

THE SYSTEM OF TOURISM MANAGEMENT FOR EXAMPLE TOURISM MANAGEMENT IN ROZTOCZE REGION BEFORE 1980

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Abstract:

Lower-level tourism management in the concerned region involved mainly the following executive bodies: Presidium of the Provincial National Council in Lublin, Presidium of the Municipal National Council in Zamosc, Department of Physical Culture and Tourism of the Provincial Office in Zamosc and Provincial Committee of Physical Culture and Tourism in Lublin. Among the local authorities, the following bodies exhibited activity in the field of tourism popularization in the years 1960-1980: Communal Committee of Physical Culture and Tourism in Goraj, Presidium of the Municipal Council in Krasnobrod, Presidium of the Municipal Council in Radechnica, Municipal Office in Zwierzyniec.

The Committees of Physical Culture and Tourism of the Presidiums of the National Councils were founded to conduct the following tasks in the region:

- 1) determine directions and programs of development of physical culture and tourism and development in the field of prospective, long-term and annual plans;
- 2) coordinate and monitor the implementation of the tasks covered by these plans;
- 3) boost physical culture and tourism development in the region, in particular:
 - a) development of touristic and leisure-oriented places and regions, as well as hiking trails,
 - b) development and deployment of physical culture devices and equipment that ensures proper operation of tourism,
 - c) correct exploitation and proper use of these devices,
- 4) make investments in the field of physical culture and tourism, and in particular:
 - a) coordinate projects and investment plans of local state authorities, institutions and organizations,
 - b) control investment profitability of institutions and organizations,
 - c) promote social initiatives in the field of investment,
 - d) make self-initiated investments,
- 5) coordinate the allocation of funds from the budget of the Provincial National Council, held for the purpose of physical culture and tourism, as well as the funds from social organizations for physical culture and tourism,
- 6) demarcate policies, affairs of coordination, control and supervision over the activities of social organizations for physical culture and tourism, as well as other social organizations in matters of physical culture and tourism and the associated financial activities;
- 7) research and evaluate expediency and size of business activity of social organizations for physical culture and tourism;

- 8) current coordination of the activities in terms of organization and operation of tourism, carried out by regional state authorities, institutions, organizations and individuals;
- 9) training and the planned use of employees for the purpose of physical culture and tourism, as well as coordination of staff training conducted by institutions and organizations,
- 10) develop propagative, informative and publishing activities in the field of physical culture and tourism, as well as coordinate activities in this field with respect to state bodies, institutions and organizations;
- 11) promote the development of physical culture and tourism in all its forms and raise the level of tourist services;
- 12) control and oversee the regional institutions in the field of physical culture and tourism;
- 13) oversee the committees of physical culture and tourism of the presidiums of District National Councils, regional enterprises working in tourist services and subordinate institutions, to the extent determined by the applicable provisions;
- 14) issue, under the authority of regulations and decisions, and undertake other measures defined by specific provisions¹.

Meanwhile, the basic tasks of the District Committee of Physical Culture and Tourism were as follows:

- 1) control and coordinate of the work of sport and tourism entities in the city of Zamosc (clubs, tourist organizations),
- 2) offer organizational and financial assistance to the above entities,
- 3) help those entities that practice physical education mandatorily and that promote physical education, e.g. sports circles, *TKKF*,
- 4) initiate training - e.g. courses for sport and tourism organizers, referees, guides, lifeguards - and retraining for those previously trained,
- 5) organize the acquiring and distribution of sports badges,
- 6) organize regional events and delegate people to the events taking place outside the region².

Among the first regulations on the activities of the Presidium of the Provincial National Council in Lublin was Resolution No. 113 of 23 May 1961 on the Development of Physical Education, Sport and Tourism in the Lublin Province, obliging:

- 1) *WKKFiT* to:
 - a) further stimulate sports movement, physical education and tourism,
 - b) prepare information brochures, guides and tourist postcards,
 - c) increase the press and radio propaganda in the field of tourism,
 - d) develop a network of hiking trails,
- 2) Control and Auditing Inspectorate to carry out inspections on the activities of associations for physical education, sport and tourism operating in Lublin Province.
- 3) County, Municipal, District National Councils to:
 - a) protect the existing buildings as well as sports and tourist facilities,
 - b) secure and separate land for the construction of new sports facilities,

¹ Section 5 of *Zarządzenie nr 213 Prezesa Rady Ministrów z dnia 31 października 1960 r. w sprawie szczegółowej organizacji, składu i zakresu działania komitetów kultury fizycznej i turystyki prezydiów rad narodowych*, „Monitor Polski”, 1960, no. 82, item. 372.

² *Plan gospodarczy na rok 1970 Komitetu Kultury Fizycznej i Turystyki Prezydium Powiatowej Rady Narodowej w Zamościu*, AP in Zamosc, Plans for tourism development, sign. KFT-5620.

- c) assist in the construction and expansion of the existing facilities and equipment serving the purposes of physical education, sport and tourism,
- d) adopt for administration all sports and tourism facilities; provide jobs for the hosts and restorers of the facilities, as well as funds for maintenance and repairs,
- e) provide housing for new physical education teachers and graduates of the Academy of Physical Education (AWF) and WSWF,
- 4) Board of Trustees of the School District in Lublin to analyze the teaching staff,
- 5) P.M.R.N. Presidium to:
 - a) inspect the state of hotels; supply gastronomic establishments and shops in the tourist season,
 - b) protection of and tourist and leisure sites (with the cooperation of PTTK, youth organizations, MO bodies and Forest Service)
 - c) create secured parking lots in major tourist resorts³.

As a result of the conducted evaluation of the tourist season in 1967, the Presidium of District National Council of Zamosc decided - in order to better prepare for the tourist season in 1968 – implement many different measures, such as:

- 1) renovate and fully equip gastronomic establishments,
- 2) increase the number of service personnel selected to handle foreign tourists at the restaurants "Zamościanka" and "Centralka"
- 3) organize additional 14 kiosks with ice cream and cold drinks, 6 saturators with sparkling water, 5 points of sale of fruits, 4 cars offering doorstep selling,
- 4) on Sundays and holidays, open 3 pastry shops, kiosks and carts with ice cream and cold drinks, as well shops with bread and dairy products as between 6 a.m. and 9 a.m.,
- 5) increase the number of points of sale of regional souvenirs,
- 6) open 2 secured parking lots and a petrol station open 24/7,
- 7) open kiosks with confectionery and soft drinks near the lagoons,
- 8) open in Zwierzyniec 3 points with cooling drinks and sweets, as well as buffet near the ponds,
- 9) as part of restoration and beautification of various villages in Roztocze, planned was the following:
 - construction and renovation of roads - 2,470m,
 - construction of pavements - 4000 m²,
 - planting trees - 2,400 units,
 - planting shrubs - 4,000 units,
 - sowing grass and planting flowers; renewing old benches and setting new ones,
- 10) organize more touristic, sports and culture events,
- 11) improve the signage of towns and tourist destinations,
- 12) improve the tourist information system, etc.⁴

The District Center of Sport, Tourism and Leisure in Zamosc⁵ was established to provide the conditions for tourism and leisure of the residents of the city, Zamosc County as

³ Uchwała nr 113 Prezydium Wojewódzkiej Rady Narodowej w Lublinie z dnia 23 maja 1961 r. w sprawie rozwoju wychowania fizycznego, sportu i turystyki na terenie województwa lubelskiego, AP in Lublin, Lublin Provincial Office, sign. 35/403/0.

⁴ Plan przygotowań do sezonu turystycznego w mieście Zamościu i powiecie zamojskim w 1968 r., AP in Zamosc, Direction, objectives of tourism programs, KFT-561.

well as tourists visiting from all over the country. To achieve these objectives, the following actions were implemented in 1970:

- information boards about the Center's services across the city and the stadium.
- tourist and sports equipment rental point,
- water and bathing equipment rental point in Zwierzyniec
- campsite offering rental of tourist equipment in Zamosc
- 32 accommodation places at owners of private homes in Zwierzyniec to organize holiday packages "Pod Gruszą"⁶.

In order to improve sanitary facilities and aesthetic appearance of the tourist centers, PPRN in Zamosc supervised in 1972 implementation of the following measures:

- 1) together with the City Sanitary and Epidemiological Station, conducted were 11 inspections in facilities pertaining to tourism, recreation and sports,
- 2) together with the Division of PTTK, renovated were signs on all six touristic routes of the region,
- 3) renovated were 4 information boards in Krasnobród, Zamość and Zwierzyniec,
- 4) together with the District Centre of Sport, Tourism and Leisure, audited were 48 guest rooms in Zwierzyniec,
- 5) 2 chalets were prepared for usage and 10 new garbage cans were set up in a resort in Zwierzyniec,
- 6) 2,200m of asphalt road were built in Zwierzyniec on the section running from the brewery to the resort⁷.

Due to the growing interest in tourism and leisure in the Lublin region, combined with efforts for a better disposition of funds, the Regional Fund for Tourism and Recreation in Lublin was founded⁸. The scope of the Fund's activities included:

- 1) finance the construction, expansion and modernization of public centers of mass recreation, camps, campsites and facilities, touristic and leisure equipment,
- 2) finance the development and equipment of open swimming pools, national parks, historic buildings, scenic spots and tourist routes in basic devices related to the handling of tourists and holiday-goers,
- 3) finance the construction and equipment of information points and centers,
- 4) equip WOPR teams in rescue equipment,
- 5) first equipment, alongside the provision of necessary facilities, offered to appointed brigades or groups of renovation and construction,
- 6) purchase necessary transportation and delivery means for public facilities of mass recreation,

⁵ In addition to the District Center of Sport, Tourism and Recreation in Zamosc, in Roztocze active was also the Sports and Recreation Centre in Krasnobrod that in 1981 - according to the calendar of sports/recreation and tourism events, was to organize approx. 40 events.

⁶ *Informacja z działalności Powiatowego Ośrodka Sportu, Turystyki i Wypoczynku w Zamościu na odcinku turystycznym w sezonie 1970 r.*, AP in Zamosc, Work plan of the subordinate units and their implementation, sign. KFT-0245.

⁷ Letter dated 8 March 1973, drafted by the Committee of Physical Culture and Tourism of the District National Council in Zamosc, AP in Zamosc, Development of tourist bases, sign. KFT-5623.

⁸ Founded under *Uchwała nr XXVI/117/73 Wojewódzkiej Rady Narodowej w Lublinie z dnia 5 października 1973 r. w sprawie powołania Wojewódzkiego Funduszu Turystyki i Wypoczynku w Lublinie*, following a favorable opinion by the General Committee of Physical Culture and Tourism by the letter Ek-2-C/2018/73 dated 13 July 1973, AP in Zamosc

- 7) finance major refurbishment of accommodation and gastronomic base, budgetary establishments and units, if this base is directly operated by these entities,
- 8) offer financial assistance to individuals of socialized economy and social organizations for specific purposes related to the construction and expansion, modernization and major repairs of public facilities and tourist resorts, provided these bodies have their own funds to cover part of the expenses or put forward equivalent funds under social acts⁹.

The chieftaincy of Goraj Municipality understood the need for a proper consulting and advisory solution in matters of development of physical culture and tourism in the region, because - in spite of the active functioning of the District Committee of Physical Culture – they also established the Municipal Committee of Physical Culture and Tourism in Goraj¹⁰, headed by Witold Gorzala. Among the most important tasks of the Committee were:

- 1) infer in matters related to the overall activities in the field of physical culture in the region,
- 2) issue opinions on draft programs and plans for the development of physical culture and tourism in the region, as well as other evaluation and analyzes in these areas,
- 3) execute tasks ordered by the regional head officer in the field of physical culture and tourism, in particular:
 - a. coordinate and control the activities of local institutions and organizations of physical culture and tourism,
 - b. develop and secure the implementation calendars for sports, leisure and tourism events
 - c. develop plans of preparation and security of the tourist season,
 - d. implement measures with respect to sports, tourism and leisure construction, especially as part of social acts¹¹.

Following the actions of GKkFiT, from 7 September 1976, representatives of the Department of Physical Culture and Tourism at the Provincial Office in Zamosc entered into an agreement with the Regional Office of OHP FSZMP in Zamosc to cooperate on the development of physical culture and tourism in the environment of young people within OHP. Both parties to the agreement committed themselves to collaborate, and in the case of the activities of the Regional Office guaranteed was the following:

- 1) offer assistance to OHP cells in the provision of sports facilities for the youth organized in the corps,
- 2) instruct and offer organizational and technical support in managing sports and tourism events and for the OHP youth,
- 3) include in the training OHP representatives in the field of organizing and operating sports and tourism events (instructors of individual sports, referees, tour operators, tourist guides, pilots, etc.)
- 4) include OHP representatives in social activities in the cells of physical culture and tourism.

⁹ *Statut Wojewódzkiego Funduszu Turystyki i Wypoczynku*, AP in Zamosc, Legal provisions concerning tourism and leisure, sign. KFT-560.

¹⁰ Founded under *Zarządzenie nr 10/77 Naczelnika Gminy w Goraju z dnia 1 grudnia 1977 roku w sprawie powołania Gminnego Komitetu Kultury Fizycznej i Turystyki w Goraju*, although the establishment of the Committee was first mentioned – as determined – in 1975, AP in Zamosc, Municipal Office in Goraj, sign. 88/51.

¹¹ *Statut Gminnego Komitetu Kultury Fizycznej i Turystyki w Goraju*, AP in Zamosc, Municipal Office in Goraj, sign. 88/51.

Among the proposals set out by the Regional Headquarters of OHP FSZMP were:

1. offer assistance to physical culture and tourism units in terms of investments, renovation and modernization of specific facilities and of works related to handling tourism,
2. popularize social activities of OHP corps and youth brigade in the movement of physical culture and tourism and to work in the organization and maintenance of events,
3. organize, together with physical culture and tourism units, events and mass actions. popularize gaining badges for physical fitness and tourism badges, as well as participation of youth brigade in mass sports and tourism events,
4. direct young people gifted in sports organized in to sports clubs in order to ensure their systematic training and sports supervision¹².

The regional authorities of Zamosc Province, despite the created project “*Perspektywiczny plan zagospodarowania turystycznego województwa zamojskiego na lata 1976–1990*”, still sought other solutions to meet the needs for tourist services among the regional community, as well as to develop tourist facilities in the region. One solution was to establish cooperation with the General Board of the Polish Tourist Association, aimed at:

- developing the accommodation and nutrition base,
- developing trade and tourism,
- developing organizational and programmatic association and handling tourist services¹³.

In 1976, upon the initiative and with the participation of the WKFiT Provincial Office in Zamosc, released were the following publications and materials:

1. *Informator turystyczno-usługowy województwa zamojskiego* – in cooperation with „*Tygodnik Demokratyczny*”,
2. *Informator województwa zamojskiego* (1000 units),
3. *Poster Roztoczański Park Narodowy* (5000 units) – in cooperation with the Directorate of Roztocze National Park and WOIT Lublin,
4. *Plan miasta Zamościa* (city plan) – published by P.P. Wydawnictw Kartograficznych in Warsaw

The following files were in print:

1. booklet *Józefów Biłgorajski* (10,000 units),
2. booklet *Rotunda zamojska* (3,500 units),
3. booklet *Szczebrzeszyn* (3,500 units),
4. booklet *Zamość* (15,000 units),
5. *Informator imprez turystycznych na 1977r.* (1,200 units),
6. *Poster Zamość*,
7. *Poster Ziemia Zamojska zaprasza*.

Publication of the following was planned for 1977:

¹² *Porozumienie pomiędzy Urzędem Wojewódzkim w Zamościu Wydziałem Kultury Fizycznej i Turystyki a Wojewódzką Komendą OHP FSZMP w Zamościu w sprawie kierunków współdziałania na rzecz rozwoju kultury fizycznej i turystyki w środowisku młodzieży zorganizowanej w OHP oraz działalności społecznej i kadry OHP na rzecz jednostek podległych i nadzorowanych przez Wydział Kultury Fizycznej i Turystyki Urzędu Wojewódzkiego w Zamościu*, AP in Zamosc, Instructions, guidelines, recommendations, sign. KFT-5520.

¹³ Section 1 of the Annex to *Porozumienie w sprawie współuczestnictwa PTTK przy odbudowie i rozbudowie Zamościa – zawartego pomiędzy wojewodą zamojskim a Zarządem Głównym PTTK*.

1. album *Ziemia Zamojska* (10,000 sztuk, with 4,000 inserts in foreign language),
2. brochure *Biłgoraj i okolice* (10,000 units),
3. brochure *Hrubieszów i okolice* (10,000 units),
4. brochure *Tomaszów i okolice* (10,000 units),
5. poster *Biłgoraj* (2,000 units),
6. poster *Hrubieszów* (2,000 units),
7. poster *Roztocze zaprasza zimą – latem* (6,000 units, with 4,000 in foreign language),
8. poster *Tomaszów Lubelski* (2,000 units),
9. poster *Zamość – perła miast odrodzenia* (6,000 units, with 4,000 in foreign language),
10. poster *Ziemia zamojska zaprasza* (5,500 units, with 4,000 in foreign language),
11. guidebook *Zamość* (10,000 units),
12. leaflets *Wolny dzień na Roztoczu* – inviting and indicating leisure sites (15,000 units)¹⁴.

On the basis of Art. 48, Sec. 1 of the Act of 25 January 1956 on the National Councils¹⁵ and §8 of Regulation No. 18 of the Chairman of the General Committee of Physical Culture and Tourism of 7 June 1977 on the Rules and Procedures for assigning hotel facilities, tourist lodges and tourist camps to individual categories province, the province governor of Zamosc decided to appoint the Regional Committee for Categorization and Recommendation of Hotel Facilities and Campsites , whose basic tasks were:

- 1) process applications with respect to assigning specific categories and recommendations to hotel facilities,
- 2) conduct inspections of hotel facilities in terms of service quality and compliance with the assigned category,
- 3) consider proposals for category change,
- 4) handle complaints and requests for specific categories of hotel facilities¹⁶.

Already in November 1977, the Province Governor of Zamosc, Stanislaw Juraszek, issued another directive relating to the preparation and securing winter leisure in the region in the areas of:

I. Tourist Information:

- 1) operate a bank of information about winter leisure by the Regional Tourist Information Centre in Zamosc,
- 2) launch tourist information points and manage their work in terms of the winter season,
- 3) implement appropriate visual information concerning the plan of operation of ski lifts, ski and sleigh slopes, ice rinks and toboggan runs.

II. Sports and recreation base:

- 1) launch ski lifts at the right time and securing their effective operation,
- 2) early preparation of land for ice rinks to immediately proceed to making the ice sheet when the weather allows,
- 3) launch and appropriate equipment of sports and tourism equipment rental point and securing its smooth operation by the relevant determination of the opening time,

¹⁴ Pismo z dnia 6 listopada 1976 r. Wydziału Kultury Fizycznej i Turystyki Urzędu Wojewódzkiego w Zamościu, AP in Zamosc, Development directions and programs, sign. KFT-556.

¹⁵ Law Gazette 1976, no. 26, item. 139.

¹⁶ Zarządzenie nr 111 Wojewody Zamojskiego z dnia 20 sierpnia 1977 r. w sprawie powołania Wojewódzkiej Komisji do spraw Kategorii i Rekomendacji Zakładów Hotelarskich i Campingów, AP in Zamosc, Legal provisions concerning tourism and leisure, sign. KFT-560.

- 4) agreements with the owners of horse sleighs to organize sleigh rides and social events for tourists lodged in private accommodation and for organized groups from the area of our province,
- 5) preparation of the right staff to handle winter sports equipment, rental points, as well as skiing and ice skating lessons.

III. Gastronomy and trade:

- 1) proper preparation of gastronomic establishments in towns with increased concentration of tourist traffic,
- 2) launch of eating places near the installed lifts and set out toboggan runs and ice rinks,
- 3) launch of private diners in all the towns with organized winter holidays,
- 4) appropriate equipment of specialist shops in winter sports equipment, and in those places that lack this type of shops - launch additional sales of this equipment in department stores.

IV. Communication:

- 1) launch additional bus lines in non-working days and winter holidays on the following routes:
 - Zamosc - Krasnobrod
 - Zamosc – Zwierzyniec, via Szczebrzeszyn
 - Tomaszow Lubelski - Krasnobrod
- 2) full use of carriage transportation to organize weekend leisure (Saturday-Sunday).

V. Culture:

- 1) secure appropriate programs in the cultural centers (film screenings, regional performances, exhibitions, etc.)
- 2) provide cultural facilities (cultural centers, clubs and community centers) for organized tourist groups.

VI. Order and safety:

- 1) intensify controls of traffic on the roads leading to tourist destinations, especially during holidays and days off from work,
- 2) pay attention to the public order in tourist destinations where winter holidays are organized,
- 3) protect public and private property in hotel establishments and guest rooms,
- 4) secure medical care near the installed lifts, ice rinks and toboggan runs (regular duty hours in the period of increased attendance)¹⁷.

Another Committee of Physical Culture and Tourism was established at the Municipal Office in Zwierzyniec in 1978, presided by Tadeusz Chwiejczak. The Committee, as a consultative and advisory team, was to work with trade unions, youth organizations and institutions of physical culture and tourism in the development of tourism, in particular:

- 1) develop proposals on issues related to the overall activities in the field of physical culture and tourism in the municipality,
- 2) give opinions on draft programs and plans for the development of physical culture and tourism in the municipality, as well as prepare other analyses in these areas,
- 3) perform tasks commissioned by the head of municipality in the field of physical culture and tourism, mainly in the following areas:
 - a) coordinate and monitor the work of local institutions and organizations of physical culture and tourism,

¹⁷ *Wytyczne Wojewody Zamojskiego do pracy w zimowym sezonie turystycznym 1977/1978*, AP in Zamosc, Instructions, guidelines, recommendations, sign. KFT-5520.

- b) develop and secure implementation of measures arising from the calendars of sports/recreation and tourist events,
- c) devise preparation plans and secure the tourist season,
- d) coordinate and implement activities in the field of sports, tourism and leisure development, especially with respect to social acts¹⁸.

¹⁸ Zarządzenie nr 1/78 Naczelnika Gminy w Zwierzyńcu z dnia 9 stycznia 1978 r. w sprawie powołania Gminnego Komitetu Kultury Fizycznej i Turystyki w Zwierzyńcu, AP in Zamosc, Development directions and programs, sign. KFT-556.