

THE WOODEN ARCHITECTURE ROUTE AS AN EXAMPLE OF A REGIONAL TOURISM PRODUCT IN POLAND

Małgorzata Zdon-Korzeniowska ¹, Monika Noviello ²

SUMMARY

A significant increase in tourism is one of the main features of modern economy, both at a national as well as regional and communal level, and concerning individual places. Tourism is seen primarily as an opportunity for economic development, but also for social development and activation of local communities. Tourism is seen as an increasingly important factor in the development of not only places or regions that are attractive in terms of tourism, but also as an effective tool for the activation of areas where the touristic function has not played an important role or did not occur at all. In addition to stimulating the socio-economic development of places and regions, tourism also contributes to the discovery and the cultivation of the values and cultural as well as natural resources of such places. Well-managed tourism can even become a way to preserve and protect the natural, cultural and historical heritage of specific places or regions by exploring and nurturing it. Heritage elements become, on the one hand, attractions around which unique tourism products are created, and on the other hand, a kind of distinguishing feature of a given place or region, based on which local communities build their identity and sense of belonging. The concept of creating regional tourism products which would integrate these two factors, ie. tourism and heritage, is relatively new - both in Polish economic practice and literature. The article presents the systematics of the concept of a regional tourist product and the methodology of its shaping on the example of the Wooden Architecture Route (case study).

¹ Università Pedagogica di Cracovia, via Podchorążych 2, 30-084, Cracovia, malgorzata.zdon-korzeniowska@up.krakow.pl

² Università Pedagogica di Cracovia, via Podchorążych 2, 30-084, Cracovia, mnoviello@up.krakow.pl

1. Introduction

Many countries identify in tourism an opportunity of socio-economic development. It is perceived as an effective tool within the policy of countries and regions to bring the differences in their socio-economic development into alignment. Tourism is often regarded as an important factor not only in the development of touristically attractive areas or regions, but also as an effective tool for the activation of territories where the function of tourism has not yet played a significant role, if any at all. Tourism-related activities become a supplement or an alternative to unprofitable agricultural activities, unsuccessful health-resorts or industrial agglomerations. As an ecological and environmentally friendly “industry”, tourism is an alternative to other developmental trajectories, whose choice and application in a given area, for various reasons (for example, ecological), would be disadvantageous or simply not possible.

In addition to stimulating the socio-economic development of towns and regions, tourism also contributes to the exploration and cultivation of the cultural and natural qualities and resources of such sites. Well-managed tourism can even become a way of preserving and protecting the natural, cultural and historical heritage of given areas or regions through its discovery and cultivation. Heritage elements are, on the one hand, attractions around which unique touristic products are formed, while on the other hand they become a kind of identity traits of a given place or region, based on which local communities are building their own identity and sense of belonging.

The concept of creating regional tourism products is an approach which integrates these two factors, i.e. tourism and heritage. The idea of using the heritage and culture of given places or regions for their sustainable development has been present in source literature for several decades (Ritchie, Sins 1978; Ashworth 1994; Salazar and Porter 2004; Smith 2006; Richards 2009, 2010; Chhabra 2010; Gawel 2011; Timothy 2011; Mariotti 2012; Zbucnea 2014; Labadi, Logan 2016; Larsen, Logan 2018).

The purpose of the article is to present the concept of regional tourism product in the case of The Wooden Architecture Route (AD route) operating in four provinces in Poland.

The aim of the present work is to illustrate, based on source literature, the notion of regional tourism product as well as its definition. On the other hand, in part, the empirical work consists of an analysis of the idea of the realization of the AD route, the structure of the itinerary and its functioning. The main research method used is the case study. In order to provide a rich information material for a more solid analysis other complementary testing methods were used, namely:

- study of existing materials: folders, multimedia presentations, maps, guides and other promotional materials issued by Marshal's offices of the provinces through which the AD route runs, as well as the internal materials of such offices on the AD route;
- Participant observation – it consists on the planned gathering of observations on the functioning of the AD route from the point of view of the consumer – tourists visiting the AD route.

2. Regional tourism product – nature and definition

Regional tourism product is a concept used both in the scientific literature on tourism (Zdon-Korzeniowska 2009; Panasiuk, 2014; Žuromskaitė, Dačiulytė, 2017), as well as in the economic practice (Regional Tourism Product Development Program, Guidelines 2017-2018 Financial Years). Such notion is understood quite diversely, as confirmed by one of the authors of the present study (Zdon-Korzeniowska, 2009).

The regional tourism product is regarded as either a specific area (town, region), a tourist route or a local event, as well as a single product – constituting a product of the local food-processing, a craft tradition or a material element of the culture belonging to a given place.

Quite often the terms "regional tourism product" and "region's tourism product" are used interchangeably to describe the tourist product offered by a given region. However, are "regional tourism product" and "region's tourism product" – as they seem to have identical wording- indeed always describing the same product? Is it just terminological subtlety, or is it an important problem to define what we call a regional

tourism product? In the formulation of "regional tourism product" it is more distinctly underlined the "regionality" of the touristic product. Regional (lat. *regionalis*) means as follows: "Associated with a given region, characteristic of, known, used, occurring in a specified region, originating from a given region" (*Słownik wyrazów obcych*, 1980).

The essence of the regional tourism product is therefore related to its close connection with the given region, not only by the fact that it is located in the area of such region. This relationship is primarily marked by reference to the idea of regionalism, to the spiritual and material heritage of a given region - the historical, cultural and natural heritage.

Hence arises the following question: is the tourism product offered in a given region, but built on the basis of attractions such as e.g. an artificially created pools complex or an amusement park, a regional tourism product? It's the character of the attractions which determines the nature of the tourism product. They are the main reason tourists arrive to a given place, constitute the nucleus of the benefits and the core of the utility for the buyer.

The region's tourism product, which is nothing more than a tourism product offered by a given area (therefore the region as well), in the above-mentioned definition includes all tourist attractions, even the ones not characteristic of a given region, not previously present, not having in other words a historical or cultural relationship with it. According to the above line of reasoning, the definition "region's tourism product" is a broader delineation in comparison to the definition "regional tourism product".

Although the two definitions, for the most part, refer to the same product, it is difficult to pass over the – albeit subtle- difference between them. The regional tourism product is a product characteristic of a given region, but the region's tourism product doesn't have to be a regional tourism product. The regional tourism product is characterized by its peculiarity, dissimilarity and uniqueness. It is an original product, strongly identified in the region in which it is offered, typical of the latter, referring to its identity and idea of regionalism. The characteristics of the regional tourism product are attributable to the origin of a given region. It expresses close ties with the region in which it is offered, with the existing cultural and natural conditions and resources. The idea of the regional tourism product is to meet the needs and expectations of tourists arriving in a given place, benefitting from the resources of the region as well as from the historical, cultural and natural heritage – with the simultaneous preservation of such heritage – without any damage for current and future residents.

The essence of the regional tourism product is therefore its connection to the region, which is mainly evident through the "regionality" of the tourist attractions, on the basis of which the product is created. Regional attractions are attractions related to a given place (region) in a "permanent" manner, not temporary, non-occasional, "not migratory", based on the resources of such place (region), authentic, exceptional, in a specific form occurring only and exclusively in the given place (region). Regional attractions are those based on the unique resources of the region, which are characterized by naturality and uniqueness. In relation to the mentioned traits they determine the activity of the tourists (historical, intellectual, scientific), stimulating them – regardless of the distance – to visit a given place. These attractions are non-reproducible, constituting a natural and cultural element, as well as historical, of the heritage of a given region.

Heritage is "something" passed down from generation to generation, our legacy; what we are currently living and what we hand down to children and grandchildren. These are our identifiers, reference points, our identity " (Kruczek, 2006, pp. 12). R. Hewison defines heritage as "what past generations preserved and handed down to us, and what a significant amount of the population is willing to secure for future generations" (Hawison, 1989). The core of the regional heritage is therefore the cultural and natural values of the region passed down from generation to generation (Wojciechowska, 2003). Within the meaning of the International Convention for the Protection of the World Cultural and Natural Heritage adopted in Paris in 1972, the "cultural heritage" is considered to be:

a) monuments: works of architecture, works of monumental sculpture and painting, elements and structures of archaeological importance, inscriptions, caves and the concentration of such elements, having a unique universal value from the historic, artistic and scientific point of view;

b) groups of separate or associated structures which, due to their architecture, uniformity or integration with the landscape, present a unique universal value in terms of history, art or science, and

c) historical places: works of man or conjoint works of man and nature, as well as zones, archaeological sites, which present a unique universal value from a historical, aesthetic, ethnological or anthropological point of view.

Whereas "natural heritage" is considered to include as follows:

a) natural monuments originated by physical or biological formations or the concentration of such formations, showing a unique universal value from a scientific or aesthetic standpoint;

b) geological and physiographic formations as well as zones of precisely definite borders, which constitute habitats for endangered species of animal and plants and which possess an exceptional universal value from the scientific or behavioural point of view;

c) places or natural zones of strictly defined borders, possessing a unique universal value from the point of view of science, behaviour or natural beauty.

As indicated by G.J. Ashworth (1994), the use of historical, natural or cultural heritage of given places or regions to express and emphasize their identity is adopted to build and strengthen the spatial policies of these areas. The heritage (historical, cultural, natural) of a given place (region) can therefore, in the concept of regional tourism products, incorporate two functions: the regional attractions (original, unique) around which the tourism products are built and the characteristic identity of a place (region) based on which the region's image is created, the local communities mobilize and build their sense of regional identity, supporting the same efficiency and effectiveness conducted by local authorities and regional development policies (Ashworth, 1992). Furthermore by nurturing, cultivating and discovering the heritage, the latter is preserved for future generations.

"Heritage and tourism are inextricably linked. The heritage attracts tourists, and in turn tourism directs attention to the heritage" (Ivanov 1999, pp. 139). Nevertheless, as G.J. Ashworth points out, "the relationship between them is not harmonious, and achieving a state of lasting harmony requires active management" (Ashworth 1999, pp. 167). Moreover, the heritage serves to meet many needs, and tourism is just one of them. Using the elements of the historical, cultural or natural heritage for the creation of tourist attractions and further the tourism product, it is important to keep in mind – as indicated by D. MacCannel (2002) – to maintain their authenticity, so that they are not just distorted interpretations, which aim to solely excite the greatest interest among tourists. According to M. Karczewskiej (2002), generally the construction of tourism products based on heritage elements finds its meaning only in a defined terrain, and the only subject capable of "understanding" such heritage and therefore of introducing it into the tourist offer is the local community, which is settled in the heart of this heritage. As the author emphasizes, only the local population can mobilize and cause the heritage to revive and become a part of the local development. It is therefore essential that the inhabitants of a given region are able to identify it and recognize its unique value. The local community is one of the key actors in creating regional tourism products. On the other hand, according to J.R. Ritchie and M. Sin's (1978) classification of tourist attractions, the local population itself can also be considered as a tourist attraction, which by cultivating a "living" tradition of folklore or dialect becomes a carrier of immaterial resources and of the heritage of the region. The hospitality and openness of the local community, as well as its positive attitude towards visitors are also contributing factors helping to raise the attractiveness of the regional tourism product. Often it is the inhabitants – their hospitality, life style, culture and tradition – which become the main tourist attraction that brings tourists to a given place. It is considered that "the tradition and cultural diversity of the various social groups or geographical regions are factors which strongly influence the behavior of purchasers" (Szulce, 1999).

Assuming that the regional tourism product is a category of spatial product and therefore a product offered by a certain area, in its definition we cannot limit ourselves to the indication of the attractions, although they constitute the point of gravity of each tourism product. However, it is worth mentioning the relevance of all infrastructures and services which enable tourists to benefit from the allure of the site's attractions, such as: appropriate tourism development, security level, commercial and service network or

other facilities with market or non-market characters. Admittedly, these para-tourist services and products are merely a means of achieving the basic purpose of a tourist's arrival in a given place, yet their level and structure may be decisive when it comes to choose the destination of the journey (place of destination) (Altkorn, 1997).

Although, as already mentioned above, the nature of the tourist product presupposes the regional character of its attractions, this is undoubtedly not the only element that should indicate the regionality of the product. The “regional” nature of the product ought to be reflected also in the other components. Due to the regional features visible in the interior design, in architecture, music, kitchen-restaurants, hotels or other elements of the infrastructures, they become more than places where to sleep and eat. They are a source of aesthetic and emotional experiences. To recapitulate, we can assume that the regional tourism product is a category of spatial product, thus a tourist product offered by a delimited area, built on the basis of regional attractions-its natural, cultural and historical heritage- in a particular form that occurs only in a given location.

3. AD Route as a tourism product – the genesis and idea of the route

The subject of the analysis of the present work, currently passing through the areas of four provinces of southern Poland (i.e. the voivodeships of Lesser Poland, Subcarpathian, Silesian and Świętokrzyskie), the Wooden Architecture Route (AD route), which corresponds (at least in the assumptions adopted in this study) to the wide perspective defining the regional tourism product as a spatial product. Therefore it integrates the role of many subjects involved in its activities, built based on regional attractions (buildings of wooden architecture), testifying not only the region's history of construction, but also the fates of the inhabitants of these lands (Figure 1, 2, 3). These attractions are an essential part of the historical and cultural heritage of the region.

Figure 1 – Wooden Architecture Route - St. Bartholomew's Parish Church in Kraków-Mogila



Source: own archive, fot. A. Korzeniowski

Figure 2 – Wooden Architecture Route – one of the buildings in the Orawa Ethnographic Park in Zubrzyca Górna



Source: own archive, fot. A. Korzeniowski

Figure 3 – Wooden Architecture Route - The Lanckorona Urban Layout and Buildings



Source: own archive, fot. A. Korzeniowski

The first basic purpose of the AD route was to protect the sacral architecture of wooden buildings, and only later came the idea of transforming the route into a tourism product. In this aspect, an important role in the genesis of this endeavor was played by the figure and activity of a Cracowian scholar, Dr. Marian Kornecki , an art historian, but especially an eminent connoisseur and indefatigable stock taker of monuments of wooden architecture. She was author and co-author of many publications and scientific studies on wooden architecture , and the initiator of the idea of protecting and preserving wooden sights. Currently, M. Kornecki is the patron of the Malopolska voivodeship's award, granted for outstanding achievements in the field of preservation of monuments of wooden architecture and their promotion.

The main purpose for the creation of the AD route was, therefore, to protect and preserve the cultural and historical heritage of Lesser Poland – the popularization of a unique heritage on a national and European scale, but also on a world one, of wooden architecture, and only as an additional goal to build a tourism product on the AD route. The delimitation and marking of the trail was intended to encourage the local community and the tourism industry to further develop it and create a complete tourist offer. The idea itself was "born" at the end of the 90-ies of the past century in the Cracow Tourism Development Agency (KART). It concerned the integration, initially of about 40 wooden sights, into the tourist route.

From its inception, in the assumptions of originators, the Wooden Architecture Route was supposed to have the form of a tourism product, cultivating the legacy of wooden construction.

In 1999 the idea of a Wooden Architecture Route was presented by one of the originators and first animators of the Route, Edward Turkiewicz – at the time president of the Cracow Tourism Development, as follows: "The route will provide the opportunity to discover (...) the unique mosaic of wooden architecture varieties, to reveal its beauty and rarity. (...) the proposed route will not only be a sightseeing suggestion. Around the trail should ensue hotels and guesthouses, tourist shelters, bars and restaurants, maybe could return handicrafts in their natural form and surroundings. A similar situation arises around all tourist attractions and areas for the development of various forms of active tourism: equestrian, skiing, bicycles, etc. (...) The propositions will be addressed to the different subjects interested in participating in the project. The project will succeed if everyone recognizes that the development of tourism in this area should be supported, or that tourism is a source of income, to co-finance the various stages" (Turkiewicz, 1999, pp. 238).

After the interruption of the Cracow Tourism Development Agency's functions (KART) and after the administrative reform in 1999, when the provincial government was separated, KART's idea -i.e. the creation of touristic routes based on the sights of wooden architecture-was maintained by the Marshal of the Małopolska region. This idea – the integration in the tourist route initially of 40 wooden sights - was consulted with local authorities, which proposed also other projects regarding the wooden architecture sights, which could be included in the Route. The Małopolska initiative to create the AD route has been expanded to two neighboring voivodships as well: Subcarpathian and Silesian. On the 17th of April of 2002, in Sanok, a collaboration agreement for the realization of the Wooden Architecture Route was signed between the marshals of the Lesser Poland, Subcarpathian and Silesia voivodeships, according to which the route is intended for the promotion of the voivodeships, the development of cultural tourism and the protection of the national heritage (the Collaboration Agreement for the realization of the Wooden Architecture Route, concluded on the 17th April 2002 in Sanok). The parties have undertaken in particular to:

- the mutual transmission of information and experience resulting from work on the implementation of the Wooden Architecture Route;
- an agreement to present the financial resources;
- the application of a common marking of the Wooden Architecture Route;
- the creation of marketing and promotional policies related to the realisation of the tourism product.

Moreover, the commitment of the voivodeships included, each on one's own, the realization of a creative documentation of the Wooden Architecture Route based on the guidelines adopted in the Lesser Poland's voivodeship. Each of the voivodeships, also on their own, has taken action in relation to the delineation and the marking of the AD route, as well as its further maintenance. In order to accomplish such tasks, it was necessary to make arrangements with territorial government units at a local level in each region and with the stewards and holders of historic buildings.

Therefore the Subcarpathian and Silesian Voivodeships adopted from the Lesser Poland voivodeship the general idea and way of realization for the creation of a tourism product in the form of the Wooden Architecture Route. Pursuant to the agreement the role of coordinator of the whole project was assigned to the Lesser Poland voivodeship. Each of the provinces had also to establish regional coordinators for the effective implementation of the objectives and tasks enshrined in the agreement. They also identified the areas of cooperation and the way the ought to be organized between the marshal offices. Another province that has lengthened the AD route was the Świętokrzyskie Voivodship. All the ideological assumptions of the

Wooden Architecture Route are in line with the concept of regional tourism product. The AD route was supposed to have ultimately the form of a full, subordinated to a common concept, tourism product, cultivating the historical heritage of the region and integrating the activities of many subjects.

4. AD Route – course and structure

The AD Route is an enterprise with a superregional character, which, beyond the Lesser Poland voivodeship from which started the whole initiative of the Route, was joined, as mentioned above, by three more voivodeships: Subcarpathian, Silesian and Świętokrzyskie. The AD route is also connected to a similar project in the country of Prešov (Prešovský Kraj) in Slovakia. The AD Trail was designed as a car route, designed mainly for motorized tourists. He currently measures about 4262 km long and connects on its route 532 historic wooden sights of exceptional cultural value, located in different municipalities (see table 1). In each region (voivodeships), the AD Route is divided into smaller segments: "itineraries" or "loops", in total it is split in 24 itineraries.

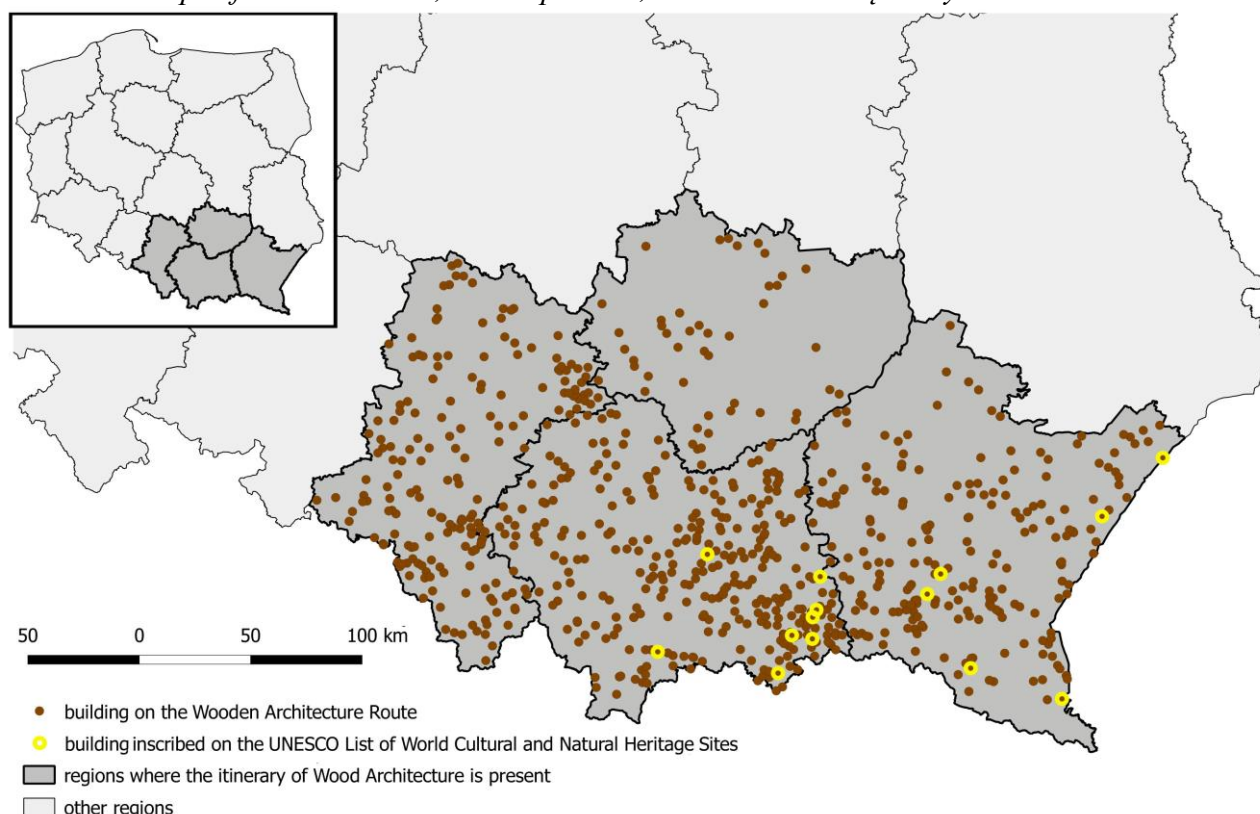
Table 1 - Wooden Architecture Route – general quantitative information

<i>detailed list voivodeship</i>	<i>number of sights</i>	<i>total lenght of the itinerary (km)</i>	<i>number of itinerary's segments</i>
Lesser Poland	253	1500 km	4
Subcarpathian	127	1202 km	9
Silesian	93	1060 km	6
Świętokrzyskie	59	over 500 km	5
TOGETHER:	532	over 4262 km	24

Source: own elaboration based on: <http://www.drewniana.malopolska.pl>, <http://sad.podkarpackie.travel>, <https://sad.slaskie.travel/>, https://pl.wikipedia.org/wiki/Szlak_Architektury_Drewnianej

The first step in the process of creating the AD route was the design and consisted in the development of the concept and the outlining of route paths based on the identified wooden architecture sights and existing road infrastructure in the region. The rationale behind the AD Route was to emphasize the existing natural and cultural values of the voivodeship, and therefore create potential opportunities to complement the isolated itineraries, which are specific of a given subregion, with additional attractions. In the development of the concept of the AD Route it is assumed that it will become the axis of a full product offer, - which means that has to be complemented with lodging and catering, as well as other additional attractions. The course of the AD Route in individual voivodeships is presented in Figure 4.

Figure 4 – Territorial scope and location of individual buildings of the Wooden Architecture Route in the voivodeships of Lesser Poland, Subcarpathian, Silesian and Świętokrzyskie



Source: own elaboration

After the elaboration of the concept of the AD Route, as well as the agreement on its course with local authorities, the Lesser Poland voivodeship, in cooperation with the Academy of Fine Arts in Cracow, announced a competition for the realization of the graphic symbol of the Wooden Architecture Route. Selected within competitive eliminatorys, the project has become the official logo of the AD Route which is still in operation for the terrace of the Route running in the other remaining voivodeships (Figure 5).

Figure 5 – The logo of the Wooden Architecture Route



Source: <http://www.drewniana.malopolska.pl/>, accessed 28.07.2018

The Wooden Architecture Route is one of the biggest enterprises related to the marking out of the touristic routes in Poland. Not only because of its territorial reach, but also for the subjective scale and the planned time horizon. It is also the only initiative in Europe so extensive from the viewpoint of diversity and multiculturalism included in various parts of the route. It covers a wide spectrum of wooden artistic and architectural monuments. Among the sights included in the AD Route are present: churches, orthodox churches, open-air ethnographic museums, manor houses, whole urban systems (such as rural and small-town buildings), chapels, roadside shrines, bell towers, homes, rural cottages and noble manors, wooden farm buildings (like granaries or water mills), taverns, forester's lodges, palaces and open-air ethnographic museums. Some of them are real "pearls" of architectural art-14 of which were included in the UNESCO World Cultural and Natural Heritage list. These are located in the Lesser Poland Voivodeship and Subcarpathian voivodeship (Table 2.)

Table 2 - Wooden Architecture Route on the UNESCO list – general quantitative information

<i>Name</i>	<i>Location</i>	<i>Time of construction</i>
<i>Lesser Poland Voivodeship</i>		
Saints Philip and James Church	Sękowa	approx. y. 1520
St. Michael Archangel's Church	Binarowa	approx. y. 1500
St. Michael Archangel's Church	Dębno	the second half of the 15th century
St. Leonard's Church	Lipnica Murowana	the end of the 15th century
St. Michael Archangel's Church	Brunary	end of the 18th century
St. Paraskevi Church	Kwiatoń	the second half of the XVII century
Protection of Our Most Holy Lady Church	Owczary	about middle XVII century
St. James Church	Powroźnik	the beginning of the XVII century
<i>Subcarpathian Voivodeship</i>		
Assumption of Holy Mary Church	Haczów	from the first half of the XV century
All Saints Church	Blizne	middle XV century
St. Michael Archangel's Church	Smolnik	the end of XVIII century
St. Michael Archangel's Church	Turzańsk	the beginning of the XIX century
Mother of God Church	Chotyniec	the beginning of the XVII century
St. Paraskevi Church	Radruż	the end of the XVI century

Source: own elaboration based on: <http://www.drewniana.malopolska.pl>, <http://sad.podkarpackie.travel>
https://pl.wikipedia.org/wiki/Szlak_Architektury_Drewnianej

The reasons for the entry of the abovementioned churches in the UNESCO World Heritage List are to be found primarily in the authenticity of the sights: the authenticity of architecture, material and construction, but also the authenticity of the functions, contents and rituals which are maintained by the conservators (Figure 6.). Initiatives to build tourists routes as tourists attractions of wooden constructions could also be found in other regions of Poland.

Figure 6 – Wooden Architecture Route - The wooden Gothic church of All Saints in Blizne (UNESCO World Heritage List)



Source: own archive, fot. M.Szczepek

An example may be the “Wooden route of sacral constructions” in Opole Silesia, leading along special marks from Opola to Olesna. It is a common route for cycling and car-coach tourism, which allows to visit twelve old wooden churches. The initiative related to the conservation and preservation of wooden architecture objects was also undertaken in Pomerania. The Sightseeing Commission of the Szczecin Regional Branch PTTK them. Stefan Kaczmarek, hoping to "save from oblivion" sights of wooden architecture, appointed the sightseeing badge "Wooden Architecture Route in Poland" . The badge has three degrees (brown, silver and gold), and the condition for its acquisition is to visit the appropriate number of sights of wooden architecture (Wooden Architecture Route in Poland. Sightseeing badge – terms and conditions). Such initiatives are now also being carried out in relation to the AD route in the voivodeships of Lesser Poland, Silesia and Świętokrzyskie.

5. Summary

The issues concerning the nature, construction and shaping of the tourism products is now one of the most frequently discussed topics of scientific exploration in the field of tourism, as well as the interest of general governments, authorities and other subjects responsible for shaping tourism.

The importance of such issues seems to result from a few conditions:

1. Tourism is now one of the most rapidly growing economic areas and as an economic phenomenon constitutes an important factor for the activation and tool for developmental policies of countries, regions, municipalities, towns and villages – not just those attractive from a touristic viewpoint.

2. Even the European Union, aware the multifaceted nature of tourism, recognises the latter as the driving force behind the development of countries at all levels. Tourism is seen not only as an important factor for economic growth, but also as an area which could contribute to the protection of the environment and the preservation of the cultural heritage, the promotion of democracy and political balance (Tourism and development, resolution...), ensuring coherence and balance between the regions. The European Union emphasises the preservation of the principles of sustainable tourism, stressing the need to support the

protection and preservation of the environment, heritage and cultural identity, as well as the conservation and promotion of local traditions and specialties and support for local communities. The best practices and environmental performance indicators in the tourism industry have been developed by experts from the European Commission and published in the form of the Commission Decision (EU) 2016/611 of 15 April 2016 concerning the document referring to the tourism sector.

3. The United Nations has announced the year 2017 as the International Year of sustainable Tourism for Development. The UN initiative aims to promote changes in state policies, business strategies and consumer behaviour in the construction of a sustainable tourism sector.

4. The negative effects of the development of mass tourism and the awareness of their consequences for the further development of the tourism business and the tendency to counterbalance such development on a global scale contributed to search for alternatives, more ecological forms of tourist activity. The essence of the constituting alternative tourism is not only respecting and exploring the local cultural heritage, but even the reconstruction of the latter both in the material and spiritual sphere (Drzewiecki, 1992). The creation of tourism products based on the heritage of the region contributes to its discovery and cultivation, thereby preserving it for future generations according to the concept of sustainable development. It also gives a chance to stand out by creating a unique offer.

5. The institutional-economic transformation, as well as the reform of public administration, has led in Poland to a decentralisation of the economic governance, thereby increasing the importance and the activity of self-government structures in shaping the socio-economic processes and phenomena. It followed the articulations of policies in a local and regional level (Prawelska-Skrzypek, 2003) in which tourism started increasingly to be perceived as an opportunity for an economic revival of the regions, encouraging entrepreneurship and stimulating local communities. The mentioned changes have also initiated the process of rebirth of a sense of cultural identity in individual regions, which is one of the essential factors affecting the social activity for a given place (region) (Prawelska-Skrzypek, 1991).

Regional tourism products, among which we can acknowledge the AD route mentioned above, constitute excellent tool for local and regional development and the activation of local communities. However, they require constant monitoring and improvement based on marketing research. To solely create an offer based on, for instance, the appropriate adaptation of the sights, the marking or routing of the trails is important, but not sufficient. The condition for an effective commercialization of such products is i.a making it available to tourists, which should be in our times examined and implemented in a multi-faceted manner from improvements connected with the possibility of a physical journey, through convenient opening hours, language and information availability and their accessibility in virtual spaces. In addition, in order to respond to the needs and expectations of the tourists, it is necessary to examine their views as well as the opinions and expectations of the local community, whose degree of satisfaction and commitment to create a tourist offer of the place often directly influences the quality of this offer and hence the satisfaction of the tourists.

In relation to the management of the AD route, such studies are not conducted.

It is not known whether and how the axis designation in the form of route has contributed to the assumed activation and development of other components of a tourism offer in the form of accommodation, catering, etc. This issue may be an interesting area of scientific exploration.

An important element of good management of a touristic spatial product in which we acknowledge the AD Route is the cooperation and coordination of activities between all the contributors to the product. In this respect, action is needed to activate and sustain the cooperation of the entities that make up the tourism product discussed.

6. Bibliography

Altkorn J.(1997), *Marketing w turystyce (Marketing in tourism)*, Warszawa: PWN.

Ashworth G.J. (1992), Whose history, whose heritage? Management means choice. In: nazwisko, imię (red.), *Managing tourism in historic cities*, Kraków: International Cultural Center Kraków. 57.

Ashworth G.J. (1994), From history to heritage – from heritage to identity. In: Ashworth G.J., Larkham P.J. (eds.), *Building a New Heritage. Tourism, Culture and Identity In the New Europe*, London-New York: Routledge.13.

Ashworth G.J. (1999), Dziedzictwo a turystyka: zarządzanie kryzysem zasobów (Heritage and Tourism: management of the resource crisis). In: Purchla J. (eds.), *Dziedzictwo a turystyka (Heritage and Tourism)*. Paper presented at the *International Conference in Cracow*: September.

Chhabra D. (2010), *Sustainable Marketing of Cultural and Heritage Tourism*, London-New York: Routledge.

Commission Decision (EU) 2016/611 of 15 April 2016 on the reference document on best environmental management practice, sector environmental performance indicators and benchmarks of excellence for the tourism sector under Regulation (EC) No 1221/2009 on the voluntary participation by organisations in a Community eco-management and audit scheme (EMAS) (notified under document C(2016) 2137)

Destination NSW. (2018), *Regional Tourism Product Development Program, Guidelines 2017-2018 Financial Years*, electronic document, <https://www.destinationnsw.com.au/>, accessed 25.08.2018 r.

Drzewiecki M. (1992), *Wiejska przestrzeń rekreacyjna (Rural recreational space)*, Warszawa: Instytut Turystyki.

Drzewiecki M. (1992), *Wiejska przestrzeń rekreacyjna*, Warszawa: Instytut Turystyki.

European Parliament 2004, Turystyka i rozwój, Rezolucja Parlamentu Europejskiego w sprawie turystyki i rozwoju (2004/2212(INI)), P6_TA (2005)0337, (Tourism and development, European Parliament resolution on tourism and development), <http://www.europarl.europa.eu/sides/getDoc.do?type=REPORT&reference=A6-2005-0173&format=XML&language=PL>

Gawęł Ł. (2011), Zarządzanie Szlakiem Architektury Drewnianej w kontekście procesu profesjonalizacji szlaków kulturowych (Management of the Wooden Architecture Route in the context of the process of professionalization of cultural routes), *Turystyka Kulturowa*, 1: 4-18.

Iwanow A. (1999), Turystyka w architektonicznym środowisku historycznych miast Rosji. Problemy i możliwości rozwoju (Tourism in the architectural environment of the historical cities of Russia. Problems and opportunities for development). In: Purchla J. (eds.), *Dziedzictwo a turystyka (Heritage and Tourism)*. Paper presented at the *International Conference in Cracow*: September.

Karczeńska M. (2002), Udział społeczności lokalnych w ochronie i popularyzacji dziedzictwa kulturowego wsi jako elementu rozwoju turystyki (The participation of local communities in the conservation and popularization of the cultural heritage of the village as part of tourism development), *Problemy Turystyki i Hotelarstwa (Tourism and Hospitality) Problems*, 4:30-39.

Kruczek Z. (2006), *Polska. Geografia atrakcji turystycznych (Poland. Geography of tourist attractions)*, Kraków: Proksenia.

Labadi S., Logan W., (eds.) (2016), *Urban Heritage Development and Sustainability. International Framework, National and Local Governance*, Oxon-New York: Routledge.

Larsen P.B., Logan W., (eds.) (2018), *World Heritage and Sustainable Development. New Directions in World Heritage Management*, Oxon-New York: Routledge.

MacCannel D. (2002), *Turysta. Nowa teoria klasy próżniaczej (The Tourist: A New Theory of the Leisure Class)*, Warszawa: MUZA s.a.

Mariotti A. (2012), Local System, Networks and International Competitiveness: from Cultural Heritage to Cultural Routes, *AlmaTourism*, 5: 81-95.

Panasiuk A. (2014), Selected Issue of Management of Regional Tourism Product, *Zeszyty Naukowe Uniwersytetu Szczecińskiego. Scientific Journal. Service Management*, 12: 47-58.

Praweńska-Skrzypek G. (1991), Krajobraz miejski jako czynnik więzi człowieka z miastem (The urban landscape as a factor for the ties between man and city). In: Praweńska-Skrzypek G. (eds), *Prawne i*

społeczne aspekty samorządności terytorialnej (The legal and social aspects of territorial self-government), Kraków: Studium Samorządności Społecznej UJ.

Prawelska-Skrzypek G. (2003), *Polityka kulturalna polskich samorządów. Wybrane zagadnienia (Cultural policy of Polish local governments. Selected issues)*, Kraków: Wyd. UJ.

PTTK (2018), Szlakiem Architektury Drewnianej w Polsce. Odznaka Krajoznawcza - Regulamin, (The Wooden Architecture Route in Poland. Sightseeing badge-Terms and conditions), www.pttk.pl

R. Hawison R. (1989), Heritage and interpretation. In: Uzzell D.L.(eds.), *Heritage Interpretation: The Natural and Build Environment*, London-NewYork: Belhaven Press

Richards G. (2009), Creative tourism and local development. In: Wurzbürger, R., Pattakos, A. and Pratt, S. (eds.), *Creative Tourism: A global conversation*, Santa Fe: Sunstone Press, 78-90.

Richards G. (2010), Increasing the attractiveness of places through cultural resources, *Tourism, Culture & Communication*, 10,1:47-58.

Ritchie J.R., Sins M. (1978), Culture as Determinant of the Attractiveness, *Annals of Tourism Research*, April-June 1978.

Salazar N.B., and Porter B.W. (2004), Cultural Heritage and Tourism: A Public Interest Approach – Introduction, *Journal of Applied Anthropology in Policy and Practice*, 11 (2/3): 1-8.

Słownik wyrazów obcych. (1980), Warszawa: PWN, 634.

Smith L. (2006), *Uses of Heritage*, London-New York: Routledge.

Szulce H. (1999), Wpływ czynników ekonomiczno-społecznych na zachowania konsumentów (The impact of economic and social factors on consumer behavior), In: Gołembski G. (eds.), *Rozwój usług turystycznych u progu XXI wieku (The development of tourist services at the beginning of the 21st century)*, Poznań: Wydawnictwo Akademii Ekonomicznej w Poznaniu.

The marshal's voivodship of Lesser Poland, Subcarpathian, Silesian and Świętokrzyskie. (2002), *Porozumienie o współdziałaniu dla realizacji Szlaku Architektury Drewnianej (Collaboration Agreement for the realization of the Wooden Architecture Route)*, Sanok: The Wooden architecture route, [in:] Tourism in historical and sacral sights.

Timothy D.J. (2011), *Cultural Heritage and Tourism. An Introduction*, Bristol-Buffalo-Toronto: Channel View Publications.

Turkiewicz E.(1999), Szlak architektury drewnianej, In: Turystyka w obiektach zabytkowych i sakralnych, Górnośląska Wyższa Szkoła Handlowa, Instytut Turystyki, Kraków. Paper presented at the Conference in Cracow: October.

Wojciechowska J. (2003), Dziedzictwo kulturowe regionów (The cultural heritage of the regions). In: T. Burzyński T., Łabaj M. (eds.) *Turystyka rekreacyjna oraz turystyka specjalistyczna (The cultural heritage of the regions, in Recreational tourism and Special interest tourism)* Wraśzawa: Biuro Ekspertyz Finansowych, Marketingu i Consultingu Uniconsult, Olimpijskie Biuro Podróży oraz Eurecna srl - CNA Veneto International Services.152.

Zbuche A.,(2014), Territorial marketing based on cultural heritage, *Management&Marketing*, XII, 2: 135-151.

Zdon-Korzeniowska M. (2009), *Jak kształtować regionalne produktu turystyczne. Teoria i praktyka (How to shape a regional tourism product. Theory and practice)*, Kraków: Wydawnictwo Uniwersytetu Jagiellońskiego.

Žuromskaitė B., Dačiulytė R. (2017), Regional Products of Cultural Tourism in Lithuania: Potentials, Problems and Prospects, *Studia Ekonomiczne. Zeszyty Naukowe Uniwersytetu Ekonomicznego w Katowicach*, 314: 95-110.