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## TOURIST DEVELOPMENT STRATEGY FOR THE MUNICIPALITY OF STRYSZÓW

*Abstract:* This paper presents the tourist attractions of the municipality of Stryszów, its resources and potential for tourism development. It is indicated that the areas of the municipality in the proximity of large urban complexes (of ca. six million people), attractive and ecologically clean, rich in cultural artefacts and spiritual connotations, should become a reception area for children and young people and a venue for family outings. This study presents the gradual development of tourism and creation of tourist products before and after the establishment of the Świnna Poręba reservoir with the successive extension of tourist and recreational facilities, without the significant involvement of financial resources from the municipal budget but using the funds at the disposal of the local administration and farm holdings.

*Key words:* municipal strategy, rural areas, tourism organisation, tourist products

### Functions of the Stryszów Municipality (gmina)

The Stryszów municipality is located near the Polish Carpathians, in the northern part of the Beskid Makowski mountain range. It is distinguished by a varied land relief and relatively favourable climatic conditions<sup>1</sup>. It is mostly situated in the Skawa River basin (with the Stryszawka stream being the main tributary from the municipal area). In the eastern part of the municipality, the villages of Stronie and Leśnica, the waters empty into the Żuk stream that flows into the Cedron stream (Skawinka river).

The use of land in the municipality does not differ from the average for both the administrative areas of the powiat, the voivodship or the entire country. Arable land

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<sup>1</sup> From the viewpoint of stimuli for the functioning of the human organism, the most favourable climate prevails on slopes exposed to the north overgrown with a thick forest complex. The microclimate in that part of the municipality is characterised by qualities almost the same as those of the microclimate of the Rabka health resort, and the occurrence of mineral waters in that area was the reason for setting up a holiday house for the military.

constitutes a total of 57.4% (ca. 61% fallow land), and forests cover 28.1%. The species composition of mixed forests represent plant complexes typical of the Western Carpathians. A generalised picture of land use is as follows: agricultural use of slopes exposed to the south, with almost all of them used as arable land and fields for growing vegetables. The highest slopes exposed to the north and south, whose level of steepness exceeds 10%, are overgrown with forests, while meadows and pastures are situated below. Less steep areas and those located at the lowest levels are used as arable land, such as slopes with a degree of steepness usually below 8% located along the main valley in the municipality and along the Stryszawka River course. These are used principally for settlement and cultivation. Within the municipality, in higher areas, there are a number of hamlets connected with farmland and forests.

The municipal area is characterised by agricultural use of space, with the domination of allotment plots and small farm holdings of up to three hectares. These constitute the core of farming activities and, in all village administration areas, they form about 80% of the total number of farm holdings. Agricultural activity is dominated by plant growing, with extensive plant cultivation. Only a small part of produce is sold. Cultivated fields are dominated by cereals – ca. 72% of the total cultivated area. There is a low cattle-stocking density of ca. 32 animals per 100 hectares, and for stocking density of pigs the figure is below 15 animals for each 100 ha of farmland.

The preservation of traditional farming activities in the municipal area is related above all to the ageing of its rural population, which runs a major percentage of farm holdings. Currently the municipality has a population of 6,719. Even though its demographic structure does not differ from the province and national averages, population density varies throughout the municipality and there are considerable differences in the gender and age structures between particular village administrative areas.

It should be concluded that the number of farm holdings, their sizes, low level of productivity and production of commodities determine the low profitability of agricultural production. The low profitability of holdings leads to extensive land use, low use of mineral fertilisers and plant protection chemicals (due to the low return thereon) and the lack of interest in the introduction of new and, at the same time expensive plant species. Owing to such a method of cultivating farmland, the degree of soil or food contamination in that area is very low. The farmland of the municipality should therefore be qualified as a healthy food production area.<sup>2</sup> Highly intensive directions of agricultural production, such as vegetable, orchard and herb growing, should become directions for farming in the future. The production of coniferous trees for Christmas and a further specialisation in animal breeding could be undertaken as well (efforts could be

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<sup>2</sup>This is evidenced by the fact that the fruit and berries grown here are purchased by German companies producing “ecological juices” and other produce on the basis thereof. It should be simultaneously mentioned that currently four farm holdings have been certificated by “Ekoland” to attest to their producing of healthy foods, and another 10 holdings are competing to be awarded such status. As a result of the campaign and encouragement from ECEAT-Poland (European Centre for Eco Agro Tourism) and the Centre for Agricultural Advisory Services (ODR) in Karniowice, 30 other farms will be applying for healthy food attestations.

concentrated on beekeeping, poultry production and the breeding of goats and sheep, with cheeses as end products).

There are a series of service establishments in the municipal economy, the general number of which is significant for a rural municipality. The 347 service establishments (according to the REGON statistical classification) engage in the following types of activities<sup>3</sup>: shoe- and boot-making (79), bricklaying (74), carpentry (58), upholstery (49), electrical and water supply and installation of sewage disposal systems (6), locksmithing (4). The remaining establishments offer trade (70), transport and other services (54).

The Stryszów municipality is very conveniently located as regards the system of national rail links and roads (asphalt-covered and hardened). This favourable location also means small distances to large urban complexes of south-eastern Poland. However, the public transport system is not very well developed. This is due to several reasons, including the possibility of using various means of transport and a considerable number of passenger cars and vans in the municipality (on average, every third family owns a car).

### **Assumptions for the tourism development strategy in the Stryszów municipality**

Marketing strategies should constitute a significant tool for local government authorities in developing the tourism model of the given locality, area or region. It is common knowledge that such strategies should pertain to the area covered by an administrative unit that has legal and financial instruments at its disposal. At the same time, such units should be equipped with appropriate resources and planning tools, as well as administrative and legal competencies. This indicates that such activities should be undertaken at the district and municipality level and should concern local planning. At this level of assessing the usability of an area for tourism and recreation, the following stages should be defined (Fig. 1).

In the development of tourism limited financial resources usually available to municipalities should be taken into account. This also applies to Stryszów. Further development should then be pursued with small financial outlays from the municipal budget or individual farms, and external funding.

As regards the planning of tourism development in the municipality, emphasis should be placed, above all, on creating the possibility to choose between such forms and scales of tourist traffic that would be co-related with the environment and the capacity of the territorial unit. Through appropriate administrative and legal measures, it is possible to shape an optimal tourism profile matching the given area and tourist market. The principal objective of this paper is to formulate Stryszów municipality's tourism development strategy.

The realisation of this objective will enable the identification of directions of activities within the municipality to stimulate its residents and create possibilities for the balanced development of the entire region. This can be achieved through focusing

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<sup>3</sup> Data from the Stryszów Municipal Office (UG) as for the end of 1999.

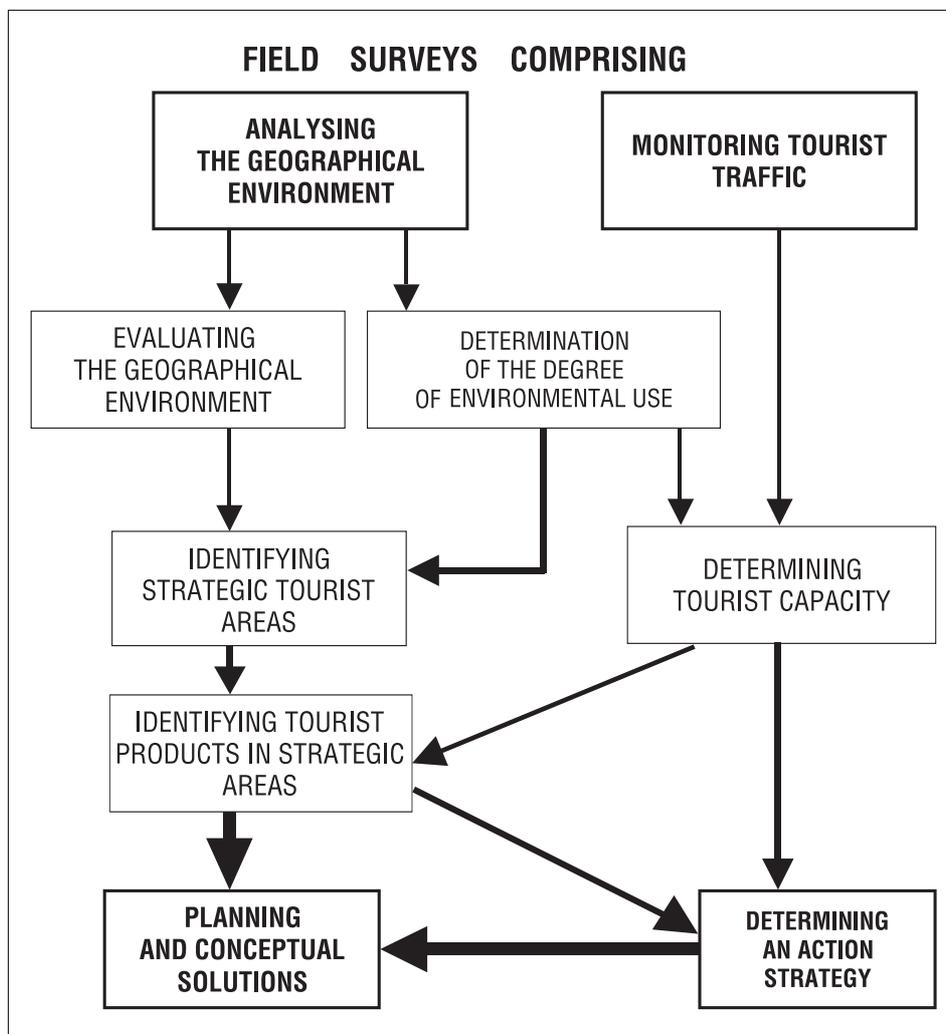


Fig. 1. Stages and levels of procedure and their relationships in the strategic planning of tourism development in the Stryżów municipality (according to M. Nowakowski)

on the proper use of natural and demographic resources, which, to date, are poorly utilised and sometimes even wasted.

It seems that one of the basic spheres of business activities in the Stryżów municipality, which would be capable of quickly mobilising municipal resources, would be one making use of its natural, geographical and social assets (Map 1). Further dynamic development of that area can take place through tourism development. Considering the state of the environment, the low level of pollution, as well as the municipality's

social and demographic situation, the preferred directions of tourism in the area seem to be agro and eco tourism.

Due to the limited financial resources of the inhabitants and their low creditworthiness, efforts should concentrate, during the first stage, on projects based on the municipality's own funds. Only positive effects of such ventures can then attract inward investment. During the first stage, tourism development should, therefore, be based on the activity of the local authorities and farmers themselves, mainly as regards the appropriate organisation of their own resources. Careful attention has been placed on the development of agro and eco tourism as forms not requiring significant financial outlays that can be based on the resources of particular farms (such as land, capital and labour).

A major role in the development of tourism can be played by the centrally funded project of the "Świnna Poręba" reservoir. However, it is only once more progress has been made, that it will begin to attract capital. The functioning of a reservoir located in such an environment will make it possible to create a very attractive package of several tourist products. Therefore, this study takes into account both products currently existing in this area, as well as those that will appear only following its completion.

### **Determination of the main strategic objectives for the development of tourism in the municipality**

The location of the municipality, its natural environment and cultural resources can already facilitate the development of tourism. For that purpose, activities should be undertaken to encourage a group of farmers, however small, to try and utilise the resources and reserves available at both individual farms and in the municipality itself. This pertains in particular to housing reserves and the availability of relatively inexpensive labour. The initiation of such projects, with the impact of innovation and anticipated benefits to be expected at a later stage, will encourage other farmers to follow the trend. In view of the foregoing, the municipality's mission should be defined as a set of strategic objectives the pursuance of which will contribute to the further harmonious development of the area.

*The municipality's principal mission is to transform itself into an area for family relaxation of supra-regional significance.* The adoption and pursuance of the mission, formulated in such a way, requires principal strategic objectives to be set as follows:

1. development of the municipality based on the entrepreneurship of its inhabitants and its tourist and recreational attractions, ecologically clean areas and the healthy food production,
2. investing in environmentally friendly infrastructure to improve the standard of living for the inhabitants and ensuring proper relaxation conditions for visitors,
3. development of cultural and recreational/sporting facilities to improve the standard of living and health conditions,
4. promoting the municipality as an ecologically clean area attractive for relaxation.

The development of the Stryszów municipality through tourism relates to the documented attractions of the area and the development strategy of the Małopolska region and the sub-region of Wadowice. The strategy for the further development of the municipality through tourism should lead to the sustainable and self-supporting process of economic growth. The direction of the municipality's development, set in this way, should correspond to the directions and guidelines arising from sustainable development comprising both the natural environment and the local community. Proper care should therefore be taken to identify the preferred forms of tourism. The idea is to create a unique and attractive tourist offer of the Stryszów municipality that requires the identification and development of five basic components – detailed strategic objectives leading to specific activities:

1. determination of the directions of action for tourist development,
2. promotion of the Stryszów municipality on tourist markets,
3. creation of a strategic advantage of the Stryszów municipality's tourist products,
4. setting the basic objectives for the pursuance of the strategy,
5. preparation of programmes to be implemented.

*Products that could be developed and implemented using the available resources:*

1. Organised stays on agro and eco tourist farms,
2. Recreational and health stays at the "Harcówka" scouts' shelter house and the Holiday House for the Military,
3. Public holidays in forests and by the water,
4. Walks and bicycle rides (to study the region and its nature),
5. Horse-riding trips and holidays,
6. Tours for hobbyists and nature watchers ("photographic safaris"),
7. Cultural, folk and sports events,
8. Walks and cross-country skiing,
9. Educational stays on traditional and modern farms,
10. Organised stays on farms as natural areas for the preservation of:
  - a) traditions in small holdings concerning plant growing, the storage and processing of farm produce and various handicrafts,
  - b) farming culture and manufacturing of local products with several hundred years of tradition.

### **Geographical distribution of tourist products**

A soil classification and land capability evaluation exercise concerning the area conducted for the purposes of tourist development indicates five strategic areas within the Stryszów municipality (Map 2):

1. The southern part (Chełm Hill) comprising a forest complex, forest clearings and meadows, economically underdeveloped and scattered settlements.
2. The north-western part, the areas around Jarosowicka and Kurczyna Hills, with its forests, proximity of the Skawa River valley, land relief, the Mysiorowa Dziura cave, housing including existing agro-tourist farms, and the proximity of the town of Wadowice.

3. The north-eastern part (Bugaj village), forest areas, Żar Hill, the proximity of the towns of Kalwaria Zebrzydowska and Lanckorona, as well as housing stock on farms and in the school.
4. Densely built-up areas convenient for developing a recreational and sports service centre (localities of Stryszów, Stronie, Zakrzów, Łękawica) based on the existing accommodation, catering facilities and agro-tourist farms.
5. Scattered organic and agro-tourist farms.

### **Strategic areas for the development of tourist facilities in the municipality**

A generalised picture of tourist development in the Stryszów municipality should be considered in two aspects:

- Utilisation of existing assets, attractions and tourist facilities,
- Development of attractions related to the construction of the Świnna Poręba reservoir (before and after filling the reservoir).

The following locations can be identified in the Stryszów municipality as already used and to be developed for tourist purposes (Map 1), as well as distances to the most attractive areas where existing tourist facilities are used:

- Hotel (3 \*\*\*) “Dwór Senator” in Zakrzów – 47 beds, 150-seat restaurant, with a park of ca. two hectares
- Former Holiday House for the Military in Zakrzów (for sale) – 200 beds, swimming pool, located on forested areas on the slope of Chełm Hill,
- Harcówka scouts’ shelter house in Stryszów–Zalesie – 35 beds, with areas for tents accommodating 240 people, on the edge of the forest on Chełm and Zachełmie Hills.
- Private accommodation (agro-tourist farms) – 30 beds,
- Possibility of setting up seasonal accommodation facilities in schools during school holidays (mainly in the hamlets of Bugaj and Łękawice and in Stryszów and Zakrzów).

The analysis of the existing reception facilities indicates that the main group of potential tourists could be young people. Private accommodation and agro and eco tourist farms could also be an attractive offer for families with children. Efforts should be made to develop at least minimal facilities for active tourism. The following can be used for that purpose: the shelter house, the scouts’ shelter house, schools in Bugaj, Zakrzów, Stryszów and Łękawica and holiday facilities for the military, already available to young people. Families with children could be offered stays on agro and eco tourist farms in the villages of Żarek (at the foot of Żar Hill), Góry Małe and Góry Wielkie Hills near the forests of the hills of Jaroszowicka (Łękawica), Wielkie Pole, Podchełm, Na Dziale (Dąbrowica), Podlesie and near Za Działem Hill.

These areas should therefore be accessible via roads running along the parallels of latitude (Łękawica–Bugaj and along the slopes of Chełm Hill), provided with logistic facilities, a communications network, farms with facilities and equipment for tourists such as horses, etc., co-operation arrangements with neighbours, trails and areas for active tourism.

It is therefore necessary to:

- develop, to a minimum degree at least, forests and forest clearings (providing them with sheltering structures and toilets),
- engage farms in the development of agro and eco tourism and adapt them for receiving guests (functional development of farms, orchards, designation of areas for putting up tents and ensuring that they meet basic hygiene and sanitary standards),
- organise and revive various events with elements of folk culture and tradition, stimulate craftsmen to produce utility products and souvenirs, organise bonfires and meetings with interesting people,
- develop trails, describe them (atlas) and mark rest points along walking trails and bicycle paths (stylised sheltering structures and toilets)
- firstly set up tent fields and then extend them to become camping sites near Chełm Hill, in the villages of Zalesie (Stryków), Bugaj, Dąbrówka and Łękawica,
- organise the purchase, processing and sale of organic farm products.
- Particular strategic areas in the municipality can be specialised as follows:

*Northern area:* stays on agro and eco tourist farms and in the “Dwór Senator” hotel (with cart, coach and horseback trips) and educational sightseeing tours to the towns of Wadowice, Kalwaria Zebrzydowska and Lanckorona throughout the year and not only during religious or folk holidays, to present local folklore, traditions, crafts, work organisation on farms, etc.

*Southern area:* stays on and short visits to agro and eco tourist farms, the Holiday House for the Military and the “Harcówka” scouts’ shelter house, mainly planned as recreational and sports stays and programmes related to nature and natural environment protection, and active tourism.

On such basis several types of products may be proposed:

- long-term stays (of at least one week),
- short visits (during public holidays, stays of one to two days),
- sightseeing trips,
- special offers, including active relaxation,
- educational offers.

### **Tourist products related to the planned reservoir**

In the near future (2005-2008 or 2010 at the latest), the project and water damming in the Świnna Poręba reservoir is to be completed. The reservoir is to cover an area of almost 10 km<sup>2</sup> and, with the normal anticipated water damming, this offers the scope for developing a number of related tourist products. Tourist uses can relate to both the reservoir itself and to its surroundings. Hence this strategy proposes to set up an association of municipalities of the Świnna Poręba reservoir area (“the Beskid Sea”) in order to appropriately organise the region and its tourist traffic.

The normal, average level of water damming in the Świnna Poręba reservoir, as assumed in the plans, according to the delineation of municipality borders revised over recent years, will produce more than 11 km of coastline around the body of water within the Stryków municipality. However, due to the steep bank and the inclination

of the bottom of the reservoir, only a one-km stretch of the bank would be suitable for safe public use. It is located in the middle part of the bank belonging to the village of Dąbrówka. It is there that four bathing areas have been planned, three of which are to be located on the bank exposed to the south-west and one on the bank exposed to the south. Such a location ensures a good insulation of both the bathing areas and the nearby beaches. In accordance with the plans for the development of the coastline and the waterside, one km of the waterside is to be converted into grass-covered beaches (two beaches in Łękwica, four on the edge of the Dąbrówka village and one along the south-eastern section of the waterside belonging to Stryszów).

Two bays created as a result of water damming along the coastline belonging to the village of Łękwica offer the possibility of locating a boat harbour in that area. The north-eastern almost one-km-long bay and the small eastern bay of the current bed of the Stryszawka stream cannot be used either as harbours or yacht ports due to the location there of the only waste water treatment plant in the entire Stryszawka drainage area.

The remaining sections of the reservoir bank within the borders of the municipality are to be planted with shrubs and, in most parts, trees. This will certainly make the newly developed landscape more picturesque, with dense forests on the neighbouring mountains, and hills and stream valleys in the background.

Leading tourist products should then include (see Map 3):

1. water tourism and recreation (sailing, canoeing, windsurfing, bathing, fishing),
2. walking, cycling and sightseeing trips,
3. agro and eco tourism,
4. horse-riding trips and holidays,
5. short stays (during public holidays) on the water and in the forests.

In such circumstances, emphasis should be placed on projects related to open water sports (*canoeing, rowing, windsurfing, sailing, motor water sports*) for tourists staying for a few days at least, which relates to the organisation of the transport of equipment for such recreation and sports. Due to the location of the reservoir, major projects should be planned for visitors coming mainly for one day, bathers, fishermen and, during winter, people practising downhill and cross-country skiing, and recreation on the water table of the reservoir.

Particular attention should be paid to the organisation of trips combining stays on agro and eco tourist farms with on-the-water recreation and the picking of forest fruit, walks, bicycle rides and religious visits.

Plans for developing the areas around the Świnna Poręba reservoir should be guided by the underlying principle of issuing permits for the construction and location of tourist and recreational facilities and structures available throughout the year. In such an approach, the frequency and length of tourist stays should be taken into account, as well as benefits to be derived from these by permanent residents of the municipality including, in particular, farmers, traders and those in charge of tourist and quasi-tourist facilities.

The implementation and completion of the development of the surrounds of Świnna Poręba reservoir, together with the agro and eco tourist offer, should yield

the effect of a more even spread of tourist visits, the limiting of excessive tourist inflow only during summer holidays and the bathing season.

It is therefore necessary to take a number of decisions at the local government level concerning the observance of free access to the reservoir and forests, prevention of the construction of fences except for areas designated for individual housing, holiday houses, etc. Compensation should also be considered for owners of land seasonally used by tourists and visitors (e.g. reduction in- or relinquishment of taxes and other levies or participation by the owners of such land in the generated revenue).

### **Tourist products and segments of tourist traffic**

In the marketing approach to tourism, the tourist product comprises all that is measurable and can be sold to tourists or visitors. The product, therefore, is both of a material and non-material character, i.e. ideas, organisation, services, objects, assets, attractions or various types of events. In a narrow meaning, the tourist product stands for all that is bought by the tourist and, in broad terms – everything that the tourist does and uses during a trip and stay at their destination. There are two approaches to the tourist product, a narrower one – from the perspective of the producer and the receiving area, and a much broader one – from the viewpoint of the tourist who is interested in everything that he or she expects of the trip.

The preparation of the tourist product should therefore involve many producers and administrators of particular assets and tourist services. The tourist is, above all, interested in a package of services. Organisers of tourist products on the other hand focus on the narrowest possible range of services but ones that are original and suitably priced. With regard to visitors of the Stryżów municipality, the principal segments thereof and their places of origin should be identified. Five basic segments can be specified considering the accessibility and attractiveness of the area and the aim of visits.

Taking into account the purpose of the visit, length of stay and the origin of the visitors, certain categories of tourist products can be identified based on the attractions of the Stryżów municipality. The basic criteria for evaluating the market value of particular products include: *market area, accessibility, competitiveness, image, commercialisation, reception capacities (tourist facilities) and economic effect.*

The Likert scale of criteria (with 1 as the lowest to 10 as the highest values) offers the possibility of classifying and evaluating particular products generated in the Stryżów municipality. Calculations concerning certain tourist products and their ranks on particular markets indicate that products most likely to succeed include agro and eco tourism and religious tourism as they are competitive on both domestic and foreign markets. This is due to the municipality's resources and its surroundings, as well as its location between two large industrial areas in Poland, the Czech Republic and Slovakia. Their development, however, requires that adequate financial resources be raised for environmentally friendly projects and facilities constructed to serve the tourist segments as specified above. Major organisational efforts are also required. These activities can be supported by major promotional and advertising initiatives undertaken jointly with the surrounding areas.

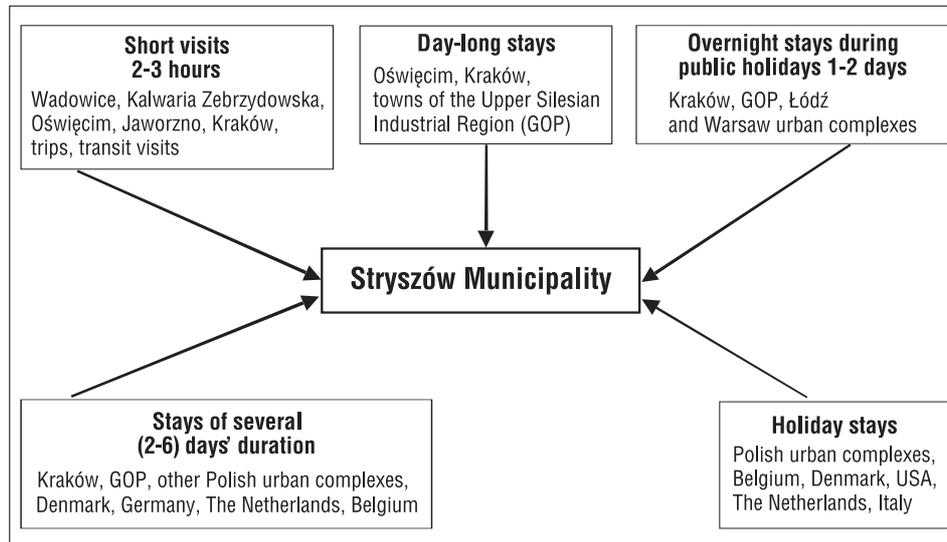


Fig. 2 Places of origin of visitors and tourists coming to the Stryszów municipality

It can be stated in conclusion that the competitiveness of the municipality's tourist product on international markets is rather low (except for agro and eco tourism, which relates to the traditional economy and land cultivation methods); it is slightly higher domestically, satisfactory for the Małopolska region and favourable for the conurbation of the Upper Silesian Industrial Region (GOP). The main reason for this is its average attractiveness on a national scale. The municipality's competitive value is further lowered by its poor and low-standard tourist infrastructure; it gains, however, and can compete with the municipalities within the Beskidy Mountains range, through its favourable location as regards national roads. This competitiveness is much higher on the regional and local markets with visitors coming for years for short stays and walking tours. For them, development and tourist infrastructure play a lesser role than in the case of longer stays.

After the implementation of projects with low outlays, the most competitive of the various groups of tourist products will be tourism pursued during public holidays, recreation, and active tourism. This includes walking tours, bicycle and motorbike rides, and coach trips, for both recreational and sightseeing purposes. In addition to agro, eco and religious tourism, these constitute the greatest chances for further tourist development in the municipality.

However, it is necessary to eliminate a number of neglected aspects that reduce the municipality's attractiveness. These include: shortcomings in tourist and recreational infrastructure, too narrow a range and poor standard of services offered, poor marketing and publicity (lack of adequate information about attractions and services, modest catering facilities and their limited variety), high prices for the types of attractions offered

and compared to the average wage in Poland, a low and insufficient level of education and experience in serving both domestic and foreign tourists.

The principal task in stimulating the municipality is to accelerate the development of rural tourism (agro and eco tourism).

In addition to accommodation and catering facilities on farms, the attractiveness of rural tourism in the Stryszów municipality is determined, among other factors, by:

- varied landscape – villages with traditional architecture located in areas with interesting land relief, typical chessboard-type layout of fields, gardens, meadows, pastures, groves and forests,
- quietness, clean air, low level of contamination with chemical substances,
- traditional farming methods combined with animal breeding,
- close location to the monastery in Kalwaria Zebrzydowska, with the Paths of Jesus and the Paths of Virgin Mary complex,
- the Museum of Interiors in Stryszów,
- the possibility of pursuing leisure activities, not only on the farm but in the village and surrounding region (hence the need for, in addition to school sports grounds and a stadium, sports and recreational facilities),
- the possibility of participation in local events; feasts, religious holiday celebrations, shows, bonfires, horse riding, coach trips, excursions, sightseeing of monuments, historic sites and natural reserves,
- clean and orderly holdings, villages and surroundings,
- basic quasi-tourist and other services for visitors and locals (chemist, post office, bank, shops, restaurant),
- the functioning of the several existing eco tourist and agro tourist farm holdings.

### **Implementation of the tourist development strategy in the Stryszów municipality**

In order to co-ordinate activities aimed at developing the municipality, it is useful to establish a *DEVELOPMENT AND PROMOTIONAL CENTRE*. Such centre should have several principal responsibilities. Both permanent and one-off tasks can be defined.

Permanent tasks would include:

- active approach to attracting foreign investors
- support to small businesses
- promotion of the municipality, its advantages and products
- rational land use management with appropriate functionality
- care for keeping the municipality ecologically clean.

A one-off task would include providing inspiration and support for the establishment of businesses operating in the tourism sector.

In the Stryszów municipality, there are large compact forest areas containing permanent grassland either within them or in their proximity. The municipal area is also further characterised by varied land relief features forcing rational spatial management and land use to match environmental requirements. The municipality's landscape

contains large compact built-up areas, arable land, meadows, pastures and forests. In higher areas there are several small settlements usually comprising a dozen or so farm holdings. Such settlement and land use structure favours the development of agro-tourism.

The municipality's non-agricultural activities to date have been concentrating on creating jobs outside of agriculture; this is due to the fact that farmers with other vocational qualifications abandon unprofitable agricultural activities and take up work in services for agriculture, trade for the needs of the local market, poorly developed craftsmanship, transport and construction occupations. Services relating to tourist traffic are not yet well developed.

Therefore, the most urgent tasks within the municipality include:

1. organising the system of numbering farm holdings for ease of identifying their location,
2. preparing parking places along transit roads and pavements for pedestrians at the most dangerous sections of district roads,
3. identifying, labelling and indicating the locations of agro-tourist farms and other accommodation and catering facilities, together with their addresses and correspondence details,
4. issuing a decision concerning the waste dump ground – in the quarry in Łękawica; such a site is also supported by the location of facilities related to the completion of the Świnna Poręba reservoir project,
5. preparing an offer specifying the municipality's tourist and recreational potential,
6. setting and describing tourist and recreational trails (the "Highlanders' Route", the trail along the Skawa River, and the Wadowice–Jaroszowicka Hills–Żar Hill–Kalwaria Zebrzydowska route), with reference to pilgrimage routes and stations along the Paths of Jesus and the Paths of Virgin Mary complex,
7. determining the locations of reception and catering facilities in strategic areas – near tourist attractions and recreational areas with convenient transport links, sports grounds and areas close to the banks of the reservoir, the "Highlanders' Route" and the Wadowice –Kalwaria Zebrzydowska route,
8. developing an ecological route, allocating land for natural farming, setting a nature path,
9. developing and preparing an exposition of nature, local culture and folk tradition at the school in Zakrzów,
10. preparing a calendar of tourist, cultural, folklore, recreational and sports events,
11. preparing tent sites and subsequently developing them into camping sites (two at the foot of Chelm Hill, and in the villages of Dąbrówka, Łękawica and Bugaj),
12. constructing sheltering structures and toilets along tourist trails,
13. organising transport and allocating land for a tent site with water supply, mobile catering facilities on the bank of the Skawa River and in Dąbrówka, and a seasonal "swimming pool" (until the reservoir is completed) for relaxation during public holidays and on a daily basis.

A special role in the strategy of tourist development is to be played by the municipal governments that perform a regulating and co-ordinating role in their municipalities.

Local governments are responsible for socio-economic development in their respective areas through the creation of conditions for and support to the entrepreneurship of the local community.

Undoubtedly one of the most significant areas of activity for municipalities with tourist attractions is tourism that generates substantial income in the form of direct and indirect taxes. Visitors contribute to the development of trade, catering, accommodation facilities and other services, and the money they leave partially supplements municipal budgets and increases the incomes of local residents. For these reasons local authorities should provide financial and, in particular, organisational support to entrepreneurship regarding tourism in their areas, mainly through facilitating the siting of their proposed projects and tax relief. This can be done through simplifying administrative and legal procedures, now rather burdensome, related to the siting of projects, and obtaining relevant building permits. Prospective investors can be encouraged by the preparation for them of land plots to be used for tourism purposes and the promotion thereof. A serious incentive for investors would be a reduction in real property tax. There are a number of such possibilities provided for under the local taxes and levies act of 1991.

A specific feature of tourism is that many natural attractions and infrastructure facilities too often extend beyond the administrative borders of one municipality thus requiring co-operation between a number of municipalities. Such co-operation can comprise joint technical infrastructure projects (water supply and sewage water discharge systems, roads, telecommunications, etc.), tourist facilities, shared tourist products, shared information, promotion and distribution of tourist products. The development of tourism and the need to develop a wide range of tourist products requires co-operation between local governments and state administration at the district and province levels and further co-operation with central authorities and institutions. The tightening of co-operation and joining forces on those three levels would significantly increase opportunities for the development of tourism and facilitate the pursuance of strategic tasks. Such cooperation should be undertaken not only by public entities but the private sector as well, thus creating a network of entities within the tourism sector and authorities of various levels that co-operate closely in the implementation of the tourism development strategy.

## Conclusions

In terms of tourism, Stryżów is associated with Kalwaria Zebrzydowska (included in the UNESCO World Cultural Heritage List) as a centre for pilgrimages in southern Poland, or with Wadowice and, to a lesser extent, in connection with its natural environment. The area under consideration is perceived as if its principal and most valuable attractions were located even closer to Krakow. This prevailing opinion limits the possibility of creating and promoting tourist products of the powiat and a number of municipalities in the voivodship based on their natural attractions.

As indicated in this paper, the area of the Stryżów municipality can offer an attractive stay and enable visitors to familiarise themselves with the region, owing to its convenient location and accessibility through roads and rail links, and its proximity

to such tourist centres as Krakow, Wieliczka, Lanckorona, Kalwaria Zebrzydowska, Oświęcim, Wadowice or Sucha Beskidzka, which are within less than one hour's travelling distance. Not far from the municipality there are also attractive natural sites, national and landscape parks, historic areas and numerous heritage sites, centres of material culture, science and places of religious worship. This area already offers attractive relaxation possibilities owing to its natural qualities, varied land relief features, the abundance of the organic world, a clean environment, resources offered by farm holdings, and the greenery of the municipality and its immediate surroundings.

The strategy, as presented herein, aims to determine the set of tourist products to be offered by the Stryszów municipality, which, as a result of appropriate promotion, may become part of southern Poland's tourist offers. The development of particular products must, however, be enhanced by a wider range of services and a variety of local events. The infrastructure also has to be modernised and the standard of all services addressed to tourists and pilgrims will need to be raised.

This paper presents a number of proposals for a variety of products, which are likely to develop based on the municipality's natural and anthropogenic assets. The path for the development of particular products, the necessary minimal facilities, requirements and proposed activities are outlined. The stakeholders, who should be financially and professionally interested in undertaking these activities have also been identified. Particular emphasis has been placed on the nature and specificity of the products and their active consumption. Existing tendencies in tourism and leisure activities in Europe and Poland point out the need to focus on the physical activities of tourists, their short stays (usually several times throughout the year) in places offering a wide range of services, well-timed activities and their suitability to existing attractions.

A major advantage of the Stryszów municipality is its low level of environmental pollution. The hills and mountains prevent masses of polluted air, originating from the surrounding industrial complexes, from reaching the area. At the same time, Stryszów isn't far from heavily transformed and densely populated regions located to the north-west (GOP at a distance of ca. 80 km) and the north-east (Krakow urban complex at ca. 30 km). The municipal area should be perceived as offering all types of "rural", active and specialist tourism. With this approach, the paper identifies a number of basic tourist products, as well as supplementary products relating to specialist and hobby-oriented tourism and recreation.

The development of particular types of tourist products may not be undertaken on one's own initiative and the activities may be successful only if properly managed. This necessitates the establishment of a number of appropriate agencies and co-operation links between particular elements of the tourism system. Proper dissemination of information about the existing offer requires ensured co-operation between the different levels of national administration, local governments and many other institutions. Such co-operation should also be pursued on a horizontal basis, that is between regions and areas with mutually complementary tourist offers. This requires the establishment of formal associations with tourist chambers and consortia, and informal co-operation links. A serious shortcoming in the Stryszów region is the lack of business self-government associating entities operating in the tourism sector. The Regional

Agency for the Promotion of Tourism (RAPT) and the Polish Agency for the Promotion of Tourism (PAPT) can be of great assistance in developing such self-government with a significant contribution from central government administration, local governments and the proposed Union of the Municipalities of the "Beskidy Sea", as well as entities from the tourism sector and other organisations related to the region's tourism industry.

The activities undertaken should be closely co-related with the national strategic policy. It should be noted that, in July 1999, the Council of Ministers adopted two important documents concerning rural areas: the Pact for agriculture and rural areas and a consistent policy for farm and agricultural holdings. These documents set out the policy for the development of farm holdings and agriculture. The pact for agriculture comprises three parts, known as pillars. Each pillar presents issues concerning tourist development in rural areas. The first pillar, discussing support for agriculture and its environment, emphasises the role of healthy food production and access to working capital loans. The second pillar dwells much more extensively on strategic issues relating to tourist development in the countryside. Particular attention is placed on the development of entrepreneurship and creation of jobs outside of agriculture (through the development of various forms of vocational counselling and training) based on rural culture, resources and heritage sites in rural areas, attracting investors and infrastructure projects. The second pillar discusses widely the improvement in the state of the environment through upgrading electricity supply systems, water retention, construction of waste water treatment plants and waste dump grounds, etc. Such projects will be funded from the national budget, the SAPARD and PHARE programmes, environmental funds, the budgets of local governments and the 3<sup>rd</sup> Long-term EU Programme for SMEs. The third pillar discusses support for the comprehensive social policy towards rural areas and agriculture, and the general development of the rural environment. These projects are to be pursued through an improvement in the occupational status and increased income of rural families and improved access to disability and retirement payments. A special role is to be played by the education of rural children and youth, their proper education profile and the moving of rural people into occupations in rural areas and related services.

A significant opportunity for tourist development has been created by EU pre-accession programmes. Assistance can be offered under these programmes to regions represented, for example, by the Union of Municipalities of the Beskidy Mountains area or the Wadowice powiat, which could comprise the Stryśzów municipality.

The most advanced discussions and work relating to EU assistance to the Stryśzów municipality are being carried out under an already approved SAPARD project. The correct preparation of a project provides serious opportunities for considerable assistance from the EU ISPA programme (for the Świnna Poręba Union of Municipalities or municipalities of the Wadowice district). Such resources and special purpose funds, correctly channelled and directed to the Stryśzów municipality, should facilitate the development first of agro and eco tourism and then family tourism based on modernised existing services and new sports and recreational facilities.

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## **Strategia rozwoju turystyki w gminie Stryszów**

### **Streszczenie**

Stryszów kojarzy się w zakresie turystyki z Kalwarią Zebrzydowską (wpisaną na Listę Światowego Dziedzictwa Kulturowego UNESCO); jako centrum ruchu pielgrzymkowego Polski południowej, bądź z Wadowicami, w mniejszym stopniu zaś jako obszar turystyki związanej ze środowiskiem naturalnym. Obszar omawianego rejonu, postrzegany jest bowiem tak, jakby jego podstawowe i najcenniejsze walory znajdowały się bliżej Krakowa. Teren gminy Stryszów może zaoferować atrakcyjny pobyt a także umożliwić poznanie rejonu, dzięki odpowiedniemu położeniu gminy w systemie dróg bitych i kolejowych oraz w pobliżu takich centrów turystycznych, jak Kraków, Wieliczka, Lanckorona, Kalwaria Zebrzydowska, Oświęcim, Wadowice czy Sucha Beskidzka. Do centrów tych z terenu gminy Stryszów swobodnie można dotrzeć w niepełną godzinę. W niewielkiej odległości znajdują się również atrakcyjniejsze walory przyrodnicze parki narodowe i krajobrazowe, historyczne miejsca i liczne zabytki, centra kultury materialnej, nauki i religii. Jednocześnie do terenu gminy Stryszów blisko jest z okręgów o silnie przekształconym środowisku i dużym potencjale ludnościowym, znajdujących się na północnym-zachodzie (GOP ok. 80 km) i północnym-wschodzie (Aglomeracja Krakowska – ok. 30 km). Obszar gminy winien być postrzegany jako obszar oferujący wszystkie odmiany turystyki „wiejskiej”, aktywnej i specjalistycznej. Takie podejście sprawiło, że w opracowaniu wydzielono utworzenie szereg turystycznych produktów podstawowych oraz produktów uzupełniających, związanych z turystyką i rekreacją specjalistyczno-hobbystyczną. Jednak obszar gminy Stryszów oferuje odpowiedni wypoczynek dzięki warunkom przyrodniczym; urozmaicona rzeźba i świat organiczny,

czyste środowisko, zasoby gospodarstw rolnych oraz zielone tereny gminy i najbliższej okolicy. Nadrzędnym celem niniejszego opracowania było wskazanie dróg i efektywności wykorzystania zasobów materialnych, ludzkich i finansowych dla rozwoju obszaru gminy i jej gospodarki poprzez rozwój branży turystycznej.

Przedstawiona Strategia daje szereg propozycji utworzenia różnych typów produktów, które mają szansę rozwinąć się na bazie walorów przyrodniczych i antropogenicznych. Ukazana jest droga tworzenia poszczególnych produktów i konieczna minimalna baza, wymagania, propozycje działań a jednocześnie wykonawcy zainteresowani zawodowo i finansowo. W tworzeniu produktów turystycznych, zwrócono baczna uwagę na charakter i specyfikę produktów i aktywną ich konsumpcję. Istniejące tendencje w turystyce i wypoczynku w Europie i Polsce potwierdzają tę koncepcję podejścia, w związku z czym poszczególne programy zwracają uwagę na aktywność fizyczną turystów, krótki i najczęściej wielokrotny ich czas pobytu w ciągu roku, o bardzo urozmaiconym w czasie rozkładzie zajęć a także dopasowaniu terminarzu szeregu imprez w oparciu o istniejące atrakcje.

W artykule przedstawiono przy pomocy analizy SWOT możliwości stworzenia produktów turystycznych zarówno przed spiętrzeniem wody w zbiorniku Świnna Poręba jak i po utworzeniu „Beskidzkiego Morza”. Wskazano jednocześnie na segmenty turystów oraz ich tereny emisji przyjeżdżających do poszczególnych obszarów strategicznych rejonu.

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