategy legitimises the local policy. It is highly plausible that the lack of official approval of a concept of operation proposed in the strategy, as was the case with some of the documents analysed, will result in the abandonment of its implementation, wholly or partially, and dilution of responsibility, leading to informational, planning and implementative chaos.
4. At each and every level of its functioning, tourism shows close dependencies and links, both internal and with directly related sectors; and it cannot be separated from documents and policies pursued at higher levels. The absence of references to superior strategic documents, as was the case with some of the documents subjected to analysis, shows lack of understanding of the network connections and multi-level dependencies in which this branch of the economy operates.

The coordination of work related to the preparation and subsequent implementation of a tourism development strategy as an element of the area's tourist policy is the task of local government authorities. Even if the task is difficult, the effort needs to be made, be it only in the interest of the municipality/poviat and its inhabitants. If left without active shaping and supervision, development will, sooner or later, become out of control; and when the attraction is lost, causing an outflow of tourists and a drop of income [Telfer 2008], it may be too late. Going further, growing competition makes a strategy indispensable for the management of changes [Stachowska 2009]. But is this really so? If so many big Polish cities develop "quite well" without the document, perhaps it is not so indispensable? For instance, is a general reference to tourism, made in one priority of the whole general strategy of a city development, not enough?

This article presents only a brief outline of problems related to strategic planning of tourism development in tourist reception areas. Further in-depth studies are needed, based on different research methodologies and analyses, to ensure a wider, more comprehensive view. Tourism, as an area of strategic management, is a difficult yet interesting task. It has to be remembered that it may offer benefits, but also has the potential of producing negative effects to the local communities, areas or cities [Alejziak 2016; Reid, Mair, George 2004]. A city is not "a work of art by a single author, but an expression of the community's life" [Kantarek 2008, p. 82], including tourists, even if only temporarily.

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PLANOWANIE STRATEGICZNE W ZAKRESIE ROZWOJU TURYSTYKI W ŚWIETLE ANALIZY DOKUMENTÓW STRATEGICZNYCH POLSKICH MIAST

DOI: 10.5604/01.3001.0010.8732

Abstrakt

Cel. Refleksja dotycząca obecnej sytuacji w zakresie posiadania i formalnego przygotowania dokumentów strategicznych dotyczących rozwoju turystyki w polskich miastach.

Metoda. Przeprowadzono kwerendę internetową oraz analizę dokumentów strategicznych, zestawiono ich liczbę oraz porównano pod względem formalnym.

Wyniki. Przeprowadzona kwerenda, dotycząca spisanych i upublicznionych strategii, wykazała, że niewielka liczba polskich miast posiada takie opracowanie, nie są one tworzone według jednego wzorca i w niektórych parametrach odbiegają od zaleceń naukowych dla tego typu dokumentów.
Ograniczenia badań i wnioskowania. Analizowane dokumenty strategiczne odnosiły się do rozwoju turystyki jedynie dla miast i tylko ich oceny formalnej.
Implikacje praktyczne. Wyodrębniono i poddano analizie istniejące, aktualne dokumenty strategiczne.
Oryginalność pracy. Problematyka związana z planowaniem strategicznym i jego praktycznymi implikacjami w kontekście rozwoju turystyki jest rzadko podnoszona na łamach publikacji naukowych, w tym zwłaszcza w odniesieniu do polskich jednostek samorządu terytorialnego.
Rodzaj pracy. Artykuł prezentuje wyniki analiz dokumentów strategicznych.

Słowa kluczowe. Strategia, planowanie strategiczne, rozwój turystyki, miasta, samorząd terytorialny.

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SELECTED CONDITIONS FOR THE DEVELOPMENT OF PUBLIC-PRIVATE PARTNERSHIPS (PPP) IN POLAND

*Patrycja Żegleń**

Abstract

Purpose. The aim of the article is to present selected conditions for the development of public-private partnerships (PPP) in Poland and factors which constitute a contribution and a hindrance to the development of this concept. Moreover, the present author attempts to describe issues related to public-private partnerships as a factor influencing the development of tourism in specific tourist destinations.
Method. The research methodology is based on the application of the *Desk Research* method, including the verification of data obtained from generally available secondary sources (specialist literature, the Internet – *Web Research*). The desktop research data were of qualitative and quantitative nature and were created as primary or secondary sources. Modern methods of data collection were utilised: CATI (phone interviews), CAPI (computer-assisted interviews) and questionnaire forms.
Findings. In general, the results of the research concern the possibility of applying the formula of public-private partnership in the development of local tourism economy. The study focuses on the examination of selected conditions which are favourable to this concept and those which act in an obstructive way.
Research and conclusion limitations. The research was of diagnostic nature. The applied methods and research techniques allow to present selected conditions for the implementation of public-private partnerships in Poland, i.e. in the tourist industry, which is a frequently underappreciated branch of economy, much like the case of public-private partnerships but for other reasons.
Practical implications. Starting cooperation and establishing relationships between entities from the public and private sectors should contribute to the propagation of the concept of public-private partnership and economic development of tourist regions by creating and expanding tourist infrastructure, and infrastructure in general. Furthermore, the tourist industry is one of the branches of economy which requires fast development. The growing demand and qualitative requirements of contemporary tourists create a necessity for modern solutions, the creation of tourist infrastructure and cooperation with organisations and entities from various sectors, the answer to which can be the concept of public-private partnerships.
Originality. One important and original issue seems to be the need to determine the relation between the representatives of the private and public sectors, especially to answer the question: what type of atmosphere prevails in their relations, that of competition or cooperation, and what is their attitude towards joint cooperation?
Type of paper: Article presenting the results of empirical research.

Key words: public-private partnership, tourism, economic development.

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Introduction

Tourism as a social-economic and spatial phenomenon is more and more often perceived as an essential factor influencing a wide range of financial undertakings and the general economic situation in a country. For instance, as a part of the regional policy it is possible to initiate activities laying solid foundations for stimulating and managing tourism development in Poland. The basic elements of planning and managing tourism also include public-private organisational structures. In the planning scheme at the level of voivodeships (in Polish: *województwo*) and rural municipality (in Polish: *gmina*), tourism constitutes one of the factors of development. The strategic task is to adjust the development programmes of various tourism forms to the potential, and also to the needs of particular receptive areas with a high level of tourist attractiveness [Żegleń 2005, p. 323].

Because of the importance of tourism as an activity including many areas and economic sectors and its interdisciplinary character, it is more and more often perceived as a vital factor influencing the general economic situation of a country. Tourism is more and more often noticed and appreciated as a branch of national and regional economy, but its development requires much more involvement of the national and regional government, entrepreneurs, local communities and various organisations and associations. Growing needs in the scope of having capital and knowledge create favourable conditions for being united into corporations and striving to obtain common goals. Organised actions are forced, among others, by the fiercer and fiercer competition present on the market, also on the market of tourist services.

In consideration of the above, the concept of public-private partnerships (PPP) has been more and more frequently discussed among the decision-makers who seek new economic and legal solutions, which would help to solve the lack of budget funds for investments into infrastructure. PPP is also an opportunity for tourism because the aim of public and private partnership is, by definition, efficient acquitting of a given task [Korbus, Strawiński 2009, p. 23]. Namely, a properly organised tourism development could facilitate the integration of various groups of interests around common goals. The organisational behaviour of public-private sector entities is, undoubtedly, one of the most important problems of development of tourist reception areas (ORT), which can be solved by proper planning and adjusting actions to the changing conditions on the market. Also, local inhabitants should influence the planning process and the development of tourism by means of local governments and tourist industry entities. A vital element in such processes is monitoring of programmes and plans of tourism development within a given area. Thanks to a holistic approach to tourism development in a given region, it can become a driving force for improvement of its inhabitants' level of life. It is important for the private and public sectors to simultaneously create favourable conditions of regional environments in which tourist economy could develop. The partnership consists in all the interested parties accepting binding agreements. Both the public and the private sectors have specific functions in relation to the tourist reception area (ORT). One of the most important functions of the public sector is creation and protection of general infrastructure operation (the utilisation of transport, telecommunication networks, etc.), the regulatory and the controlling function with reference to the actions undertaken within ORT and active and rational shaping of a given area's economic activity. The private sector also plays certain regulatory and controlling functions in relation to the tourist product. What is more, it is essential for these two sectors to simultaneously co-create favourable conditions within the regional environment for themselves and the remaining entities on the market. Additionally, the cooperation between these sectors creates an opportunity to develop tourism in areas not yet appreciated. The public sector should also adjust certain stimuli which would be encouragement for the private sector to invest in a given area. Organisations that consist of representatives of both sectors should be created in order to effectively plan, develop and manage tourism in a given reception area.

In Poland, the form of financing investments within the PPP formula seems to be particularly attractive, also because of serious negligence in the infrastructure. The state is unable to increase budget financing if it cannot afford to increase the tax burden or public debt. On the other hand, a prolonged delay in infrastructure modernisation is equal to general economic slowdown [Żegleń 2014, p. 8]. The public sector has administrative power, considerably influencing the prospects and convenience of conducting economic activity (concessions, permits, supervisory licences, etc.) and administrating properties (as a result of municipalisation of state property, it has become the owner of many properties of strategic importance for local development). The public sector can make decisions regarding the opportunities, the level of freedom, principles of shaping the competition, stability and the decrease in the risk of actions in many sectors of the economy. The private sector, in turn, includes knowledge, technology, access to capital and efficiency.

Other the experiences of other countries also corroborate the validity introducing the PPP concept to Poland. The main aim of PPP is to shape such relations between the parties in which the risk is taken only by the party which is the best at its control and minimisation. The results of introduction of agreements within PPP on the market in Western Europe have turned out to be exceptionally positive. Private capital has enthusiastically responded to the possibility of investing in new areas of economy in partnerships with the local government or central government guaranteeing the highest level of solvency.

With reference to the above considerations, it can be predicted that the idea of public-private partnership will become widely applied also in Poland. Analyses show high interest in this topic and that attempts to introduce PPP solutions have already been made in the Polish reality.

Literature Review

There are many definitions describing what can be understood by the concept of public-private partnerships. The European Commission in *Guidelines for successful Public Private Partnerships* offers the following definition: "PPP is a partnership between the public sector and the private sector for the purpose of delivering a project or a service traditionally provided by the public sector" [www.infoport.pl]. According to the Act on PPP – a public-private partnership can constitute a way of implementing a project, if it brings benefits for the public interest outweighing the benefits resulting from other ways of implementing this project. The benefits for the public interest are, in particular, savings in the expenditure of a public entity, raising the standard of services or reducing the sources of nuisance in the surrounding area [Act on PPP, Dz. U. 2009 No. 19 item 100, online: www.prawo.sejm.gov.pl, date of access: 27.11.2017.]

Based on reference books concerning this topic, it can be inferred that the idea of public-private partnership has not yet acquired one universal definition. The plurality of concepts and definitions regarding this form of cross-sector cooperation proves the lack of conformity in the precise and accurate determination of the scope of this issue. The broadest approach is presented by *The National Council for Public-Private Partnerships*, according to which, a public-private partnership is an agreement of commercial nature based on a contract between a public entity and a private entity. Thanks to this agreement, the entrepreneurship and resources of each sector are utilised when providing services to the recipients and making facilities available to the users [For the Good of the People: using… 2002].

Recently, so-called hybrid or tri-sector partnerships have gained much popularity. These are initiatives, in which authorities, economic entities and non-governmental organisations cooperate in order to solve local and regional problems of complex nature and to provide the inhabitants with goods and services at a proper level.

In the article, the author focuses on the definition of a public-private partnership based on the Polish Act of from 19 December 2008 on public-private partnerships [Journal of Laws 2009 No. 19 Item 100]. As cited in Jędrzejczyk [2004, p. 85], according to the legal regulations in force, the requirements concerning public-private partnerships have to be taken into consideration by all the participants in the investment process: the investor, the contractor and also the body establishing conditions for the development of an area. The requirements concerning PPP should be followed in reference to all types of investment and at all stages of the investment process: at the stage of investment planning, designing, implementation, at the stage of handing over for use and the settlement of the results of the investment, during operation, and also at the stage of its termination. Administrative authorities are additionally obliged to control the economic activity of given entities and to shape it in a rational and active way, e.g. by the promotion of a given area among potential investors [Marciszewska, Miecznikowski 2003, p. 85].

There are also lots of English-written literature positions in the area of public and private partnerships formula in the world[1] but the paper concerns the chosen problems and conditions of introducing the idea in Poland.

Methods

The research methods applied in this study are as follows:

– The analysis of primary and secondary materials (legal acts, documents, statistical data);
– The analysis of specialist literature related to this topic (bibliographies, books and monographs, journals, periodicals and magazines);
– Survey research (quantitative approach);
– Interviewing (qualitative approach) applied in selected cases.

The study utilises both English and Polish references. The reference items concern chosen problems related to the development of tourism, the competitiveness of tourist regions and planning tourism development. The study also applies literature regarding public-private partnerships as widely perceived cross-sector cooperation and a new form of public task financing pursuant to the Act on PPP.

Findings

As a result of difficulties related to project implementation pursuant to the Act on PPP, the article focuses on the institutional context and the at-

[1] The following positions can be cited: Lin, Love, Regan, Sutrisna, (2004) Public-Private Partnerships: a review of theory and practice of performance measurement, International Journal of Productivity and performance Management; Abdel Aziz, A.M., (2007), – Successful Delivery of Public-Private Partnerships for Infrastructure Development, Journal of Construction Engineering and Management, 133/12:918-931; Estache A. and T. Serebrisky (2004), – Where Do We Stand on Transport Infrastructure Deregulation and Public-Private Partnerships? Policy Research Working Paper Series no. 3356. Washington, D.C., World Bank and others.

titude of the public sector towards the cooperation with the private sector. The survey was conducted both among entrepreneurs (representatives of the private sector in tourism industry) and authorities (representatives of the public sector). Most of the respondents were representatives of local authorities (20 representatives from chosen districts of Poland, which are popular among tourists). These were tourist destinations in the Podkarpackie and Malopolskie voivodeships. The minority of respondents (13 representatives) were entrepreneurs from the tourist branch, who were randomly selected in the districts mentioned above. To sum up, the questionnaire was designed for data collection which contained close-ended questions and it was distributed among 33 respondents, representatives of districts and tourist entrepreneurships. The author underlines that the sample is an attempt to conduct broader research.

During the survey, the respondents were mainly asked about:

– The level of familiarity with the term: public-private partnership;
– Sources of information on PPP;
– The present state of PPP project implementation;
– Plans of PPP project implementation in the future;
– Benefits and risks resulting from PPP project implementation.

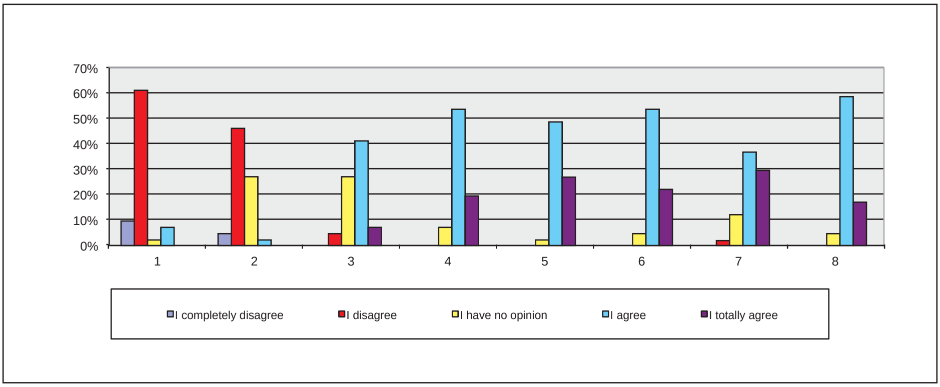
During research, the author attempted to find an answer to the question of whether the implementation of actions according to the PPP concept can influence the increase in competitiveness of tourist reception areas, and, if yes, what kind of influence. The first question concerned familiarity with the term PPP.

When answering Question 1: "Have you ever encountered the term public-private partnership (PPP)?", almost 20% (19.51%) of respondents admitted that they had never heard of this term. A reassuring fact is that the majority of the respondents (80.49%) heard of this form of investment financing.

Another question concerned the respondents' opinion about the concept of public-private partnership. The respondents could choose from a few options, each of them including the opportunity to express further opinion:

– I completely disagree;
– I disagree;
– I have no opinion;
– I agree;
– I totally agree.

Fig. 1 shows numerical juxtaposition of the respondents' opinions on the concept of PPP. Most respondents, i.e. 70% disagree with the opinion that the public sector has sufficient financial resources for necessary investments in infrastructure (only 7% is of this opinion). Less than 3% agreed with the opinion that PPP is a more expensive solution than traditional forms of investment. Almost half of the respondents (46.34%) agree that there are social barriers related to PPP solutions, while more than half of the respondents (53.66%) think that PPP can help to improve the quality of services, the investors' interest in a given area (53.66%), and can become an opportunity to improve investment efficiency (48.78%). According to the majority of respondents, PPP is also an opportunity to exchange experiences between sectors (almost 40%) and to increase financial resources designated to the implementation of various projects (almost 60%).



Legend
1 – The public sector has sufficient financial resources for necessary investment in the infrastructure.
2 – A public-private partnership (PPP) is a more expensive solution than traditional forms of investment.
3 – There is social resistance against such solutions.
4 – PPP can contribute to the improvement of the quality of services.
5 – PPP is an opportunity for improvement in investment efficiency.
6 – PPP can contribute to an increase in the investors' interest in a given area.
7 – PPP can contribute to the exchange of experiences between the private and public sectors.
8 – The increase in financial resources designated to the implementation of particular projects thanks to PPP.

Fig. 1. Respondents' opinions about the concept of PPP (in graphic form)

Source: Own elaboration based on own research.

The respondents tend to disagree with the first two statements, while in case of the remaining ones, they seem to show more approval. The majority of respondents think that the public sector does not have sufficient funds for necessary investment in infrastructure (almost 61%), and that PPP is not a more expensive solution than traditional forms of investment (more than 46%). 59%, in turn, think that thanks to PPP, financial means for project implementation will be increased. Such answers show that there are more supporters than opponents of the PPP formula among the respondents.

Tab. 1. Respondents' opinions about the concept of PPP (in numerical and percentage terms)

Opinion	The public sector has sufficient resources for necessary investments in infrastructure	PPP is a more expensive solution than traditional forms of investment	There is social resistance to suchsolutions	PPP can contribute to improvement in the quality of services	PPP is an opportunity to improve the efficiency of investment	PPP can contribute to an increase in the investors' interest in a given area	PPP can contribute to the exchange of experiences between the private and public sectors	The increase in financial resources for the implementation of particular projects thanks to PPP
Weighted average	**2.09**	**2.33**	**3.63**	**4.15**	**4.0**	**4.12**	**4.15**	**4.15**

Source: Own elaboration based on own research.

Such conclusions are confirmed by analysis of the weighted average of the answers to the particular questions[2]. Tab. 1 contains the calculation of the weighted average, the interpretation of which is as follows:

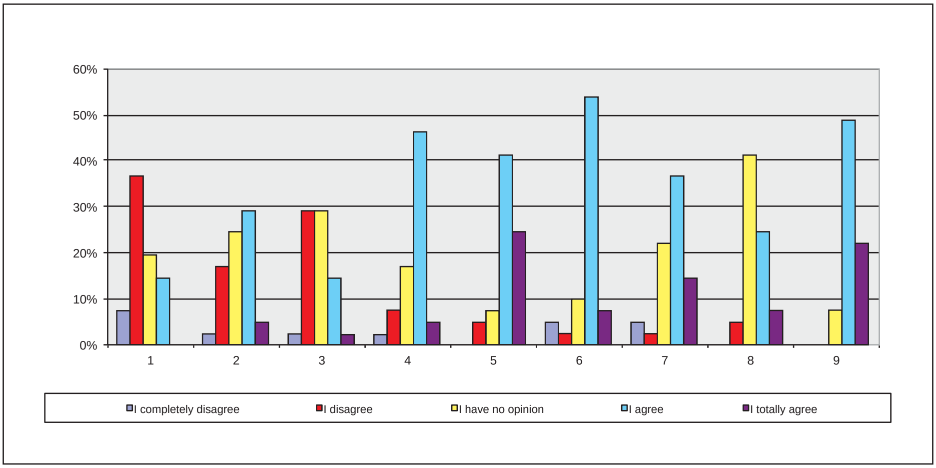
In the case of three opinions, the weighted average is the same (4.15), which means that the respondents' most frequent opinion was that PPP can contribute to improvement of services, to the exchange of experiences between the private and public sector and to an increase in funding for project implementation;

The average of 2.09 means that the opinion stating the public sector has sufficient resources for necessary investment in the infrastructure gained the lowest approval among respondents.

Another question concerned the issue of how the respondents evaluate the present state of PPP concept implementation in Poland. The respondents could choose from a few options, each of them including the opportunity to express further opinion:

- I completely disagree (1),
- I disagree (2),
- I have no opinion (3),
- I agree (4),
- I totally agree (5).

[2] The calculation of such an average in the case of the Likert scale is criticised by some social research sources as simplification; however, it provides synthetic presentation of opinions and their juxtaposition.



Legend
1 – The current regulations facilitate the development of PPP.
2 – The current legal regulations are favourable for the public sector.
3 – The current legal regulations are favourable for the private sector.
4 – The possibility of obtaining resources for the EU contributes to the development of PPP.
5 – The government should ensure support in the scope of PPP project preparation.
6 – The lack of stimuli from the state to undertake actions within PPP.
7 – The current regulations concerning PPP favour investment projects of high value.
8 – The possibility of long-term concession of public services will be particularly frequently utilised.
9 – A low level of knowledge concerning the PPP concept among the decision-making bodies.

Fig. 2. Opinions about the state of PPP concept implementation in Poland (in graphic form)

Source: Own elaboration based on own research.

As can be seen in Tab. 2, the biggest percentage of respondents disagree with opinion No 1 (almost 37%), while 15% agree. Opinion No. 2 was confirmed by about 1/3 of the respondents. Most frequently, the respondents approved of opinion No. 6 concerning the lack of encouragement from the government to undertake projects within the PPP formula.

A high level of resistance can be seen in case of opinions No. 1 and No. 3. However, in the case of opinions No. 4 and No. 9, high bars of "I agree" can be noticed. Most undecided respondents' opinions concerned the possibility of long-term concessions of public services as a particularly frequently utilised option.

Over 21% of the respondents did not give their opinion about the state of implementation of the PPP concept in Poland. The lack of answers might result from the lack of information on the current state of public-private partnerships, which discouraged people from expressing their opinions.

Tab. 2. Opinions about the state of PPP concept implementation in Poland (in numerical and percentage terms)

Opinion	Current regulations facilitate the development of PPP	Current legal regulations are favourable for the public sector	Current legal regulations are favourable for the private sector	Possibility of obtaining resources for the EU contributes to the development of PPP	The government should ensure support in the scope of PPP project preparation	Lack of stimuli from the state to undertake actions within PPP	Current regulations concerning PPP favour investment projects of high value	Possibility of long-term concession of public services will be particularly frequently utilised	A low level of knowledge concerning the PPP concept among the decision-making bodies
Weighted average	**2.53**	**3.13**	**2.81**	**3.56**	**4.09**	**3.72**	**3.67**	**3.43**	**4.18**

Source: Own elaboration based on own research.

Analysis of the weighted averages shows that the majority of respondents agree with the opinion that there is a low level of knowledge about the PPP concept among the decision-making bodies (weighted average – 4.18). As for the opinion that the current legal regulations facilitate the development of PPP, the respondents' answers oscillated between "I disagree" and "I have no opinion" (weighted average – 2.53). Decisive "I agree" answers (weighted average – 4.09) were provided when commenting on the opinion that the government should offer support in the scope of PPP project preparation.

The following answers were given to the question: "Are any projects within PPP being implemented right now?".

As can be seen in Fig. 3, involvement in PPP has not grown much, since over 80% respondents declare that within PPP, no projects are being currently implemented. Almost 10% of the respondents claim that PPP projects are being currently implemented, while the same percentage of respondents have no knowledge regarding this topic.

Another question regarded what partners will be desirable for PPP project implementation. The respondents could choose from a few types of partners/options, each of them including the opportunity to express further opinion to what extent a given partner would be desirable:

– unwillingly (1),
– not very willingly (2),
– I have no opinion (3),
– willingly (4),
– very willingly (5).

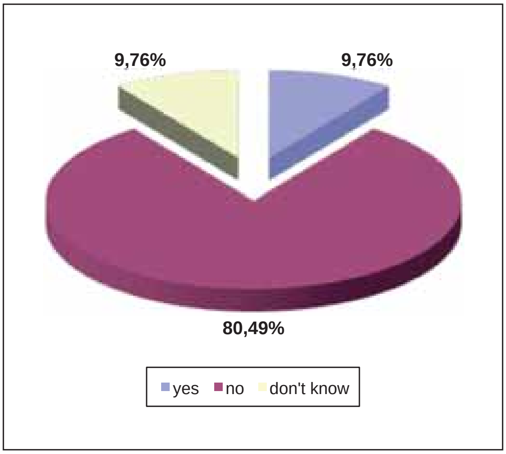


Fig. 3. The current implementation of projects within PPP
Source: Own elaboration based on own research.

The research shows that the most desirable partner for future cooperation within PPP are be companies from a proper industry (weighted average – 4.35), small and medium enterprises (weighted average – 4.6) and international companies (weighted average – 3.70), while the least desired potential partners of all for future cooperation are be church organisations (weighted average – 2.94) and developers (weighted average – 3.06). A huge percentage of the respondents had no say in this matter answering “I have no opinion”.

In an attempt to analyse each partner separately, it has to be stated that developers are at the same time unwillingly (14.63%) and willingly (14.63%) desired for cooperation in the PPP formula. Social organisations are willingly perceived as potential partners (30%), much like churches, perceived by almost ¼ of the respondents as desirable. Similarly, in case of foundations and associations: almost 37% of the respondents (for the former) and 39% (for the latter) declared that they would be willing to become partners with them. In case of the sector of small and medium companies, the respondents were definitely willing to cooperate with them (over 51% – willing to cooperate, almost 20% – very willing). Natural persons for almost 30% of the respondents are proper candidates for partners. Subsequently, international companies and ones which specialise in a given industry are willingly perceived as future partners in the PPP formula.

Tab. 3. Partners desirable for project implementation within the PPP formula (in numerical and percentage terms)

Opinion	Developers	Social organisations	Churches	Foundations	Associations	Small and medium enterprises	Natural persons	International companies	Companies from a proper industry	Others
Unwillingly (1)	6	3	4	1	1	0	3	1	0	0
	14.63%	7.32%	9.76%	2.44%	2.44%	0.00%	7.32%	2.44%	0.00%	0.00%
Not very willingly (2)	3	5	6	7	7	1	5	3	0	0
	7.32%	12.20%	14.63%	17.07%	17.07%	2.44%	12.20%	7.32%	0.00%	0.00%
I have no opinion (3)	11	7	13	6	4	4	9	10	5	9
	26.83%	17.07%	31.71%	14.63%	9.76%	9.76%	21.95%	24.39%	12.20%	21.95%
Willingly (4)	5	12	10	15	16	21	12	10	12	1
	12.20%	29.27%	24.39%	36.59%	39.02%	51.22%	29.27%	24.39%	29.27%	2.44%
Very willingly (5)	6	6	1	5	6	8	3	9	17	0
	14.63%	14.63%	2.44%	12.20%	14.63%	19.51%	7.32%	21.95%	41.46%	0.00%
Weighted average	**3.06**	**3.39**	**2.94**	**3.47**	**3.56**	**4.06**	**3.21**	**3.70**	**4.35**	**3.10**

Source: Own elaboration based on own research.

Analysis of research results shows that despite concerns of public entities regarding cooperation with the private sector, companies which specialise in one industry, small and medium enterprises and companies with foreign experience gained the greatest trust and interest among the respondents.

Moreover, the respondents gave answers to the question: "In your opinion, what is important in the cooperation with partners from private sectors?". A few characteristics of cooperation were presented. Each respondent had to determine to what extent a given characteristic is important. The following scale was used:

– unimportant (1),
– not very important (2),
– I do not know (3),
– important (4),
– very important (5).

Tab. 4. Factors influencing the cooperation between the public and private sector (in numerical and percentage terms)

Opinion	Reputation	Previous contacts	Low prices	Guarantees	Equal contacts	Mutual trust	Partner's flexibility
Unimportant (1)	0	1	0	0	1	0	0
	0.00%	2.44%	0.00%	0.00%	2.44%	0.00%	0.00%
Not very important (2)	0	0	6	0	1	1	2
	0.00%	0.00%	14.63%	0.00%	2.44%	2.44%	4.88%
Do not know (3)	1	2	3	3	4	0	1
	2.44%	4.88%	7.32%	7.32%	9.76%	0.00%	2.44%
Important (4)	13	21	22	18	22	10	21
	31.71%	51.22%	53.66%	43.90%	53.66%	24.39%	51.22%
Very important (5)	22	13	6	16	9	27	13
	53.66%	31.71%	14.63%	39.02%	21.95%	65.85%	31.71%
Weighted average	4.58	4.21	3.76	4.35	4.0	4.67	4.25

Source: Own elaboration based on own research.

The most important characteristics for the respondents are mutual trust (weighted average – 4.67) and reputation (weighted average – 4.58). An important feature is also: guarantees (weighted average – 4.35), the partner's flexibility (weighted average – 4.25) and previous contacts (weighted average – 4.21). Analysing the obtained results, it can be stated that the guarantee of successful cooperation between the public and private sector is mutual trust (a quality not actually possessed by many potential partners), proper reputation, equal contacts and partner's flexibility.

Comparing the particular variables of successful cooperation, it may be easily noticed that reputation is very important for over half of the respondents (53.66%). Partners' previous contacts are, according to over a half of the respondents, important (51.22%). The issues of low prices and equal contacts also seem to be similar: almost 54% claimed that they are important. Guarantees provided by partners are important (almost 44%) and very important (39%). The biggest significance is attributed to mutual trust between partners – almost 66% declared this aspect to be a very important element of cooperation. Equally important is partner's flexibility, the ability to make fast decisions or to be able to change them depending on the given circumstances – it was significant for more than 51% of the respondents, and for 31% – very important. In comparison to all the variables, low prices (14.63%) were considered to be of least importance.

Discussion

The conducted research results shows that the idea of public-private partnership is known by the majority of the respondents and the major source of information about PPP is contacts with other entities and the information transferred by the media. The author of the paper wants to underline, that PPP idea is unfortunately very often associated only with infrastructural projects and investments which can be a result or condition of effective realization of tasks posed to local authorities. Therefore, the knowledge about PPP concept can be poor among units which are not directly connected with infrastructure development. The research also proves that the knowledge of the term PPP is derived to a large extent only from theoretical deliberations, not supported by actions in practice. Respondents' opinions related to the PPP concept are divided, however in most cases their opinions are positive. The respondents recognised the need for cross-sector cooperation, e.g. because of the limited financial resources of the public sector. It was also found that projects implemented within PPP can turn out to be cheaper than those implemented in a traditional way. PPP supporters claimed that it is an opportunity to improve the quality of provided services by entities from the public sector, to improve investment efficiency and to increase the competitiveness of regions. Public-private partnerships are also an opportunity to implement managerial principles i.e. New Public Management, which constitutes an attempt to apply rules and models from the field of economic activity in the public administration.

As shown above, a public-private partnership for the time being is only a theoretical declaration, not reflected in practice. There seems to be a need for partnership in the scope of tourism, however not all potential partners are ready, since not only they may be insufficiently qualified but also they may lack practical experience. Respondents' opinions concerning the state of PPP concept implementation vary, however most think that it is the lack of governmental stimuli which leads to the lack of actions undertaken within PPP, which may result from a low level of knowledge among the decision-makers (as proven by the research). The research also shows that the respondents expect support in project preparation from specialised entities. The first examples of PPP's projects implementation took place in the end of the 90s. in Poland. The realization of PPP's projects in Poland is connected with a need of overcoming lots of different barriers such as: wrong regulations, which are not adjusted to the practice, as well as political and social problems, e.g. lack of knowledge about public and private partnership formula and lack of trust from both of sides, especially from public sector [Brzozowska 2010, p. 227].

The question related to the current implementation of PPP projects was answered by the vast majority of the respondents that there are no such projects. The partners which would be desirable in the cooperation within the PPP formula are, according to the respondents, companies from a proper industry and foreign partners. The respondents showed unwillingness towards any cooperation with developers and social organisations. The factors which influence the development of cooperation between sectors are mutual trust (which is still missing) and the reputation of a potential partner.

According to the conducted research, the results of public-private partnerships should only bring benefits. The respondents pointed out that PPP could stimulate faster regional development by creating and expanding the general and the tourist infrastructure, acquiring new technologies by public entities from private partners, which would frequently be foreign partners. The opportunity for the increase in the region's attractiveness was also highlighted, which, consequently, may lead to the increase in the competitiveness in relation to other tourist reception areas.

Conclusions

The idea of cooperation between public authorities and private entities (social organisations and enterprises) as equal partners has become more and more popular in Poland. It has to be underlined that tourism is an area in which the idea of public-private partnership can have special application. The advantage of partnership projects is the joint preparation and implementation of tasks by local governments, associations, companies and representatives of local communities, which makes it possible to avoid many threats, provide social acceptance, and further facilitate investment and organisational activities. Dispersed and uncoordinated activities, in practice, turn out to be inefficient; cooperation, in turn, provides a foundation for better coordination of actions and efficient utilisation of the possessed potential, especially with regard to tourism [Kunce 2003, p. 147]. Therefore, public-private partnership is a very important step towards feedback between various organisations from the tourist industry and between various aspects of human activity (politics, economy, culture). Public-private partnership broadens the horizon of actions for many entities involved in the development of tourism in their own region.

As it may be concluded from the conducted research, relations between the public and private sectors depend on various circumstances; however, an atmosphere of cooperation prevails, which allows to jointly pursue common goals. The attitude of the public sector towards cooperation with the public one, and vice versa, is more and more positive and favourable towards investment because of the division in duties and, more importantly, responsibilities for the performed tasks.

To conclude, it must be mentioned that public-private partnership in Poland is still an unexploited opportunity. This state of affairs may be caused by the insufficient level of knowledge on both public sector entities and those private concerning the PPP formula, which results in the lack of experience in the implementation of these type of projects. Moreover, Polish regulations concerning the PPP formula are of implementative nature. Its shape is determined by EU regulations based on cooperation, lack of formalism and effectiveness when aiming at certain goals [Cieślik 2014, pp. 510-512].

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UWARUNKOWANIA ROZWOJU PARTNERSTWA PUBLICZNO-PRYWATNEGO (PPP) W POLSCE

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Abstrakt

Cel. Celem artykułu jest przedstawienie uwarunkowań rozwoju partnerstwa publiczno-prywatnego (PPP) w Polsce oraz czynników przyczyniających się do rozwoju, jak również utrudniających rozwój tej koncepcji. Ponadto, autorka pragnie przybliżyć problematykę partnerstwa publiczno-prywatnego jako czynnika wpływającego na rozwój turystyki w określonych destynacjach turystycznych.
Metoda. Metodologia badawcza opierała się na zastosowaniu metody *Desk Research*, obejmującej weryfikację danych pozyskanych ze źródeł ogólnodostępnych zastanych

(literatura fachowa, Internet (*Web Research*). Dane zastane miały charakter jakościowy i ilościowy i charakteryzowały się pierwotnym i wtórnym sposobem powstawania. Wykorzystano nowoczesne metody zbierania danych, takich jak: CATI (wywiady telefoniczne) oraz CAPI (wywiady wspomagane komputerowo) oraz kwestionariusz ankiety.
Wyniki. Wyniki badań generalnie dotyczą możliwości zastosowania formuły partnerstwa publiczno-prywatnego do rozwijania lokalnej gospodarki turystycznej. Skupiono się na badaniu uwarunkowań sprzyjających i hamujących rozwój tej koncepcji w Polsce.
Ograniczenia badań i wnioskowania. Badania miały charakter diagnostyczny. Zastosowane metody i techniki badawcze pozwoliły na przedstawienie uwarunkowań wdrażania partnerstwa publiczno-prywatnej w polskich warunkach, to znaczy w branży turystycznej, która często jest niedocenianą gałęzią gospodarki, podobnie jak jest to w przypadku PPP, tyle tylko, że z innych względów.
Implikacje praktyczne. Nawiązanie współpracy i bliższych relacji między podmiotami z sektora publicznego i prywatnego powinno przyczynić się do rozpropagowania koncepcji partnerstwa publiczno-prywatnego i rozwoju gospodarczego regionów turystycznych poprzez budowę i rozbudowę infrastruktury turystycznej i ogólnej. Ponadto, branża turystyczna jest jedną z dziedzin gospodarki, w której wymagany jest szybki rozwój. Rosnący popyt i wymagania jakościowe ze strony współczesnych turystów stwarzają konieczność nowoczesnych rozwiązań, budowy infrastruktury turystycznej oraz współpracy z organizacjami i podmiotami z różnych sektorów, czego odpowiedzią może być partnerstwo publiczno-prywatne.
Oryginalność. Istotnym i oryginalnym zagadnieniem wydaje się rozeznanie relacji między przedstawicielami sektora prywatnego i publicznego, a zwłaszcza odpowiedź na pytanie: czy przeważa klimat współpracy czy konkurencji między nimi oraz jaki jest ich stosunek do wzajemnej współpracy?
Rodzaj pracy: Artykuł prezentujący wyniki badań empirycznych.

Słowa kluczowe: partnerstwo publiczno-prywatne, turystyka, rozwój gospodarczy.

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THE CHERNOBYL EXCLUSION ZONE AS A TOURIST ATTRACTION. REFLECTIONS ON THE TURISTIFICATION OF THE ZONE

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Abstract

Purpose. The aim of this article is to shed light on the Chernobyl Exclusion Zone (CEZ) as a site of cultural heritage and a tourist attraction. Moreover, it presents the recent development of tourism in Chernobyl and sketches the perspectives on the future of the CEZ.
Method. To determine the character of the change process of the CEZ into a tourist attraction, the combination of content analysis and participant observation was used.
Findings. The article, according to the authors' knowledge, is the first in Poland to provide such a description of the development of tourism in the CEZ although, there have already been some publications considering this topic.
Research and conclusion limitations. Exhaustive description of the problem complexity of of intersections between tourism development and cultural dissonances exceeds the possibilities of this article. Therefore, the case study of the CEZ needs further and broader exploration on the basis of statistical data as well as of data gathered by means of qualitative methods.
Practical implications. The analysis provides potential avenues of enquiry adopting the perspective that the transformation of the dissonant heritage sites is caused to great measure by uncontrolled (or slightly controlled) tourism development. Simultaneously, it shows how a tourist may modify the image of the site and offer new, positive possibilities for local economic growth.
Originality. For the first time in academic, this article scholarship raises the problem of the CEZ as a tourist attraction: it presents statistical data which prove the growing popularity of this site and describe the variety of tourist offer.
Type of paper. The paper is based on the empirical research.

Key words: The Chernobyl Exclusion Zone (CEZ), urban exploration, dissonant heritage, tourist attraction.

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The CEZ as a Research Problem

The following article is a preliminary description of the touristification process of the Chernobyl Exclusion Zone on the basis of official documents and data obtained from tourism providers, indicating a transformation of the area into a tourist attraction. The CEZ has for years been an area of scientific exploration for researchers representing a variety of disciplines. The disaster in Chernobyl had such far-reaching economic, social and cultural effects, that it could also not remain unnoticed in the humanities or social sciences. In addition to a wide range of subject literature analysing the historical or political aspects of the Chernobyl disaster and its effects [see amongst others: Marples 1988; Medwiedew 1991; Medwiediew 2011; Mould 2000], papers describing the cultural meaning of Chernobyl, for example in literature [Hundorova 2013] or in film [Briukowetska 2016] can also be found.

If the Zone topic is to be treated broadly, one should refer to the rich scientific achievements in dark tourism, which researchers have been interested in since the mid-1990s. [see, for instance, Ashworth, Hartmann 2005: Biran, Poria 2012; Cole 2000; Dann, Seaton 2002; Foley, Lennon 1996; Lennon, Foley 2000]. It is also worth mentioning that over the last few years, there has been among researchers an increased interest in dark tourism in Poland [Tanaś 2013]. In recent years, a number of articles dedicated to various aspects of visiting the CEZ have been published mainly in Anglophone literature [Dobraszczyk 2010; Goatcher, Brunsden 2011; Stone 2013; Yankovska, Hannam 2014]. However, the subject literature shows a significant lack of reflection on the development of tourism in Chernobyl, especially in the context of the location evolving into a tourist attraction. This article does not opt for giving a complete description of the phenomenon, but aims to indicate key issues and potential areas for further analysis based on tourism and/or heritage studies.

The principal method used to characterise the development of tourism in the CEZ is content analysis of secondary sources. The data was obtained mostly via an internet survey and through email correspondence with tour organizers and Ukrainian officials responsible for management of the CEZ. The collection and analysis of a wide range of materials (official documents, email correspondence, reports, statistics, etc.) took place over afour-month period before and after the authors' visit to Chernobyl in April 2016, during which participant observation was conducted[1] (this will be treated as supplementary material to content analysis).

[1] Both interviews were conducted on April 16th during an excursion organised by the Bis-Pol tourist agency. The first 2.5-hour interview was conducted with the Polish tour leader, who had already accompanied 49 groups visiting the CEZ. The second, 1.5-hour interview was conducted with a local, Ukrainian guide who has been showing visitors around the CEZ since 1996.

As T. Hundorova [2013] remarks, the CEZ occupies an 'indefinable' place in Ukrainian culture. The cultural heritage of today's CEZ is not only related to the power plant catastrophe and its aftermath, but also to the rich, yet forgotten, multicultural heritage of the area [*Chernobyl*, http://chornobyl.in.ua/en/chernobyl-town.html, (date of access 25.08.2017)]. Apart from medieval rural and urban settlements, which are a melting pot of cultures and religions characteristic of the whole Polesie Region (Poles, Ukrainians, Jews), it is worth remembering the culture of the socialist modernization project implemented through the introduction of kolkhoz, or modern urban centers (Pripyat). Despite the plunge into the shadow of the disaster, traces of this heritage are still visible at the CEZ until now. Nevertheless, in this specific case, the displacement of the natural 'heirs', that is the inhabitants of the Zone, results in the interpretation of the heritage belonging to those who manage the Zone, who act as guides, who write about the Zone and who visit the Zone. Therefore,we are faced with the situation of disinheritance, 'heritage without heirs'.

For many people, the fact that Zone is visited by tourists appears to be a controversial assent to treating the suffering space as part of the entertainment category. This is undoubtedly a difficult heritage, in the sense that "it is a legacy that nobody is willing to freely identify with, but which imposes on the current generation the inalienable duty to accept it in the present and to preserve it for the future" [Owsianowska and Banaszkiewicz 2015, p. 13]. Managing such objects to make them accessible to visitors poses a challenge, as pointed out by researchers like J. Lennon and M. Foley [2000] or S. Macdonald [2009; 2013].

The CEZ as a Tourist Attraction

Tourist attractions are a key element of the tourism industry as they stimulate interest in travelling to a tourist destination and ensure that those visiting have an enjoyable experience. They act as a magnet drawing people to a tourist region and increase the demand for other tourist services. Tourist attractions play a huge role in shaping the geography of tourist movement, and enable cities and regions to create an identity and an image. According to A. Lew [1974], without tourist attractions, there would be no tourism, and without tourism, there would be no tourist attractions. The role of tourist attractions in the postmodern world is changing. Consumer demands and tourist providers' innovation have led to changes and evolution on the market of tourist attractions, the result of which is also diversification of the sector. Tourist attractions are changing dynamically in terms of their type, location, scale and style.

The term 'tourist attraction' has many definitions, for example, anything that can raise interest of tourists [Lundberg 1985]; unusual, often unique places e.g. the natural environment, historical monuments or events such as festivals and sports meetings [Goodall 1990]; while according to R. Davidson [1996], "every natural attraction, work of man, device or event that attracts people to a given location can be considered a tourist attraction". According to D. McCannell [1996], "a tourist attraction is the empirical relationship between a tourist, a location and the information provided about the location". Similarly, P.L. Pearce [1991], and also J. Urry [2007, p. 17], suggest that "attractions are places and people which are the subject of tourists' attention".

The classification of attractions proposed by J. Swarbrooke [2002, p. 6] takes into account the diversity of cultural heritage that is material to their creation. Apart from 'natural tourist attractions' linked to physical elements of natural environment (e.g. beaches, mountains, caves, lakes, rivers, forests), there is a second group, 'works created by man', with an original purpose different from that of attracting tourists, but which over time became attractions in themselves, for example prehistoric sites, buildings connected to famous people, palaces and gardens, industrial complexes and places of worship. Attractions based on such heritage are authentic, have great value and are highly charged emotionally. The third group is 'sites designed and built from scratch as attractions', e.g. amusement parks, casinos, spa resorts and safari parks; while the fourth group are cultural, sports and religious 'events' or festivals.

The definitions of tourist attractions mentioned above allow to categorise a place such as the CEZ as a tourist attraction since it has already sparked the curiosity of thousands of tourists (Fig. 1). Assigning the CEZ to one of the groups in J. Swarbrooke's proposed classification of attractions is, however, problematic. It was created by man and was designed to produce electrical power, therefore, it qualifies for the second group. As a result of the disaster, however, it was abandoned and began to be taken over by nature, like Angkor Watt in Cambodia – and thus, it qualifies for group one in J. Swarbrooke's classification. Despite the fact that J. Swarbrooke's definition is often quoted, yet in the case of the CEZ, it does not allow to shed much light on the character of the Zone as a tourist attraction. The first one refers directly to D. McCannell's concept [McCannell 1996], emphasizing the importance of a marker as an intermediary between a visitor and an element that draws his or her attention: "A tourist attraction is a system comprising three elements: a tourist or human element, a nucleus or central element, and a marker or informative element" [Leiper 1995, p. 143]. J.F. Sears [1998, p. 3] defines attractions as "places people go to visit. It also demands a body of images and description of those places – a mythology of unusual things to see – to excite people's imaginations and induce them to travel". The researcher points to the role of tourism imaginaries in the process of drawing tourists' attention (so-called pull factors)

[Salazar, Gravari-Barbas, Graburn 2016]. The last of the definitions emphasizes the earlier experience of tourists as a factor shaping their imagination: "A tourist attraction is a social construction, and in this process, there are many factors involved: it is a matter of not only practical and economic considerations, but also the expectations of the visitors. The visitors are influence by diverse kinds of former experiences at the actual place".

Based on the definitions above, three issues may be indicated, that will be crucial to further considerations on the touristification of the CEZ. First of all, it is the mere presence of tourists that is the existence of tourism in a certain area. Secondly, it is a pull factor, in other words, one that specifically motivates tourists to visit a particular location. Thirdly, the sign character of an attraction – a set of images that make up tourists' expectations towards a place, prompt them to visit it and determine their experience while exploring the location. In the next part of the article, in order to elaborate on the first of the above mentioned aspects, the stages of tourism development at the CEZ will be presented, as well as the tourist characterized with regards to his/her motivation.

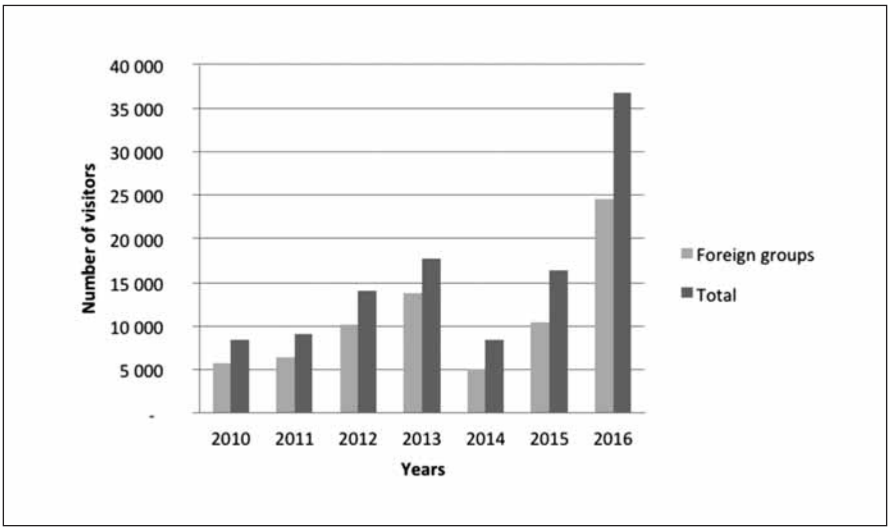

Fig. 1. Tourism in the ChernobylZone in the years 2010-2016
Source: Data received by the authors from the Ukrainian State Agency of the Exclusion Zone Management.

The second and third aspects are closely related with each other (although they are not identical since tourism potential can be determined by applying objective criteria, and the images are subjective and individual). That is why they will be presented simultaneously by means of analyzing the offers of the most popular travel agencies. It is worth pointing out that the distinction between attraction and tourist product have been authored, in Polish literature, by J. Kaczmarek, A. Stasiak and B. Włodarczyk [2010]. While attractions are values which are are used by tourists (in other words, there are no attractions without tourist traffic), the more complex is the nature of a tourist product, understood as "a coherent composition of elements (including attractions) offered on the market, which allows a buyer to meet his or her needs and aims related to a tourist trip". We, deliberately, do not refer to the concept of a tourist product in terms of its coherence and multifacedness, of which conscientious analysis would be beyond the potential for explication on the ground of this text.

Stages of Tourist Industry Development of CEZ

Following the Chernobyl power station disaster in 1986, an area covering a radius of 30 km from the explosion site, was designated as the so-called Chernobyl Exclusion Zone (CEZ). Despite the contamination and a ban on entering the zone, people began re-appearing there for a variety of reasons: some were displaced persons unable to settle down away from their homes, and who risked life and limb to return permanently; some were scientists conducting research on the condition of the power station and the effects of contamination on the local flora and fauna; some were looters wanting to benefit from the tragedy; and some were so-called stalkers, that is people entering the zone illegally to experience something out of the ordinary[2].

The next group are people fascinated by decollated places, so-called urban explorers. They come in search of a feeling of physical danger, or to satisfy their need to contemplate the particular "aesthetics of contemporary ruins" [Edensor 2005; Ginsberg 2004; Hell, Schönle 2010; Jorgensen, Keenan 2011; Nieszczerzewska 2014]. For them, looking for the thrill of visiting a place to which entry is often forbidden, entering the abandoned sites,are the greatest attractions. Due to the fact that abandoned architecture is not under official protection in the majority of cases, the explorers themselves feel responsible for the survival of these sites, and try to prevent information about their location from becoming public knowledge, which could result in an invasion of visitors (therefore, one of their basic principles is the rule: 'take only pictures, leave only footprints'). Due to the spontaneous and individual nature of urban exploration, it is impossible to provide accurate data on the scale of growth in visits to the CEZ over the years following the tragedy. However, according to P. Dobraszczyk [2010], for over several years, Pripyat has become a classic example of contemporary ruins and the target of visits for urban explorers *en masse*.

[2] The term „stalker" refers to the famous Strugatsky novel „Roadside Picnic" and a recurring theme in the book based on of Tarkowski's film „Stalker".

This confirms it recognizability as a specific *urbex* icon, appearing in many blogs or photo essays published on the Internet by explorers[3].In the years that followed, as the levels of radiation dropped and the zone continued to arouse enormous interest both as a site of remembrance, but also as a post-apocalyptic landscape, visits to the area, official and otherwise, began to be organised. Although the first tourist agency excursion officially took place in 1999, it is only fromthe mid-90s that certain administrative structures were put in place to deal with visitors to the CEZ. This was due to the activities of the International Information Cooperation and Development Agency 'ChernobylInterInform'[4]. The agency was a state-run firm under the Ukrainian Minister for Extraordinary Affairs and Civil Protection from Effects of the Chernobyl Disaster. One of the agency's aims, in addition to issuing publications such as 'Extraordinary information', was to organise excursions to the CEZ, which were dealt with by the Department of International Cooperation and Development. Later, dozens of firms began to organise excursions to the Zone in cooperation with 'Chernobyl InterInform'. Until 2010, special permits to enter the CEZ were issued to former residents, official delegations, and individuals who gave sufficient justification for their visit – these were mainly researchers and journalists[5].

At the beginning of 2011, the decision was taken to open up the CEZ. This was as a result of radiological research, on the basis of which safe visiting routes were drawn up. Although permits were still required to enter the Zone, these were now issued to people simply wishing to visit the site.

However, as early as June 2011, following a disagreement between the Ministry of Extraordinary Affairs and the General Prosecutor's Office, the issuing of permits for entry into the CEZ was suspended. In September of the same year, the Zone was closed completely. The official reason was, amongst others, that the income from tourism had not been used for maintenance of the Zone or for aiding the inhabitants. Doubts also surfaced about the safety of visitors to the Zone.

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[3] Musturbex, Source: https://musturbex.pl/czarnobylska-modlitwa-czarnobyl-czi/. Seek and Explorer, Source: http://seek-and-explore.blogspot.com/?m=1 (date of access: 04.09.2017). Love This Pics, Source: http://seek-and-explore.blogspot.com/?m=1 (date of access: 04.09.2017).

[4] Агентство інформації, міжнародного співробітництва та розвитку "Агентство ЧорнобильІнтерІнформ" (Agency for Information, International Cooperation and Development Agency "ChernobylInternInform"). http://07100.org.ua/page-id-210.html (date of access: 04.09. 2017).

[5] НАКАЗ, Про затвердження Порядку відвідування громадянами України, іноземними делегаціями та іноземцями зони відчуження і зони безумовного (обов'язкового) відселення (On approval of the procedure for visiting citizens of Ukraine, foreign delegations and foreigners of the exclusion zone and the zone of unconditional (mandatory) resettlement), Source: http://zakon1.rada.gov.ua/laws/show/z0243-11/card#Links, (date of access: 04.09.2017).

This disagreement coincided with Wiktor Janukowycz's presidential decree creating the State Agency of Ukraine on Exclusion Zone Management, under the Ukrainian Ministry of Ecology and Natural Resources. This agency was not only responsible for issuing permits for entry to the Zone, but also dealt with a number of other issues: managing the exclusion zone and the unconditional (compulsory) displacement, managing handling of radioactive waste and used nuclear fuel, revitalisation of contaminated land, nuclear site security and dismantling the Chernobyl nuclear reactor,as well as supervising the construction of a new shelter over the number 4 reactor building.

In December 2011, the CEZ was opened once more to tourists, and a newly-founded agency took over control of tourism inside the zone. Assistance in arranging entry to the zone can be obtained from the Department of Visits, Delegations and Events.This is where travel agencies, amongst others, register their excursions.

The 'ChernobylInterInform' company was finally closed in 2013. Until then, the agency had run one of the hotels in the zone and a canteen for tourists. From that time, zone entry permits have only been issued by the State Agency of Ukraine on Exclusion Zone Management[6]. Along with it, the new institution brought forward new regulations, including three principles that remain in force until today. The first limits visits to the Zone of defined routes that are considered not to have a negative effect on visitors' health if appropriate safety rules are followed. The second principle states that every individual or group visiting the zone must be accompanied by a licensed guide and a zone representative. The third principle states that a fee is to be paid for visits to the Zone and written approval is required fromthe agency[7]. What is more, only adults and those with no health conditions (e.g. thyroid diseases, pregnancy) are allowed to enter the Zone. The age restriction, in particular, has significant bearing on the potential for the development of educational tourism for young people, which could be a significant offer on the tourist market. The exception to this rule is the youth from Slavutych[8], for whom employees of the Chernobyl Nuclear Power Plant organize special trips to the Zone.

[6] The State Agency of Ukraine on the Exclusion Zone Management, Source: http://dazv.gov.ua/en/ (date of access: 19.09.2017).

[7] The State Agency of Ukraine on the Exclusion Zone Management: http://zakon3.rada.gov.ua/laws/show/z1319-11 (date of access: 19.09.2017).

[8] The city that was built after the disaster, among others, for trauma survivours from Pripyat.

Tourist Traffic at the CEZ

This is significant, as by far, the majority of people entering the CEZ are in fact tourists, mainly in organised groups and following a tourist programme. Due to procedures connected with obtaining entry permits, individual tourism does not actually exist at the CEZ. Single stalkers, that is people illegally crossing the Zone borders, are the exception[9].

Several types of tourists visiting the Zone can be distinguished. Firstly, according to the classification applied by the State Agency of Ukraine on Exclusion Zone Management, tourists should be divided into foreign and domestic. Using a considerable generalization, one can say that the Ukrainians who come to the Chernobyl Zone have a completely different attitude towards this place than visitors from abroad. They treat it as a place of remembrance, although three decades have passed since the catastrophe, many people living in the Ukraine still experience its effects. It is estimated that more than one million people were involved in liquidating the consequences of the disaster, it can be assumed that almost all Ukrainian familieshave or had someone who helped in this major undertaking. All over Ukraine, there are monuments, commemorative plaques in honour and tribute to the victims of the disaster and the so-called liquidators (who became victims themselves). Chernobyl is undoubtedly a cultural tragedy, therefore Ukrainians who enter the Zone are more likely to feel its significance as a place of remembrance, although hard, related to suffering and sacrifice (but simultaneously, also a place of pride of those who sacrificed their lives to rescue others). It is one of many places of "pain and shame" which is referred to as "difficult heritage".

At the same time, the attitude of foreign tourists towards a trip to the Zone will be different. Most of them did not inherit the difficult memory. Tourists from Canada, France or China treat the Chernobyl disaster completely differently than people from Central and Eastern Europe. It can be compared with an average Polish tourist visiting the memorial site related to Rwandan massacres or the *tsunami* in Thailand – these visits involve entirely different emotions, resulting from an entire different type of distancing oneself from the tragedy. Former residents or their descendants should be included in this group, who visit the Zone to see the places for themselves, where they or their ancestors lived, pay tribute to the fallen, or show traces of family history to next generations. Families of the resettled people are entitled free entry to the territory of the Zone on the anniversary of the di-

[9] It is worth mentioning that even this group of visitors to the Zone submits a peculiar form of 'touristification'. This can be proved, for instance, by the publishing a special guide for stalkers listingall facilities worth seeing at the CEZ space. See: K. Stepaniec, D. Vishnievskyi, S. Paskievich [2017] *Chernobylskaya zona glazami stalkera (Chernobyl Zone through the eyes of stalker),* Kiev: Skyhorse.

saster, as well as Easter[10], however, they are counted as visitors along with tourists.

It is worth noting that the majority of people visiting the Zone, especially foreign tourists, are relatively young people[11]. Many of them do not remember the tragedy because they were born after the disaster. The knowledge of some is reduced to the presence of Chernobyl in mass culture. It is not surprising that the main motive is not to pay tribute to the victims of the disaster, but see the “emptiness”, a post-apocalyptic landscape they could only see in movies or computer games. There is also a risk resulting from a visit to a contaminated space. Although the level of radiation should not be hazardous to human health (for such short exposure) on the so-called tourist route, the proximity of radiation is an additional element of enhancing the experience. Z. Baumann (1994, p. 30) wrote that modern tourists are primarily collectors of impressions, who need new extreme experiences, because they are continuously unmet. Many visitors consider the CEZ as the quintessence of „the radical experience”.

Some tourists are also cognitively motivated – they are interested in atomic energy, amateur photographers or simply those who would like to know more about the Zone’s functioning so many years after the catastrophe. The most unusual category of people coming to the Zone are Jewish groups. Most of them come to Chernobyl to pray at the grave of Meor Einajim from the famous tsaddik of Terskaya of Chernobyl, not to see the deserted city of Pripyat or find out about the catastrophe in the power plant. It is great proof that although the core of the Zone’s attractiveness is the location of reactor failure and its consequences, there are, however, motivational tourists with other elements that make up the CEZ heritage.

Data obtained from the Ukrainian State Agency on the Exclusion Zone Management[12] show a dynamic increase in the number of visitors to the CEZ. The agency reported that 8,369 tourists visited the Zone in 2010, with this number rose to 17,757 in 2013, more than double the 2010 figure. In 2014, there was a dramatic fall in the number of tourists entering the CEZ, due to political events such as the Majdan protests and the annexation of Crimea by Russia. In 2015, however, the number of tourists returned to 2013 levels,and

[10] A special form has to be filled in, specifying the number of people and in the case of Easter, the name of cemetery that is to be visited. Source: State Agency of Ukraine on Exclusion Zone Management http://dazv.gov.ua/en/component/content/article/visiting-the-zone/scheme-and-procedure-steps-of-organization-and-preparation-of-visiting-the-exclusion-zone-and-zone-of-absolute-obligatory-resettlement.html (Date of access: 4.09.2017).

[11] Although the statistics carried out by the State Agency of Ukraine on the Exclusion Zone Management do not take demographic details of visitors into account, the prevalence of people under the age of 40 is significant, which is highlighted by the organizers of visits to the CEZ.

[12] Private correspondence.

2016 became a record year, with more than 36 thousand tourists visiting the Zone (almost 25 thousand were foreigners). It is not difficult to notice that such grow in the tourism movement was the direct consequence of the 30th anniversary of the Chernobyl disaster. It can be observed that organised foreign groups make up 77% of tourists visiting the CEZ (Fig. 1) and the biggest share in statistics belongs to the visitors coming from Poland (Tab. 1).

Tab. 1. Tourists and visitors to the Chernobyl Exclusion Zone

NO.	Country	Number of Visits	Number of Tourist	%
1	UKRAINE	1,268	12,289	33.4
2	POLAND	498	4,113	16.8
3	UNITED KINGDOM	841	3,002	12.3
4	USA	738	2,155	8.8
5	GERMANY	711	1,835	7.5
6	CZECH REPUBLIC	318	1,609	6.6
7	NETHERLANDS	382	1,144	4.7
8	SWEDEN	290	930	2.5
9	JAPON	258	784	2.1
10	FRANCE	274	645	1.8
11	FINLAND	191	493	1.3
12	AUSTRALIA	290	467	1.3
14	SLOVENIA	156	463	1.3
13	CANADA	269	462	1.3
14	SLOVAKIA	156	463	1.3
15	LITHUANIA	104	460	1.3
16	SWITZERLAND	194	438	1.2
17	BELARUS	79	419	1.1
18	DANMARKT	154	405	1.1
19	RUSSIA	223	377	1.0
20	ITALY	184	362	1.0
21	Total (of 93 countries)		36,781	100.0

Source: Data received by the authors from the Ukrainian State Agency of the Exclusion Zone Management.

The increase of tourism in the zone can also be observed on the basis of data from the Bis-Pol Polish Travel Agency[13], one of the first to organise one- and two-day trips to the Zone, starting in 2007.

Tab. 2. Tourists and visitors to the Chernobyl Exclusion Zonevia the Bis-Pol Polish Travel Agency

Year	Number of tourists
2010	441
2011	382
2012	220
2013	271
2014	8
2015	279
2016 (forecast)	approx. 380

Source: Statistical data provided by employees of the 'Bis-Pol' travel agency.

Some of the data in the table is worth reflection. Firstly, according to agency employees, the drop in tourist numbers from 2010 was caused by the almost simultaneous appearance of other agencies offering excursions to Chernobyl, e.g. 'Aliena Tours' and 'StrefaZero.org'. 2014 was a disaster in terms of tourism due to the Majdan protests and the annexation of Crimea by Russia. Tourist numbers in 2016 are significantly higher than in previous years, which mirrors the general statistics referring to tourism movement in the CEZ.

Tourist Offer as the Reflection of the CEZ Tourist Potential

The website of the State Agency of Ukraine on Exclusion Zone Management[14]presents not only a Zone permit template, but also the basic programme of a one-day excursion. Foreign travel agencies, including those which are Polish, often use Ukrainian intermediaries, i.e. the 'Bis-Pol' travel agency, which works in cooperation with Chernobyl Tour.

The basic programme described in general on the Agency website is carried outby the majority of travel agencies (both Ukrainian and foreign), as part either of a standard excursion, or an excursion extended to include a meeting with Chernobyl inhabitants.

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13 http://www.bispol.com/(date of access: 19.09.2017).

14 The State Agency of Ukraine on the Exclusion Zone Management, Source: http://dazv.gov.ua/en/ (date of access: 19.09.2017).

Excursions to Chernobyl usually start in Kiev. The first stop is the checkpoint in Dytiatky, where passports and radiation doses are checked, and safety information about the Zone is given. Next are: Chernobyl town – Memorial 'To Those Who Saved the World' – 'Leliv' checkpoint – drive to Chernobyl NPP through the almost fully buried Kopachi village – drive around Chernobyl NPP – stop near observation deck of 'Shelter' object ('Sarcofagus') – visiting observation pavilion – drive to Pripyat 'ghost' town – sightseeing the town of Pripyat (no entry into the buildings) – object 'Chernobyl-2' – 'Leliv' checkpoint (radiation check) – drive to the town of Chernobyl. The agency programme also includes time set aside for meeting the returnees in ParyshivVillage, and then the return to Chernobyl: Wormwood Star memorial, St. Ilya Church, Memorial 'To Those Who Saved the World', photo stop at a place with robots and vehicles used to clean the radioactive fallout. Finally, there is dinner in a special Chernobyl canteen, and then, departure from the CEZ after repeated checks in Dytiatky.

Currently, excursions to the CEZ are organised by various tourist agencies. These are both Ukrainian and foreign firms, who often use local tourist providers as intermediaries. In the next part of the article, we will briefly discuss the differences between the excursions offered by selected tourism providers in order to show how the heritage of the CEZ can be interpreted in many ways, depending of course on the motivation of tourists interested in excursions to the CEZ.

Some of the first excursions to the CEZ were organised in 1999 by the Ukrainian agency 'Solo East Travel', operating today under the name 'tourchernobyl.com'[15]. Due to the fact that it was the only agency organising this type of excursion at that time, journalists from many different professional backgrounds worked in cooperation with it[16]. The most prominent texton the agency's website reads:

> "We helped Travel Channel, Discovery, Lonely Planet and many others to tell the true story about Chernobyl. Now it's your turn to experience a thrilling but amazing journey with the #1 TOUR OPERATOR for the trips to the ZONE - TourChenobyl.com. We were one of the first agencies and we are the best if you want an unforgettable experience!".

> "While this description encourages clients to experience an adventure as in well-known television programmes, it also highlights what is a key point for 'atomic' tourists – to experience an extreme and fascinating place"[17].

[15] Tourist Agency: Tourchernobyl, source: http://www.tourchernobyl.com/ (date of access: 20.09.2017).

16 Entry to the Zone is easiest via a travel agency due to the requirement of obtaining a permit from State Agency of Ukraine on Exclusion Zone Management. For this reason, Polish journalists prefer to take part in organised excursions, where the tourist provider deals with all formalities in advance.

[17] For example, tourchernobyl.com organised a special episode of "Top Gear" in the Zone for BBC.

The agency specialises in excursions to the CEZ, offering mainly day trips for $95 to $119, and two-day trips for $360 to $410, which is a reasonable price for foreign tourists – although the cost of an individual two-day trip can be as high as $1,645.

Similar prices are quoted by another Ukrainian agency – ‘Chernobyl Tour’, whose founder and main guide is Siergiej Mirnyj – a scientist and well-known expert on Chernobyl. The firm was founded in 2008, and alike ‘Solo East Travel’, it cooperated with various media: The Times, BBC, Forbes, Associated Press, National Geographic, the Discovery Channel, Lonely Planet and The Asahi Shimbun[18]. The slogan featured on the website again relates to experience: ‘Eye-opening experience of the post-Apocalyptic world’. The most important aim of the agency, however, is to break down stereotypical thinking about Chernobyl. As Siergiej Mirnyj says[19]:

> “Back then we fought with physical, radiation contamination, and now we eliminate a different, informational kind: contamination of human brains by misconceptions and outright myths. In the Zone, radiation contamination is largely defeated, for it has been localized and REDUCED MORE THAN MILLION TIMES as compared with the first days of the disaster. But in human minds, in their thoughts, perception and imagination, it continues to persist as «deadly dangerous» – as if the cleanup was never done. This causes harm to the health and life of people and whole countries. So, in order to make radiation decontamination truly efficient – as it has turned out – one needs to complement it with one more, informational cleanup. And, frankly, each time, when in the end of the day I leave the Zone with the group, I feel something similar to what I felt driving out the column of radiation recon armiks back in 1986: that after my shift, a bit more people have become safer, and the world slightly different – a bit cleaner and better a place”[20].

Siergiej Mirnyj’s form of tourism is, above all, involved tourism, where the educational aspect is crucial. At the same time, he has undertaken steps as an ecological and social expert towards the creation of the Chernobyl National Park. In order to preserve the natural and cultural heritage

[18] Travel Agency ‘Chernobyl-Tour’, source: https://www.chernobyl-tour.com/english/(date of access: 20.09.2017).

[19] Siergiej Mirnyj – chemist, member of the radiation reconnaissance platoon in 1986. At the time of the Chernobyl disaster, he was only 27. He conducted research into the health of liquidators after the meltdown. He wrote a research paper entitled *Chernobyl Liquidators’ Health as a Psycho-Social Trauma*. He participates in many scientific conferences and lectures around the world, and is also a writer and scriptwriter. He is a well-known international expert on Chernobyl and the eco-social effects of the disaster. He was invited to take part in the debate on future radiation protection norms held at The European Parliament in Brussels in 1998. http://www.mirnyi.arwis.com/author_all_e.html (date of access: 20.08.2017).

[20] Travel Agency, Chernobyl-Tour‘, source: https://chernobyl-tour.com/sergii_mirnyi_en.html (date of access: 20.08.2017).

of the zone, his aim is to revitalise the CEZ and have it included on the UNESCO list of World Heritage Sites[21].

Another travel agency organising excursions to the CEZ is 'chernobylstore.com'[22], founded by Aleksander Sirota, the initiator of the pripyat.com project. Initially, this was to be a site dedicated to Pripyat and the people displaced from the town in 1986. In 2007, Pripyat.com was registered as a non-governmental organisation working to combat looters and thieves. Today, Aleksander Sirota lives in the village of Dityatki near the zone and is called the 'mayor' of Pripyat[23]. Apart from creating a virtual remembrance monument to Pripyat and acting as the link between displaced inhabitants spread around the globe, Aleksander Sirota has another aim – education. During individual and group excursions organised by the 'chernobylstore.com' agency, he shares his memories and feelings about the CEZ. As he says:

> "People have different reasons [to come here] – some want to see what an apocalypse could look like. Some want to feel the history. For some – this is their childhood, like the Soviet atmosphere being preserved. But for me it's more important not why they come here, but what effect it has on them"[24].

As owner of his agency, Aleksander Sirota gives tourists more freedom to choose the programme of their excursion. Being aware of the emotional nature of the excursions, he only takes small groups of a dozen or so tourists. Individual excursions are also highly popular. For an additional fee, trips lasting a few days can also include visits to the inside of the nuclear power station and deserted villages within the zone, meetings with returnees[25], including delivering them groceries, and the opportunity to use a drone (outside a 1,700 m zone around the nuclear power station). Sirota points out that the experience they provide differs from the typical tourist offer:

> "Pripyat.com – a legally registered public organization that unites those, who have Chernobyl Zone in their hearts. We are NOT a travel agency, but a team of experienced and skilled explorers that have worked in the Zone for almost 10 years. All tours are held upon state-issued permits we obtain from the De-

[21] 'Chernobyl-Tour' travel agency, source: https://www.chernobyl-tour.com/english/(date of access: 20.08.2017).

[22] 'Chernobylstore' travel agency, source: http://chernobylstore.com/ (date of access: 20.08.2017).

[23] Displaced from Prypyat in 1986, Aleksander Sirota's whole family is connected to the Chernobyl disaster. Lubow Sirota (Aleksander Sirota's mother) is the author of the book 'The Chernobyl syndrome' (2009). Both work actively to ensure the victims of Chernobyl are not forgotten.

[24] *Chernobyl dead zone to close to tourists*, source: https://www.rt.com/news/chernobyl-tourist-no-go-zone-397/ (date of access: 20.08.2017).

[25] People who returned to Chernobyl despite being put under pressure by the authorities to relocate. Currently, around 250 people live in Chernobyl.

partment of the Zone of Exclusion. Despite we use the word 'tour' as more understandable for general public, it would be much more correct to call them 'explorations' or 'expeditions'"[26].

Fig. 2. Certificate of visiting Czarnobyl Zone confirmed by "Czarnobyl Tour"
Source: Own collection.

[26] 'Chernobylstore' travel agency, source: https://chernobylstore.com/FAQ (date of access: 20.08.2017).

Another travel agency of particular interest is Chernobyl Zone and the owner Jurij Tatarczuk, who was one of the first to put forward the concept of visits to Chernobyl. Currently, he is the vice director responsible for PR of the Ukrainian State Agency for the Management of the Exclusion Zone. Chernobylzone.com[27] offers four excursion options: 1. Low Cost Chernobyl Tour, 2. Industrial Chernobyl Dark Tour, 3. Chernobyl Etnographic, 4. Private Photo Tour. Analysis of the excursion programmes shows the thematic variety to be rather only on paper. In fact, the greatest difference between the excursions is their length. Respectively, 'Chernobylzone.com' offers one-, two-, or three-day excursions, or private trips for which the programme can be fully adapted to suit the client's needs. Excursions are organised when this becomes possible in terms of the time factor, for example, 'Chernobyl Etnographic' can be extended to include meeting inhabitants of Paryszew or other villages. Categorising excursions lasting several days under thematic headings may be an effective PR move to attract tourists to the point of selecting the travel agency that suits them most.

Polish travel agencies offer similar basic excursion programmes (day trips) to Chernobyl. This usually follows the *must see* route, mainly including the sites mentioned above. The two-day trips offered by 'Bis-Pol' include a night in Chernobyl. This allows much more time for visiting the basic sites along the route, and includes the opportunity to visit the interior of the power station, walk along the so-called 'golden corridor' which runs across the power station and through Chernobyl Block 1 and 2 machine halls and the reactor control panel room.

The 'Aliena Tours' agency has a wide range of trips on offer. Additionally to the standard one-day excursion ("Zone Tour"[28]), they offer three-day trips prepared to suit a variety of tourist profiles:

– The Zone through a lens – an expedition for photographers, who require more time at each site[29];
– MAXZone – There is a good chance that you will become a stalker on this trip[30];
– Zone Tour Plus – Adrenaline inside the Zone and fun in Kiev[31];

[27] 'Chernobbyl Zone' travel agency, source: http://www.chernobylzone.com.ua/en/ (date of access: 20.08.2017).

[28] Travel Agency: 'Aliena Tours', source: http://www.alienatours.pl/strefa_tour_klasyczny_wyjazd_do_strefy.php (date of access: 20.08.2017).

[29] Travel Agency: 'Aliena Tours', source:http://www.alienatours.pl/strefa_w_obiektywie_dla_fotografow_-_3_dni_w_strefie.php (date of access: 20.08.2017).

[30] Travel Agency: 'Aliena Tours', source: http://www.alienatours.pl/strefa_max_strefa_-_3_dni_plus_kijow_-_1_dzien.php(date of access: 20.08.2017).

[31] Travel Agency: 'Aliena Tours', source: http://www.alienatours.pl/strefa_tour_plus_strafa_tour_plus_dodatkowy_dzien_w_kijowie.php(date of access: 20.08.2017).

– Atomic Tour – The atomic zone (2 days), the Pierwomajsk base and the functioning nuclear power station in Juzhnoukrainsk[32];
– Hardcore Zone – For 5 days we go where noone goes and see what noone has seen[33];
– Alone in the Zone Tour – The expedition of your life into the Zone that you will never forget[34].

Excursions on offer in Polish travel agencies respond to the needs of tourists who wish to experience something extreme and exceptional and whose imagination is largely inspired by cultural images. The element of entertainment and extreme emotions takes prominence over the cognitive and educational aspects. One exception on the Polish market is 'StrefaZero.org', which offers trips of scientific nature. The agency was founded in 2007 on initiative of Warsaw Polytechnic students who wanted to travel to Chernobyl to take measurements. This then developed into a series of organised excursions[35]. Although the enthusiasts insist that they are not a travel agency, they are definitely an option for those fascinated by the zone when planning a trip. Today, one of the principal trip organisers is Marek Rabinski – a member of the Polish Nuclear Society working at the National Research Centre in Swierk and Pawel Mielczarek. The researchers cooperate with Siergiej Akulinin[36], who acts as a guide for 'StrefyZero.org' groups. His eyewitness account of the disaster and the more scientific nature of the excursions are an undoubted advantage of 'StrefyZero.org'.

Despite the fact that the nature of the above travel agency excursions is very similar, we can see what a varied phenomenon we are facing. Firstly, people visiting the CEZare most certainly motivated to do so for a variety of reasons. For many of them, it is their main reason for visiting the Ukraine – and therefore, they choose thematic excursions including 'add-ons' such as visiting Kiev or other tourist attractions. Others visit various places (mainly Kiev), but decide to go on additional one- or two-day excursionsto the CEZ. It is worth underlining, however, that visits to the CEZ cannot be arranged on an *ad hoc* basis. As visits to the Zone require the completion of certain formalities, tourists must plan their trip at least sev-

[32] Travel Agency: 'Aliena Tours', source: http://www.alienatours.pl/atomowy_tour_strefa,_pierwomajsk,_juznoukrainsk.php(date of access: 20.08.2017).

[33] Travel Agency: 'Aliena Tours', source: http://www.alienatours.pl/strefa_hardcore_5_dni_w_strefie.php (date of access: 17.01.2018).

[34] Travel Agency: 'Aliena Tours', source: http://www.alienatours.pl/alone_in_the_zone_tour_wyjazd_z_a._podniesinskim.php(date of access: 20.08.2017).

[35] Travel Agency: 'Strefa Zero': http://strefazero.org/index.php?id=6. (date of access: 20.08.2017).

[36] Siergiej Akunin – former reactor 2 turbine operator in the Chernobyl Nuclear Power Station, and member of the team dealing with the disaster. http://strefazero.org/?id=104&ArticleId=121 (date of access: 20.08.2017).

eral days in advance. This distinguishes the CEZ from other tourist attractions. The trips on offer also show that there is a wide variety of reasons why tourists choose to visit the Zone. Consequently,a potential client has a rangeof options, from a more scientific and educational trip, to an excursion featuring the spectacular experience of a night at the zone. Research into tourists' reasons for visiting cannot, of course, be based on analysis of travel agency offers, however, the descriptions used indicate that visits to the CEZ are not a homogenous phenomenon.

With reference to the earlier quote by Aleksander Sirota saying that it is not so much tourists' motivation as what they return home with, it is worth notingthe words of Igor, one of the guides at the CEZ:

> "Basically, people come here with the attitude you described (the wish to experience something exciting and spectacular, with some danger and risk). However, when they enter the zone their attitude changes completely. They then see that 150,000 people had to leave their homes, and they begin to experience some of the emotions that the people who left the zone went through. Their attitude is totally different when they see with their own eyes a pleasant town that was once thriving. Their point of view changes completely".

As it can be concluded from the above considerations, a tourist offer based on the CEZ heritage is not as homogenous as one might think. If we refer to the dark tourism spectrum proposed by P. Stone (2006), we find that Zone spaces offer programmes that both base on education treating the CEZ as a place of remembrance that, similarly to Auschwitz, serves as a warning sign preventing such a tragedy from recurring, as well as space of entertainment, which refers to narrations taken from the mass culture ("extreme experience" programmes).

According to Ukrainian law, tourism services cannot be provided within the displacement zone. The agency therefore pays particular attention to ensure the terms 'visits' (*відвідування*) and 'visitors' (*відвідувачів*) are used, and not 'tourism'and 'tourists', groups meanwhile are called 'delegations' (*делегація*) and not tourist groups.

Summary

The aim of the above considerations was an attempt to reflect on the development of tourism in the CEZ. Three decades have passed since the Chernobyl power station disaster. In this period, Chernobyl has become a significant inspiration for culture. The images stemming from a variety of works of art most certainly contribute to sparking people's imagination about the CEZ, which may be the reason why many people decide to visit the Zone in person. The increasing popularity of the CEZ is undoubtedly part of the wider phenomenon of exploring disaster sites (NYC Ground

Zero or the coast of Thailand after the *tsunami*), or the fascination with abandoned places (urban exploration). For many people, Chernobyl is the quintessenceof extreme experiences, dicing with danger while not crossing the line in terms of risk thanks to the presence of a professional guide. There are also those who wish to explore the Zone's secrets from a scientific point of view, or to commemorate the victims of the disaster.

Irrespective of the reasons people have for visiting the CEZ (which definitely deserve separate wide-ranging research), interest in visiting the CEZ is increasing year after year, as a result of which it can be said that the CEZ is changing into a tourist attraction (shown not only by the increase in tourist traffic, but also in the programme of excursions in which the CEZ is the main attraction).

As was said earlier, increasing tourist traffic has given rise to various tensions, starting with naming issues related to management of the Zone, and continuing on to interference in the architectural tissue, or effects on the 'wild' nature within the zone caused by the organisation of ever more intensive tourist traffic. The differences in attitudes towards the Zone must also not be forgotten, from those who treat the site as another attraction to tick off their list, to the victims of the disaster for whom the CEZ is a placeof remembrance. Being simultaneously difficult heritage, the CEZ can also be treated as a tourist attraction. The growing number of visitors and the broad range of excursion programmes to the exclusion zone offered by tour operators shows that we observe a process of gradual turistification of the Zone. Even though similarly to other disaster sites, the CEZ causes some ambivalence if one attempts to fit it into the typology of attractions used so far, unquestionably, in the nearest future the spontaneous utilization of Zone's tourist potential will lead to establishment of more complex and coherent tourist products.

In 2011 the architectural bureau ZAarchitects presented a project under the title: 'Revitalisation of the Chernobyl zone. Development of tourism infrastructure'[37]. The architects based their concept on a monorail line with four stops highlighting the particular natural features of the Chernobyl Zone. The project designers presuppose the creation of an approachable space that, over the years, would formulate a new way of thinking about the CEZ. The design foresees the construction of an over-ground monorail that would not disturb the unique fauna of the zone. The plans by the ZAarchitects studio also include the construction of a casino, a viewing tower,a nature reserve and special rooms in the shape of a honeycomb that would protect visitors staying in the CEZ from the ionizing radiation. Other projects, such as ideas originating within the CEZ administrative structure or from the international community, propose investments re-

[37] ZAArchitects, source: http://www.zaarchitects.com/en/urban/78-chernobyl.html (date of access: 20.09. 2017).

lated to the exploitation of alternative sources of energy. The futuristic buildings contrast with the abandoned Pripyat blocks to build a vision of an exceptional place in which memories of past events are not so much a link between the past and the present, but are a vision of the future.

Regardless of futuristic projects for development of the Zone space, the increasing tourist traffic and the development of tourism within the CEZ rises question to the future of Chernobyl and Prypyat. The dilapidated buildings, which are the greatest attraction for urban explorers and tourists to day, are often dangerous,and the danger of collapse increases with every passing year. It is therefore crucial that important decisions be made – if the authorities want to develop tourism in the CEZ, steps must be taken to preserve the buildings, or the CEZ must undergo complete transformation.

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CZARNOBYLSKA STREFA WYKLUCZENIA JAKO ATRAKCJA TURYSTYCZNA. REFLEKSJE NAD TURYSTYFIKACJĄ ZONY

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Abstrakt

Cel. Głównym celem artykułu jest ukazanie Czarnobylskiej Strefy Wykluczenia (CSW) jako atrakcji turystycznej. Ponadto wskazano poszczególne etapy procesu rozwoju turystyki w Czarnobylu oraz zarysowane zostały dalsze perspektywy rozwoju.
Metoda. W celu ukazania procesu turystyfikacji CSW, zastosowane zostały dwie metody: analiza treści oraz obserwacja uczestnicząca.
Wyniki. Jest to pierwszy, na gruncie polskim artykuł, który porusza kwestie związane z turystyfikacją Czarnobylskiej Strefy Wykluczenia.
Ograniczenia badań i wnioskowania. Turystyfikacja Czarnobylskiej Strefy Wykluczenia, w kontekście trudnego dziedzictwa jest problemem złożonym i niewątpliwie wymaga dalszych badań, zarówno jakościowych, jak i ilościowych.
Implikacje praktyczne. Analiza ukazuje, że transformacja miejsc tzw. dysonansu kulturowego, w dużej mierze ulega pod wpływem niekontrolowanego ruchu turystycznego. Jednocześnie zjawisko to ukazuje, w jaki sposób turysta może zmieniać oblicze miejsca i przyczyniać się do ekonomicznego rozwoju.
Oryginalność. Artykuł po raz pierwszy, na gruncie akademickim podejmujeproblem turystyfikacji Czarnobylskiej Strefy Wykluczenia. Przedstawione zostały dane statystyczne wskazujące na wzrastającą popularność miejsca oraz zaprezentowana została różnorodność oferty turystycznej.
Rodzaj pracy. Artykuł oparty na badaniach empirycznych.

Słowa kluczowe: Czarnobylska Strefa Wykluczenia, eksploracja opuszczonych miejsc, trudne dziedzictwo, atrakcja turystyczna.

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REVIEWS, COMMENTS, SCIENTIFIC CONTROVERSY, MEMORIES

MOEN BIOSPHERE RESERVE: SUSTAINABLE TOURISM DEVELOPMENT IN NATURA 2000 AREAS

Gordon P. Henriksen*

Globally, there are 669UNESCO biosphere reserves in 120 countries. The Municipality of Vordingborg and Fishing Zealand hope that Moen – a unique aquatic realm in Southern Zealand, will be the first Danish area to become a part of the attractive UNESCO Man and Biosphere programme.

The Municipality of Vordingborg in the Danish region of Southern Zealand is applying for acceptance into UNESCO's 'Man and Biosphere' (MAB) programme. The concerned area is comprised of the island of Moenand, the smaller islands of Nyord, Bogø, Farø, Tærø and Lindholm. These islands are part of a Natura 2000 water area consisting of the Baltic Sea, brackish fjords and a vast array of unique geographical coastal features that have been shaped and moulded by the oceanic realm.

The proposed MAB reserve is known for its towering chalk cliffs (Moens Klint), ambient woodlands, lush pastures, idyllic ponds and rugged coastal shores – and it has become popular for its many activity-based tourist attractions such as cycling, hiking, horseback-riding, star-gazing, kayaking, birdwatching and fishing – just to name a few. It is an area that attracts tourists interested in geology, wildlife, nature and outdoor activities – around 550,000 people visit the island every year. But the area has yet to be developed to its fullest as a tourist destination – it is far from it.

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Positive Synergies

Annette Tenberg, biosphere coordinator for Vordingborg Municipality, has been instrumental in getting the application for UNESCO's 'Man and Biosphere' programme approved by the Danish UNESCO National Committee – an important first step. She has a keen eye for the many positive synergies involved in branding Moen as a tourist destination, and she is certain that local industries and service providers will benefit greatly from the development of Moen as a UNESCO biosphere reserve – something that would generate local employment and revenue as well as provide new possibilities in terms of experience, education, research and entrepreneurship.

At present, the area is mostly known for its geological features and outdoor activities such as hiking, cycling, horseback-riding, etc. The district of Moen, however, consists of more water than land, and this experiential realm has not really been properly tapped into when it comes to tourism-related activities. Both on and below the surface of Moen's brackish waters there lie countless possibilities – for instance kayaking, surfing, snorkelling, diving and last but not least, recreational fishing.

The UNESCO seal of approval would mean that Moen would receive increased attention from tourists worldwide, and Annette Tenberg and Sydkyst Danmark are adamant that this will happen in June 2017.

Annette and Sydkyst Danmark are also determined, however, that the further development of the areas as tourist destinations, and the increased attention and business stemming from acceptance into the UNESCO MAB programme, must go hand in hand with sustainable initiatives that ensure continuous consideration of the fragility of the local biosphere.

Fishing Zealand – A Case Example

Fishing Zealand, an ambitious tourism development project on Zealand – the main island of Denmark (www.fishingzealand.dk), will provide guidelines and practical advice in terms of how water-based tourism development should be handled in the Moen Biosphere Reserve – and more specifically, in the Eastern range of the Natura 2000 area coastal realms.

Fishing Zealand, which aims at developing sustainable recreational fishing tourism, comprises a number of different municipalities and business partners including local tourism agencies, research institutes, service providers, lodging partners, fishing associations, guides, tackle suppliers and organized volunteers.

Fishing Zealand's main objective is to improve the fishing possibilities in the region as a whole – with a specific focus on popular game species such as seatrout, pike and perch – and to make a positive contribution to sport fishing tourism as well as local business growth, while at the same time, enhancing and protecting the environment and aquatic realm.

The municipality of Vordingborg is a part of the Fishing Zealand project. And within the entrepreneurial framework of Fishing Zealand, several stream restorations, research projects and conservation projects have been initiated. For instance, several rivers have been returned to their former riverbeds, spawning passage obstacles have been removed, spawning grounds have been restored, and fish have been stocked. Also, new fishing regulations have been introduced in some of the most popular and pressured brackish fisheries in order to secure sustainable fish stocks and minimized fishing pressure during spawning. Furthermore, initiatives to provide fishing tourists with both useful printed and online information, a wide palette of lodging options as well as local fishing guides have been initiated in order to ensure that all visiting fishing tourists have a memorable and productive fishing experience while visiting the region.

"What we've already done – explains Annette Tenberg – is develop water management initiatives, restore natural waterways and stock genetically purefish species, such as brackish water pike and perch. And parallel to this, we have been developing sustainable fishing tourism. Our experience is that, although we have strict fishing regulations, we're attracting international fishing tourists in large numbers. This balance between environmental management and tourism development should also be a guiding principle when further developing Moen Biosphere Reserve as a tourism destination".

Man and Nature

Biosphere reserves are about finding local solutions to global challenges, and sustainable tourism development is essential in order to achieve a mode of natural resources usage that does not destroy nature. In this regard, the Moen Biosphere Reserve provides the perfect playground for experimenting with service structures that can stimulate and sustain local tourism, while at the same time, preserving the natural and cultural values of the area. Actually, man and nature have coexisted in relative harmony on Moen and the surrounding area for millennia, but with the acceptance into UNCESCO's MAB programme, the municipality of Vordingborg is hoping that research and education based on local experience will aid in the development of similar biosphere areas across the globe.

Globally, there are at present 669 biosphere reserves in 120 countries, and although experience has already been derived from existing UNESCO-network areas, the municipality of Vordingborg is certain that other places can learn and benefit from the sustainable tourism developments on Moen – especially when it comes to the aquatic realm.

Biosphere reserves are divided into core zones with a high nature value and level of protection as well as minimum human activity, buffer zones with less protection than in the core area but still with great natural assets, diversity and sustainable human activity, and – finally – transitional zones with everyday human activities. Most of the aquatic realm in the Moen area is considered a buffer zone – a place where all human interaction with nature must be regulated and sustainable. And since recreational fishing is considered to be the prime tourism initiative in the aquatic realm of the Moen Biosphere Reserve, Fishing Zealand will play an important and central part in the future development of the MAB reserve.

Fishing Zealand as a Development Model

Fishing Zealand is, first and foremost, a tourism development initiative and a project committed to sustainable sport fishing on the island of Zealand, Denmark. What this means in practical terms is that the popularization, promotion and resulting tourism activities should not cause any increased pressure on the local fish stocks, fisheries or surrounding nature reserves – quite the contrary. It is Fishing Zealand's aim that sport fishing should develop into a sound environmental and economic activity that contributes positively to both society and nature on many different levels.

One very important aspect of Fishing Zealand's endeavours is to actively promote improvement of the present conditions in rivers, lakes and coastal areas so that the wild fish populations have a better chance of successfully reproducing. The release of locally acclimated trout is also important, and so is addressing some of the issues that keep fish from carrying out their natural life cycles.

These are some of the ways that Fishing Zealand works to make sport fishing sustainable:

- Improving fish habitats in rivers and streams, including reintroduction of rocks and gravel as well as the elimination of barriers. (For more information, please refer to: http://fishingzealand.dk/sustainable-sport-fishing/volunteers/).
- Greater focus on the factors limiting the fish populations in saltwater.
- Greater focus on the environmental conditions in lakes and fjords.
- Continuation of expert breeding and stocking efforts carried out by the Zealand Trout Association.
- Organized involvement of volunteers in environmental efforts.
- Courses for youth groups in river restoration and management (The Trout Patrol).
- Production of informational material on good sport fishing conduct.
- Courses for sport fishermen.

– Establishing a network of certified guides.
– Participation in public debate with regards to the aquatic realm.
– Introduction of regulations and catch&release principles in pressured waters.

Fishing Zealand is a central partner in the UNESCO biosphere project in the Vordingborg Municipality, because the experts within Fishing Zealand have key knowledge in terms of aquatic conservation work and recreational fishing tourism development. They have in-depth knowledge concerning recreational fishermen as a consumerist target audience and their preferences, and they know how to design the specific service structures needed to meet and exceed expectations.

Additionally, the Fishing Zealand project has gained invaluable insights into how vulnerable fisheries should be managed so that increased fishing pressure does not negatively affect fish stocks, the biodiversity or the nature reserves. The insights have been gathered through close cooperation with local marine biologists and through cooperation with DTU Aqua (the National Institute of Aquatic Resources), and they point to stringent conservation measures such as catch limits, minimum sizes and protective periods in addition to restoration and enhancement efforts in important spawning areas.

Special Protection Requirements

The special marine core zones within the biosphere project requiring particular protection include the vulnerable brackish areas that sustain populations of perch and pike, and – not least – sea trout that need clean, well-oxygenated tributaries with free passage in order to spawn successfully and thrive.

The brackish pike, in particular, are becoming increasingly popular among European fishermen, and historically, the Southern Zealand brackish waters have been the home of world class pike-fishing – yielding many and impressively big fish!

The pike represent an obvious economic resource – it does not matter where they live because of their popularity among recreational fishermen. But especially in the brackish areas in the biosphere proposal "they are worth their weight in gold" (http://fishingzealand.dk/wp-content/uploads/Lystfiskeri_i_Danmark-1.pdf). Compared to freshwater pike, they have something unique to offer. They can be fished in shallow water – in beautiful surroundings, they are incredibly powerful and are capable of enduring great fishing pressure, they can grow to remarkable sizes (specimen up to 140 cm have been documented), and their habitats are extremely productive.

To further substantiate the claim that pike are an important economic resource, we only need to look at a study recently conducted by DTU AquaIt who estimated the value of pike caught by a fisherman at around 1,200 crowns per kilo (approximately 160 Euros/kilo). The study also concluded that the value of a sea trout caught by a fisherman is around 2,500 crowns per kilo (330 Euros/kilo).

In 2012, Denmark's Sportfishing Federation's report: The State and Developmental Potential of Brackish Pike and Perch in the Southern Zealand Region' was released. The report clearly stressed that the Southern Zealand pike population comprises only a fraction of its actual potential, and that there is plenty of room for more fish and fishermen. Furthermore, the report states that: "The brackish waters in Southern Zealand are capable of attracting fishermen en masse as long as the area's potential for big and wild fish stocks is realized".

Unfortunately, the fish stocks have suffered immensely due to habitat destruction and overfishing with commercial nets, and since the early 70s, the pike populations have been drastically decimated. And even though pike fishing is considered to be good today, it does not even begin to compare with how it used to be. In other words, there is still a long way to go before Moen's brackish pike fishing reaches its full potential. To get there, a comprehensive list of initiatives needs to be implemented, and Fishing Zealand and others are working to make this happen. The list includes restoration and improvement of spawning grounds, minimization of commercial net fishing and sustainable regulations for recreational fishing.

What Fishing Zealand has proposed and is already working on is a formalized collaboration between municipalities and landowners aiming at creating more spawning areas for the brackish pike. Furthermore, essential data has been produced, informational campaigns have been initiated and attention has been drawn to the economic value of recreational brackish pike fishing in order to acquire the necessary political backing. The first break-through came on March 13th, 2015 when a long, national-political process culminated in the announcement of new plans and regulations for the Southern Zealand brackish waters.

According to new regulations put forth by the Danish Ministry of Food, Agriculture and Fisheries in 2015, Praestoe Fjord, Stege Nor, Jungshoved Nor and Fane Fjord are now restricted by catch and release regulations in addition to the general conservation/no fishing period from April 1st – May 15th. This means that only catch and release fishing is allowed in the Southern Zealand brackish waters, and that pike fishing is forbidden from April 1st to May 15th. In addition, a commercial netting prohibition has been introduced from February 1st to May 31st in order to prevent pike from becoming commercial by-catches.

Other initiatives that Fishing Zealand will undertake alongside their tourism development and marketing responsibilities include the limitation of access to vulnerable habitats, securing important spawning and migratory passages (for instance in Stege Harbor), returning meadows into their former states as flooded spawning grounds for pike and restoring rivers in order to improve the success rate of spawning sea trout.

The idea, again, is that the development of the Moen Biosphere Reserve as a fishing destination should go hand in hand with initiatives that improve the overall quality of fishing – and the related services, that would ensure future sustainability of fishery, and limit access to core zones with special protection needs. This is where Fishing Zealand's expert knowledge and experience come into play. They have already proven their value on the island of Zealand as a whole.

Moving forward

With the acceptance into UNESCO's Man and Biosphere Programme, the municipality of Vordingborg is looking forward to implementing a value-based framework that will:

- protect, restore and enhance the natural environment on Moen as well as the surrounding islands and the species inhabiting it while focusing on biodiversity and natural beauty;
- generate sustainable economic growth in close cooperation with local businesses;
- conserve and convey the uniqueness of the local culture, food, crafts, art and traditions;
- enhance health and well-being in local society by promoting the many outdoor activities the local biosphere has to offer;
- develop an understanding and knowledge of the biosphere through monitoring and research;
- increase the knowledge of the Moen Biosphere Reserve through marketing and networking activities on both national and international levels.

Conclusion

The UNESCO MAB Programme is a long-term commitment, which entails carefully monitoring and coordination. This process, however, was already started long ago with the initiation of the Fishing Zealand project, and it will continue to play a key role in the sustainable development of the aquatic realm within the biosphere candidate.

INFORMATION AND INSTRUCTIONS FOR AUTHORS

GENERAL INFORMATION FOR AUTHORS PREPARING ACADEMIC ARTICLES

1. The Editorial Office accepts for publication only original empirical and review papers that address tourism from interdisciplinary points of view, such as theory of tourism, cultural anthropology, philosophy, sociology, geography, law, psychology, history, economics, management, and marketing.
2. Submitting a paper for publication is construed as transferring the copyright to the Editorial Office. This means that neither the paper nor a part of it can be published in other journals or digital media without the Editorial Office's written permission.
3. The article should be prepared according to the **"Instructions for authors preparing academic articles"**, found below. Otherwise, the article will be sent back to the Author(s) for correction.
4. Do not provide personal data or any other information that could enable identifying the Author(s). Instead, provide personal data in a separate **Author Form**, available on the Journal's website, and submit it together with the article.
5. The paper, together with a filled Author Form, should be submitted to the Editorial Office's e-mail address: **folia.turistica@awf.krakow.pl**.
6. The Editorial Office will not accept papers that show signs of scientific dishonesty, such as *ghostwriting and honorary (guest) authorship*, for publication. The Editorial Office will disclose any recognized cases of dishonesty; this includes informing institutions employing authors, scientific associations, etc.
7. All papers are reviewed by at least two independent reviewers (the review form is available on the Journal's website) and maintaining full anonymity. In other words, a double-blind review process will be implemented; otherwise, the reviewers are obliged to sign a declaration that there exists no conflict of interests between them and the authors of the paper. The Editorial Board will accept the paper for publication or reject it based on the reviewers' opinion. This procedure is in accordance with guidelines provided by the Ministry of Science and Higher Education.
8. The Editorial Office reserves the right to modify the style makeup of submitted papers.
9. The author of the paper will receive an electronic version of the Journal issue in which the article was published, free of charge.

Instruction for Authors Preparing Academic Articles

I. PREPARING TEXT

1. The volume of submitted papers should not exceed 20 pages of normalized manuscript, i.e., 40,000 characters (one author's sheet).
2. Text files should be created in the Word 6.0–XP editor in DOC format.
3. Page setup:
   - paper size: A4;
   - margins: all margins 2.5 cm;
   - line spacing: 1.5.
4. Title: use 14-point Times New Roman font, bold. Capitalize the entire title. Insert a 14-point line of space following the title.
5. Abstract in English: between 1500 and 2000 characters (including spaces); use 10-point Times New Roman font.
6. The abstract should comprise the following, clearly separated (presented in the form of a list) parts:
   - Puropse.
   - Method.
   - Findings.
   - Research and conclusions limitations: comment on the representativeness of your research and its potential limitations due to cultural, environmental, geographical, or other conditions.
   - Practical implications.
   - Originality: describe how your research (results and opinions) differs from other publications on the subject.
   - Type of paper: specify whether your article presents empirical research or theoretical
   - concepts or whether it is a review, a case study, etc.
7. Key words: 3-6. Insert a 12-point line of space following the key words.
8. The paper should include elements listed below. Titles of elements may be changed if justified by content. Furthermore, especially in the case of review articles, the paper may have a more complex structure, i.e., it may comprise more elements or have a given element subdivided further (such as the Literature Review section).

   A) For empirical papers:
   - **Introduction** (subject of research, aim of the article, and justification of the aim),
   - **Literature review** (a review of Polish and foreign publications presenting the aim of the article and describing current knowledge on the subject matter),
   - **Method** (aim of empirical research, research hypotheses and questions, and a description of methodology and how the research was conducted)
   - **Results** (research results, including the answers to the research hypotheses and questions),
   - **Discussion** (a discussion of the study results in view of results obtained by other authors in Polish and foreign publications on the subject matter),
   - **Conclusions** (conclusions from the study results and their discussion, including practical implications and suggested directions for further research on the subject),
   - **References**.

   B) For review papers:
   - **Introduction** (subject of research, aim of the article, and justification of the aim),
   - **Literature review** (a review of Polish and foreign publications related to the aim of the article describing current knowledge on the subject matter),
   - **Discussion** (a discussion of current knowledge on the subject matter, including critical analysis based on Polish and foreign publications),
   - **Conclusions** (conclusions from the discussion, including its practical implications and suggested directions for further research on the subject),
   - **References**.

9. Headings of each part of the paper: use 12-point Times New Roman font, bold, centered. Number the parts with Arabic numerals. Insert a 12-point line of space following each heading.
10. Running text: use 12-point Times New Roman font and 1.5 line spacing. First line indent: 1 cm. Use tools available in the editor to format the text rather than the space bar, as using space bar makes markup and typesetting difficult.
11. Do not use the bold face, capitals, and underlining in the text. Italics should only be used for titles listed in the footnotes and the References section and for letter symbols in the running text. Insert a space after punctuation marks, not before them.
12. Use an en dash (–) to indicate breaks in a sentence and between numbers that denote close values not provided precisely (such as time periods); do not use a hyphen (-) or an em dash (—). Examples of use:
    - "Secondly – as tradition dictates – every student should wear formal attire tomorrow".
    - "The years 1914–1918, or the times of World War I, is an extremely important period in the history of Europe".
    - "Relevant information can found on pages 12–24 of the aforementioned publication".
    - Most waters in the area of Wysowa belong to the sodium-bicarbonate type and have a high concentration of carbon dioxide.
13. Footnotes can be used (sparingly) to complement the running text: use 10-point Times New Roman font with 1.0 line spacing.
14. References in the running text should be formatted according to the Harvard System (i.e., provide the last name of the author of the quoted or referenced publication, the year of publication, and the page or pages you refer to in square brackets within the running text). Do not place a comma between the name and the year. If two or more publications are referenced in the same parentheses, separate them with a semicolon.
15. The References section, located at the end of the article, should only include texts that are quoted or referred to in the article. References should be given in an alphabetical order with full bibliographic descriptions. Guidelines for and examples of bibliographic descriptions can be found in Part III of these instructions.

II. PREPARING TABLES AND ILLUSTRATIONS

1. Tables and illustrations (figures, charts, and photographs) should be included in separate files and described in detail. Mark their locations in the running text through centered titles, as in the example below:

Tab. 1. Tourist activity inhibitors
Tabela 1. Inhibitory aktywności turystycznej

2. The entire article should use the division into tables and figures (i.e., everything that is not a table, e.g. charts, diagrams, or photographs, is considered a figure). Refer to figures in the abbreviated form ("Fig.").
3. Place titles of tables above tables, and titles of figures below figures.
4. Write the titles of tables and figures in 10-point Times New Roman font.
5. Under each table/figure provide its source (using 10-point Times New Roman font).
6. Figures should be scanned at a resolution no lower than 300 DPI (optimal resolution is 600 DPI) and saved as line art files in TIFF format.
7. Charts should be created in black. Gray tints or textures are allowed.
8. Digital photographs should be saved in TIFF or JPEG format at full resolution. Do not use compression.
9. If the article includes figures, tables, etc. taken from other academic papers, the author is obliged to obtain a reprinting permission. The permission should be sent to the Editorial Office together with the article and other attachments.

III. PREPARING THE REFERENCES SECTION

1. The References section, located at the end of the article, should only include texts that are quoted or referred to in the article. References should be given in an alphabetical order with full bibliographic descriptions.
2. References to papers of different types should be prepared to according to the guidelines below. Note that all references should be provided in a single list (the division into types, found below, is meant only to provide examples of referencing different sources).
3. For two or more papers written by the same author and published in the same year, add subsequent lowercase letters to the year, as in: (2014a), (2014b), etc.
4. List Internet sources (webpages) for which the appropriate elements of a full bibliographic description cannot be provided in a separate Internet Sources section. The list should provide URL addresses of the referenced webpages in alphabetical order, described as in the following sample:
   – http://www.unwto.org/facts/eng/vision.htm (08.09.2014).
5. For articles to be published in the English issues of the Journal, provide English translations of the titles of non-English publications (in square brackets), as in the following sample:
   – Winiarski, R., Zdebski, J. (2008), *Psychologia turystyki* [*Psychology of Tourism*], Wydawnictwa Akademickie i Profesjonalne, Warszawa.

Sample references to different types of papers in the References section

A. Books:

Urry J. (2001), *The tourist gaze*, Sage, London.
McIntosh R.W., Goeldner Ch.R. (1986), *Tourism. Principles, Practices, Philosophies*, John Wiley & Sons, New York.

B. Edited books and joint publications:

Ryan C., ed., (2003), *The Tourist Experience*, Continuum, London.
Alejziak W., Winiarski R., eds. (2005), *Tourism in Scientific Research*, AWF Krakow, WSIZ Rzeszow, Krakow-Rzeszow.

C. Chapters in edited books and joint publications:

Dann G.M.S. (2002), *Theoretical issues for tourism's future development*, [in:] Pearce D.G., Butler R.W., eds., *Contemporary Issues in Tourism Development*, Routledge Advances in Tourism, International Academy for the Study of Tourism, London, New York, pp. 13-30.

D. Articles in scientific journals:

Cohen E. (1979), *A Phenomenology of Tourism Experiences*, „Sociology", Vol. 13, pp. 179–201.
Szczechowicz B. (2012), *The importance of attributes related to physical activity for the tourism product's utility*, „Journal of Sport & Tourism", Vol. 18 (3), pp. 225–249.

E. Articles in trade magazines and trade newspapers:

Benefits tourism not OK (2014), [in:] „The Economist", Nov 15th.

F. Papers without a stated authorship, including research reports and statistical yearbooks:

Tourism Trends for Europe (2006), European Travel Commission.
Tourism Highlights. 2010 Edition (2011), UNWTO.

G. Legal acts:

Act on Tourism Services, of 29 August 1997, Dz.U. of 2004, No. 223, item 2268, as amended.

H. Publications available on the Internet:

International tourism on track to end 2014 with record numbers, http://media.unwto.org/press-release/2014-12-18/international-tourism-track-end-2014-record-numbers (20.12.2014).

GENERAL INFORMATION FOR AUTHORS PREPARING ACADEMIC REVIEWS AND POLEMICS

1. Only original reviews of Polish and foreign monographs, academic articles, and handbooks, as well as other types of academic and didactic papers, such as research reports, doctoral theses, and habilitation theses, will be accepted for publication.
2. The Journal publishes reviews of papers on the theory of tourism, as well as papers that address tourism from the viewpoint of cultural anthropology, philosophy, sociology, geography, law, psychology, economics, management, marketing, and other academic fields and disciplines.
3. Submitting a paper for publication is construed as transferring the copyright to the Editorial Office. This means that neither the review nor a part of it can be published in other journals or digital media without the Editorial Office's written permission.
4. The article should be prepared according to the **"Instructions for authors preparing academic reviews and polemics"**, found below. Otherwise, the article will be sent back to the Author(s) for correction.
5. The review should be submitted to the Editorial Office's e-mail address: folia.turistica@awf.krakow.pl.
6. The Editorial Team reserves the right to modify the style makeup of submitted reviews.
7. The Author of the review will receive an electronic version of the Journal issue in which the review was published, free of charge.

Instruction for Authors Preparing Academic Reviews and Polemics

1. Text files should be created in the Word 6.0–XP editor in DOC format.
2. Page setup:
   - paper size: A4;
   - margins: all margins 2.5 cm;
   - line spacing: 1.5.
3. Name of each Author: use 12-point Times New Roman font, bold. Insert a 12-point line of space following the name(s).
4. Provide each Author's academic degree or title, affiliation (i.e. name of the institution represented by the Author, in this order: university, faculty, department, etc.), phone number, and e-mail in a footnote. Footnote formatting: use 10-point Times New Roman font and 1.0 line spacing.
5. Samples of title formatting:
   1. REVIEW OF "INTERNATIONAL TOURIST ORGANIZATIONS" BY WIESŁAW ALEJZIAK AND TOMASZ MARCINIEC.
   2. AN OPINION ABOUT "POLAND'S MARKETING STRATEGY IN THE TOURISM SECTOR FOR 2012–2020".
   3. RESPONSE TO THE OPINION…

   etc.
6. Title: use 14-point Times New Roman font, bold. Capitalize the entire title. Below the title, provide a full bibliographic reference for your article, including ISBN and the date of submission to the Editorial Board.
7. Format the titles of responses to reviews or other forms of academic polemics according to the guidelines above (e.g. Response to the Opinion…).
8. Insert a 14-point line of space following the title.
9. Headings of each part of the review (if appropriate): use 12-point Times New Roman font, bold, centered. Number the parts with Arabic numerals. Insert a 12-point line of space following each heading.

10. Running text: use 12-point Times New Roman font and 1.5 line spacing. First line indent: 1 cm. Use tools available in the editor to format the text rather than the space bar, as using space bar makes markup and typesetting difficult.
11. Do not use the bold face, capitals, and underlining in the text. Italics should only be used for titles listed in the footnotes and the References section and for letter symbols in the running text. Insert a space after punctuation marks, not before them.
12. Use an en dash (–) to indicate breaks in a sentence and between numbers that denote close values not provided precisely (such as time periods); do not use a hyphen (-) or an em dash (—). Examples of use:
    - "Secondly – as tradition dictates – every student should wear formal attire tomorrow".
    - "The years 1914–1918, or the times of World War I, is an extremely important period
    - in the history of Europe".
    - "Relevant information can found on pages 12–24 of the aforementioned publication".
    - "Most waters in the area of Wysowa belong to the sodium-bicarbonate type and have a high concentration of carbon dioxide".
13. Footnotes can be used (sparingly) to complement the running text: use 10-point Times New Roman font with 1.0 line spacing.
14. Illustrative materials (tables and figures) should be formatted according to the same guidelines as academic articles (see **"Instructions for authors preparing academic articles"**).
15. References in the running text should be formatted according to the Harvard System (i.e., provide the last name of the quoted or referenced publication, the year of publication, and the page or pages you refer to in square brackets within the running text. Do not place a comma between the name and the year. If two or more publications are referenced in the same parentheses, separate them with a semicolon.
16. The References section, located at the end of the article, should only include texts that are quoted or referred to in the review. References should be given in an alphabetical order with full bibliographic descriptions, prepared according to the same guidelines as for academic articles (see **"Instructions for authors preparing academic articles"**).

Folia Turistica is a specialist forum for exchanging academic views on tourism and its environment, in its broadest definition. It is one of Poland's leading academic periodicals, published continuously since 1990. The magazine publishes articles in the field of tourism studies, from a broad interdisciplinary perspective (humanist, economic, geographical/spatial, organizational, and legal issues etc.). Apart from articles presenting the results of empirical research, the journal includes original theoretical, overview, and discursive pieces. The separate headings contain research reports, announcements, and bulletins, reviews of academic works, information on conferences and symposia, and discussions and polemics.

***Folia Turistica* is indexed on the Polish Ministry of Science and Higher Education list of point-earning academic publications. In the parametric system of evaluating academic work, authors and the institutions they represent receive 11 points for publishing works in the journal. It is also indexed in the Copernicus International Index database (ICV 2016 = 60,90).**

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