

TOURISM AND CULTURAL POTENTIAL – VALORIZATION OF THE BRZOWSKI DISTRICT

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- tourism and cultural potential,
- valorization,
- recreation,
- sports,
- events.

Abstract:

The aim of this paper is to present, kinds of promotion forms, which could be useful to develop cultural tourism in the Brzowski district. The results of empirical research, showed that two objects from the UNESCO List located in its territory, as well as any other on the Wooden Architecture Trail, and Marian shrines - can be a powerful magnet for cultural tourists. Currently, they are poorly used, and promotion of attractiveness in the district, bases mainly on active tourism and recreation forms.

INTRODUCTION

The basic objectives of cultural tourism include : experiencing historical and religious sites, archaeological areas, urban complexes, museums, galleries, exhibitions, palaces, castles, mansions and other architectural objects; knowing and observing village culture in ethnographic museums , open-air museums , centers of tradition, studios and houses of folk art; visiting places of national remembrance, martyrdom, cemeteries and memorials related with well-known persons, taking part in events inspired in art or literature; visiting the military historic buildings, technical and industrial constructions (old and new); participation in kinds of performances such as cultural, religious and sports [3,4].

MATERIAL AND METHOD

The paper presents the attractiveness of the brzowski district in terms of tourism and culture. County has monuments, which consists mainly local and regional tourism potential, however, has two objects inscribed on the UNESCO list. The empirical studies in the area were made at the turn of 2013/14 year, the valorization method created by A. Mikos von Rohrscheidt [3]. The results are shown in accordance with a research utilities, into four categories. The essential assessment of the attractiveness of the region is a Category I: Potential destinations for cultural tourism, in which the sum of obtained points classified the county according to the principle: less than 100 points - a small tourist and cultural potential; 101 - 250 points - an average potential; 251 - 450 points – a big potential; district for a total of more than 451 points - a great tourist and cultural potential. Whereas, categories II: tourist services; III: free time offer and IV: Factors supporting cultural tourism – have the complementary importance for the indexation.

RESEARCH RESULTS

Category I: Potential destinations for cultural tourism:

I.A : Monuments:

I.A. a) sacral buildings:

The historical basilica² (for the first two, points only if they are not cathedrals) (6)

Minor Basilica dedicated Assumption of most holy lady Mary in the Stara Wieś from 1728 (6)

Historical large size sacral complex³ Z⁴ (the first two) (6)

Stara Wieś - Jesuit monastery complex, containing parish church from 1728, the cemetery, monastery, currently collage from the eighteenth century, farm buildings from the middle of nineteenth century, and the garden (6)

Smaller or partially preserved historical sacred complex (the first two) (3)

Domaradz - partially preserved sacred complex, with the wooden church from the sixteenth to the nineteenth century, the wooden bell tower and ecclesiastical cemetery (3)

Brzozow - partially preserved sacred complex: parish church of 1686 , and the missionaries monastery with college from the years 1745 to 1748 (3)

Significant historical temple of other religions ZD⁵ (for the first two) (6)

Ulucz - *St. Nicholas Wooden Orthodox Church*, from 1510 (6)

Historical Shrine of national or regional (diocesan) (the first one) (6)

Starowiejska Mother of God Shrine, in the Stara Wieś (6)

Other sanctuary of the rank or regional sanctuary of importance like that, without historical worship (the first two) (3)

Sorrow Mother of God Shrine in Haczów that include the old and the new church (3)

Unceasing Help Mother of God Shrine in Domaradz (3)

Another, significant architectural value religious building (the first three) (4)

Blizne – *wooden parish church of All Saints*, from the fifteenth century, inscribed the UNESCO list (4)

Haczów - *wooden Church of the Assumption of most holy lady Mary* , from the fourteenth century, inscribed the UNESCO list (4)

Golcowa – *wooden parish church dedicated St. Barbra and the birth of the most holy lady Mary*, from the fifteenth century (4)

I.A. b) Castles and palaces [2]:

Castle or historical palace, place of important historical events, ZD (the first three) (5)

Wzdów - *Ostaszewskis palace*, the 2nd half of XVIII century, in the late baroque style, rebuilt in the nineteenth century by Theophilus Adam Ostoja Ostaszewski giving it an eclectic character. Hugon Kołłątaj, Stanislaw Staszic and Wincenty Pol were hosted in the palace (5)

Nozdrzec - *Skrzyńskis palace with elements of classicism, addition of romanticism and gothic* from 1843 and 1920. There were a section of border prevention in the years 1939-41, and in the years 1945 to 1947 palace served as a polish shelter from the terrorist militia of UPA (Ukrainian Insurgent Army) (5)

Grabownica Starzeńska - *the brick palace*, from 1675 - 1725. In the nineteenth century, completely rebuilt, gaining an eclectic features. During peasants inroad in 1846, the residence was totally robbed and vandalised (5)

Manor house or other residence , place of important events ZD (the first three) (6)

² Qualification of „historical basilica” means church built no longer than XVIII ce. having title of basilica.

³ Sacral complex – monasteries, abbeys, calvaries, etc.

⁴ well preserved.

⁵ Available for tourists.

Wydrna - Sękowskis brick mansion, from 1845. The residence, among others, was visited by President Ignacy Moscicki and Melchior Wankowicz - the well known Polish writer (6)
Izdebki – manor house, from the 2nd half of eighteenth and nineteenth century, surrounded by a park with a pond. It belonged to the family of the Earl Bukowski and the Potocki family (6)
Haczów – manor complex, from the 2nd half of eighteenth and nineteenth centuries (mansion, chapel, granary, orangery, entrance gate, park). The manor was attacked by the peasants during Galician inroad in 1846. During the Second World War it was used by the Germans, and during the communism in Poland, there was a school in here (6)

I.A. c) Other architectural and technical historic buildings:

The building of significant architectural value, the place of important events, ZD (the first three) (6)

Convent House of sisters-servants of the most holy lady Mary in the Stara Wieś, from 1874, where has stayed Catherine Faron - blessed the Catholic Church (6)

Building of Gymnastic Society "Falcon" in Brzozow, where the patriotic activities was leading from the years 1909-1910 (6)

The building of significant architectural value, the place of important events * Z (the first two **) (3)

Blizne - wooden parsonage of the eighteenth century, and the parish school with the organist house from 1866 (3)

The building of significant architectural value Z (the first three ****) (3)

The tenement house in Brzozow, at Market Square no. 2, built in the years 1850-1899 (3)

Brzozow - house with maid's room, at Mickiewicza street no. 23, from the nineteenth/twentieth century (3)

Brzozow - facade of the house at Mickiewicza street no. 21, from the beginning of XIX in (3)

Building, place of important events Z (the first two ****) (1)

Grabownica Starzewska - wooden parish school of the 2nd half of the nineteenth century (1)

Individual monuments connected with the history of other ethnic groups, ZD (for the first two *) (4)

The remains of the former inhabitants of Greek-Catholic religion such as the ruins of the orthodox church in Grabowka (4)

The remains of the former inhabitants such as the Jewish cemetery in Brzozow (4)

Monument of technology / industrial facility having regional importance ZD (up to three) (3)

Oil wells in Grabownica Starzeńska (3)

Nozdrzec - mill turbine (3)

Dydnia - wooden granary (3)

Extra points for objects of cultural heritage:

Cultural Heritage Object having an international importance ZD : UNESCO (additionally 30 points)

Haczów - wooden church, from 1388, inscribed on the UNESCO's World Heritage List in 2003 in the class of Gothic cathedrals

Blizne - wooden church and parsonic complex, from 2 half of the fifteenth century, inscribed on the UNESCO's World Heritage List in 2003 in the class of Gothic cathedrals (30)

Extra points for all objects inscribed above classes:

Own information material in the object, such as monographic publications, albums (for the first three objects) (1)

Brzozow - Catholic Centre of Culture (1)

Stara Wieś - Minor Basilica dedicated Assumption of most holy lady Mary (1)

Blizne - church and parsonic complex (1)

If the state of maintenance and aesthetics of the three most important facilities (discretionary element) is very good (2) or good (1) there is a possibility to add for a total of 1 to 2 points for the entire region)

Blizne - church and parsonic

Haczów - a complex of old and new church

Stara Wieś - Minor Basilica dedicated Assumption of MHL Mary (2)

I. B. Historical places or significant:

I. B. a) historical buildings and monuments:

Monuments (memorials) of regional importance (up to three) (2)

Brzozow – mound with Monument of Bar’s Confederates, from the years 1823 to 1830 (2)

Brzozow - Monument of the Nation Remembrance, those who gave Poland their life (2)

Local importance small architecture monuments or objects (to three ****) (1)

Brzozow - The 500th anniversary monument of the Battle of Grunwald (1)

Statue of John Paul II in Brzozow - Open the doors for Christ (1)

Temeszow - courtly wooden chapel, from 1893 (1)

National importance places connected with the biography of persons - unavailable or partially preserved (for the first two *) (1)

Jasionow – family city of Marian Konieczny, professor and rector of the Academy of Arts in Kraków in the years 1972-1981 (1)

Regional importance Places connected with the biography of persons of (the first two) (1)

Turze Pole - the birthplace of Valerian Panko; a lawyer, since 1980 engaged in the activities of trade union "Solidarity (1)

Humniska - the birthplace of Anthony Chick , folk sculptor (1)

A national scale important places connected with the biography of others nationalities persons - important for these nations (the first two) (2)

Ulucz - annual devotion in the orthodox church - commemoration the deportation Ukrainian population of those sites in 1946-47 (2)

Mausoleum Memorial Brzozow Jews, commemorating the Jewish residents murdered in 1942 by the Nazis (2)

I. B. b) Historical Cemeteries:

Collective necropolis of know persons in the region (up to three) (2)

Cemetery in Jasionow - Adam Ostaszewski (inventor) place of burial (2)

Other historic cemetery with interesting sepulchral art objects *** (up to two) ZD (1)

Ulucz - cemetery near the church (1)

Witryłów - Orthodox cemetery (1)

I.C) Individual works of art:

Regional importance single objects of historical art (up to three *) (3)

Grabownica Starzeńska - the Baroque style main altar, circa 1633 (3)

Brzozow - Chapel transept in the church of Transfiguration of God (3)

I.D Museums and exhibitions (including open-air museums , galleries, museums of technique)

Regional importance museums (up to three) (5)

Brzozow - Regional Museum dedicated A Fastnach (5)

Local importance museums (up to three ***) (2)

Stara Wieś – Jesuits museum (2)
Brzozow - Parish Museum at the Catholic Cultural Center in Brzozowie (2)
Stara Wieś - Branch of Brzozow Museum - History of Fire Prevention (2)
Other museums open-air type (the first two) (6)
Small skansen in Grabownica Starzeńska (6)
Local chambers of memory and private collections of memorabilia – public available (up to three ****) (1)
Haczów - Hall of Tradition in GOKiW - municipal cultural center (1)
Obarzym - House of Tradition and Culture (1)
Trześniów - Private collection of parade helmets (1)
Guides (in museum or other objects) to pre-order ** (1)
Brzozow - Regional Museum (1)
Stara Wieś - Branch of Brzozow Museum (1)
Brzozow - Parish Museum at the Catholic Cultural Center in Brzozow (1)
Mikroevents available on group request while exploring the museum (the first 2) (by 1 point)
Brzozow - Regional Museum : museum lessons for school groups (1)
Own information material issued not earlier than 5 years ago (1)
Brzozow - Regional Museum : Fasciculi Musei Regionális Brzozowienzis No. 3 Water and Wastewater Management in the Carpathians and the Carpathian Foothills and its impact on increasing the attractiveness of the region (1)

Additionally at the regional and local museums:

Fixed opening hours (1)
Brzozow - Regional Museum (1)
Stara Wieś - Branch of Regional Museum in Brzozow (on Tuesdays) (1)
Own information material, smaller elaboration (brochures , folders) (1)
Brzozow - Regional Museum : informers and tourist guides (1)
Brzozow Messages - monthly regional socio-cultural newsletter (1)

I.E. Cultural Events:

Regular, regional importance high level cultural events (for two) (4)
Brzozow Jazz Workshop, a cyclic and regional cultural event (4)
Regular mass culture events of regional importance (up to three) (4)
Brzozow Days - a cyclical event (4)

I.F. Operating industrial plants:

With the tourist offer (up to two) (2)
Brzozow - "Korontex Group" SA (2)

I. G. Culturally significant natural offer[1]:

Landscape Park in the region (up to three) (2)
Czarnorzecko - Strzyżowski - Landscape Park (part of) (2)
Nature reserve in the region (Outside National Parks and landscape) (up to three) (1)
" Kretówki " - reserve in Jasienica Rosielna (1)
" Yews in Malinówka " (1)
Garden at the mansion , cultivated park [2] (for the first two objects) (2)
Wzdów - park at the residence (2)
Nozdrzec - park at the residence (2)
Less City Park (area of 1-4 hectares) with objects of art ** (the first) (1)
Brzozow - City Park (1)

I.H. Cultural Routes :

Routs running through the region or locality villages tangible or real routes of national importance (the first three) (6)

Wooden Architecture Route (No. I), the route Krosno-Brzozow

Wooden Architecture Route (No. II) , the route Sanok- Dynow (6)

Running through the region and having regional significance, tangible or real tourist routs (the first two) (3)

Biding a bike along the Icons Route, length of 70 km, marking : red, blue, yellow (3)

The water trail " Blue San " (3)

Tangible or real trails or routes in the various villages of the region (the first three) (3)

Obarzym - village of the trails (3)

" Brzozow - Zdroj " – educational nature trail (3)

Brzozow - Wola Orzechowska - Brzozow - signposted route for cyclists (3)

Total Category I : 251 pts .

Category II : Elements of tourist services :

II.A. Tourist Information:

City guides , areal guides on request (3)

Brzozow – possibility to order a guide at the branch of PTTK (3)

Current, high quality own information material about the region or localities (general) (2)

Monthly Newspaper of Brzozow District (2)

II.B. Tourist infrastructure :

5,4,3,2,1 -star hotels, hostels, lodgings organized - (for the first two objects of each category) (2)

*Humniska - Hotel Inn ** under the Linden Tree* (2)

*Brzozow - Hotel ** Alta* (2)

Lodging organized

Tourist center, manor house "Czardworek " in Przysietnica (2)

Some agritourism farms (2)

Restaurants with authentic regional cuisine (the first object) (3)

*Humniska - Hotel Inn ** under the Lime Tree* (3)

Restaurants with authentic national cuisine traditional (for the first other object) (2)

Alta Restaurant in Brzozow (2)

Other restaurants (the first object) (1)

Town Restaurant in Brzozow (1)

Extra points for historical interior of the restaurant (the first two objects) (1)

Town Restaurant in Brzozow, brick and stone arched cellars (1)

Extra points for restaurants open later than 22 (the first) (1)

Gościnna Restaurant in Brzozow, open until 24.00 (1)

Bistros , bars (the first object) (1)

Red-Pub in Brzozow (1)

Possibility to rent on-site coach , minibus , car (the first two offers) (2)

Brzozow - private tourist office (2)

Domaradz - private transport company (2)

II.C. Communications Infrastructure:

Bus station on the site (the first) (2)

Brzozow - bus station that supports different directions multiple lines (2)

Active marina * Passenger sea or river (the first) (1)

Krzemienna - ferry across the San river (1)

Others communication* without impediments for coach (the first two) (1)

Voivodship road No. 886 : Rzeszów - Brzozow - Sanok (1)

Voivodship road No. 887 : Brzozow - Trześniów - Rymanów (1)

Occurance of transportation, municipal , communal, regional (2)

Brzozow - bus communication that allows to reach the main tourist (2)

Offer carriages and other retro custom on request (for the first offer) (1)

Agritourism farms - the possibility to contract carriage rides and sleigh rides in winter (1)

Total Category II : 34 pts.

Category III: Other free time offer:

III.A. Cultural institutions:

Cinema constant (the first object) (2)

Brzozow - "Falcon" cinema (2)

III.B. Landscape attractions

Mountains with labeled hiking trails in the region (2)

Dynów Foothills: Icon Trail; The Wooden Architecture Route No. II (2)

Monuments of nature (the first two) (1)

Stalk oak in Brzozow, Piastowa Street (1)

Stalk oak in Brzozow, Bema Street (1)

III.C. Sports , educational and recreational service

Public indoor swimming pools - (the first object) (2)

"Poseidon " - indoor swimming pool in Brzozow (2)

Public beaches - marine areas, lakeside, river - (the first object) (2)

Blizne – reservoir on the Drożdżałowski creek (available for fishing) , with the beach and cycling and walking routes (2)

Public language courses constant offer (first offer) (2)

“PROMAR –International” School of Languages and Management, The Courses Centre in Brzozow (2)

Constant public offer of sports centers (the first object) (2)

Brzozow - Recreation and Sports Complex (2)

Sports Stadiums (the first object) (1)

Brzozow - Municipal Center of Sports and Recreation stadium(1)

Schools and athletic training areas (riding , airports, etc.) (the first two) (1)

Brzozow Kyokushin Karate Club (1)

Brzozow JU- JITSU Sports Club (1)

Seasonal rinks * (the first object) (1)

Brzozow – schools rink (1)

III Category together: 18 pts.

Category IV: Other factors supporting cultural tourism:

IV.B. Health tourism offer in the region :

Sanatoriums and public rehabilitation centers (points for the first two objects) (2)

Daily Rehabilitation Hospital in Brzozow (2)

Brzozow - Rehabilitation Centre " Kinetics " (2)

IV. E. Foreign Partnership of Cities and Regions

The existence of foreign partner unions of region or its localities (the first four) (1)

Moldava nad Bodvou (Slovakia) - twin city of Brzozow (1)

Sambor (Ukraine) - twin city of Brzozow (1)

Total IV category: 6 pts .

CONCLUSIONS

The aim of the study was to explore the tourist potential of the brzozowski district. Results of this study showed that the county received 251 points in the first category , which means that it has a big tourist and cultural potential [4]. It consists of both objects on the UNESCO List , two routes of Wooden Architecture Trail and historical multiculturalism of these lands. They testify residing here in the past the population of Roman Catholic, Greek Catholic, and Jewish.

Valorisation classifies the current state, gives an idea of the functioning of institutions of culture, sport and recreation and shows the scale of opportunity potential. It also reveal the deficiencies and weaknesses in the tourist service of the area. Valorisation indicates necessity to improve the tourist infrastructure , categorizing accommodation and food , organize entertainment and cultural events, prepare effective promotion of local and regional cuisine, etc.

Currently, one can observed a growing interest in human history. Scale of tourist movement in historical sites noticed progress. It can be clearly seen during the important or attractive events, visiting places associated with biography of historic persons, exploring regional culture and tradition. Valorisation revealed that these areas , with better promotion, and appropriate investment - could to strengthen branded tourist products of the subregion in the future. It can be told that potential of region could also included offer of so-called religious and pilgrimage tourism , biographical tourism, cultural, sporting and recreational events, using existing seasonal and year-round facilities.

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