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Possibilities of tourist use of natural and cultural resources
in the Lublin Region – case study

Możliwości turystycznego wykorzystania zasobów przyrodniczych i kulturowych
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ABSTRACT

The paper presents an overview of previous studies, the possibilities for tourist use of natural and cultural resources of the Lublin Region and presents case studies in this area. The case studies focused on assessing the tourism potential of spatial units of an administrative nature: the Lublin voivodeship, Lublin city and the municipality of Krasnobród, as well as physical-geographical units – the Gielczew Elevation.

Key words: natural and cultural resources, Lublin Region, tourist potential, case studies

INTRODUCTION

Tourism and the tourist services sector have lately become one of the most dynamically developing branches of the European economy. Also in Poland, contribution of the branch is significant (Gaworecki 2003; Gołembski 2003). Already at lower administrative levels (voivodship, powiat, commune), tourism is perceived as an important factor of economic activation of regions (Gordon 2003; Butowski 2010).

The Lublin Region is a geographical region that had developed within the last two hundred years (Maruszczak 2004). It includes parts of earlier historical geographical regions (Lublin voivodship, Podlaskie voivodship, Brest Litovsk voivodship, Chełm Land, and Bełskie voivodship). It is currently identified with the Lublin voivodship, and has an area of 25,122 km².

Diversity of the geographical environment of the Lublin voivodship is reflected in its division into environmental and administrative spatial units. Three parts constituting landscape belts with parallel orientation are distinguished: to the North – Central Polish Lowlands, in the central part – South Polish Uplands, and to the South – foothills depressions (Maruszczak 1972). In administrative terms, the Lublin voivodship is divided into four urban poviats (Lublin, Zamość, Chełm, Biała Podlaska), 20 rural poviats (counties), and 213 communes.

In 2010, the Lublin voivodship, constituting 8.0% of the area of Poland, was inhabited by 5.6% of the population of Poland (2,151.9 k inhabitants). In addition to relatively low population density – 86 persons/km² (in Poland 122 persons), the area is distinguished by weak urbanisation at the national scale. In 2010, the region included 42 cities (903 in the country). The largest city is Lublin – 348.5 k inhabitants, followed by cities with poviat rights: Chełm – 67.3 k, Zamość – 66.2 k, Biała Podlaska – 58.0 k inhabitants. Contribution of urban population in the Lublin voivodship amounted to 46.2%, whereas the mean value for Poland was 60.9% (*Bank Danych...*, 2011).

The Lublin Region is one of the least populated in the country. It is mainly inhabited by rural population. It is traditionally presumed to be an agricultural region; approx. 25.4% of professionally active people are employed in agriculture (data as of 2009; in Poland – 11.6%). The Lublin Region is characterised by high contribution of arable land (70.8%) and low forestation (22.8%). For Poland, the values amount to 60.5% and 29.7%, respectively (*Bank Danych...*, 2011). The region is still little transformed in anthropogenic terms. Signs of environmental degradation are related to the existence of the Lublin Coal Basin and development of housing estates.

Relatively low industrialisation, low urbanisation level, and significant importance of agriculture enabled the survival of areas with unique environmental and cultural values within the Lublin Region, influencing its landscape and recreational attractiveness.

The northern lowland belt of the region is dominated by relief with absolute heights of 160–200 m and denivelations not exceeding 30 m. Lake plains, located at 155–165 m a.s.l., with denivelations of up to 10 m, are occupied by extensive peatlands. The central part of the area between the Vistula and Bug Rivers includes macroregions with typical upland relief. The most elevated macroregion in the area is Roztocze, exceeding 300 m a.s.l. is its major part. Within the reach of loess formations, significant relative heights (from 30–40 m to 100–120 m) and high sensitivity of the deposits to water activity determine intensive development of gullies (Nałęczów Plateau, Roztocze Gorajskie, Roztocze Szczebrzeszyńskie). The southern part of the Lublin Region includes plains and plateaus with denivelations of mainly 10–40 m. Plains, mainly composed of outwash sands, fall from 240–250 m a.s.l. to 150 m a.s.l. Plateaus, composed of

Miocene formations with a Quaternary formations cover, are elevated from 195 to 250 m a.s.l. (Świeca 1998).

A significant environmental value determining the attractiveness of the tourist space are protected objects. In 2010, in the discussed part of Poland, areas with special environmental values under legal protection (national parks, nature reserves, landscape parks, landscape protection areas, documentation sites, nature and landscape protected complexes, ecological sites) occupied 570.0 k ha., i.e. 22.7% of the total area of the voivodship. The system of protected areas included among others: two national parks (23 in Poland), 85 nature reserves (1,451 in Poland), 17 landscape parks (120 in Poland), and 1,532 natural monuments (36,293 in Poland) (*Bank Danych...*, 2011, *Lubelskie Voivodship...*, 2010).

The historical past, location at the boundary between West and East Slavs, and related varied cultural heritage of the region preserved in the form of historical sites, museum collections, and cultural landscapes, constitute the anthropogenic group of tourist values (Paczos 2006; Szczęśna, Gawrysiak 2009).

Among anthropogenic values in the Lublin voivodship, museums are the most important – there are 45 such objects (in 2010 in Poland the number was 782), as well as architectural and construction historical sites. The number of historical sites registered in 2010 was 3,500 (in Poland 64,673) (*Narodowy Instytut...*, 2011). They included sacred buildings (among others churches and monasteries) and secular buildings (among others tenement houses, palaces, villas, mansions, manor parks, and architectural systems). Majority of objects included in the conservation list of historical sites constitute property of the state treasury (approx. 40% of resources) and Roman Catholic Church administration (approx. 34%). According to the conservation report, more than half of historical sites located in the Lublin Region are in very good and good state (*Wojewódzki program...*, 2006).

Varied environmental conditions and cultural heritage of the Lublin Region determine its tourist attractiveness and provide potential conditions for development of inward tourist traffic. An additional advantage of the Lublin Region in the scope is its location at the border of the European Union.

THE ISSUE IN LITERATURE ON THE SUBJECT

The issue of assessment of geographical environment for the purposes of tourism was discussed in papers varying in scope and approach. An extensive review of literature on the subject was presented by A. Świeca, R. Krukowska, and A. Tucki (2007).

Literature on the issue concerning the Lublin Region is quite modest, although the cultural diversity and high environmental values provide potential possibilities for development of tourist traffic (Brzezińska-Wójcik et al. 2009b).

A review of older scientific papers analysing conditions of development of various forms of tourism in the Lublin Region compared to Poland, informational works issued by local self-governments and associations, as well as popular science papers were presented by A. Świeca, R. Krukowska, and A. Tucki (2007). The current editorial output includes: scientific reviews analysing conditions of development of various forms of tourism in the region (in the years 1963–2011); regional scientific works; and informational and popular science works (brochures, folders, guides, thematic maps).

Among the latest scientific studies, attention should be paid to among others those concerning assessment of the tourist potential of the Lublin Region (Tucki 2007a,b, 2008, 2009), use of cultural heritage (Mokras-Grabowska 2003; Prączka, Kieszkowska 2004; Skowronek 2005; Paczos 2006; Szczęsna, Gawrysiak 2009), and possibilities for use of geomorphosites in geotourism (Zgłobicki et al. 2007).

A number of works on tourism refer to four sub-regions of the Lublin Region: Roztocze, Łęczna-Włodawa Lakeland, Gielczew Elevation, and South Podlasie.

Differentiation of the tourist-recreational space of Roztocze constituted the subject of the doctoral thesis by M. Karolczak (2002). Some papers also analysed possibilities for development of tourism in Krasnobród (Krukowska 2004; Brzezińska-Wójcik, Skowronek 2009) and Zwierzyniec (Krukowska, Józwick 2004). Assessment of the tourist function of the Krasnobród Landscape Park and tourist management of Roztocze was presented by M. Garbula (1997, 2000). The issue of making geological heritage of Roztocze available for tourists was also analysed (Brzezińska-Wójcik et al. 2007; Brzezińska-Wójcik, Harasimiuk 2009). The issue of tourist use of the Roztocze National Park was discussed by A. Anasiewicz (2002) and E. Skowronek et al. (2007).

Analysis of conditionings of tourism development on the Łęczna-Włodawa Lakeland was conducted in papers by R. Krukowska and E. Skowronek (2003), A. Tucki (2003, 2004), A. Świeca and A. Tucki (2007), and R. Krukowska (2011). The subject of detailed studies was also camping settlement as one of the forms of tourist use of the Łęczna-Włodawa Lakeland (Krukowska, Świeca 2008). The issue of tourist use of the lakes of the Łęczna-Włodawa Lakeland was analysed by R. Krukowska (2007). It is also worth emphasising the study on its tourist function, identification of the stage of its development, performance of functional typology, and description of transformations of forms of tourist colonisation on the Łęczna-Włodawa Lakeland (Krukowska, Krukowski 2009). Tourism in the Poleski National Park was analysed by A. Iwaniuk, W. Piotrowski (2002), and E. Skowronek et al. (2007).

Assessment of the tourist potential of the Gielczew Elevation was performed by T. Brzezińska-Wójcik, and A. Świeca (2010a,b, 2011). The subject of detailed analyses were natural resources of the geographical environment and cultural resources and tourist infrastructure.

Factors determining the tourist potential of the South Podlasie were specified by G. Godlewski and M. Zalech (2009).

Certain papers concern: assessment of elements of the geographical environment for various forms of tourist use (Krukowska, Świeca 2008); environmental and social-economic conditionings of tourist development (Tucki, Świeca 2008; Brzezińska-Wójcik et al. 2009b); tourist use of natural distinctive features in river valleys (gorge valleys in the south-west escarpment zone of Roztocze, the Bug River valley near Janów Podlaski) (Brzezińska-Wójcik 2009; Kusznerczuk 2009); role of tourism in urban development (Lublin, Nałęczów), and communes of the Region (Dołhobyczów, Dorohusk, Dubienka, Hanna, Horodło, Hrubieszów, Janów Podlaski, Kodeń, Lubycza Królewska, Mircze, Ruda Huta, Rokitno, Sławatycze, Terespol, Wojciechów, Wola Uhruska, Ulhówek, Włodawa) (Brzezińska-Wójcik et al. 2006; Świeca et al. 2007, 2008, 2009a; Kociuba, Kociuba 2009; Skrzypczak, Chmielewska 2009; Świeca, Brzezińska-Wójcik 2009a, b). A lot of attention was paid to the issue of perception of tourist space of the city of Lublin by various users – inhabitants, students, and tourists (Brzezińska-Wójcik et al. 2009a; Skowronek et al. 2009a,b,c; Świeca et al. 2009b). The possibility for use of results of studies on assessment of potential in the strategy of development of local tourist products was also analysed (Tucki 2009). The subject of the studies was also the role of self-government authorities and associations in tourism development (Tucki 2007; Tucki, Świeca 2008). There are also papers concerning cooperation of local society in creating regional tourist products (Skowronek et al. 2011; Tucki et al. 2011).

It should be emphasised that in the existing scientific papers analysing possibilities of tourist use of natural and cultural resources in the Lublin Region, employees of the Department of Regional and Tourism Geography have a high contribution. Approximately 230 publications issued in the period from 2000 to 2009 in the Department of Regional and Tourism Geography included 79 works related to tourism; they constitute almost 34% of the scientific output of the Department's employees (Świeca, Brzezińska-Wójcik 2010).

OBJECTIVE, METHODS, AND SCOPE OF THE PAPER

The paper presents varied aspects of studies in the scope of possibilities of tourist use of natural and cultural resources of the Region, conducted by employees of the Department of Regional and Tourism Geography at the Maria Curie-Skłodowska University (UMCS) in Lublin. The analytical part of the paper includes case studies – the assessment of the tourist potential of administrative (Lublin voivodship, city of Lublin, Krasnobród commune) and physiogeographical spatial units (Giełczew Elevation).

In our studies, the method of multidimensional comparative analysis was usually applied. The method was proposed and characterised in details by G. Golembki [ed.] (1999, 2002). It is quite commonly used for valorisation of areas from the point of view of possibilities for tourism development (Hellwig, Kania-Gospodarowicz 1975; Groch 1991; Kukuła 1993; Guzik, Ostrowska 1993; Liszewski 2004; Tucki 2004), assessment of the tourist potential of cities (Zajadacz 2002), and SWOT analysis (Kosiński 2002).

In the case of the Lublin Region, the basic spatial unit subject to analyses was the powiat. The Lublin Region includes 20 rural powiats and 4 urban powiats. The assessment of tourist attractiveness of the powiats of the Lublin Region considered their natural and cultural values, and the state and protection of the natural environment. The natural values were determined by land relief, deforestation, contribution of meadows, pastures, and waters, and occurrence of nature protection forms. The cultural values¹ included secular and sacred historical sites and pilgrimage sites. The state of the environment was illustrated by means of the level of emission of pollutants, wastes, and water treatment plants. Numerical indices were calculated for the distinguished features, used for specification of a synthetic measure of the tourist attractiveness of the powiats.

In the case of the Giełczew Elevation, the basic units were communes. The analysed area of the Giełczew Elevation included six communes. By means of 48 features, divided into four groups (sightseeing values, recreational and specialist values, tourism management, state of the environment), the tourist potential of the communes was assessed. As a result, a numerical value of the synthetic measure of tourist attractiveness was specified for each of the communes (Brzezińska-Wójcik, Świeca 2010a,b, 2011).

The synthetic indices for the groups, and the general measure of tourist attractiveness order the basic units in terms of criteria adopted. The indices and measure adopt numerical values in the scope of 0.000–1.000 (where 0.000 signifies lack of attractiveness, and the value 1.000 – theoretical maximum attractiveness). Finally, results of analyses were presented with the application of statistical methods of presentation of phenomena, known in literature (Pociecha 2002).

TOURIST ATTRACTIVENESS OF THE LUBLIN REGION

The numerical values of the synthetic measure of attractiveness document significant differentiation of the powiats. In the case of urban powiats, they vary from 0.287 to 0.565, and for rural powiats – from 0.323 to 0.537 (Fig. 1).

¹ In valorisation quantitative aspect was used due to cultural values. The additional points were not given for objects from the UNESCO List of Monuments of History.

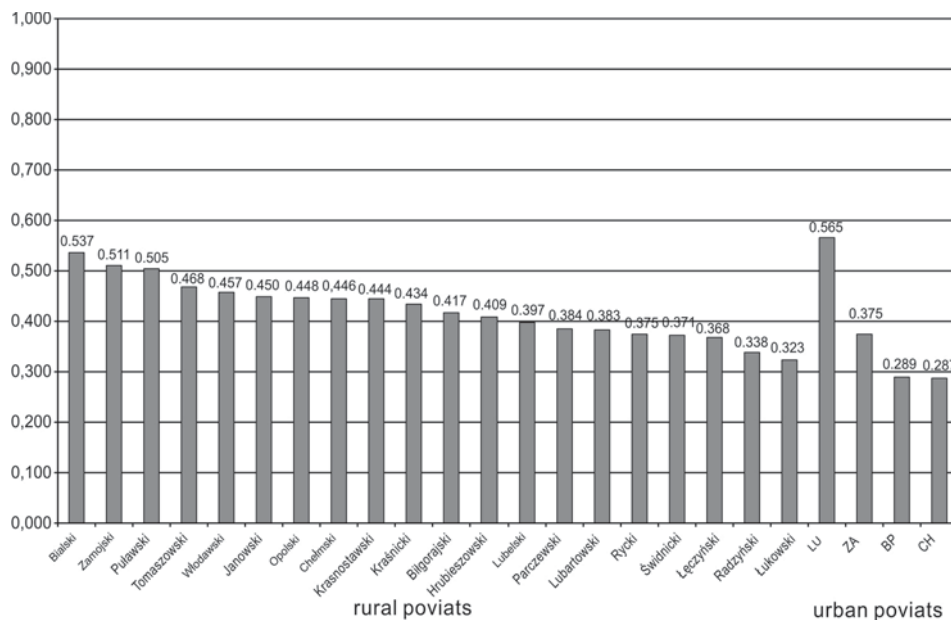


Fig. 1. Values of synthetic measure of attractiveness for poviats in the Lublin Region

In the study, the attractiveness of tourism resources of the poviats was assessed based on 16 features grouped into three divisions: natural values, cultural values and environmental protection. The method enables meaningful comparison of multivariate with each object, using the summary index characteristics. At the first stage of the study the characteristics conditioning the occurrence of tourism potential were specified. Organised in divisions initial rates were normalised. According to the methodological assumptions, different values of the initial value divided by the standard. This pattern corresponds to the highest value of the features observed in poviats. The result is the value of the features that are in the range from 0.000 to 1.000, where 0.000 is the lack of a characteristic, and 1.000 corresponds to 100% of the model (Gołembski 1999).

The maximum synthetic measure of attractiveness was obtained for Lublin (0.565). In spite of a significant degree of anthropogenation of the environment (0.468 – one of the lowest indices in the state of the environment section), the city is distinguished by natural values (0.492 – the highest index among urban poviats), and particularly cultural values (0.627 – the highest index of attractiveness of cultural values) (Fig. 1, Fig. 2a,b,c). Lublin differs from the remaining urban cities by a high contribution of forests and waters (recreational complex “Dąbrowa” and “Marina” on the Zemborzyce Reservoir). Contribution of protected areas with particular natural values is also significant (in 2003, they constituted 17% of the area of the city); within Lublin, 35 nature monuments occur. Lublin has the

highest index of development and contribution of green areas among the urban cities. The city stands out in terms of the number of objects (museums and open-air museums) and concentration of historical buildings – it is explained by over 500-year-old administrative function of the city (Świeca 2009). The most valuable historical sites include: the Castle Hill (the Museum of Lublin and the Chapel of the Holy Trinity), Dominican Monasterial Complex, Old Town Market Square, and Arch Cathedral of St. John the Baptist and St. John Evangelists, located within the historical monument protection zone (Lublin – historical arch cathedral-urban complex, entry as of 25 April 2007) (*Rozporządzenie...*, 2007). Literature on the subject emphasises the high rank of Lublin. Both the paper by R. Przybyszewska-Gudelis et al. (1979) and the *Kanon...* (2004) classify the city as one of ten great sightseeing centres of Poland.

For Zamość, the model renaissance city founded by Jan Zamoyski, entered into the UNESCO World Heritage List in 1992 (the Old Town), the tourist attractiveness measure reached the value of 0.375 (Fig. 1, Fig. 2c).

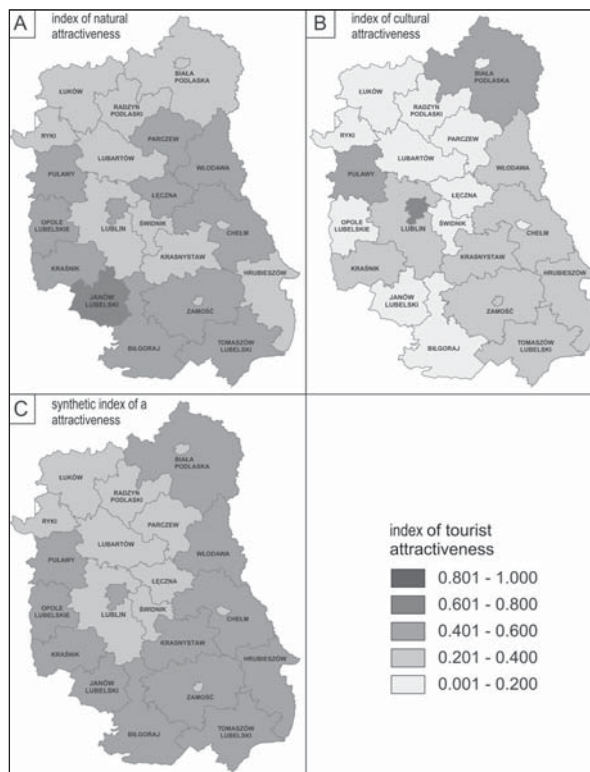


Fig. 2. Spatial differentiation of natural and cultural attractiveness indexes and synthetic index of attractiveness in the Lublin Region

Significantly lower numerical values were obtained for synthetic tourist attractiveness measures in the remaining urban cities, i.e. Biała Podlaska (0.289) and Chełm (0.287). In both of the cities, very low cultural values attractiveness indices were determined – 0.080 and 0.135, respectively (Fig. 1, Fig. 2b,c).

The calculated numerical values of tourist attractiveness indices also document variation of the rural poviats. The maximum measure (0.537) was reached by the Bialski powiat. It was mainly determined by cultural values (Fig. 1, Fig. 2b,c); the highest number of historical objects of denominational minorities was recorded in the Bialski powiat. Moreover, the powiat is distinguished by high concentration of historical mansion and palace complexes (Świeca et al. 2007) as well as sacred objects (Brzezińska-Wójcik et al. 2007).

Numerical values of synthetic attractiveness measures exceeding 0.500 were also determined for the Zamojski (0.511) and Puławski poviats (0.505). The high position of the Zamojski powiat was determined by natural and cultural values. In terms of the natural values index calculated for the powiat, amounting to 0.533, it is on the third position after the Janowski and Włodawski poviats, and in terms of the cultural values index of 0.365, it is the third after the Bialski (0.591) and Puławski poviats (0.430) (Fig. 1, Fig. 2a,b,c).

In view of the measures calculated for the Lublin voivodship, the Radzyński and Łukowski poviats are the least attractive for tourists (the numerical values of synthetic measures amounted to 0.338 and 0.323, respectively). It resulted from both low natural values (0.288 and 0.308, respectively) and cultural values attractiveness indices (0.127 and 0.147).

The importance of the tourist potential for the development of tourism development was presented below, based on the example of spatial units with city (Lublin) and commune significance (Krasnobród).

VARIETY OF THE TOURIST SPACE OF THE CITY OF LUBLIN – CASE STUDY

According to J. Wyrzykowski (2011), cities are the main sources of tourist traffic, and simultaneously attractive tourist destinations. Urban tourism was the subject of general studies (Kowalczyk 2005a). Urban tourism from the perspective of Central and East Europe was discussed by M. Bachvarov (2001). Regional papers are also encountered presenting the issues of urban tourism in Łódź (Liszewski 1999, 2005; Kaczmarek, Włodarczyk 2006), Bydgoszcz (Kowalczyk 2005b), and Kraków (Rotter-Jarzębińska, Wilkońska 2007; Kurek, Faracik 2008).

The city of Lublin has been perceived as an important national sightseeing tourism centre since the 1970's (Przybyszewska-Gudelis et al. 1979). Owing to its values, it provides conditions for development of urban tourism and change in its character towards a multifunction international tourism centre.

Lublin, inhabited by approx. 348.5 k people, is the ninth city in terms of population in Poland. The central location of Lublin in the area between the Vistula and Bug Rivers, at the confluence of three river valleys (Bystrzyca, Czechówka, and Czerniejówka), provides favourable conditions for the city's development (Świeca et al. 2009a).

Significant elements of the tourist potential of Lublin include urban and architectural historical sites, heritage of various cultures, cultural heritage of nationalities living in the city by 1939; activity of cultural-entertainment-recreational institutions, metropolitan functions, and communicational accessibility (Świeca 2009). A manifestation of the functional tourist space of Lublin are numerical indices referring to: 1) tourist attractiveness; 2) tourist traffic in certain objects of the city; 3) number of accommodation places and granted lodgings with specification of stay duration (Świeca, Brzezińska-Wójcik 2009b, 2011).

The tourist attractiveness index calculated for Lublin following the method proposed by J. Warszyńska (1970) considers natural environmental values, cultural sightseeing values, and specialist values, as well as additional values resulting from a combination of features, among others particular meso- and microclimatic properties, particular water qualities in making the landscape more attractive. In a four-stage classification, where the first stage (index > 0.7) signifies very high tourist attractiveness, and the fourth one (index < 0.2) – low attractiveness, the index of 0.47 obtained for Lublin corresponds to the stage of high tourist attractiveness. The obtained result was largely influenced by cultural sightseeing values (Brzezińska-Wójcik et al. 2009a).

Information from the Guide Services Office in Lublin and results of surveys conducted in the years 2004–2005 among Lublin's inhabitants, students, and tourists confirm that the most touristically valuable objects are those located within the Old Town. Interviewees recognised the Lublin Castle as the most valuable object in the tourist space of the city. Among the remaining objects, respondents usually indicated the Open-Air Village Museum in Lublin, the National Museum in Majdanek, and the UMCS Botanical Garden (Brzezińska-Wójcik et al. 2009a; Skowronek et al. 2009a,b,c; Świeca et al. 2009b). Data on the number of sold tickets in 15 objects in Lublin from the years 1991–2001 suggest that they are visited by the average of approx. 340 thousand people annually. The National Museum in Majdanek is the most popular among tourists (26% of the total number of visitors to the objects considered). Objects popular among tourists also include the Museum of Lublin in the Castle, the UMCS Botanical Garden, and the Open-Air Village Museum in Lublin (Świeca, Brzezińska-Wójcik 2011).

Accommodation facilities in Lublin include: hotels (34.4% of the number of accommodation objects of Lublin), motels (9.4%), guest houses (3.1%), camping sites (3.1%), a youth hostel, and others. A significant degree of concentration of objects is observed; particularly in the Old Town and Downtown, as well as in

the vicinity of the bus station, located directly next to those districts. As much as 58.1% of accommodation objects are located within 2.0 km from the city centre – counting from the Cracow Gate. In view of the obtained $Tf(t)$ index – 27.6 accommodation places per 100 inhabitants, Lublin is included in the category of urban cultural centres, stage centres, congress centres, and main regional towns (Świeca, Brzezińska-Wójcik 2009b).

Data collected and analysed allow for identification of four types of tourist space distinguished by S. Liszewski (1999) within the urban space of Lublin: the penetration, assimilation, colonisation, and exploration space. The tourist penetration space, occurring locally, is constituted by objects visited by tourist the most often (the Museum of Lublin, the Chapel of the Holy Trinity, the Arch Cathedral in Lublin, the Arch Cathedral Museum of Sacred Art, The Museum of History of the City of Lublin, and the Literary Museum of Józef Czechowicz), concentrated within the area of the original urban system (the Castle Hill, the Old Town Hill – the Old Town and the “Deptak” pedestrian zone). The space is also extended outside the compact urban development. This is suggested by the numbers of tourists visiting among others the Open-Air Village Museum or the National Museum in Majdanek. The tourist assimilation space mainly includes the “Deptak” pedestrian zone (part of the Krakowskie Przedmieście Street) and its closest vicinity, including the “Centrum Plaza” shopping centre. The urban colonisation space develops in the southern part of Lublin, within the Dąbrowa forest complex on the Zemborzyce Reservoir. The youngest type of tourist space in Lublin is the tourist exploration space. Its development is related to more and more frequent arrivals to Lublin of participants of conventions, congresses, and scientific conferences, discovering new fragments of the city. With time, some of them are included in the permanent city sightseeing schedule (Świeca, Brzezińska-Wójcik 2009b, 2011).

TOURIST POTENTIAL OF THE URBAN-RURAL COMMUNE KRASNOBRÓD – CASE STUDY

The urban-rural commune Krasnobród is located in the Zamojski powiat. It is ranking high in the rating of tourist attractiveness of powiats of the Lublin voivodship.

The assessment of tourist resources of the Krasnobród commune was conducted based on the structure of tourist potential (Stillger 1980; Bellinger 1994; Zajadacz 2004). Its components were analysed by means of the SWOT method (Kosiński 2002; Tauber, Wojnowski 2003; Matuszewska 2003). The data collected allowed to identify strong and weak points as well as opportunities and threats for tourism development. They also enabled determination of the leading forms of tourism in the commune (Brzezińska-Wójcik, Skowronek 2009).

The urban-rural commune Krasnobród includes the area of Roztocze Tomaszowskie. It is distinguished by dynamic, harmonised landscape, high quality of surface and underground waters, specific microclimate, and high forestation – 53.5% (*Lubelskie Voivodship...*, 2010). The commune constitutes an example of a dynamic administrative unit with the developed economic function, including the tourist function (Krukowska 2004; Tucki 2009). Among internal factors determining the intensity of tourist phenomena, the most significant ones include features of the natural environment, historic-cultural conditionings, health resort values, and the state of the commune's tourist development. The most important external factor of tourist development is the commune's location in the vicinity of the Roztocze National Park, and within the Krasnobród Landscape Park (Brzezińska-Wójcik, Skowronek 2009).

Results of the analysis of the structural tourist potential within the city and commune suggest that the main tourist-recreational centre of the area analysed is the city of Krasnobród. Moreover, high variety of forms of tourism is observed along with related functions: recreational, health resort, religious, sightseeing, and qualified. The recreational function is mainly developed in Krasnobród – around the reservoir and in recreational-sports facilities (e.g. the ski lift), recreation centres, guest houses, and tourist trails. The health resort function is executed exclusively in the Janusz Korczak Rehabilitation Health Resort for Children. The pilgrimage function is focused in Krasnobród-Sub-Monastery, in the vicinity of the Shrine to the Virgin Mary. In addition to Krasnobród, the remaining towns within the commune have very good conditions for development of sightseeing and qualified tourism (Brzezińska-Wójcik, Skowronek 2009). In strategic documents, they are described as camping and agrotourism villages. In the future, they will take over more and more tourists, decreasing tourist traffic in Krasnobród (Polski, Polska 2008).

The analysis of elements of the structure of the tourist potential of the city and commune of Krasnobród enabled identification of strong and weak points as well as opportunities and threats to tourist development.

The strong points include: high variety of the natural environment and its high quality; natural conditionings for development of the recreational and health resort function; historical past and cultural heritage significant for the history of Poland; and relatively good tourist management allowing to classify the commune as one of three basic tourist-recreational areas of the Lublin Region (Tucki 2008; Brzezińska-Wójcik, Skowronek 2009).

The weak point of tourist development in the commune is low degree of use of the tourist potential in relation to all of the tourist functions of the area analysed, and related insufficient development of facilities and services. Factors restricting tourist development include: low activity of the local community, self-government, tourist business entities, and local tourist organisations in creating

tourist products, and insufficient promotion of the commune at the national scale (Brzezińska-Wójcik, Skowronek 2009).

The most important opportunity for the commune in the scope of tourist development is wider use of the existing potential (natural and cultural resources), development of tourist-recreational facilities, and increase in the interest of local authorities, tourist organisations, and local community in extending the offer of the commune in the scope of health resort, conference, and business tourism, as well as tourist products. The afore-mentioned activities will result in improvement of the image of the commune as a tourist destination (Brzezińska-Wójcik, Skowronek 2009).

A threat for tourism in the commune can be the conflict between increased tourist traffic, particularly its concentration in Krasnobród, and the natural environment capacity. An unfavourable factor can also be peripherisation of the area, located far from the main national decision and economic centres. The low economic activity of the community, related to the continuous unfavourable demographic trends (depopulation and aging of the society), can be problematic (Brzezińska-Wójcik, Skowronek 2009).

According to the assessment of the tourist potential of 209 communes of the Lublin voivodship, conducted by A. Tucki (2009), the Krasnobród commune was classified as very attractive in a four-degree scale (very attractive, attractive, average, little attractive). The same degree of attractiveness – very attractive – was also ascribed to the commune in terms of natural values, cultural values, and tourist development (Tucki 2009).

POTENTIAL OF THE TOURIST SPACE OF THE GIEŁCZEW ELEVATION – CASE STUDY

The analysed area of the Giełczew Elevation included six communes: three communes located in the Lubelski powiat (Jabłonna, Krzczonów, Wysokie), two communes in the Świdnicki powiat (Piaski, Rybczewice), and the Żółkiewka commune belonging to the Krasnostawski powiat. The tourist space of the Giełczew Elevation was analysed in the functional aspect.

Synthetic tourist attractiveness measures calculated by means of the multi-dimensional comparative analysis method (Gołembski [ed.] 1999) varied from 0.184 (Wysokie) to 0.475 (urban-rural commune Piaski). In the remaining communes, the measures amounted to: 0.286 (Jabłonna), 0.313 (Żółkiewka), 0.322 (Rybczewice), and 0.350 (Krzczonów).

The study results revealed that the numerical value of the synthetic measure was largely affected by features from the group of recreational values – 43.6% and tourist development – 19.9%, followed by environmental sightseeing values – 16.1% and cultural values – 15.5%, and to the least extent – the state of the environment – 4.9% (Brzezińska-Wójcik, Świeca 2011).

The studies conducted showed that among recreational values, the tourist space of the communes is determined by forest complexes (to the largest extent in the Jabłonna commune), ponds (Piaski), significant denivelations (Krzczonów), and clean rivers and stagnant waters (Krzczonów, Żółkiewka, Rybczewice, and Piaski). Elements of tourist development, particularly road accessibility, gastro-nomic and related facilities (in all of the communes), and accommodation facilities only in three communes: Piaski, Rybczewice, and Wysokie, largely contribute to the development of features of the tourist space of the area analysed. Among environmental sightseeing values, tourist attractiveness of the area is influenced by floral rarities (in all of the communes), landscape parks (Jabłonna, where the entire area is subject to legal protection – the Krzczonowski Landscape Park and the Czerniejewski Landscape Protection Area), the Gielczew River valley (Żółkiewka), springs (Krzczonów), historical parks (Piaski and Rybczewice), and numerous vantage points (Jabłonna). Among cultural sightseeing values, the tourist space of the communes is determined by historical sites and cultural events (in all of the communes), folklore objects and centres (in the Jabłonna and Wysokie communes), archaeological sites (in the Krzczonów commune), as well as museums, archives, and collections (in the town and commune of Piaski) (Brzezińska-Wójcik, Świeca 2010a,b, 2011).

The variety of the tourist attractiveness of the six communes analysed is also confirmed by results of studies by A. Tucki (2009). Based on the synthetic tourist attractiveness measure, the author classified the Piaski and Rybczewice communes as attractive, Krzczonów and Jabłonna – as average, and Żółkiewka and Wysokie – as little attractive.

The high variety of recreational and specialist, as well as sightseeing values, and high differentiation of elements of tourist infrastructure make the area of the analysed communes suitable for various types of tourism: cognitive (environmental, geotourism, ecotourism), recreational (agrotourism), and qualified (hiking, cycling, cross-country skiing). It is worth emphasising the high quality of the environment, particularly the satisfactory state of the communes in the scope of wastewater treatment – especially in the Krzczonów and Żółkiewka communes, and waste management – Piaski commune (Brzezińska-Wójcik, Świeca 2010a, b, 2011).

ACCOMMODATION FACILITIES IN THE LUBLIN REGION

Assessment of tourist infrastructure resources is significant in studies on tourism development in a specified area. The most important element of tourist infrastructure are accommodation facilities, quite commonly recognised as the main indicator of receptive capacity of a given area (Drzewiecki, Iwicki [eds.]

1976). They include collective accommodation facilities and individual holiday cottages, so-called second houses. Due to lack of official data concerning recreational lots and “second houses”, this paper focuses on collective accommodation facilities.

Accommodation facilities in the Lublin voivodship² constitute approx. 4.5% of all such facilities in Poland, and provide only 3.3% of the total number of accommodation places in the country. In 2010, they included 322 objects with 20,307 accommodation places, 59.8% of which were accessible all year round.

Accommodation faculties within the voivodship include mainly recreation resorts (56 objects), hotels (49), and other hotel objects (objects with the function of a hotel, motel, or guest house, with no assigned category). The objects predominate also in terms of the number of accommodation places – both hotels and recreation resorts have more than 3.6 thousand accommodation places, and other hotel objects – less than 2.5 thousand (Tab. 1).

Table 1. Collective accommodation establishments for tourists in the Lublin voivodship in 2010 by type (category)

Type (category) of facility	Number of facilities	Number of beds	Average number of beds	Tourists accommodated		Nights spent	
				total	of which foreign tourists	total	of which foreign tourists
1	2	3	4	5	6	7	8
Grand total	322	20307	63	665609	89940	1612094	128884
Hotels	49	3667	75	306628	72200	425466	95909
Motels	9	379	42	16696	1686	24911	2190
Guest houses	11	456	41	16364	186	27706	225
Other hotel objects	48	2438	51	110709	10233	194290	17324
Travel lodges	1	45	45	1423	61	11857	371
School youth hostels	38	1493	39	24558	488	56110	939
Recreational resorts	56	3691	66	29288	11	148831	21
Youth camp facilities	6	691	115	3407	0	30905	0
Training and recreational centres	28	1605	57	49026	1328	119196	3041
Artists retreats	2	193	97	7041	73	18653	283
Complexes of chatlets	16	1005	63	15863	23	51660	57

² The information on accommodation facilities was prepared based on data of the Local Data-bank of the Central Statistical Office (GUS) concerning collective accommodation facilities (http://www.stat.gov.pl/bdl/app/strona.html?p_name=indeks, downloaded on 7 November 2011)

1	2	3	4	5	6	7	8
Caravan parks	4	355	89	5466	1138	8723	1500
Campsites	7	580	83	2018	3	5793	3
Health resorts	4	1241	310	38057	81	380916	749
Others	43	2468	57	39065	2429	107077	6272

Source: on the basis of the Local Databank of the Central Statistical Office (GUS)

On the average, the Lublin voivodship provides approx. 63 accommodation places per accommodation facility. The index is different for individual types of objects. The highest capacity is provided by: health resorts (310) and holiday camps (115). The lowest number of accommodation places per object is determined for school youth hostels, with 39 accommodation places on the average (Tab. 1).

Table 2. Collective accommodation establishments for tourists in poviats of the Lublin voivodship in 2010

Voivodship/ Poviat	Number of facilities		Number of beds		Tourists accommodated		Nights spent	
	total	in %	total	in %	total	in %	total	in %
1	2	3	4	5	6	7	8	9
Grand total	322	100	20307	100	665609	100	1612094	100
Rural poviats								
Bialski	22	6.8	910	4.5	30325	4.6	45421	2.8
Biłgorajski	9	2.8	329	1.6	6694	1.0	9644	0.6
Chełmski	7	2.2	433	2.1	5917	0.9	9487	0.6
Hrubieszowski	4	1.2	175	0.9	3976	0.6	4716	0.3
Janowski	9	2.8	869	4.3	24889	3.7	64266	4.0
Krasnostawski	3	0.9	113	0.6	8079	1.2	11253	0.7
Kraśnicki	1	0.3	34	0.2	1572	0.2	1801	0.1
Lubartowski	20	6.2	1190	5.9	14890	2.2	54089	3.4
Lubelski	8	2.5	203	1.0	12461	1.9	14311	0.9
Łęczyński	5	1.6	268	1.3	1994	0.3	7713	0.5
Łukowski	6	1.9	255	1.3	8797	1.3	19103	1.2
Opolski	4	1.2	189	0.9	5503	0.8	7607	0.5
Parczewski	16	5.0	812	4.0	6910	1.0	23461	1.5
Puławski	46	14.3	4131	20.3	180401	27.1	643865	39.9
Radzyński	7	2.2	93	0.5	4525	0.7	5108	0.3
Rycki	4	1.2	82	0.4	4515	0.7	5425	0.3

1	2	3	4	5	6	7	8	9
Świdnicki	4	1.2	136	0.7	3692	0.6	6066	0.4
Tomaszowski	14	4.3	852	4.2	11568	1.7	35676	2.2
Włodawski	46	14.3	2737	13.5	20945	3.1	101414	6.3
Zamojski	25	7.8	1508	7.4	30759	4.6	82832	5.1
Urban poviats								
Biała Podlaska	9	2.8	685	3.4	18596	2.8	40896	2.5
Chełm	6	1.9	545	2.7	15330	2.3	35102	2.2
Lublin	30	9.3	2452	12.1	187961	28.2	283543	17.6
Zamość	17	5.3	1306	6.4	55310	8.3	99295	6.2

Source: on the basis of the Local Databank of the Central Statistical Office (GUS)

The distribution of accommodation facilities is uneven (Tab. 2, Fig. 3). Most of the objects (46) are located in the Włodawski and Puławski poviats. The structure by type of accommodation facilities in the poviats clearly reflects the character of the tourism. In the Włodawski poviat, majority of accommodation facilities are seasonal – 91% (mainly recreation resorts – 25 objects, constituting 45% of the voivodship's potential). Accommodation facilities in the Puławski poviat are of a different character – approx. 98% are year-round objects, i.e. hotels, guest houses, and training and recreation centres (Fig. 3).

Analysis of the distribution of accommodation facilities in the Lublin Region clearly shows dominance of the so-called tourist triangle (Lublin–Puławy–Kazimierz Dolny). Lublin and Puławski poviat provide approx. 50% of the total number of year-round accommodation places of the Lublin voivodship. Thirty objects in Lublin have 2,452 accommodation places, including approx. 90% year-round places. A number of poviats in the Lublin voivodship, however, are still under-invested in the scope. Those are poviats of Chełmski, Hrubieszowski, Łeczyński, Łukowski, Opolski, Parczewski, Radzyński, and Tomaszowski (Tab. 2, Fig. 3).

The index of use of accommodation places in the Lublin Region is approximate to the national level – 33.3% (in Poland – 34.6%) (Tab. 2).

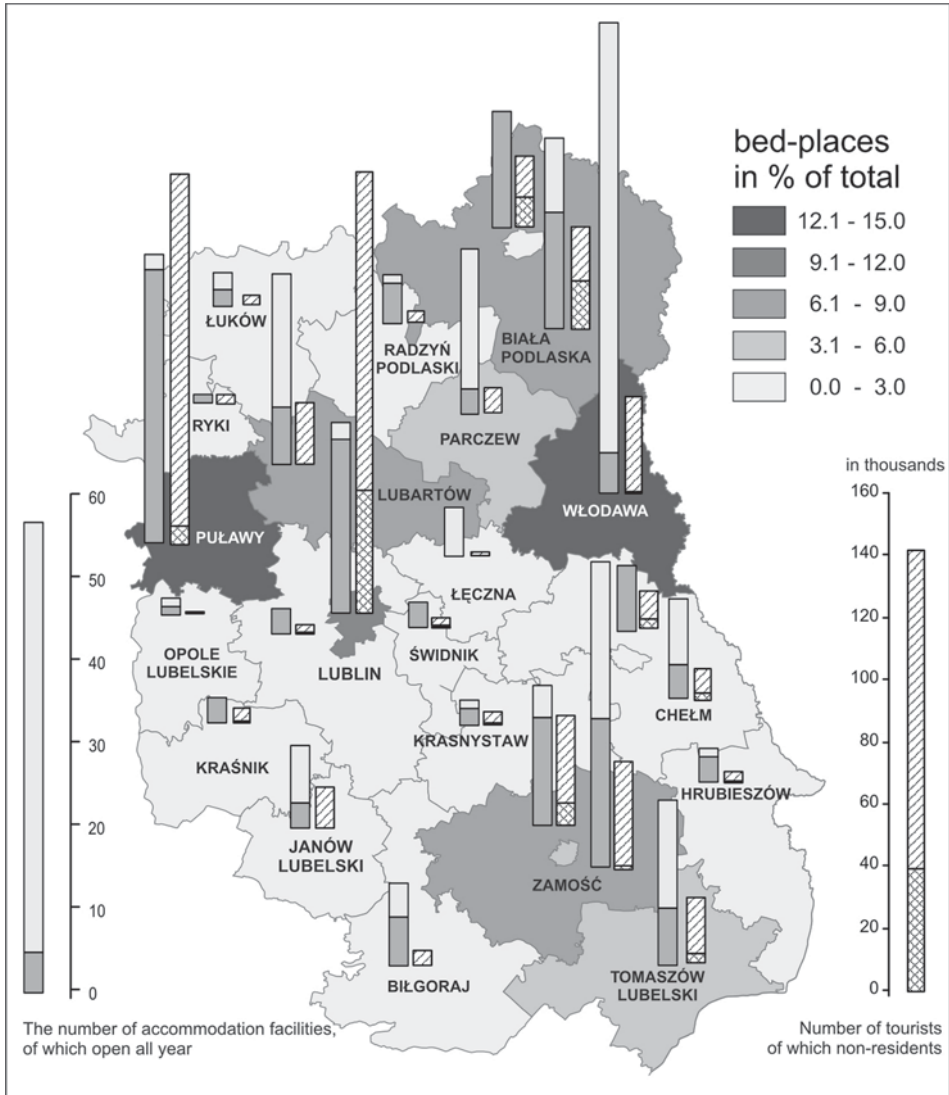


Fig. 3. Collective accommodation infrastructure in the Lublin voivodship in 2010 by poviats

CONCLUSION

High environmental and cultural values of the Lublin Region favour tourism development. The resources, however, are not used to a sufficient extent. It is manifested by among others lack of preparation of recreation areas in terms of adequate technical infrastructure, low standard of services provided in accommodation and gastronomy facilities, too low rate of agrotourism development, insuf-

ficient cultural and entertainment offer, bad technical state of a significant number of tangible culture monuments, lack of relevant promotion of recreation-tourist values of the region, and low level of awareness concerning possibilities for use of tourism as a form of gainful activity.

The main reason for such a situation is still low prosperity of the Polish society, perception of this part of the country as weaker economically, and lack of knowledge on values of the Lublin Region.

Lublin has not yet developed sufficiently attractive supply in the scope of the tourist offer targeted at foreign visitors. As a result, their stay in the Region is often random and short. Also among national tourists, holiday and residential tourism of several days prevails, involving recreation resorts, camping cottages, or own "second houses", and those are mainly used by the inhabitants.

The situation of National Parks is different from that of tourism in the Lublin Region, described above (Skowronek et al. 2005). With exceptional values of the natural and cultural environment – appropriately secured and protected, and prepared and invested tourist infrastructure, the objects constitute ready-to-use elements of the tourist product of the Lublin Region.

The first projects aimed at improvement of the image of the Region as a tourist region have appeared lately. An example is the Euro-Triangle of Friendship Route: Lublin–Lutsk–Brest project (*Trasa...*, 2005). The advantage of the Lublin Voivodship in such undertakings is its geopolitical location. The Lublin Region is an important link between the countries of the European Union with the East. Opening the part of Europe so far unknown to the West due to political reasons, and development of possibilities of its familiarisation, result in a high chance of activation of tourist traffic in the Polish-Belarusian-Ukrainian border area.

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STRESZCZENIE

W artykule zaprezentowano przegląd dotychczasowych opracowań dotyczących możliwości turystycznego wykorzystania zasobów przyrodniczych i kulturowych regionu lubelskiego oraz przedstawiono studia przypadków w tym zakresie.

Przegląd dotychczasowych opracowań obejmuje: przeglądowe opracowania naukowe opublikowane w latach 1963–2011, regionalne prace naukowe oraz publikacje o charakterze informacyjnym i popularnonaukowym. Na uwagę zasługują prace odnoszące się do całego regionu,

m.in. dotyczące oceny potencjału turystycznego regionu, wykorzystania dziedzictwa kulturowego możliwości wykorzystania osobliwości geomorfologicznych w geoturystyce. Wiele prac odnosi się do czterech subregionów Lubelszczyzny: Roztocza, Pojezierza Łęczyńsko-Włodawskiego, Wyniosłości Giełczewskiej, południowego Podlasia. Niektóre opracowania dotyczą także: oceny elementów środowiska geograficznego dla różnych form użytkowania turystycznego; przyrodniczych i społeczno-ekonomicznych uwarunkowań rozwoju turystyki; turystycznego wykorzystania osobliwości przyrodniczych w dolinach rzek; roli turystyki w rozwoju miast i gmin regionu. Wiele prac odnosi się do zagadnienia percepcji przestrzeni turystycznej miasta Lublina przez różnych użytkowników – mieszkańców, studentów i turystów. W opracowaniach przeanalizowano również możliwość wykorzystania wyników badań nad oceną potencjału w strategii rozwoju lokalnej turystyki oraz współpracę społeczności lokalnych w zakresie kreowania regionalnych produktów turystycznych. Przedmiotem opracowań była również rola organów samorządowych i stowarzyszeń w rozwoju turystyki.

W części analitycznej opracowania zaprezentowano studia przypadków – ocenę potencjału turystycznego jednostek przestrzennych o charakterze administracyjnym (województwo lubelskie, miasto – Lublin, gmina – Krasnobród) oraz fizycznogeograficznym – Wyniosłość Giełczewska. Z przeprowadzonej analizy wynika, że duże są możliwości turystycznego wykorzystania walorów przyrodniczych i kulturowych regionu lubelskiego. Jednakże te wysokiej rangi zasoby nie są wykorzystane w pełni. Przejawia się to m.in. w braku odpowiedniej infrastruktury technicznej na obszarach wypoczynkowych, w niskim standardzie usług świadczonych w bazie noclegowej i żywieniowej, w zbyt wolnym tempie rozwoju agroturystyki, niewystarczającej ofercie kulturalnej i rozrywkowej, złym stanie technicznym znacznej części zabytków kultury materialnej, braku odpowiedniej promocji walorów rekreacyjno-turystycznych regionu oraz niskim poziomie świadomości co do możliwości wykorzystania turystyki jako formy działalności zarobkowej. W ofercie turystycznej, skierowanej do turystów zagranicznych, region lubelski nie wypracował dotychczas dostatecznie atrakcyjnej oferty. Z tego powodu pobyt turystów zagranicznych w regionie jest często przypadkowy i krótki. Również wśród turystów krajowych przeważa turystyka świąteczna i pobytowa kilkudniowa, a z własnych „drugich domów” korzystają głównie mieszkańcy regionu. Przyczyną takiego stanu rzeczy jest brak dostatecznej wiedzy na temat walorów regionu lubelskiego. Na tle regionu lubelskiego znacznie korzystniejsza sytuacja w zakresie oferty turystycznej i jej wykorzystania notowana jest w parkach narodowych – Poleskim i Roztoczańskim.

Słowa kluczowe: zasoby przyrodniczo-kulturowe, Lubelszczyzna, potencjał turystyczny, studia przypadków