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AN ATTEMPT TO ASSESS THE PROMOTION AND INTENSITY OF TOURISM AND LEISURE IN KOZŁOWIECKI LANDSCAPE PARK

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ABSTRACT: The objective of this study is the assessment of the promotion of tourist and recreational traffic in Kozłowiecki Landscape Park by examining the intensity and preferences as well as social structure of the participants. The research was conducted using the methods of observation and diagnostic survey, including the application of the questionnaire and interview techniques, as well as the technique of documentation analysis. The research was conducted in 2015.

On the foundation of the analysis conducted on the research outcome, it was found that in the studied park mainly the local recreational activity is developing. The promotion of the attractive qualities of this area in the provincial capital city, located 13 kilometres away, is poor although it actually exists. It was also found that the tourism-oriented development of the area surrounding the park is low, yet it was noted that the services provided by the nearby Zamoyski Museum in Kozłówka are very well promoted – unfortunately only by one-day visitors. A proposal was put forward to join the forces of the local institutions and communities and develop an offer of a well-designed, comprehensive tourism product, which will also be well promoted.

Keywords: promotion, tourism, recreation, landscape park

Introduction

Presently, all of the legal, economic and social measures related to environment protection have their source in "Agenda 21" – the most important document of the UN Conference referred to as the "Summit of the Earth", held in 1992 in Rio de Janeiro. This is where the principle of sustainable development originates from, of which an integral part is constituted by legally protected areas, which amount to about 8% of the landmass area of the globe (Sawicki 2007, p. 21-22). In Poland these cover 32% of the country, and in Lublin Voivodeship /Province/ 22% of its area (Sawicki 2014, p. 48).

While considering the forms of environment protection, with respect to the territory size, the largest ones in Poland are protected landscape areas (23% of the country area) and landscape parks (8,1% of the country area). Many authors underline that landscape parks play an important economic, protective, educational, and recreational role, but with compliance to the rules of sustainable development. Literature often emphasizes the favorable influence of landscape parks on the formation of agritourism farms, which in rural areas constitute an important part of the accommodation base conditioning the creation of a tourist product. In this respect, natural and cultural values as well as recreational use of the landscape parks, are also important. According to many authors tourism causes serious problems for such areas, yet it is at the same time an important sphere of national economy and performs an important social role, as long as it complies with the principles of sustainable development (Christie et al., 2014, p. 1; Eagles et al., 2001, p. 1-2; Kowalczyk, Derek, 2010; Lebensztejn, 2016; Niezgoda, 2006). In the literature the beneficial impact of landscape parks on forming agritourism farms is often highlighted (Jalinik, 2009, p. 43; Płazińska, 2016, p. 21-22; Szych et al., 2008, p. 179-180; Uglis, 2010, p. 83). It is noteworthy that in the countryside they form an important part of accommodation facilities, which conditions the creation of the tourist product (Sawicki 2014, s. 48). In this respect of considerable significance are the attractive environmental and cultural qualities, as well as recreation management in landscape parks (Pawlikowska-Piechotka 2009; Ważyński, 1997, p. 141-149).

The tourism or recreational product is generally the most important marketing tool for tourist services, and its price and distribution are in a sense only derivatives, yet without promotion it is difficult to make it competitive because it is an integral part of market competition (Mandziuk, Janeczko, 2009, p. 69). From the functional point of view, promotion is understood as a personal or non-personal activity encouraging buyers to purchase a product. In the substantive aspect, it is defined as a set of tactical and strategic ways of communication, whereby a company places on the market

information about itself and its products, which ought to motivate potential and current buyers to make a purchase (Panasiuk, 2013).

While launching promotional activities for tourist and recreational services in landscape parks, one cannot forget about the necessity of observing the principles of sustainable development, because their primary objective is the preservation of landscape qualities, including those of natural and cultural character, and one should place the propagation of the services discussed here in the conditions of forestry management in a secondary position. In so defined an idea of utilising the tourist and recreational assets in landscape parks one should first of all see the priority in educational and recreational services, on the foundation of a well-adapted infrastructure serving this purpose (Mazurek-Kusiak, 2016, p. 165; Mazurek-Kusiak et al., 2014, p. 179; Madejski, Pawłowski, 2014, p. 24-25; Nizioł, 2014, p. 68-69; Tuross, 1996; Wartecka-Ważyńska, 2007).

Studies show that human health depends on factors such as lifestyle (50%), living environment (20%), genetic factors (20%), and health care (10%), (Dygacz, Nawrocka, 2015, p. 14; Dąbska, 2015, p. 324). In the lifestyle, a huge role is attributed to physical activity, which in Polish society is very underestimated, because only about 30% of children and adolescents as well as 10% of adults cultivate different forms of movement (Janicki, 2008, s. 97). In the above outlined context, the research upon recreation in landscape parks are an important factor of an increase in the care of the health of our society.

The objective and methods of research

The objective of this study is the assessment of the promotion of tourist and recreation traffic in Kozłowiecki Landscape Park. This analysis made use of secondary data obtained from the administration of Zamoyski Museum in Kozłówka and original primary results (secondary results). In the research we employed the method of observation and diagnostic survey, including the questionnaire technique, as well as the direct interview and documentation analysis techniques. The research was conducted in 2015 among:

- 200 secondary school students in Lublin (questionnaire),
- 200 residents of Lublin, aged over 25 (questionnaire),
- 200 tourists and vacationists (>18) encountered in Kozłowiecki Landscape Park (questionnaire, person count),
- 100 tourists encountered in Zamoyski Museum in Kozłówka (interview).

The research in Kozłowiecki Landscape Park was conducted from May to September. In each month the research was conducted between 9 am and 7 am during 10 good-weather days (Monday-Friday) and during two weekends

(Saturday-Sunday). In Zamoyski Museum only interviews with tourists were held on various weekdays. Apart from this, before starting the research, we conducted reconnaissance by visiting the studied areas and selected agri-tourism farms and in institutions: local commune administration, Lubartów Forestry Inspectorate, Complex of Lublin Landscape Parks and in Lublin.

Characteristics of the research area

Kozłowiecki Landscape Park (KLP) was founded by resolution of the Provincial National Council of Lublin on 26.02.1990. it is a typical forest area, lying within the Lubartów Plain. In 90% it is made of the parts of Kozłowiecki forests, which are the most valuable in terms of landscape, natural history and culture. The park covers the southern part of Lubartów Upland and is the environmentally valuable area located closest to Lublin.

Its terrain is predominantly a plain with a few moraine hills, dunes and deflation depressions, with altitude variation reaching 10 m and few hills up to 50 m high. The only reserve within the park – “Kozie Gory” – protects valuable old oaks. In the discussed area there occur numerous rare plants and animals – both game and protected ones. This area features fish ponds and the River Krzywa which flows across the Park and feeds into the River Wieprz. Historic objects include an eighteenth century hunting lodge “Stary Tartak /Old Sawmill/”, offering accommodation for 16 people and a hunters’ lounge. At the distance of 2 km from KLP lies an aristocratic mansion, now called Zamoyski Museum in Kozłówka, which is visited by 200 000 tourists a year (Musiał, 2014, p. 43-44).

The entire tourism and recreation infrastructure in the area of KLP is constructed and managed by the company “Lasy Państwowe /State Forests/”, and specifically by the Lubartów Forestry Inspectorate. There are numerous cycle lanes on tarmac roads there (30 km), educational trails, two parking lots for bicycles and cars, roofed shelters, tables, benches and toilets for tourists. The trails and sites of tourist traffic are marked with pictograms and equipped with info boards. The newest investment, launched for use, is a running track of 8800 m (running, walking, Nordic walking, rollerblading and Nordic skiing). Considering the area where tourist traffic is generated, it is worth adding that the nearby Lublin is populated by 375 000 residents and the nearby district seat town of Lubartów has population of 25000.

The research results and discussion

The management and promotion of tourism and recreation in KLP is a quite complex topic, as it remains within the prerogatives of the local government authorities, State Forests company, the management of the Landscape Parks Complex, as well as NGOs (Mazurek-Kusiak, 2014, p. 134; Pigoń, 2009, p. 14; Sawicki, Kobyłka, 2015, p. 251; Ważyński, 1997, p. 141-149). In the discussed park, the investments in the field of tourist and recreational infrastructure are dealt with only by Lubartów Forestry Inspectorate. Part of this infrastructure serves promotional purposes (info boards, marking tourist trails). Good promotion is also furnished by lessons conducted by foresters in the schools of Lubartów district and in the local radio and TV, as well as during the annual youth running event in KLP (Mazurek-Kusiak 2014, p. 134). The management of the Complex of Lublin Landscape Parks handles mainly the formal official proceedings and also promotes tourism by publishing materials on the website and in print.

On the basis of the performed research reconnaissance, it can be concluded that the promotion of attractive qualities and tourist services associated with the studied park is at its weakest when conducted by the local government authorities and non-government organisations. Basing on the research conducted among secondary school students in Lublin, it was found that only 47,1% of them correctly named KLP as the one nearest to Lublin. An even lower score (16,3%) was recorded for adult residents of this city. When asked about visits in this Park, it turned out that 67,2% of secondary school students have never visited this area, and among adults this percentage was as high as 89,3%. On the other hand, the students visited the park mainly for recreational and explorative purposes (96,6%), while the adults were primarily busy with forest berries picking (table 1).

Table 1. Knowledge and practical use of the tourist and recreational assets of the landscape parks of Lublin Province

No.	Studied population	A	B				C	
			0	1-3	4-5	>5	Recreation exploration	harvesting
1	Secondary school students	47,1	67,2	15,8	11,6	5,4	96,6	3,4
2	Adults	16,3	89,3	5,1	4,5	1,1	34,5	65,5

A. Name the landscape park located the closest to Lublin (% of received replies)

B. The number of the respondent's stays in landscape parks in the last 5 years.

C. The purpose of the respondent's stay in a landscape park (100% was assumed to be the persons who have been to KLP at least once)

From the analysis of the research conducted among tourists and vacationists staying in KLP it follows that the promotion of the attractive qualities of the environment and recreation was best performed by the family and friends (72,4%), followed by the online information (58,6%) (figure 1). Different results were obtained by Mazurek-Kusiak (2014) in Krasnobród Landscape Park, which testifies to local differentiation of the impact of promotional measures on tourist traffic.

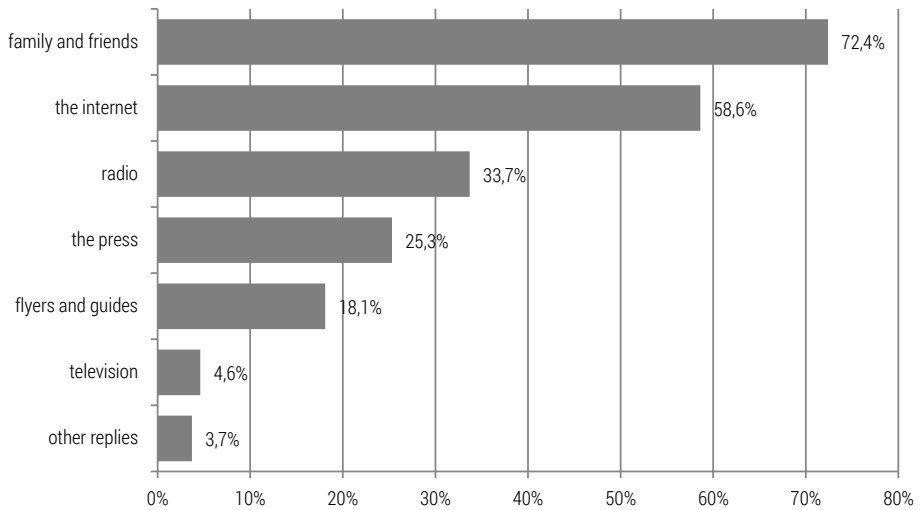


Figure 1. Sources of knowledge about the tourists and recreational assets of Kozłowiecki Landscape Park (opinions by vacationists met in KLP)

When the participants of the tourist traffic in KLP were asked about barriers to using the attractive qualities of this area, it turned out that there were the most complaints about the lack of infrastructural investments regarding the catering and accommodation facilities, lack of offers for events and trips on the market. There were even complaints voiced as regards the impossibility to buy tourist guides and unavailability of information desks in the park itself (figure 2). At the same time, in interviews 100% respondents expressed appreciation for the recent investments (parking lots, recreational accommodation, fitness amenities).

In general the complaints from tourists and vacationists, as regards the lacking tourist infrastructure, should be viewed as justified because these issues are not promoted among local entrepreneurs and it ought to be admitted that entrepreneurship should be stimulated by local government authorities. This observation finds confirmation in Jalinika's publications (Jalinik, 2014, p. 19). Considering the requirements of practical ecological education

for non-affluent school-attending youth, it would be justifiable to build youth hostels with accommodation for around 150 persons in the vicinity of KLP. It is also justified in other studies (Sawicka, Borowicz, 2012, p. 71; Sikora, 2007, p. 14-15).

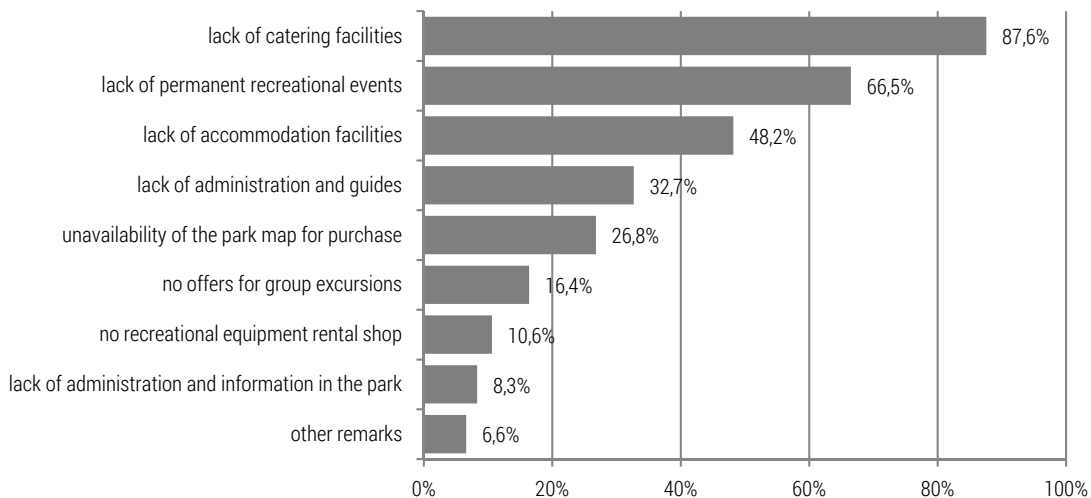


Figure 2. Barriers to exploiting the tourist and recreational assets of KLP

Table 2. The average number of tourists staying in Kozłowiecki Landscape Park in selected locations and weekdays of 2015

No.	month	Days of the week	Average number of tourists	Min – max number of tourists
1	May	Monday – Friday	14	11 – 23
		Saturday – Sunday	27	15 – 38
2	June	Monday – Friday	38	21 – 56
		Saturday – Sunday	53	38 – 79
3	July	Monday – Friday	118	68 – 154
		Saturday – Sunday	172	92 – 215
4	August	Monday – Friday	139	57 – 173
		Saturday – Sunday	171	84 – 186
5	September	Monday – Friday	12	8 – 14
		Saturday – Sunday	18	10 – 25

In the landscape parks of Lublin Province, none of the institutions conducts research in tourist traffic and hence the fragmentary research results, shown in table 2 may serve as a sort of indicator. In KLP one may most often encounter cyclists (76,4% of the entire traffic), including the residents of Lubartów district or persons staying there as tourists who amounted to 62,6%. The remaining tourists and vacationists (23,6%) came largely from Lublin. It does not testify favourably to the promotion of KLP assets in this provincial city.

When viewing the data in figure 3 we may safely state that the tourist services of the Zamoyski Museum in Kozłówka are promoted relatively well, since there are over 200000 tourist visits annually. Unfortunately these are only one-day stays, because tourists usually find accommodation in Nałęczów and Puławy (distance of about 60 km). in the course of tourist interviews it follows that as many as 46,7% of them would willingly stay longer in this area but there are no accommodation facilities and real tourist offers focusing on the nearby tourist attractions, like at least those related to KLP. In principle this issue may only be resolved by the industry of the local government authorities and NGOs. It ought to be underlined here that the main tourist season in Zamoyski Museum lasts from May to September and develops similarly as in KLP. In this situation a specific remedy may be found in educational and business tourism, but these, in turn, require intensive and co-ordinated measures undertaken by local institutions and the forces of all the communities.

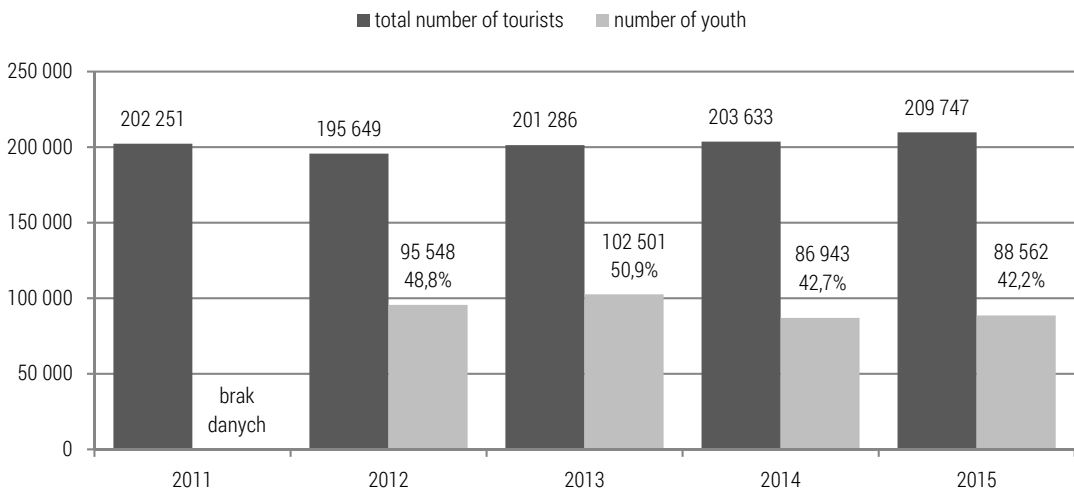


Figure 3. Tourists visiting Zamoyski Museum in Kozłówka during the period 2011-2015

Summary

When analysing the collected research results it was concluded that Kozłowiecki Landscape Park is poorly promoted. The tourism-oriented development of the surrounding terrain is also low. As an example it should be added that in this area there are only two agritourism farms operational. There exist no tourist offers on the market which would combine the attractions of the well-promoted Zamoyski Museum in Kozłówka with the nearby tourist assets, creating the possibility of retaining tourists for a longer period than one day. The co-operation of local institutions and organisations in the field of the discussed field of economy is not manifested either. In this situation the measures that ought to be undertaken are:

- using the potential of the promoted tourist traffic in Zamoyski Museum and developing the local tourist product with intensive and consenting co-operation of all local institutions and forces of the community;
- drawing attention to the necessity of constructing a youth hostel which accommodates about 150 persons, as a foundation for developing youth and educational tourism;
- developing satisfactory amenities for business tourism, which together with the above-mentioned types of tourism will largely level down the existing seasonality of tourist traffic;
- creating comprehensive, well-designed and promoted tourist offers, in which the environmental and cultural attractions of KLP will play a significant role;
- the regional and local government authorities ought to intensively and collectively work on the development of local entrepreneurship in the field of tourism economy.

To conclude, Kozłowiecki Landscape Park, due to its proximity to nearby large cities, is a great place for recreation and educational purposes of the local community, but it requires more coordinated and intensive activities of all institutions and organizations.

Contribution of the authors into creating the article:

Bogusław Sawicki – the research concept, collaboration in the research process and processing the outcome (50%)

Anna Mazurek-Kusiak – collaboration in the research process and processing the outcome (50%)

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