

THE BIRD'S POLISH REPUBLIC AS AN EXAMPLE OF TOURISM PRODUCT CREATED ON THE BASIS OF NATIONAL PARK'S VALUABLES

Dr Sylwia Graja-Zwolińska

Department of Agrotourism, University of Life Sciences in Poznań, Poland

The 30 year-old form of nature protection evolution on the youngest Polish national park and its closest neighbourhood has contributed to tourism space development .

The local tourism product creation, called The Bird's Polish Republic, is one of the most visible effects of this process.

According to the assumptions accepted by Medlika (1995), Kaczmarek, Stasiak, Włodarczyk (2002) tourism product consists (sensu stricte) of everything what tourists buy separately (transport or accommodation) or in the form of services package. In sensu largo this is a composition of everything, what tourists do in tourism destination and what they use there (services and all infrastructure).

According to the classification of tourism products (quoted by Kaczmarek, Stasiak, Włodarczyk) the Bird's Polish Republic presents an example of a compounded place's type, which is mainly concentrated on a Słońsk community, where the nature protection tradition has been known since the 70-ties. The Bird's Polish Republic was founded in February 2002, from local community initiative, which amalgamated under : *The Słońsk friends association*.

The main purpose of this product creation was to develop Słonsk tourist's attractiveness (and the neighborhood areas) and to integrate the local community towards the sustainable development.

The essence of this product is based on knowledge of natural environment values, first of all, numerous and diversified awifauna.

However, when Bird's Polish Republic has developed, the product's core has been enriched by the cultural heritage knowledge of this area. As an example tourists can visit a historic church, old pumps in Słonsk, Warniki etc.

A real product consists of accommodation in local loadings (mainly in agrotouristic quarters), excursions which are organized by a local tour operator (The Natural Tourist's Office "Hoopce"), hiring sports equipment – recreation (canoes, bicycles, binoculars).

The broadened product consists of:

- selling The Bird's Polish Republic citizen's passport (when a tourist buys a passport, then he supports new initiatives and he is responsible for tourist's development and for nature's protection, too; furthermore he receives services at a discounts);

- various thematic parties such as: jamborees The Bird's Polish Republic citizens (this party takes place every spring; citizens talk and learn about nature, birds; interesting contests take place during this party, for example a choice of the bird of the year, The Bird's Polish Republic ambassadors election, who promote this holiday destination etc.), ecological contests mainly for local community for example eco-boats building, which consist of PET bottles (after this competitions they are recycled), a bicycle's rally of a storks route.

Thanks to this original elements this tourist's product is very attractive for tourists and also it's competitive on the tourism market.

It is worth stressing, that miscellaneous local subjects are engaged in creation of this product– *The Słońsk friends association*, communal authority and companies, management of the national park, local tour operators and tourist's service providers. These subjects are mainly from Słonsk. Residents of neighboring communities often

become involved in new initiatives. They realise that cooperation can influence greatly on tourism development in their area. This tourist's product is very special, because it mainly shows the natural heritage, that is why the practical nature's protection is so important. Tourists and local communities learn to be responsible for this area.

The Bird's Polish Republic is directed to nature tourism (ecotourism) fans, mainly for beginners as well as advanced fans of birds world. This tourist's product is also a perfect holiday destination offer for those who are keen on active tourism because they can ride a bicycle, go by boat or canoe and wander.

The product consists of rich proposals, which are directed to different groups of customers – birds fans, students and families with children.

The spring and autumn – this is the best time for visiting this area as tourists can easily admire the wonderful nature (mainly birds). It is worth stressing, that tourist's service providers take care of all-year feature of this product and prepare a great variety of interesting attractions.

Table 1 presents the development of this tourist's product.

Phase of cycle of life a tourist's product The Bird's Polish Republic	Main operations
Phase of exploration	1977 year –Slonsk Nature Reserve creation 1984 year –this Reserve accession under a protection the Ramsar convention 1996 year –Warta Mouth Landscape Park creation 2001 year – Warta Mouth National Park creation 2001 year – <i>The Slońsk friends association</i> foundation
Phase of introduction	Year 2002 - The Bird's Polish Republic formal creation - first citizens jamboree organization - a bird of 2003 choice - organization of a first edition of "fun and education = clean environment" ecological contest - honorable mention in competition on fairest civil initiative conquest of Pro Publico Bono foundation - next agrotouristic farms creation
Phase of development	Year 2003 - the second citizen of The Bird's Polish Republic - choice of The Bird's Polish Republic emblem - first bicycle's rally of a storks route organization - participation in tourists trades (Tour Salon 2003) - award conquest in competition on the fairest regional agrotourists product and regional award under name <i>Pearls of lubuskie voivodeship 2003</i> Year 2004 - the third citizen of The Bird's Polish Republic - elections of ambassadors The Bird's Polish Republic (among citizens of neighboring provinces, whose purpose was to promote tourist's values of this area) - European Birds Year participation - first edition of cultural event organization under <i>Maurycjada</i> name (in memory of joannits order) continuation of cyclical events

Source: personal elaboration on the basis of information from *The Stońsk friends association*

This touristic's product is directed not only to tourist but to local communities as well. Creation of this product generates plenty of profits for:

- tourist's service providers – they earn on tourists,
- shopkeepers,
- farmers – they can sell their products for example milk, eggs, honey, fruit and vegetables etc,
- inhabitants of communities (which are in National Park and in its neighborhood) understand the practical concept of nature protection; if they take care of nature, tourists will come there,
- tourists – they receive an attractive holiday destination.

Creation of The Bird's Polish Republic is a good example of a correct development of tourist space in the Warta Mouth National Park and its neighborhood. This product shows, that ecological and tourist function coexistence is possible.

Literatura

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ПЕРСПЕКТИВНОЕ РАЗВИТИЕ ЗДАНИЙ ПУБЛИЧНЫХ БИБЛИОТЕК БЕЛАРУСИ

Н.А. Григорьева

Белорусский национальный технический университет, г. Минск, Беларусь

Нарастающие темпы развития библиотечных технологий, появление новых информационных носителей, услуг и средств обработки мультимедийных продуктов предоставило новые возможности современному пользователю. «Информационный гипермаркет», «интеллектуальное пространство», «медиатека» - в последнее время появляется всё больше новых определений, так или иначе связанных с хранением, созданием и передачей сведений. Новые формы отношения «потребитель - информация» сформировали и новую потребность общества в некоем полифункциональном духовно-дисциплинарном пространстве [1]. Такую роль вполне способна взять на себя публичная библиотека (ПБ), которая, согласно своему основному назначению, уже является сложившимся центром культурной и образовательной активности населения. В свете этих тенденций особенно стремительно упрочняются позиции региональных ПБ, поскольку помимо своей основной деятельности они ещё осуществляют так называемую организационно-методологическую работу в отношении библиотек низовой сети (районных и сельских), являются базовыми учреждениями филиально-передвижной системы обслуживания [2].

Технический прорыв и усложнение функциональных программ неизменно влекут за собой необходимость корректировки сложившихся традиционных планиро-