

интеграция - то есть переход от создания у студентов дифференцированного образа действительности к синтетическому на основе межпредметных связей, внедрение интегративных дисциплин на всех ступенях обучения;

индивидуализация — то есть учет всей системы индивидуальных особенностей личности, сочетание индивидуальных и коллективных форм работы с одаренными студентами, а также введение индивидуальных учебных планов различных видов обучения с разным объемом подготовки;

непрерывность - то есть единый процесс, охватывающий все степени и уровни довузовского, вузовского и послевузовского образования, обуславливающий формирование у студентов и слушателей навыков самообразования и умения ориентироваться во все возрастающем потоке туристской информации;

прагматизм - то есть усиление внимания к овладению профессионально-практическими знаниями, рациональной организации повседневной туристской деятельности.

Основная цель - создание и поддержка разнообразных инновационных образовательных систем, дающих новое качество образования для подрастающего поколения, основными показателями которого являются туристская компетентность, профессионализм, культура и эрудиция, а также умение думать и чувствовать. Именно эти качества позволяют говорить о презумпции воспитания и образования в туризме и сформировать профессиональную личность. При этом важен не только результат, но и сам процесс образования.

Естественно, что педагогизация туристского сознания ориентирует молодежь на выбор образовательных программ с целью наиболее полной реализации ее интересов, ее становления и развития в сфере туристской деятельности и занятости.

TOURISM FUNCTION AND CHOSEN PROTECTED AREAS IN POLAND. THE EXAMPLE OF "WARTA'S ESTUARY" NATIONAL PARK AND "BARYCZ VALLEY" LANDSCAPE PARK

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The growing speed of life in big urban complexes and sudden technical progress make modern man look for alternative places of rest, in close contact with nature. This tendency is especially visible in highly developed countries where the most popular (and at the same time the most expensive) tourist destinations are those which are far away from civilisation and offer authentic abundance of natural and cultural values. The attraction of offers of many tourist organisers is the possibility to visit and stay in different protected areas, which in many cases – thanks to controlled men's interference during centuries – have kept high quality of the natural heritage.

A rich structure of Polish protected areas allows to create tourist function of varied specialisation profile. Adjusting traffic forms as well as tourist development to the rank of a given protected area is the condition of keeping ecological balance and comfort of a tourist. In the most people protected areas, national parks can be recognised as such, tourist function – against the theoretical assumptions – is not created to care of keeping natural heritage. As a result, there appear conflicts between natural scientists and local communities.

That is why promotion of both less known national parks as well as other protected areas, such as landscape parks seems reasonable. Putting together the tendency to look for alternative form of tourism traffic with less popular protected areas is a chance to develop real balanced tourism, especially agro- and eco-tourism.

This article was created in order to show and compare an existing tourism function on different protected areas. Additionally it can depict that although protection is the most important, the tourism may develop as well. And what is more – its origin generates tourism movement.

The article is based on research carried out by authors in the 2004-2005, in order to measure proportions of tourism traffic and tourism function on the protected areas.

THE EXAMPLE OF "WARTA'S ESTUARY" NATIONAL PARK

"Warta's Estuary" National Park covers 8074 ha and is the youngest place of this type in Poland, created in 2001. What is interesting, its creation was an initiative of local organisations and inhabitants. The main reason for protecting this area was keeping settlement and feeding conditions for different species of birds. Because of specific natural values of the park, characterised by the domination of mud and water ecosystems (the indicator of woodiness within the Park is just 1% [8]), the place is not an attractive tourist place for mass tourism.

The size of annual tourist traffic, according to Park's administration, is about 20,000 people. This information is reached based on the tickets sale to the viewing tower (in the Park's headquarter), the sale of licence cards for amateur fishing and based on the number of activities organised for groups.

Analysing the dynamics of the number of tourists within chosen years (table No 1), we need to remember that at least 1/3 of the whole number were people who stayed in the area for a few hours (data received from the Park's administration based on local researches). Most of the visitors were participants of trips or local anglers.

Quoted data confirm the growing interest in this area among tourists. Special increase of the number of visitors was observed in 2003, concerning both group and individual stays. The reason for this phenomena can be found in the development of the Park's offer aimed at groups as well as in publishing information about this protected area nationally and internationally. According to the data received from the Park's administration, over 80% of the tourist traffic is made of national tourists and the rest – foreign tourists, most of whom are German, which is a result of the closeness of the Polish-German border.

Table No 1

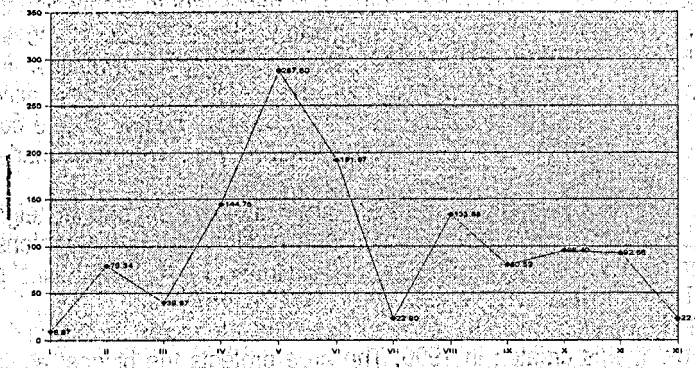
The size of tourist traffic registered by "Warta's Estuary" National Park's administration in years 2001-2004

Lear	Total number of visitors	The number of people participating in organised stays
2001	10000	745
2002	10000	2873
2003	18000	4079
2004	20000	5082

Source: authors' study based on data provided by "Warta's Estuary" National Park's administration.

As a result of the special natural values of the Park, tourist traffic is characteristically seasonal (picture No 1). Increased interest in this area is observed from April to June in 2004 (during these months more than 52% of all registered tourist traffic took place). The biggest percentage of the visitors is observed in May – more than 20% of all the tourists. It results from the bigger number of birds' observers' arrivals and organised school groups. The rise of the tourist traffic reappears visibly in the autumn months – September and October, as a result of the visits of the ornithological faun's lovers, which is connected with the convenient conditions of migrating birds observation. Spring period favours examining meadow ecosystems, where colourful plants create a colourful landscape.

Picture No 1. The percentage of seasonality of the organised tourist traffic registered by "Warta's Estuary" National Park's administration in 2004



A growing number of people visiting "Warta's Estuary" National Park in August 2004 is worth noticing. The reason of this interest was organised for the first time in 2004 *Cow's feast*, promoting extensive pasturage of farm animals as a condition of preserving unique meadow ecosystems.

Based on the research led by the co-author of the article, it was possible to isolate a kind of a profile of a tourist visiting the area of the Park and its neighbourhood. Dominating people are aged 21-40, with a higher or secondary education, coming from the town. It is mainly a type of an explorer, who – visiting the area for the first time- discovers especially the natural characteristic features of the area. Exploring the values of the place was easier thanks to a private means of transport. The person usually organised the stay on his/her own, resting with friends or family. A preferred type of accommodation was a tourism cottage or an agrotourism place, usually the stay lasted up to three days. Most of the visitors were people choosing active holidays, both at home or during longer free periods.

As we wanted to describe tourist function in the region of "Warta's Estuary" National Park more precisely, certain indicators of its intensity were chosen to be analysed (table No 2).

Source: authors' study

Table No 2

Compared indicators concerning tourist traffic (2004)

Indicator Community/region	Tourists number	Schneider's Indicator ^a	Charvat's Indicator ^b
Krośnice	808	10,1	31,6
Milicz	8464	35,0	138,6
Odolanów	822	6,0	18,9
Przygodzice	8697	76,8	191,5
Trzebnica	6837	31,4	35,4
Zmigród	1576	10,4	35,6
"Barycz Valley" Landscape Park	27204	28,28	75,27
Górzycza	732	17,80	35,80
Słońsk	234	4,90	9,01
Witnica	3245	25,00	64,53
Krzeszyce	182	4,04	4,04
"Warta's Estuary" National Park	4393	12,94	28,35

a – tourists number/inhabitants number x 100

b – given accommodation number/inhabitants number x 100

Source: authors' study based on the materials of Regional Data Bank GUS (General Statistics Office)

Despite low values of the shown measures, it is necessary to emphasise the fact of the development of a tourist function, progressing along the evolution of the environmental protection in this area. These changes resulted in creating tourism function in some communities, where tourism infrastructure was developed (mainly agrotourism accommodation, bike and binoculars rentals, and tourist information points). In case of one community the process of area protection made it much more touristically attractive and made the existing tourism space "younger".

The tourist function created in "Warta's Estuary" National Park and its neighbourhood is characterised by a visible specialisation process. It is confirmed by both intensity and seasonality indicators as well as by the parts of the local tourist product and tourist profile.

THE EXAMPLE OF "BARYCZ VALLEY" LANDSCAPE PARK

"Barycz Valley" Landscape Park is the biggest protected area of this kind in Poland, it covers 87040 ha; it was created in 1996. The area protects the biggest agglomeration of ponds in Europe and the species of birds which nest there.

Barycz is an unusual river in the whole world – its waters flow simultaneously to the west and east to two different flows. It is a hydrographic oddity called bifurcation. In the past, Barycz was characterised by one more interesting feature – it was an anastomosing river (plaited), which means flowing in two or more equal channels, often winding, usually with small slopes and equal flow (Geographical Encyclopaedia of the World, 1). At the moment in the world there are not too many flows of this kind because of the channel's regulations and irrigation; the most famous and still existing are the Amazon River, Medeira, Rio Negro, Okavango and the only Polish – Narew.

Many channels of Barycz were used to build ponds – which Barycz Valley is famous for – as the channels leading water to them. This environment has a strong connection with rich ornithological fauna, which find great conditions for reproduction, especially among rushes.

In the analysed 10 years (years 1995-2004), despite frequent fluctuations, the size of the tourist traffic within the checked area has risen only slightly, to the level of 26559 tourists by 705 people (3%). In the researched period the tourist traffic in Poland was by 11% higher in Poland. These value shows that there is a stable interest and popularity of the researched area among tourists. However, taking into consideration the fact that generally in Poland there is an increase in tourism, in case of Barycz Valley we can talk about stagnation.

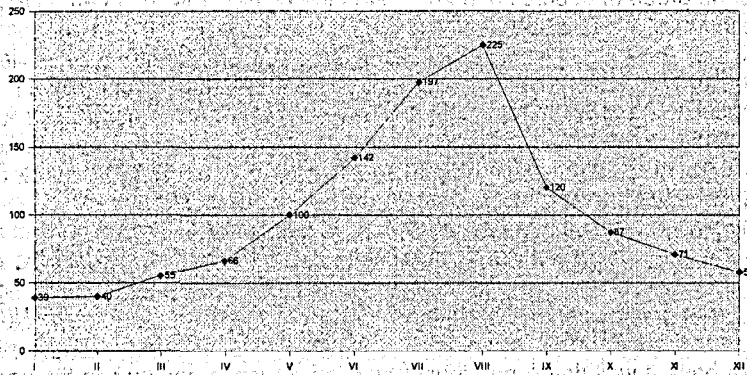
Communities where tourism traffic is noticed can be clearly divided into two groups: absolutely tourist, where 88% of the tourism traffic in the researched area is generated, and communities where the number of tourists is not high (12% of the registered people). The phenomena can be explained by high tourist attractiveness of the communities in the first group, as well as the fact that there are specific accommodation conditions, especially leisure centres and the weekend and holiday centres as well as the complexes of tourist cottages.

The above mentioned fact shows that tourism traffic in the area of „Barycz Valley” is not equally spread – there are its centres, especially in the areas which are most attractive in natural and cultural way. However, tourists tend to avoid naturally attractive areas with no tourism management.

The average length of a stay in the researched area in the last 10 years was 4 days – it may be proving the general tendency to make holiday stays shorter in order to go to a bigger number of places; apart from a few exceptions, the average length of a stay was no longer than 7 days. Hence, it is difficult to talk about a long-term tourism, but on the other hand – in the researched area the most common is a type of accommodation which encourages a development of this type of rest.

In the researched area there were also observed big fluctuations in seasonality of tourist traffic – the highest frequency of tourist arrivals was registered in August, July, June and September, while the lowest number of visits characterises January, February and March. The difference between the biggest – August – tourist traffic (225%), and the smallest – January – (39%) is 186%! The researched area is obviously characterised by high seasonality, however big tourist traffic is also observed in May and October, making this seasonality a bit smaller (picture No 2). It needs to be emphasised that the tourist traffic in the researched area is a year-long one – it is present in every of the twelve months. The phenomena is influenced especially by hunting. The fact can be easily proved by comparing seasonality of the tourist traffic with a hunting calendar (*Environmental Minister's Act Of 16th March, 2005 on setting the game hunting periods*, J.o L.5.48.459; 5). In some communities the peak of the season was moved to autumn months, in some it was extended by this time. From September to 21 December the ornithological fauna can be hunted (ducks, geese, grey herons and coots), which are the specialty of the area. Autumn is also the peak time for deer hunting – deer, roe deer and also fallow deer can be seen in the area. In spring and summer months (April – July) only boars can be hunted – hence hunting tourism is not big at this time. Here we also need to point out that hunting is the most disputatious form of tourism [6], conflicting with its other types and – what is the most important – with environmental protection.

Picture 2. Seasonality indicators for registered tourist traffic in the area of communities which are an administrative part of "Brycz Valley" Landscape Park in 2004



Source: authors' study based on the materials from statistic offices of Poznań and Wrocław.

Recurrence of tourist traffic is observed in months when the fruits of the forest can be picked – it is the turn of June and July, when blueberry has its fruits; if the years are humid enough, the season is extended even until the end of August. In August, on the other hand, cowberry can be found, a very good accompaniment to meet, especially venison. In the researched area, it in a sense replaces cranberry. In the subject area a *Rubus* type of bushes is very popular – since July different kinds of raspberry, and since August – blackberry, richly present in the area. The land of "Barycz Valley" Landscape Park is famous for mushrooms forests – the season starts here in May, and lasts – if there is no slight frost – even in November. Of course, the intensity of tourist traffic connected with mushrooming depends on weather – the more humid and warm, which means bigger possibility of finding mushrooms – the bigger the traffic is. K. Kozuchowski [4] compared the recreational need to pick the fruits of the forest with an old instinct to search food... As it is shown – it is naturally reasonable that in some communities tourist season is moved to these months.

It needs to be emphasised that both hunting and fruits of the forest gathering is forbidden in the area of national parks!

In case of angling, the situation is totally different as fisheries in the researched area are commercial and stocked with fry, so they are under the owners' regulations, and tourist traffic appears only when they are made available, in the summer peak season.

Summarising the presented information we can say that the strongest tourist traffic in the whole researched area is in summer months (July and August). There is also a significant number of arrivals in May and June, and also in Autumn – until November. The fact is connected with a specialised accommodation places (hunting quarters) and their guests, who hunt.

Concerning the size of the towns of the origin of the tourists, 60% pointed to towns of more than 100 thousand citizens! Generally, from town were over 87% of the tourists. It shows that town inhabitants choose non-urbanised and naturally valuable areas as their holiday destination; on the other hand we need to remember that tourism does not characterise people coming from rural areas.

Concluding, we can say that "Barycz Valley" Landscape Park is a recreation area of regional meaning. Visitors from places situated more than 120 km from it are rather transit tourists, who spend here only one night. In no way can we talk about a national importance of the tourist function of the researched area.

Demographic structure is important information concerning tourist traffic. Among the tourists there are more women (57%). The visitors in the area show an interesting age structure, as the group of people aged 20 to 34 is the biggest (34%). It can be explained by the fact that the existing accommodation base is quite cheap, of rather a low standard, and the level of the service quality is not the most important criteria for the youth while choosing tourist destination; available price is much more important. In the second place (16%) there is a group of children and young school people aged 8 to 19 – families with children are a very important group of tourists; what is more, sport camps are organised in Milicz for this age group. A group of elderly people is also of big significance, aged 50 to 59. Those tourists are most often people whose companies used to own company recreation centres in this area. The places were sold or privatised, but old customers still come.

Having gathered data concerning the number of given accommodation and the number of registered tourists, we can try to define the intensity of tourist traffic and the meaning of tourist function in this area. Two indicators, Charvat's and Schneider's were developed (table No 2).

Summarising the height of Schneider's indicator we need to say that the researched area does not have a well-developed tourist function (which is good when the parameter is above 100) [7], [3]. It means the area is of not too big tourist importance nationally. However, Charvat's indicator showing tourism intensity is quite high – even though it also does not exceed the value of 100 (for such areas tourism is important in their functioning).

Summarising the characterisation of the tourist traffic in the area of "Barycz Valley" Landscape Park we can say that it is mostly resting and holiday traffic, and its main participants are families with children and the youth.

Summary

Both presented protected areas are characterised by similar ecosystems – but the range of protection is different in them – that is why they can be compared.

All the presented above facts prove the thesis that creating a protected area intensifies tourist traffic, even in such specific areas, not adequate for mass tourism, like mud and water areas.

For both national and landscape parks, tourist function is one of the main ones there. Unfortunately, strongly developing tourism carries also some dangers. These are mainly too strongly developed tourist management and illegal summer holiday resorts building. Despite the risk of natural and social environment degradation which is possible in protected areas,

tourism should still be developed – of course in the conditions of balanced development. However, in national parks mass tourism function should be limited to the lagging (which has a lower protecting rigour) because of the special value of the natural environment. In a sense as a replacement, a tourist function should be developed in landscape parks – it will relieve too concentrated tourist traffic in national parks.

The researches showed the the development of tourism is irregular – which has positive results for the protected areas – it allows to protect naturally most attractive areas. In the examined parks we can observe spherical character of tourist function which is connected with the specific character of the areas: "Warta's Estuary" has lagging which keeps a part of tourist traffic, while the most valuable areas of "Barycz Valley" are protected by the sanctuary status where tourism can only have a linear character along the marked walking paths. What is more, the existing mud and water ecosystems in a way naturally exclude the interest of mass tourism with these areas, attracting to those areas mainly the travellers aware of the value of the areas, who are not dangerous for natural ecosystems; additionally – the areas are rather difficult to explore. In addition, a big part of the Landscape Park is owned by fishing farms, where trespassing is strictly forbidden and they are protected by fishing guards; while in the National Park there is park guard checking respecting the regulations. It is a beneficial situation, especially concerning protection of the nesting avifauna.

As a conclusion we need to point out that in the protected areas tourist function should not dominate. In case of national parks, the main function should be the protection of a unique – in Poland and even the world – nature. Landscape parks, however, are created in a bit less naturally attractive areas, and they should become a kind of bumper grading tourist traffic. They should also have a multifunctional character, which needs to be an aim in the areas where automatically the harmonious interaction between culture and nature must be kept, which are a part of the ecodevelopment rules. If tourism develops without them we can expect – especially in the protected areas – a catastrophe – I. Kamieniecka [2] estimates that the influence of tourism in natural degradation amounts to 6%, yet in case of towns overburdened with tourist traffic it amounts to even 40%, reached by light and heavy industry...

At the end we need to emphasise that both areas are very specific, protecting one of the biggest water ecosystems (backwaters and ponds) which is connected with tourists' specific interests. That is why the results of the researches cannot be generalised for all the landscape and national parks in Poland, but they might be the beginning for further analysis led also internationally.

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