

29 TOURISM PLANNING AND MANAGEMENT IN KAZIMIERZ LANDSCAPE PARK, POLAND

WITOLD WOLOSZYN

EWA SKOWRONEK

INTRODUCTION

Kazimierz Landscape Park (KLP) was established in 1979 as the first landscape park in the Lublin province and the eighth one in Poland, in order to preserve the unique elements of the natural and cultural landscape in the district of Kazimierz Dolny and its vicinity, and in the region of the ravined Vistula Valley (Rakowski *et al.*, 2002). By the statutory definition, “a landscape park is an area protected due to its natural, historical and cultural values, and it has been established to preserve, popularise and disseminate these values in the conditions of a sustainable development” (Nature Protection Act, 2004).

According to the physical-geographic division of Poland, the park belongs to four mesoregions of the Lublin Upland: the Little-Poland Vistula Gap, the Naleczow Plateau, the Belzyce Plain and the Chodel Basin, and to one mesoregion of the south-Mazovian Heights – the Radom Plain (Kondracki, 1998).

The park, which occupies an area of 14961 ha, and its protection zone – an area of 24189 ha (Fig. 1), is located in the Lublin province within the boundaries of two counties: Pulawy (comprising Janowiec, Kazimierz Dolny, Konskowola, Pulawy and Wawolnica rural and municipal districts) and Opole Lubelskie (Wilkow rural district). The percentage, by surface area, of the districts in the total area of the KLP varies. The largest part of the park (41.6%) is situated in the Kazimierz Dolny district. In other districts, smaller parts are situated: Wawolnica (24.4%), Wilkow (11.8%), Konskowola (11.4%), Janowiec (9.7%) and Pulawy (1.2%) (Protection Plan for KLP, 1999).

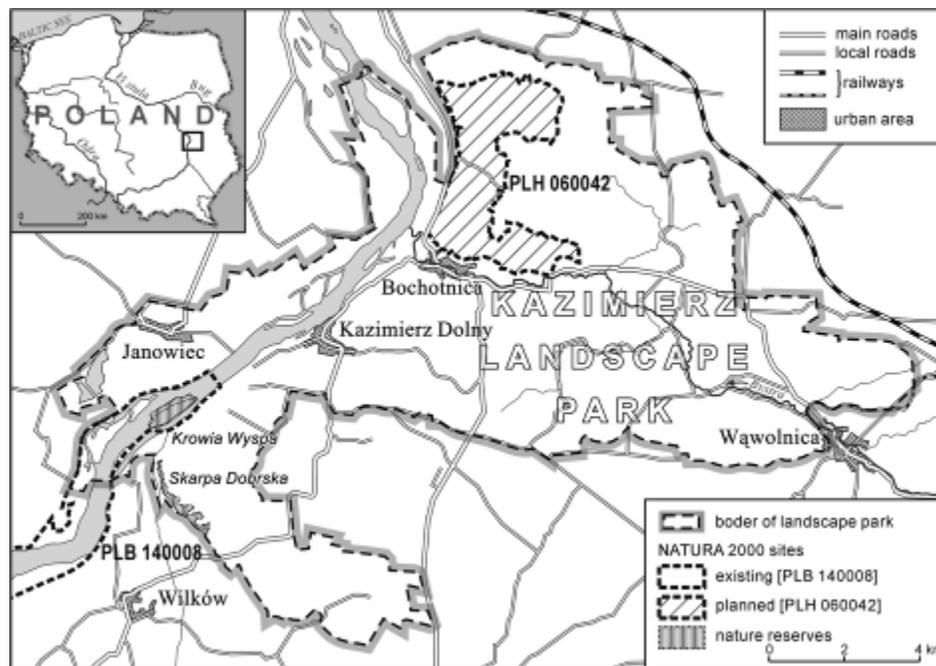


Figure 1: Location of Kazimierz Landscape Park.

Kazimierz Dolny and its surroundings are some of the most important recreation areas in the country. This is an area of fundamental significance for holiday recreation tourism, whose predominant complex of tourist amenities is defined as mixed. In the classification of sightseeing objects and resorts, it belongs to a group of important sightseeing resorts, on a par with such places as Malbork, Sandomierz, Zamosc (Lijewski *et al.*, 2002a). In the classification with respect to tourist attractiveness, for the needs of foreign incoming tourism, Kazimierz Dolny has been listed among places particularly worth seeing, which justifies organising a special trip to visit. There are only 19 such places in Poland, and in the Lublin province only Zamosc belongs to the group (there are 30 of those areas, resorts and objects in Poland). Sightseeing and recreational assets are the prevalent type of amenities that define the tourist attractiveness of the town. Thus, Kazimierz Dolny is counted among the group of large recreation centres, boasting attractive landscape, a large range of recreation forms, a diversified high-standard accommodation offer, and a well-developed supplementary facilities base (Lijewski *et al.*, 2002b).

The tourist attractiveness of KLP relies on an exceptional combination of natural and cultural elements. It pertains not only to the tourist resort of Kazimierz Dolny, but also to the surrounding area. Owing to its tourist amenities, the park belongs to a group of the most frequently visited landscape parks in Poland.

The paper discusses relationships between tourism, economic development and environmental protection and management in the KLP. Possible solutions concerning

problems of the tension between preservation of environmental values and tourism, agriculture, housing and infrastructure development are presented in the context of appropriate current environmental, land use planning policies.

ENVIRONMENTAL VALUES AND THEIR PROTECTION IN KAZIMIERZ AREA

Due to the location of the park on the boundary between the highlands and lowlands of central Poland and to the number of physical geographic mesoregions it comprises, its environmental conditions are diversified. Among the surface features of the land, lowland landscapes, mostly those of valleys, accumulation plains and valley-floors, in the western part of the park, and highland landscapes, mostly of the loess type, characteristic of the remaining area, can be distinguished. The tourist attractiveness of the park is enhanced by the relief forms accompanying such landscape types, including valleys, water-gaps and gullies (loess ravines) of the highest density in Europe (11 km/km²).

The varied relief, geological structure, soils, hydrologic and microclimatic conditions create a medley of habitats, which accounts for the variety of the plant cover and the wealth of the fauna. The vegetation of fertile warm habitats (cropland, grass, xerothermic scrub, dry-ground forests) prevails, a much smaller area being occupied by aquatic and waterside vegetation. Man has played a substantial role in the formation of the present-day floral composition of the park. Nowadays, more than half of the vegetation in KLP is of synanthropic origin. It is mainly segetal (fields and gardens) and ruderal (connected with settlements and transport routes) (Kucharczyk, 1992).

The wealth of the natural environment of the park has been taken under specific forms of legal protection. It encompasses plants and animals that are under species protection, 212 ha of soil-protecting forests (on the valley-slope of the Vistula River in Parchatka and in the vicinity of Celejow) and trees, *i.e.*, 33 nature monuments, mainly oaks, but also linden trees, elms, beeches, poplars (Nowacka, 1992). In the area of the park, two reserves dating back to 1991 can be found: a fauna reserve, Krowia Wyspa (62.30 ha), and a geological-landscape reserve, Skarpa Dobrska (39.70 ha). The former protects a breeding site of many water-bird species, the latter includes a gully-cut escarpment with outcrops of Quaternary deposits of varying age and older rocks, along with thermophilous grass areas and rare plant species. In the protection zone of KLP there is a woodland reserve "Riverside Carr on a Holm in Pulawy" preserving the remains of riparian forests in the Vistula Valley. On the park grounds, an inanimate nature documentation site, "Pozaryski Wall" (Bochoznica), and a natural-landscape complex, "Bystra Valley", have been set up as well. The watershed zone of the Jaworzanka River is preserved, together with a system of gullies in the region of Rogow, known as the "Octopus" (Pawlowski, 1995; Rakowski *et al.*, 2002). Projects for new reserves are in preparation: floral ones on the Mount of Three Crosses (steppe), in Janowiec (steppe), Albrechtowka (steppe-woodland) and Meczierz (steppe); a faunal one in Zastow

(oystercatcher's habitat); a geological one in Bochoznica; a geologic-geomorphological one in Kwaskowa Mount gorge; landscape ones in Rogow, Witoszynski Stream Valley, Rzeczyca and Parchatka. Within the framework of the planned "Natura 2000" network, two Special Protection Areas have been designed in the area of the park (see Fig. 1):

- Little-Poland Vistula Gap (code: PLB140008), Special Area of Conservation (SAC) (adopted by the European Union Commission); and
- Naleczow Plateau (code: PLH060042), Special Protection Area (SPA) encompassing the western part of the Plateau, with most pronounced surface features, an area of 815 ha, situated in the area of KLP (to be adopted by the European Union Commission).

CULTURAL HERITAGE

The cultural assets of the KLP form a harmonious entity with its natural environment. The most precious of these have concentrated in Kazimierz Dolny (Haczek, 1992). Their status has been confirmed by the special form of asset preservation granted to the town in recognising it as a historical monument. The aim of the protection is to preserve – owing to its unique universal value and authenticity and integrity of the urban pattern – the residential housing and the full programme of monumental structures from the Old Polish period. The boundary of the historic complex encompasses: Kazimierz Dolny along with Meczierz, Albrechtowka, Za Debem, Las Miejski and Jeziorszczyzna and follows the boundary of conservation laid out in a local land use plan for Kazimierz Dolny, approved in 1989.

The landscape cultural values of the park are enhanced by the monuments of Janowiec, a preserved urban pattern with a quadrilateral market square, a group of church buildings from the 16th and 17th centuries, and, primarily, the 16th century ruins of Firlej Castle. In Bochoznica, ruins of a Gothic Esterka Castle (14th c.) are to be found. In Wawolnica, there is a historic urban pattern from the 18th century and a church complex (a 14th c. chapel and a church, sanctuary to Our Lady of Keblo). The tourist attractiveness of the park and its protection zone is added to by: a historic urban pattern in Naleczow (famous health resort), Baroque churches in Wilkow (1625), Wlostowice (18th c.) and Gora Pulawska (1781), park-encircled palaces and mansions in Celejow (18th c.), Czeslawice (18th c.), Keblo (19th c.), Annopol (19th/20th c.) and Bartlomiejowice (1918), water-mills and windmills in Meczierz and Karmanowice, a skansen-museum in Janowiec, and complexes of wooden rural architecture in Meczierz, Bochoznica, Parchatka, Wawolnica, Wlostowice, Skowieszyn and Rogow (Haczek, 1992; Rakowski *et al.*, 2002).

Among the cultural amenities, an important role is played by present-day cultural events: the Festival of Folk Groups and Singers and the "Film Summer" festival, which can attract as many as over 10000 people to Kazimierz Dolny.

TOURISM DEVELOPMENT *VERSUS* LANDSCAPE AND ENVIRONMENTAL PROTECTION

Tourism fulfils important economic functions in areas under legal protection. For the local community, which has seen its economic growth impeded as a result of the establishment of a protected area, tourism provides an alternative source of financial benefits. It has to be emphasised, however, that the development of tourist services is possible primarily in areas of high natural-cultural values. The protection and tourism based sightseeing functions are largely interdependent and therefore the growth of tourism in protected areas should comply with the principles of sustainable development. The specificity of the area and the stated objectives of nature protection also have to be taken into account and appropriate forms (types) of tourism should be developed in this context. Tourist overdevelopment or promotion of mass tourism can lead to landscape changes and a degradation of the environmental values, with a concurrent reduction of income from tourism (Baranowska - Janota, 2002).

In 2001, the tourist accommodation base in the Kazimierz Dolny district comprised 20 objects and the overall number of beds amounted to 1033, including 833 available all year round. In total, 115428 instances of night accommodation were recorded, catering for 50881 people (1470 foreigners). Most hotels and restaurants are situated in Kazimierz Dolny and its vicinity. Apart from that, in Oblasy there is a summer camp centre offering 150 beds seasonal hostels (48 beds) in Bochoznica and Rablow. In many programme documents, actions to relieve the impact of tourism excessively concentrated in Kazimierz Dolny are stipulated, along with an effort to activate the tourist functions (development of the hotel base) in settlements situated on the outskirts of the park (Wilkow, Janowiec, Karczmiska, Gora Pulawska, Bochoznica, Wawolnica).

Analyses of the volume and structure of tourist traffic and recreational capacity, contained in the Protection Plan for KLP (1999), revealed that the total recreational capacity of the park, together with its protection zone, amounted to 34500 persons (presuming a perfectly uniform distribution of tourists in the area). The effective capacity of the area stretching over a radius of 4 km off the main centres attracting tourist traffic approximates 2.55 persons daily. The actual tourist traffic, according to measurements carried out on warm sunny weekend days (30th May and 12th July 1998), amounted to about 6,700 daily. The volume of the weekend traffic in KLP is estimated at about 4,000 – 7,000 people, about 60% of which concentrates in the area of Kazimierz Dolny. It is estimated that about 40% - 50% of the total number of weekend visitors to KLP (and particularly to Kazimierz Dolny) are from the Mazovia province (Warsaw). During attractive cultural festivals, the traffic can exceed 10000 people (Ginalski 2003). Nowadays similar trends in terms of tourist traffic can be observed.

Positive impacts of tourism and recreation upon the Kazimierz Park's values

The growth of tourism is closely linked to the planning and implementation of investments in tourist services. It mainly concerns the accommodation-catering base (hotels, restaurants, motels, inns, campsites, caravan fields, guesthouses, etc.) and typical tourist facilities (tourist tracks, cycle tracks, horse-riding tracks, didactic paths and walkways, scenic points). Moreover, sports-recreational facilities are set up by way of developing the tourist function, which additionally attracts specific groups of tourists both in summertime and in winter. Among those are sports-fields, indoor swimming pools, golf fields, ski-lifts and ski routes (Rablow). In order to increase the accessibility of the area, by-pass roads and car parks are built, and the existing road routes are modernised.

The objects directly or indirectly related to tourism inevitably stand out in the landscape. Not all of them are of destructive character. The growth of tourist attractiveness leads to the preservation and reconstruction of local housing styles, former urban objects and patterns. Plans cover: the reconstruction of a historic mill and inn in Zawada, a village whose pattern dates back to the 15th century; conversion of an old Czartoryski paper-mill in Celejow to suit recreational purposes and the establishment of a health-resort there; renovation of a former manor complex in Wylagi; preservation of composition rules in a summer-resort complex in Albrechtowka; a garden-shaped estate. The preserved old architecture and interesting patterns of settlement units (e.g., Meczierz) usually have a positive effect in the development of recreational-tourist functions, and fit in well with the landscape. Similarly, in land use, the mosaic of plots of ground of different use, cut with balks and plantings between fields, is more scenic and shows greater biodiversity than vast monoculture croplands. It should be stressed that the present-day landscape of the Kazimierz locality is a result of, among others, many-hundred-year-old farming activities in this area (68% of the park's area is occupied by arable land). Using the existing base of small farmsteads, agrotourism is being promoted in the park nowadays (setting up agrotourist farmsteads and holiday villages: Meczierz, Zarzeka, Zawada, Wierzchoniow, Bochoznica, Wylagi), along with agrotourism-linked sustainable and ecological agriculture and artistic handicraft.

As tourism develops, water resources in the area should be improved and enhanced. This is the origin of projects in the park area concerning: the reconstruction of the pond in Rablow, rebuilding of the storage reservoir in Bochoznica, formation of a complex of four storage-recreational reservoirs in the region of Wawolnica – Zarzeka, or the creation of conditions for sunbathing, water sports and tourist penetration with the construction of recreation facilities for water sports in the Vistula interbank area.

The principles of spatial management specified in local plans should be subordinated to the priority of protecting the cultural landscape and the natural environment. When implementing the new summer-resort development, translocation of traditional rural or provincial buildings similar in character to the local architecture, which are not likely to persist in their present location, is preferable, besides the conversion of the existing

housing *in situ*. Also, the use of local material in construction is favoured, as is the preservation of the spirit of tradition in house construction, both in architectural form and detail, and in the formation of gardens in harmony with the biotopic conditions (Protection Plan for KLP, 1999). The activities and objectives outlined above have a positive influence on cultural landscape.

Major problems connected with tourism development

Some activities connected with the development of tourism may decrease the scenic and aesthetic value of the landscape. This concerns primarily housing which is stylistically divergent from local architectonic traditions, hotel-recreation facilities of large cubic capacity and the infrastructure of the car transport (new roads, car parks which can contain several dozen cars, filling stations). The better developed traffic facilities allow the given area to be visited by a larger number of tourists, which in turn attracts potential investors. This creates an opportunity for the construction or designing of new facilities to serve the increasing tourist traffic. It seems that this type of interdependence may be observed in the area of Kazimierz Dolny (e.g., the construction of the so-called “second houses”). According to research by Ginalski (2003), between 1989-2002, about 324 construction permits were issued in the municipal districts of KLP, 220 of which in the Kazimierz Dolny district. Lack of respect for local architectonic traditions and incongruous (landscape-controversial) localisation of tourist and recreational facilities (e.g., plans for tourist development in the worked-out quarries in Kazimierz and Nasilow) may pose an additional problem.

From the environmental point of view, there is a lack of a proper development of water and sewage facilities in the area, especially in the countryside. For example, in 2003 the total length of water pipelines in Kazimierz District was 70 km and the sewerage system had only 18 km. The existing sewage treatment plant covers 32% of the total Kazimierz District’s population. Only Kazimierz is well equipped with a basic municipal infrastructure.

Undue concentration of the tourist traffic (mass volume) often leads to littering, vandalism, and track beating which accelerates erosion and surface-water drainage. Modern waste management, taking into account the waste volume generated by tourists, has been created since 2003.

One should also bear in mind the specificity of the acoustic climate, which is inseparably linked with local landscape perception. In this context, increased road traffic and a large number of tourists usually cause a rise in the noise level and may negatively affect aesthetic perception. The borrowing of foreign patterns of behaviour and lifestyles by local communities, connected with an influx of tourists, weakens the sense of identity and regional ties. Such phenomena, resulting also from the progress of civilisation, may, in the long term, bring about landscape changes, e.g., gradual severance of emotional bonds with the landscape. (Palang *et al.*, 2003).

PROSPECTS CONCERNING TOURISM DEVELOPMENT AND ENVIRONMENTAL PROTECTION

Tourism activity should be properly designed for a given region taking into account features and values which constitute a basis for its development. The task of proper tourism management seems to be quite difficult. In the context of KLP there was no clear and coherent integration of tourism related issues in the past. Tourism planning and management was perceived as a separated activity from other planning policies. The question is how to integrate various available measures and tools nowadays.

In 2005 a new Regional Development Strategy (formally required document) is to be implemented in Lublin Region. The strategy, amongst other things, will cover general issues concerning environmentally friendly tourism development. The draft documentation highlights the following goals to be achieved by the year of 2020: complex tourism infrastructure development, especially in rural areas; agro-tourism development; and, development of tourism in forests and border areas.

It is worth noting that the Strategy also contains policies aiming at protecting cultural heritage, biodiversity and traditional landscapes, mainly in the countryside. This comprehensive document will be supplemented with specific (more-detailed) sectoral plans and programmes, including regional and local land use plans. Moreover, presently there are a number of planning documents available that concern directly or indirectly environmental protection. The most important are: local land use plan (2003 Spatial Planning Act), the only legal source of the local law; Local Programme of Environmental Protection 2004-2015 (required under the 2001 Environmental Protection Act); Local Plan of Waste Management 2004-2015 (required under the 2001 Waste Act); Protection Plan of the KLP, in preparation (2004 Nature Conservation Act); Management Plan of Nature 2000 sites, to be created (2004 Nature Conservation Act); appropriate schemes of the National Rural Development Plan 2004-2006 (various economic incentives for farmers, including Agro-Environmental Programme).

CONCLUSIONS

Tourism provides important economic benefits to the Kazimierz Region on the one hand and, on the other, its rapid development can significantly influence the existing environmental and socio-cultural values. Uncontrolled tourism expansion is likely to cause the deterioration of the environment and, in turn, environmental degradation can have adverse impact upon tourism activities.

It seems that there is the possibility for a close integration of the most important socio-economic, landscape and environmental concerns for the Kazimierz Landscape Park in the near future. Integrated regional and local planning will probably have the most important role. The following actions will be needed: 1) careful local land-use planning in order to decrease pressure to build on valuable agricultural land and to preserve the scenic value of the area; 2) proper management and monitoring of ecologically fragile

areas, especially nature reserves and “Natura 2000” sites, to avoid overexploitation and deterioration of sites of high environmental value; 3) promotion of environmentally friendly methods of using agricultural land; 4) maintenance and restoration of traditional landscape and cultural features within the Kazimierz Landscape Park area; 5) educational efforts aimed at supporting existing regulations and encouraging environmentally friendly behaviour (local inhabitants and tourists).

Environmental (landscape) and tourism management will have a key role in economic incentives, especially for farmers within Agro-Environmental Programme and other agricultural schemes (this part of Poland is one of the poorest regions in the European Union); and, enhanced consultation and cooperation between all interested parties and stakeholders in decision-making processes (local communities, authorities, various appropriate institutions, researchers).

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