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SELECTED ASPECTS OF THE TOURIST SPACE OF THE LUBLIN REGION (CASE STUDY)

Abstract: The article presents the results of studies on the tourist space of the Lublin Region conducted so far by employees of the Department of Regional Geography and Tourism at the Faculty of Earth Sciences and Spatial Management of the Maria Curie-Skłodowska University. The studies, regarding the environmental and cultural tourist values, the level of management and transport accessibility, as well as selected elements of the tourism policy of the local authorities, permitted the determination of the tourist potential of spatial units (administrative and physiogeographical) with various importance and character. Areas with varied degrees of attractiveness were distinguished based on their tourist potential. Those classified as attractive and very attractive were described in detail in terms of: the degree of development of the tourist function, functional types of spatial units, perception of tourist space by users, and attitudes of the local community towards the development of tourism.

Key words: tourist space, perception, attitudes, tourist potential, Lublin Region.

1. INTRODUCTION

The Lublin Region, currently identified with the Lubelskie voivodeship, is diverse in physiographic terms. It comprises three distinguishable parts included in landscape belts with an east-west orientation: to the north – Central Polish Lowlands (South Podlasie Lowland, West Polesie, Polesie Wołyńskie), in the central part – South Polish Uplands (Lublin Upland, Roztocze, Wołyń Upland, Pobuże Basin), and to the south – submontane lowerings (Sandomierz Basin) (ŚWIECA, BRZEZIŃSKA-WÓJCIK 2009).

The Lubelskie voivodeship, constituting 8.0% of the area of Poland, was inhabited by 5.6% of the population of Poland in 2011. The region is still subject to very low degree of anthropogenic transformation. Areas with unique natural and cultural values are still retained, contributing to the region's attractiveness in terms of tourism and recreation. The natural resources (unique flora and fauna, outcrops, ravines, gorges, waterfalls, well-heads, caves, and vantage points) are among others covered with legal protection as: 2 national parks, 17 landscape parks, 85 reserves, and 1504 nature monuments (*Rocznik staty-*

styczny... 2012, Rocznik statystyczny... 2013). The area is distinguished by the mutual interweaving of the cultures of West and East Slavdom. The immigration of Ruthenian, Jewish (14th century), Tatar (15th/16th), German (16th century) contributed to the multicultural character of the landscape. The remains of material culture monuments of various age (from settlements from the Early Middle Ages to complexes related to manorial families and industrial monuments from the 19th and 20th century) constitute a cultural group of tourist resources (SKOWRONEK, WOJCIECHOWSKI, ŚWIECA 2006, SKOWRONEK, WOŁOSZYN 2006). The region includes one site of the World Cultural and Nature Heritage (the Old Town in Zamość) and three Historical Monuments (the palace and park complex in Kozłówka, Kazimierz Dolny on the Vistula River, and the historical urban complex in Lublin) (*Zarządzenie... 1994, Rozporządzenie... 2007, <http://www.unesco.pl/kultura/dziedzictwo-okulturowe/swiatowe-dziedzictwo/polskie-objekty/>*).

The diverse environmental conditions and cultural heritage provide a potential for the development of

tourism constituting a necessary element of the development of the tourist space of the Lublin Region.

2. RESEARCH SETTINGS AND METHODOLOGY

The study on the natural and cultural tourist values, level of management, and transport accessibility, as well as selected elements of the tourism policy of the local authorities, conducted in the Department of Regional Geography and Tourism at the Faculty of Earth Sciences and Spatial Management of the Maria Curie-Skłodowska University, permitted the determination of the tourist potential of spatial administrative units (communes and counties). The potential was assessed based on a multidimensional comparative analysis performed in communes. The resources, tourist and paratourist infrastructure, as well as transport accessibility, constituted the basis for calculating the synthetic measure of tourist attractiveness (SMTA TUCKI 2009). Areas with varied degree of attractiveness were distinguished depending on its value.

Certain areas classified as attractive and very attractive were subject to a detailed description. These included physico-geographic units (Łęczna-Włodawa Lakeland) and administrative units (Lublin, Kazimierz Dolny, and Zwierzyniec). Using the model approach to the development of tourist space following LISZEWSKI (1995, 1999), particular types of tourist space in the Łęczna-Włodawa Lakeland (KRUKOWSKA 2009) and in Lublin (ŚWIECA, BRZEZIŃSKA-WÓJCIK 2011) were distinguished. For the Łęczna-Włodawa Lakeland, an attempt was undertaken to determine the evolution of the tourist space with division into particular development phases (KRUKOWSKA 2009).

The perception of the tourist space by users was analysed based on the example of the city of Lublin. The opinion on the space of Lublin was obtained by means of a survey conducted among the inhabitants (439), tourists (222), and students (322) in the years 2004–2005, and tourists in 2013 (688 domestic tourists and 159 foreign tourists). The survey concerned among others: the assessment of the attractiveness of Lublin and its tourist objects, accommodation and gastronomy, as well as nomination of objects for the category of *the city's signature*. The survey included questions regarding the cultural offer and level of participation in Lublin's cultural life, as well as suggestions of changes which should be introduced to increase the attractiveness of its tourist space. Moreover, the objective of the study was to obtain knowledge on the city's tourist attractiveness in relation to the *Lublin Brand* project, the popularity of Lublin as a tourist centre, and its transport accessibility (SKOW-

RONEK, BRZEZIŃSKA-WÓJCIK, KRUKOWSKA 2009, ŚWIECA, SKOWRONEK, BRZEZIŃSKA-WÓJCIK, KRUKOWSKA 2009, TUCKI 2013).

Our studies so far have also focused on the determination of the attitudes of local communities towards the development of tourism, based on the examples of Kazimierz Dolny and Zwierzyniec. The assessment of the attitudes was performed with the application of the TIAS model (Tourism Impact Attitude Scale), proposed as an applicable assessment model, developed by LANKFORD and HOWARD (1994). A questionnaire was the primary study tool. The questions concerned the perception of the development of tourism by the local community in terms of economy, culture, and quality of life in the area of tourist reception (TUCKI, SOSZYŃSKI 2013, TUCKI, SKOWRONEK, KRUKOWSKA 2013).

3. ASSESSMENT OF THE LUBLIN REGION IN TERMS OF TOURIST POTENTIAL

The tourist potential of the Lublin Region constituted the subject of works by A. TUCKI (2009). The commune was adopted as the basic unit. A total of 219 communes were considered. The values of the synthetic measure of tourist attractiveness (SMTA) permitted distinguishing four groups of communes differing in tourist-recreation attractiveness: very attractive, attractive, moderately attractive, and little attractive (TUCKI 2009).

Based on the obtained numerical values of SMTA, the majority of communes (100) were classified as *moderately attractive*. The SMTA values obtained for rural communes and small towns vary between 0.06 and 0.49 (TUCKI 2009). Communes classified as moderately attractive constitute 44.1% of the study area. Only a slightly lower contribution in the study area (43.7%) was collectively reached by the communes classified as *very attractive* (29 communes) and *attractive* (62). A similar number of communes (28) were classified as *little attractive*. Their contribution amounts to 12.2%. The most attractive communes of the Lublin Region are: Kazimierz Dolny (measure 0.49), Janów Lubelski (0.40), Krasnobród (0.39), Włodawa (0.37), and Zwierzyniec (0.37).

Communes classified as very attractive are concentrated in four areas (Fig. 1), mostly located in (East and Middle) Roztocze, the north-eastern fragment of the Sandomierz Basin (The Janów Forests complex), the north-western part of the Lublin Upland ("tourist triangle Nałęczów-Kazimierz Dolny-Puławy"), and the southern fragment of West Polesie (Łęczna-Włodawa Lakeland).



Fig. 1. Communes of the Lublin Region classified as attractive in tourist terms – following A. TUCKI (2009), modified

4. THE TOURIST SPACE OF THE ŁĘCZNA-WŁODAWA LAKE LAND

An attempt to present the cycle of life of the tourist region of the Łęczna-Włodawa Lakeland, and the development of its tourist space, is included in works by KRUKOWSKA (2009) and KRUKOWSKA and KRUKOWSKI (2009).

The assessment of the degree of development of the tourist function of the Lakeland was performed with the application of the Baretje and Defert index. The numerical values of the index in the communes of the Lakeland vary from 0.11 to 120.84. The lowest index was obtained for the Łęczna commune, and the highest for the Włodawa commune. The village of Okuninka, located in the Włodawa commune, is among places with the highest level of investment in the Lublin Region.

The contemporary tourist function of the Łęczna-Włodawa Lakeland developed as a result of two very intensively occurring phenomena. The first one is related to the establishment and functioning of corporate recreation facilities (development of social tourism in the years 1956–1989), and the second – to the increasing popularity of second homes from the mid 1980's to the present moment. Both of the phenomena were based on social factors, i.e. the demand for recreation, both short-term (one day, weekend), and long-term (longer stay).

The analysis of the development of tourism infrastructure in the area of the Lakeland permits distinguishing, in the model approach by LISZEWSKI (1995), two basic phases, namely exploration and colonisation (KRUKOWSKA 2009). In the exploration phase, lakes (frequently with difficult access), as well as wetlands and peatlands, were visited, particularly by scientists, anglers, and few tourists. The colonisation phase included two stages. At the first stage, tourist investments began at the most attractive lakes located along the existing roads. They constituted node points around which the development of the phenomena occurred, drawing more tourism-related investments. The land management proceeded very fast, with no spatial management plans. The construction of recreation resorts used in the so-called social tourism developed particularly intensively. This process resulted in the development of the colonisation space, with the omission of space penetration and assimilation. At the second stage of the colonisation phase, the space of tourist colonisation largely increased, and an extensive tourist penetration space was created. Along with the establishment of agrotourism lodgings, the tourist assimilation space developed.

5. THE ASSESSMENT OF ATTRACTIVENESS AND ATTEMPTED FUNCTIONAL TYPOLOGY OF THE SPACE OF THE CITY OF LUBLIN

In the assessment of the tourist potential of five cities with county rights in the Lubelskie voivodeship, SMTA varied from 0.32 to 0.87 (ŚWIECA, KRUKOWSKA, TUCKI, SKOWRONEK, BRZEZIŃSKA-WÓJCIK, KOCIUBA, JÓZWIK 2012). The maximum value (0.87) was obtained for Lublin. For Zamość, the tourist attractiveness measure amounted to 0.46. Considerably higher values were determined in the remaining cities, namely in Chełm (0.36) and Biała Podlaska (0.32).

The high importance of Lublin is emphasised in the literature on the subject (among others PRZYBYSZEWSKA-GUDELIS, GRABISZEWSKI M, IWICKI 1979, ŁĘCKI [ed.] 2005). The city has been classified as one of ten great tourist centres in Poland. Important elements of the tourist potential of Lublin are urban and architectural monuments, the heritage of different cultures and nations inhabiting the city until 1939, the activity of cultural-entertainment-recreation institutions, the functionality of a large city, and transport accessibility.

Information obtained from the Office of Tourist Guide Services in Lublin, and data on the number of tickets sold in 15 objects of the city in the years 1991–2001, suggest that the city was visited by approximately 340 thousand people annually on the average (ŚWIECA, BRZEZIŃSKA-WÓJCIK 2011). The Majdanek National Museum was the most popular among tourists (26% of the total number of visitors to the selected objects). The Museum of Lublin at the Lublin Castle, the Botanical Garden of the Maria Curie-Skłodowska University, and the Open Air Village Museum are also popular tourists destinations. Accommodation objects are clearly concentrated, particularly in the districts of the Old Town and City Centre. Approximately 58% of accommodation objects are located within a radius of up to 2.0 km from the city centre (Cracow Gate). Based on the obtained value of index $Tf(t)$ of 27.6 per 100 inhabitants, Lublin is classified as a cultural centre, a route stop, a congress city, and main regional city.

Based on the collected and analysed data, four types of tourist space determined by LISZEWSKI (1999) can be distinguished within the urban space of Lublin: the space of penetration, assimilation, colonisation, and exploration. The scattered space of tourist *penetration* is constituted by objects the most frequently visited by tourists (the Museum of Lublin at the Lublin Castle, the Holy Trinity Chapel at the Lublin Castle, the Lublin Archicathedral, the Archdiocese Museum of Religious Art, the Museum of History of

the City of Lublin, and the Literary Museum of Józef Czechowicz), concentrated in the area of the original urban arrangement (the Castle Hill, the Old Town Hill – Old Town and *Deptak* – the pedestrian zone). The space also reaches outside the compact urban development, to the Open Air Village Museum and the Majdanek National Museum. The space of tourist *assimilation* particularly includes *Deptak* (part of the Krakowskie Przedmieście Street) and its closest vicinity, among others the *Centrum Plaza* shopping centre. This space will be subject to a slight expansion reaching the Bystrzyca River valley after the commissioning of the shopping centre *Pod zamkiem*. The city's *colonisation* space develops in the southern part of Lublin in the forest complex *Dąbrowa* around the Zemobrzycki retention reservoir. The youngest type of tourist space in Lublin is the *exploration* space. Its development is related to the increasingly frequent visits to Lublin of participants of conventions, fairs, congresses, and scientific conferences, who discover new fragments of the city. Some of those fragments are sometimes included in the permanent sightseeing programme.

6. PERCEPTION OF LUBLIN TOURIST SPACE

According to the results of surveys conducted in the years 2004–2005 (SKOWRONEK, BRZEZIŃSKA-WÓJCIK, KRUKOWSKA 2009, ŚWIECA, SKOWRONEK, BRZEZIŃSKA-WÓJCIK, KRUKOWSKA 2009) and in 2013 (TUCKI 2013), Lublin represents an attractive tourist space. The inhabitants, tourists, and students alike emphasise its interesting location, architecture, and atmosphere. Also according to the results of the survey conducted in 2013, the city constitutes an attractive tourist destination for 80% of respondents, whereas every fourth respondent assessed Lublin as very attractive, and almost half of them as rather attractive. The unique image of the city was assessed much better. At a scale from 1 to 5, every third respondent gave it a good grade. According to respondents surveyed in the years 2004–2005, the most interesting and valuable objects in Lublin are mainly located in the area of the Old Town. These also include the Open Air Village Museum, Majdanek, and the Botanical Garden. The respondents recognised the Castle as the most valuable object in the city's tourist space. They unanimously nominated the Castle and Old Town as the City's signatures. The survey conducted in 2013 showed that Lublin is perceived as a city of interesting events with a unique form. More than 50% of respondents gave positive answers, including approximately 17% providing definitely positive answers.

More than half of the respondents were interested in the cultural events in the city. It should also be emphasised that almost all of the cultural events mentioned by the respondents are organised by and for students, namely *Kozienniala*, *Juwenalia*, and *Kulturalia*.

A relatively high assessment was obtained for the accommodation and gastronomy facilities in Lublin. In the years 2004–2005, as many as 36.6% of tourists described Lublin's accommodation base as comparative to other cities. In 2013, the offer and number of accommodation objects in the city was assessed well by fewer respondents, namely 24.6%. The opinion on the gastronomy was also positive. In the years 2004–2005, approximately 63% of respondents considered it as comparative to other cities. As many as 70% of respondents expressed a positive opinion on the gastronomy in 2013. That year, also the transport accessibility of Lublin was assessed positively. 43.3% of respondents assessed access to the city from other parts of Poland as good.

According to the survey conducted in 2013, more than half (59%) of visitors stayed in Lublin for several days. The mean stay duration was 4.5 days, with approximately 4 days for tourists from Poland, and 7 days for foreign tourists. One-day visitors constituted 21% of respondents, and persons staying there for several hours – 20%. The relatively long stay of foreign tourists in Lublin, as for a tourist and not recreation centre, can be explained by the main declared objective of visits to Lublin. Every third foreign tourist came here to visit their family or friends.

According to the opinions of respondents in the years 2004–2005, factors negatively affecting the attractiveness of Lublin included: negligence, too narrow offer of tourist attractions (among others recreation, cultural, and sporting events), and very weak promotion. It should be emphasised, however, that activities aimed at the improvement of the attractiveness of the city's space through the activation of tourist phenomena have lately been initiated. The international Jagiellonian Tourist Trail has been prepared, and a related event has been organised, namely the Jagiellonian Fair, enjoying increasing popularity over the last several years. Thematic trails have been established, and cycling paths have been prepared and signposted. The city's marketing activities have also been intensified in the context of the European Capital of Culture. According to the results of the study conducted in 2013, the activities were perceived in various manner. Every fourth responding domestic tourist declared that they noticed the promotion of Lublin in mass media. Every third respondent knew the promotional slogan *Lublin. The city of inspiration*.

7. ATTITUDES OF THE LOCAL COMMUNITY TOWARDS THE DEVELOPMENT OF TOURISM

The consideration of the opinions of the inhabitants on the development of tourism in the Lubelskie voivodeship is a relatively new study polygon (TUCKI, SOSZYŃSKI 2013, TUCKI, SKOWRONEK, KRUKOWSKA 2013). Studies conducted so far covered the urban commune of Kazimierz Dolny and the urban-rural commune of Zwierzyniec.

Kazimierz Dolny is classified at a very high level (SMTA of 0.49) among the rural units and small towns of the Lubelskie voivodeship in terms of tourist potential (TUCKI 2009). The commune is distinguished by its high environmental and cultural values. It has a relatively high contribution of protected areas (80% of the commune's area), and the highest number of architectural monuments (30) and museums (5) among the communes analysed. Moreover, it is very attractive in terms of tourist infrastructure. In 2011, it offered 7.2% of the accommodation capacity of the Lublin Region, 80% of which were objects functioning all year round. The contribution of Kazimierz Dolny in supporting tourist traffic in the entire Lublin Region in the last several years, considering the average number of persons using collective accommodation facilities (more than 60 thousand), amounts to approximately 30% (PAWŁOWSKI, TUCKI 2010).

A study conducted with the application of a diagnostic survey (244 questionnaires) showed that the attitude of the inhabitants towards the development of tourism in the commune of Kazimierz Dolny is generally positive. The majority of responses were within the range of 3.5–4.0. This means that the inhabitants assess the development of tourism and its impact positively. Relating the obtained results to the Doxey model (euphoria, apathy, irritation, antagonism), assuming that the attitudes of inhabitants in a given area are usually positive at the initial stage of tourism development, the stage of development of tourism in Kazimierz Dolny can be recognised as initial, with the euphoria stage still dominant (DOXEY 1975). Considering the four attitudes in the behaviour of inhabitants towards tourists (acceptance, tolerance, adaptation, withdrawal) proposed by PAGE and HALL (2003), the study results show that the inhabitants of Kazimierz Dolny are in the transitional phase between "acceptance" and "tolerance".

The study on the attitudes of inhabitants towards tourism also covered the urban-rural commune of Zwierzyniec. Similarly as Kazimierz Dolny, it is distinguished by high tourist potential, with SMTA amounting to 0.37 (TUCKI 2009).

The tourist tradition of Zwierzyniec reaches the 16th century, when the summer residence of the Zamoyski family was established there. The tourist tradition developed due to the local environmental and cultural values. The commune's tourist attractiveness is determined by its unique natural landscape – the Wieprz River valley, the Echo ponds, and the Rudka retention reservoir, all surrounded by the Kosobudy-Zwierzyniec Forests under legal protection as the Roztoczański National Park. The environmental values are supplemented with elements of cultural heritage, including the 18th-century church built on an island, the architectural complex of the Management of the Zamoyski Entailed Estate (18th–19th century), the antique industrial and residential development, as well as the 18th-century spatial arrangement and traditional rural development (ŚWIECA, BRZEZIŃSKA-WÓJCIK, GRABOWSKI, KAŁAMUCKI, KRUKOWSKA, TUCKI 2013).

Tourist services have a large impact on the character of the economy of Zwierzyniec. In 2011, a total number of 465 business entities included 348 companies providing services, with 48 entities in section I (accommodation and gastronomy services). In the commune, 5 collective accommodation facilities are registered, including 3 functioning all year round. The accommodation capacity amounted to 231 places, including 99 available all year round. Accommodation services were used by 6 116 persons, including 50 foreign tourists (www.stat.gov.pl).

A study based on a survey (244 questionnaires) showed that in general, respondents expressed a positive attitude towards the development of tourism in the commune. The inhabitants show a pro-tourism attitude, in relation to the development of tourism both at a local and regional scale. Relating the obtained study results to the five-degree scale model by DOXEY (1975), the stage of the development of tourism in Zwierzyniec can be recognised as initial (exploration/introduction stage), with the stage of euphoria still dominant.

8. CONCLUSIONS

The high natural and cultural values of the tourist space of the Lublin Region provide potential conditions for the development of various forms of tourism. Over the last several years, products and projects have appeared which can intensify the tourist and recreational use of the tourist space of the Lublin Region.

In the north-western part of the Lublin Upland in the area of the Land of Loess Ravines, these are: *The Iron and Blacksmith Tradition Trail* in Wojciechów, *the*

Polish Festival of Folk Bands and Singers in Kazimierz Dolny, The Land of Health with its centre in Nałęczów, The Lesslandia Academy including objects in Nałęczów, Wojciechów, and Puławy, The Magical Gardens Amusement Park in Trzcianki near Janowiec, and the Małopolska Gap of Vistula River Geopark (BRZEZIŃSKA-WÓJCIK 2012, SKOWRONEK 2012).

The tourist space of the Łęczna-Włodawa Lakeland offers the following popular products: *The Festival of Three Cultures in Włodawa, The European Neighbourhood Days Our Polesie – Our Bug River in the commune of Wola Uhruska, the Museum of Former Hitler's Concentration Camp in Sobibór, Bug River Kayaking trails, the Bug-Krzna Kayaking Trail, and the Polesie Equestrian Trail* (KRUKOWSKA 2012, SKOWRONEK 2012).

Products worth emphasising in Roztocze include: *the Central Cycling Trail of Roztocze, the Summer Academy of Film in Zwierzyniec, and the reconstruction of battles Saved from oblivion near Tomaszów Lubelski*. The region's attractiveness is emphasised by educational trails – *DINOZAURS Krasnobród and Mining tunnels in Senderki, The Geotourist Trails of Central Roztocze, and museums – The Museum of Petrified wood in Siedliska, The Museum of the Krasnobród Village in Krasnobród, and the museum in the Guciów Settlement. The Recreation and Education Park Nature Zoom near Janów Lubelski, at the boundary between West Roztocze and the Sandomierz Basin, is under construction. The Stone Forest in Roztocze Geopark is being currently designed* (BRZEZIŃSKA-WÓJCIK 2012, KRUKOWSKA 2012).

The advantage of the Lublin Region in the scope of development of tourism is its location at the eastern border of the European Union. It is becoming an increasingly attractive border region for Europeans, and the Eastern Borderlands worth visiting for the inhabitants of other Polish voivodeships.

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