

## **THE SYSTEM OF TOURIST MANAGEMENT FOR EXAMPLE TOURIST MANAGEMENT IN ROZTOCZE REGION AFTER 1980**

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### **Keywords:**

- tourism,
- roztocze region,
- history of tourism.

### **Abstract:**

In 1978, a thorough reorganization of the system of managing tourism affairs was carried out at the state level. The General Committee of Physical Culture and Tourism was renamed the General Committee of Physical Culture, and the General Committee of Tourism (hereinafter, from Polish: GKT) became the primary body of state administration dealing with matters concerning tourism. The scope of GKT's activities included: tourist management of the country, hotels and tourist camps; tourism development; organization and handling of tourist traffic, as well as programming, coordination and control of activities in these areas. The Committee was also to assist in the development of social activities in the field of tourism. In 1978, a thorough reorganization of the system of managing tourism affairs was carried out at the state level. The General Committee of Physical Culture and Tourism was renamed the General Committee of Physical Culture, and the General Committee of Tourism (hereinafter, from Polish: GKT) became the primary body of state administration dealing with matters concerning tourism. The scope of GKT's activities included: tourist management of the country, hotels and tourist camps; tourism development; organization and handling of tourist traffic, as well as programming, coordination and control of activities in these areas. The Committee was also to assist in the development of social activities in the field of tourism<sup>1</sup>.

On 23 June 1980, published were recommendations issued by the GKT, General Board of the Trade Union of Workers of Communal and Field Economy, General Board of the Trade Union of State and Social Workers and General Board of the Polish Socialist Youth on the broad guidelines, forms, organizational policies and evaluation of the results of the socialist work competition in touristic entities. This socialist work competition comprised the following:

- 1) continuous improvement of the quality and level of health/leisure and cognitive/educational of tourism services offered and extension of their range by introducing service innovations, use of flexible pricing, etc., especially for tourism services for families with children, young people and seniors,

<sup>1</sup> Art. 1, 2 *Ustawy z dnia 26 maja 1978 r. o utworzeniu Głównego Komitetu Turystyki*, Dz. U. 1978 nr 14, poz. 60.

- 2) increase the sales dynamics of goods and services, including export-oriented services, alongside the rational use of resources, materials and production/service potential,
- 3) raise productivity, quality and efficiency by improving the organization of labor discipline and the introduction of technological and economic progress,
- 4) effective use of the accommodation and gastronomic base, tourist transportation means, savings of materials, raw materials, fuel and energy,
- 5) improve financial performance through steady increase of profitability, reduce own costs, rational employment etc., in conjunction with a new economic and financial system,
- 6) professional training of employees, improve health and safety conditions as well as social and living conditions of the personnel,
- 7) raise political, professional and cultural level of tourism-employed workers and create conditions for the socio-professional adaptation of young workers, especially graduates of schools educating future personnel members for the needs of tourism,
- 8) consolidate attitudes of co-hosts at workplaces and develop proper interpersonal relations<sup>2</sup>.

The year 1985 witnessed, despite the general skepticism, reconnection of physical culture and sports with tourism and leisure. The General Committee of Physical Culture and Tourism<sup>3</sup> was appointed as a body whose tasks were to be as follows:

- planning and popularizing physical culture, sport, tourism and leisure;
- developing and creating the material base;
- handling and organizing tourist traffic;
- comprehensive control and coordination of services in the field of physical culture, sport, tourism and leisure<sup>4</sup>.

These responsibilities were entrusted to the Chairman of the Committee and two councils appointed by them: one for Tourism and Leisure and the other for Physical Culture<sup>5</sup>.

Based on the conducted analysis, and with a view to ensuring the progression of tourism in the region of Zamosc Province, the Chairman of the General Committee of Tourism - Teresa Andrzejewska and Governor of Zamosc Province, Stanislaw Juraszek – outlined in 1980, under agreement, the main directions of development of tourism in Zamosc Province<sup>6</sup>:

- 1) perform the educational/cognitive, health/leisure and business functions of tourism through:
  - a) effective system of ideological and educational interaction adapted to the specificities of different groups of tourists, enabling learning about the

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<sup>2</sup> Wytyczne Głównego Komitetu Turystyki, Zarządu Głównego Związku Zawodowego Pracowników Gospodarki Komunalnej i terenowej, Zarządu Głównego Związku Zawodowego Pracowników Państwowych i Społecznych oraz Zarządu Głównego Związku Socjalistycznej Młodzieży Polskiej z dnia 23 czerwca 1980 r., AP in Zamosc, Legal provisions concerning tourism, sign. KFT-560.

<sup>3</sup> Art. 10, Sec. 1 of *Ustawa z dnia 12 listopada 1985 r. o zmianach w organizacji oraz zakresie działania niektórych naczelnych i centralnych organów administracji państwowej*, Law Gazette of 1985, no. 50, item. 262.

<sup>4</sup> *Rozporządzenie Rady Ministrów z dnia 27 grudnia 1985 r. w sprawie szczegółowego zakresu działania Głównego Komitetu Kultury Fizycznej i Turystyki*, Law Gazette of 1985, no. 63, item. 333.

<sup>5</sup> M. Grabiszewski: *Zarządzanie turystyką i wypoczynkiem w Polsce od zakończenia II wojny światowej do czasów współczesnych* [in:] M. Grabiszewski (ed.): *Turystyka i wypoczynek w Polsce*, Bydgoszcz 1994, pp. 17–18.

<sup>6</sup> Governor of Zamosc Province requested by letter of 29 November 1976 Dr. Romuald Chwieduk – Chairman of the Institute of Tourism in Warsaw - to develop a program of spatial development of tourism in the region of Zamosc Provincen. This request was due to the growing role of tourism among the local community and the noticeable opportunity of using Roztocze's touristic values.

achievements of socialist architecture and monuments associated with Polish history and culture. In the set of means of ideological and educational impact mentioned should be:

- proper programming of events in tourist offers, to include the site that commemorates the struggle of the Polish people for national and social liberation;
  - development of cultural tourism, including cultural behavior on the trail, culture of leisure and recreation, culture of interaction with a different social environment. *Wiosenny Rajd 400-lecia Zamościa* and the annual fair *Roztocze*, organized by the Polish Scouting Association (Polish: ZHP) should be considered the main tourist events in the region;
  - paying greater attention by the organizers of tourism on the culture of tourist traffic handling, showing concern for the social wealth, removal of shortcomings in the sanitary and other fields, as well as ensuring the appropriate level and quality of tourist services offered;
  - efficient system of tourist information providing, among others, a constant supply of materials containing ideological/educational content and details of the service offer,
  - tourist publications containing information about the achievements of the Polish people throughout history, including their progressive traditions and present achievements,
  - systematic cooperation with the mass media,
  - preparation of the organizers of youth tourism,
  - continuous professional training of personnel and ideological training of tourist guides and tourist,
  - boosting social activities in tourism;
- 2) attractive program of rational leisure through tourism, including recuperation of mental and physical strength, an extensive offer of recreational, cultural and entertainment activities to meet the needs of different communities (professionally active, families with small children, youth, seniors, motorized tourists),
  - 3) system providing to tourists and sports/recreational as well as cultural facilities and areas,
  - 4) extending the range of tourist associations, especially PTTK, PZMot and the Association of LZS in order to increase tourist activity of the region's community by improving leisure conditions,
  - 5) activation of tourist groups for whom it is difficult to make use of tourism (large families, rural population, the disabled, etc.).

In relation to the tourist base, it was deemed appropriate to implement the following measures:

- a) construction of tourist inns in Bilgoraj and Tomaszow, offering 60 beds and 120 dining seats;
- b) construction of a hotel modeled on "Oborniki" in Zamosc, offering 120 beds;
- c) expansion of cruise houses, camps;
- d) construction of campgrounds in Zwierzyniec and Zamosc Zamczysk, of the standard suitable for foreign tourism;
- e) adaptation of the Old Town buildings in Zamosc for tourist purposes:
  - Kamieniczka Turobińska to host the Zamosc' local department of PTTK and Z.W. PTTK,
  - Block no. 9 for the PTTK Tourist House,

- Block no. 22 for the hotel "Wiktoria" of WPT "Roztocze"
- Block no. 2 for administrative purposes and the Board of WPT "Roztocze"
- New Lublin Gate (*Brama Lubelska*) for the Provincial Tourist Information Centre,
- Block "Podkarpie" for the hotel of WPT "Roztocze"
- f) construction of the youth hostel PTSM in Zwierzyniec;
- g) modernization of the hotel "Renesans" in Zamosc;
- h) construction of the factory "Foto-Pam" in Zamosc;
- i) implementation of the base for tourist transportation in Zamosc<sup>7</sup>.

In 1980, in Lublin and Poznan, there were meetings held among the representatives of the General Committee of Tourism and Vice-Governors, Chairmen of Departments of Physical Culture, Sport and Tourism as well as Presidents of tourism enterprises, during which specific problems, requests and attempts to solve a number of issues were reported and dealt with.

On 30 April 1980, the General Committee of Tourism, together with the General Council of Trade Unions and the Ministry of Labour Wages and Social Affairs<sup>8</sup> made a correction in the list of summer holiday villages<sup>8</sup>. In particular, it was decided to include in the list the towns of Krasnobrod and Susiec, located in the region of Zamosc Province and operated by the OST "Gromada"<sup>9</sup>.

The authorities of Zamosc Province saw the need for expansion of accommodation facilities in the region. Particularly acute was the lack of places in the holiday resorts, especially in Krasnobrod and Zwierzyniec. Improvement of the state of accommodation base required a lot of investments. The document "*Program rozwoju turystyki województwa zamojskiego*" predicted construction and development of the following lodgings (see Tab. 4):

According to the guidelines of the Governor of Zamosc Province, dated 9 April 1981, chairmen of tourist towns and municipalities undertook the following measures, thus securing the proper handling of the summer tourist season:

- verify and restore visual tourist information system in the region, including road signs,
- prepare a number of sports/recreation, tourist and cultural events during days off from work on recreational sites throughout Roztocze's tourist towns and villages,
- launch seasonal shuttle transportation (PKS bus services to tourist villages in Roztocze)
- clean up operating devices and parking lots near the touristic routes,
- extended working times of CPN, retail outlets and restaurants in tourist resorts<sup>10</sup>.

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<sup>7</sup> *Porozumienie Przewodniczącego Głównego Komitetu Turystyki oraz Wojewody Zamojskiego w sprawie dalszego rozwoju turystyki w województwie zamojskim*, 1980, AP in Zamosc, Development directions and programs, sign. KFT-556.

<sup>8</sup> In accordance with *Zarządzenie nr 17 Przewodniczącego Głównego Komitetu Turystyki z dnia 31 grudnia 1979 r. w sprawie szczegółowych zasad limitowania w 1980 roku wydatków jednostek gospodarki uspołecznionej z tytułu najmu prywatnych pokoi gościnnych oraz korzystania z prywatnych posiłków domowych*.

<sup>9</sup> Pismo Departamentu Organizacji, Hotelarstwa i Usług Głównego Komitetu Turystyki z dnia 8 maja 1980 r.

<sup>10</sup> *Informacja dotycząca przygotowania do letniego sezonu turystycznego*, AP in Zamosc, Instructions, guidelines, recommendations, sign. KFT-5520.

**Table 1.** The planned expansion of lodgings as provisioned in “Program rozwoju turystyki województwa zamojskiego w latach 1981–1985”

No.	Name of facility	Location	Year of completion	Number of beds
<b>Hotels</b>				
1	„Wiktoria”	Zamosc	1983	100
<b>Dormitories</b>				
1	Tourist house	Zamosc	1984	120
2	Tourist house	Krasnobrod	1985	170
3	Tourist house	Zwierzyniec	1985	170
4	Tourist house	Susiec	1985	120
<b>Inns</b>				
1	Inn	Zamosc	1981	80
2	Inn	Krasnobrod	1985	60
3	Inn	Tomaszów	1983	60
4	Inn	Zwierzyniec	1985	60
5	Inn	Bilgoraj	1984	60
6	Inn	Szczebrzeszyn	1985	60
7	Inn	Jozefow	1985	60
<b>Campsites</b>				
1	Campsite	Zamosc	1984	300
2	Campsite	Krasnobrod	1983	300
3	Campsite	Zwierzyniec	1984	300
4	Campsite	Susiec	1983	150
5	Campsite	Jozefow	1985	250

Source: *Program rozwoju turystyki w województwie zamojskim w latach 1981–1985*, AP in Zamosc, Development directions and programs, sign. KFT-556.

Also Krasnobrod was to prepare for the then-upcoming tourist season. In order to do so, the body responsible for tourism-related matters, namely the Commission of Education, Culture, Physical Education, and Health and Social Affairs, as well as the Sports and Recreation Center presided by Andrzej Gancarz began the implementation of the following measures:

- 1) turn to the Provincial Office of the Department of Physical Culture for employment, during the summer season, one worker responsible for organizing sports events in the afternoon,
- 2) apply to the Board of the Agricultural Cooperative to set up a booth with soft drinks - especially in terms of securing drinks on Saturdays and Sundays,
- 3) apply to the commander of the MO station in Krasnobrod, asking for special attention paid to campsites after 8 p.m. during the summer season,
- 4) develop by the management of the OSiR a schedule for securing sports and recreation events for children and youth<sup>11</sup>.

The political transformation that occurred after 1989 allowed for a new impetus in social mobility. The escalation of economic and technological development accelerated urbanization, increased the supply of services and, consequently, the need of education at the secondary level and higher. All these factors contributed to the development of domestic and foreign tourism<sup>12</sup>.

Financial expenditures allocated by the state for revitalization of regions, cultural goods, etc. were only the initial phase of establishing a national tourist base, which is why the use of

<sup>11</sup> *Protokół nr 8/89 z przebiegu posiedzenia Komisji Oświaty i Wychowania, Kultury, Kultury Fizycznej oraz Zdrowia i Spraw Socjalnych Gminnej Rady Narodowej w Krasnobrodzie, odbytego w dniu 17 maja 1989 r.*, AP in Zamosc, Municipal Office in Krasnobrod, sign. 88/350/0.

<sup>12</sup> Z. Krawczyk: *Podróże krajowe Polaków. Analiza socjologiczna* [in:] *Drogi i bezdroża...*, p. 191.

natural and material resources to promote regional tourism was considered a method for raising capital for further development and new investments<sup>13</sup>.

The main tourism-related tasks of the Department of Culture, Sports and Tourism of the Provincial Office in Zamosc included:

- 1) create conditions for the development of tourism in Zamosc Province, including:
  - professional training of tourism personnel and granting permits to tourist guides and trip pilots,
  - outsourcing the maintenance of hiking trails.
- 2) promotion of tourism - develop long-term strategies to promote tourism, and initiate and conduct promotional activities, in particular:
  - promote touristic values of the region in Poland and abroad through the implementation and distribution of publications, videos and other promotional materials,
  - promote qualified tourism,
  - initiate the organization of tourism fairs and participation in tourism fairs in Poland and abroad,
  - run a provincial tourist information system in cooperation with local governments,
  - exchange of tourist information with tourist entities operating in Poland and abroad,
  - initiate marketing research and participation in its conduct,
  - support tourism promotion managed by local governments and businesses, and its coordination.
- 3) determine the type of accommodation facilities and their categorization,
- 4) oversee the execution of state-commissioned tasks by non-state entities,
- 5) develop tourism product,
- 6) apply for the prize of the Minister and the Governor, and departmental awards for employees and tourism activists,
- 7) commission tasks in the field of safety by the water<sup>14</sup>.

In 1991, an agreement was signed concerning partnership between the city of Zamosc and the town of Zolkiew. The project was developed in order to raise awareness about the Zolkiew in terms of history, culture, architecture and creative/artistic output of its residents, as well as promotion of tourism in both cities. The implementation of this project also saw participation of: City Council's Department of Promotion, Culture and Social Affairs in Zamosc, Zamosc House of Culture and the Museum of Zamosc. The project received a positive recommendation from the European Commission. The program also previsionsed the inclusion of the city of Lviv<sup>15</sup>.

In order to develop tourism in the city of Zamosc in 1993-1997, the following tasks were set out:

- create a professional information and publicity point,
- promote the region during the National and International Travel Fairs,

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<sup>13</sup> M. Koniusz, *Dziedzictwo kulturowe, atrakcje przyrodnicze i gospodarka jako czynniki wpływające na ruch turystyczny* [in:] B. Sawicki, J. Bergier (ed.): *Uwarunkowania rozwoju turystyki związanej z obszarami wiejskimi*, published by PWSZ in Biała Podlaska, Biała Podlaska 2005, pp. 210–212.

<sup>14</sup> Letter of the Chairman of the Department of Culture, Sports and Tourism of the Provincial Office in Zamosc, KST 0110/1/97 of 21 January 1997. These tasks, although not mentioned in such detail, were included in the Statute of the Provincial Office in Zamosc - set out within Regulation No. 7 of the Governor of Zamosc Province dated 21 January 1997 and approved by the Minister of Internal Affairs and Administration, AP in Zamosc, Development directions and programs, sign. KFT-556.

<sup>15</sup> *Informacja Prezydenta Miasta z realizacji Programu „Zamość – Żółkiew – Lwów” dot. współpracy partnerskiej miast.*

- prepare and organize exhibitions, scientific sessions, conferences and cultural events,
- prepare and organize the events "Stady-tour" and "Press-tour"<sup>16</sup>.
- 1997 was the year of passing an act on tourism services<sup>17</sup>, specifying:
  - conditions for the provision of tourism services,
  - tasks of the regional mayor and the competent minister in matters of tourism,
  - activities of tourist organizer, travel agencies and tourist agencies,
  - conditions of consumer protection,
  - powers and duties of tourist guides and tour pilots,
  - requirements of hotel services<sup>18</sup>.

Under the Act of 4 September 1997, new departments of government organization were established including the Department of Tourism. The department had to deal with matters of national tourism development and regulations concerning this process<sup>19</sup>.

Between 1998 and 2000, the government administration would be undertaking activities considered crucial from the standpoint of future tourism strategy:

- refine tourism law, with particular emphasis on adapting it to European Union legislation,
- develop new acts concerning : governmental administration, tourist services and the Polish Tourist Organization<sup>20</sup>,
- promote tourism in Poland and abroad.

Between 1997 and 2000, the relevant supervisory body in charge of tourism was the President of the Office of Physical Culture and Tourism, while between 1 January to 20 June 2000 this post was held by the Minister of Transportation and Maritime Economy<sup>21</sup>.

Following the political transformation, increased share private entrepreneurs in national industry and collapse of major state-owned companies, the funds of social workers became to a large degree limited. It was only possible to enjoy holiday packages "under the pear tree" (from Polish "pod gruszą").

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<sup>16</sup> Informacja z realizacji „Programu strategii rozwoju turystyki w mieście Zamościu na lata 1993–1997”.

<sup>17</sup> With further amendments dated: 10 April 1999, 16 August 1999, 28 April 2000, 8 December 2000

<sup>18</sup> Ustawa z dnia 29 sierpnia 1997 r. o usługach turystycznych, Law Gazette of 1997, no. 133, item. 884.

<sup>19</sup> Ustawa z dnia 4 września 1997 r. o działach administracji rządowej, Law Gazette of 1997, no.141, item. 943.

<sup>20</sup> Polish Tourist Organization – founded officially under the Act of 25 June 1999 on the Polish Tourist Organization, with further amendments in: 2000, 2001, 2006 and 2009.

<sup>21</sup> Raport o stanie turystyki w latach 1998–2000 Ministerstwa Gospodarki Departamentu Turystyki, Warszawa 2001.