

## NATURE AND CULTURE HERITAGE IN THE TOURIST OFFER OF THE BORDER REGION OF ROZTOCZE

Teresa BRZEZIŃSKA-WÓJCIK<sup>ABCDF</sup>, Ewa SKOWRONEK<sup>CDF</sup>, Andrzej ŚWIECA<sup>BD</sup>

*Maria Curie-Skłodowska University*

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### Abstract:

Developing tourism in border areas is a notable factor for improving competitiveness of peripheral regions. Natural environment in these areas is very often uniquely rich and well-preserved. Furthermore, they often boast multicultural heritage. The abovementioned elements create a basis for creating tourist products based on natural and cultural sites and objects. The aim of this paper is to present analysis results for employing various resources in the current tourist offer of the Polish part of the Roztocze region.

The research procedure included inventorying, preliminary research, and analysis of attractions as well as tourist offers. Research findings show that tourist trails are the most commonly offered product in the area being analysed.

They by far outnumber other types of products – objects, events, special areas. Concepts of most products combine natural and cultural sites and objects.

Currently presented offers allow the development of the following types of tourism: educational, leisure, qualified, health, religious, and transit. A comparison of tourist offers and attractions shows an untapped potential of Roztocze as a border region..

### INTRODUCTION

Border regions have been important areas of tourist penetration since the very beginning of the European integration [Mika 2008]. They have been playing ever-increasing role in doing research and undertaking actions in the sphere of tourism development. Hence, such areas have been analysed in studies of various scope.

Discussions on the importance of tourism as a tool for building multi-layer cooperation in frontier areas are featured in papers by: J. Żbikowski, J. Bergier (2004); M. Miki (2008); M. Adamowicz (2009); J. Ruszkowski (2014). Furthermore, issues to do with transnational tourism traffic are referred to in papers by: I. Gąsior, M. Żemła (2016) and J. Zielińska-Szczepkowska, I. Zabielska (2016).

In many cases, transnational tourism is becoming an important factor for improving competitiveness of local communities and regions [Leśniak 2007; Leśniak-Johann 2011; Ruszkowski 2014]. A. Pieniążek (2012), B. Meyer, A. Gardzińska (2014) assessed activities of local government subjects as well as non-governmental organisations acting in the sphere of tourism, paying special attention to initiatives undertaken by local communities on both sides of the border.

Other authors also present issues to do with a specific nature of creating transnational tourist products [Gardzińska 2015]. Works by T. Grabowski (2006) and H. Hrehorowicz-Gaber (2015) feature examples of tourist trails as products.

Changing the perception of frontier areas is also important in order to facilitate shedding their peripheral stigma and to help them become important tourist destinations with international aspirations [Studzieniecki 2003].

Developing and shaping tourist phenomena in borderlands depends on many factors and is diversified in character. Widely-defined geographic environment is one of the most prominent factors. Diversified activities and forms of tourist traffic are frequently connected with specific nature of geographic environment [Więckowski 2010].

The aim of this paper is to present tourist attractions of the Polish part of Roztocze region, to analyse them, and to use them in the current tourist offer. Various forms of tourism were identified in frontier regions and prospective forms were proposed.

## **MATERIAL AND METHODS**

Research procedure first and foremost included analytical and synthetic studies. The first stage of the investigation consisted in analysing quantitative and qualitative juxtapositions of natural and cultural tourist attractions. Due to the fact that presently there are no uniform and comprehensive presentations of tourist offers, they were inventoried on the basis of: 1) *Tourist Offers – Lublin Region, 2016/17*, prepared by the Lublin Regional Tourist Organisation (LRTO) in order to promote regional tourist products during national and international tourist fairs; 2) listing of products entered for the *Best Tourist Product of the Lubelskie Voivodeship* competition organised by LRTO; 3) internet websites of local tourist organisations (Local Tourist Organisation Roztocze and Local Tourist Organisation Zamość and Roztocze), local government institutions and individual companies.

Next, modes of using tourist sites and objects were analysed in existing products. Leading forms of tourism in Roztocze were identified on the basis of this analysis. Moreover, the findings allowed to single out resources with great potential for prospective development of new tourism forms in this border region.

Secondary data sources were used in the research procedure (literature of the subject, strategic documents, stock lists and registers, promotional materials, internet websites, databases of statistic data) as well as results of field studies from 2012 to 2016.

## **NATURAL AND CULTURAL TOURIST ATTRACTIONS**

Roztocze is a range of NW-SE oriented hills in the landscape of the Lublin upland belt, stretching from Kraśnik to Lviv. The general length of the range is 180 kilometres, 110 of which is in Poland. The width of Roztocze ranges from several to over twenty kilometres [Buraczyński 1995]. In Poland, the Roztocze region connects with the Lublin Upland, with the Podole Plain and separates the Sandomierz Basin from the Nadbuże Basin. It is also the 2-nd class watershed between the Bug, the Wieprz, and the San. Diversified natural criteria are the basis for dividing the analysed area into four subregions: Roztocze Gorajskie, Roztocze Szczebrzeszyńskie, Roztocze Tomaszowskie, and Roztocze Rawskie.

Papers by A. Świeca et al. (2015) and T. Brzezińska-Wójcik et al. (2016) refer to the potential and diversification of tourist functions in Roztocze. Tourist development, traffic, and attractions are key factors for strengthening tourism in this border region.

### **Natural tourist attractions**

Features of the organic world, geological structure, the relief forms, and water features all shape and condition tourist attractions of Roztocze (Fig. 1) [Brzezińska-Wójcik et al. 2007; Świeca et al. 2015].



Fig. 1. Natural sites and objects in the Roztocze region

Source: A. Świeca et al. (2015)

According to the classification of attractions in the tourist aspect by T. Lijewski, B. Mikułowski, and J. Wyrzykowski (2002), Polish part of the Roztocze region includes 1036 objects, including: **939 natural objects created without human contribution, 54 human-created attractions, and 43 natural objects whose character and significance is affected by human contribution.**

**The group of attractions created without human interference is predominantly comprised of peculiarities of flora and fauna (717 objects – mostly natural monuments). Other features are considerably less frequent: quarries of rocks from late Cretaceous, Miocene, and Quaternary loess formations (62+25 objects), springs (56), valleys, ravines and gullies (22+6),**

as well as caves (12), waterfalls and steep rapids (12), rocks and rock formations (11), dunes (8).

Most notable biotic nature monuments include: a common oak (*Quercus robur* L.) alley in Górecko Kościelne and the common oak Florian in Florianka (in Roztocze Szczebrzeszyńskie), white chestnut tree (*Aesculus hippocastanum* L.) alley in Krasnobród (in Roztocze Tomaszowskie), and common oaks in Siedliska (in Roztocze Rawskie).

Geological attractions include late Cretaceous rock formations (calcareous-siliceous), inter alia in Krasnobród in Roztocze Tomaszowskie, Eocene (sandstones in the vicinity of Tomaszów Lubelski in Roztocze Tomaszowskie), Miocene (mostly limestone, inter alia in Józefów in Roztocze Tomaszowskie, on the Brusno Mountain in Roztocze Rawskie). When it comes to attractive relief forms, most attractive landscapes are formed by valleys (the Biała Łada in Roztocze Gorajskie, the Wieprz in Roztocze Tomaszowskie, the Tanew in Roztocze Rawskie), loess gullies – mostly in Roztocze Szczebrzeszyńskie, and finally cave and rock formations, in particular in Roztocze Rawskie.

Objects to do with water features are also very interesting from the tourist viewpoint: they include: waterfalls/ steep rapids in river beds of the Sopot, the Szum, the Tanew, the Jeleń, as well as springs, especially those that are believed to be blessed: in Radecznica (by St. Anthony), Janów Lubelski in Roztocze Gorajskie (by the Gracious Mother of God), in Krasnobród (by St. Roch and the Sacred Virgin Mary) in Roztocze Tomaszowskie, in Siedliska (by St. Nicholas), and in Nowiny Horynieckie (by the Immaculate Mother of God and St. Anthony) in Roztocze Rawskie.

**The inventory of objects created with human contribution** in the Polish part of Roztocze features 43 parks, 11 museums and natural history collections. The most famous parks are located in Narol (landscape park) and in Horyniec (palace and spa park) in Roztocze Rawskie and in Zwierzyniec (the “Estate Park” palace) in Roztocze Tomaszowskie. Broadest collections of natural history exhibits are presented in Roztocze Tomaszowskie in Zwierzyniec, Guciów, Bondyż, Krasnobród and Józefów. In other subregions, geological exhibits are presented in Batorz (Roztocze Gorajskie), in Szczebrzeszyn, in Florianka (Roztocze Szczebrzeszyńskie), and fossilised trees in Siedliska (Roztocze Rawskie).

Tourist-wise, **natural objects whose character and significance is not influenced by human intervention** are also very interesting. This group features 28 landscape points (28 attractions), national park (one object – Roztoczański National Park) and landscape parks (5 objects – inter alia Lasy Janowskie, Szczebrzeszyński, Krasnobrodzki, Puszczy Solskiej and Południoworoztoczański landscape parks). Individual hills in highest regions of Roztocze are treated as landscape points. These inter alia include: Wielka Jeżówka in Roztocze Gorajskie, Wzgórze Czubatka in Roztocze Szczebrzeszyńskie, Wapielnia in Roztocze Tomaszowskie, Wielki Dział, Długi Goraj and Krągły Goraj in Roztocze Rawskie. Lookout towers in Krasnobród and Józefów are also notable attractions from this group.

Spatial distribution of natural attractions in Roztocze is rather diverse. Regionally, Roztocze Tomaszowskie is most noteworthy as it features 586 objects (56.6%). Other regions are considerably less significant – Roztocze Rawskie 204 objects (19.7%), Roztocze Gorajskie 165 objects (15.9%), and Roztocze Szczebrzeszyńskie 81 objects (7.8%).

In addition to natural attractions, the region also boasts numerous cultural attractions.

### **Cultural heritage as tourist attractions**

As a borderland area, Roztocze has always seen cultures and religions permeate and intermingle, numerous remnants of which last till present and testify how Poles, Jews, Ukrainians, and Germans used to cohabit and cooperate in this region [Skowronek et al. 2006]. Material mementos of the past make some of the most valuable elements of the region’s cultural heritage. Hence, they are also important element of tourist offer (Fig 2).



**Fig. 2.** Tangible cultural heritage in the Roztocze region  
Source: E. Skowronek et al. (2015)

The inventory of cultural attractions in Roztocze featured over 300 objects. Many of these unique objects are of high cultural value [Skowronek 2004; Skowronek et al. 2015]. This category of objects includes: **archaeological monuments (4); monuments of architecture and engineering – including devotional buildings (67), chapels and road crosses (77), historic cemeteries (20), historic urban and rural architecture complexes (6 objects), numerous farms, cottages, palaces and mansions (26) public utility objects (61), technological and industrial objects (55), military installations, as well as museums, collections, open-air museums, martyrdom memorials, cultural events, and other objects.**

**Archaeological historic sites** primarily feature remnants of prehistoric settlements – burial mounds, and remains of the fortress on the Monastyr Mountain in Guciów (Roztocze Tomaszowskie), remains of fortresses in Szczebrzeszyn and Sasiadka (Roztocze Szczebrzeszyńskie), and in Batorz (Roztocze Gorajskie) [Skowronek et al. 2015].

Monuments of architecture and construction are most important tourist objects of the character. They are also most common and most popular among visitors to the region.

Documenting cultural transfer and intermingling, devotional architecture of Roztocze is a crucial element of western (Latin) and eastern (Byzantine) heritage. The 16<sup>th</sup> century Greek Catholic church of St. Paraskewa in Radruż, which is under UNESCO's special protection, is the most important devotional object in this class. It is one of the oldest and best preserved examples of orthodox church structures in Poland [Mazur 2006]. However, this group also features other important *Greek Catholic churches* (16 objects) whose greatest concentration was preserved in Roztocze Rawskie, inter alia in Bełżec, Hrebenne, Wola Wielka and Werchrata [Górak 1984; Kondraciuk 2011]. St. Nicholas the Miracle-worker orthodox church of 18<sup>th</sup> century in Tomaszów Lubelski is the most famous historic *orthodox building* of the region. On the other hand, the group of Roman Catholic temples (47 objects): include: wooden churches – in Górecko Kościelne and in Tomaszów Lubelski (Roztocze Tomaszowskie), as well as stone ones – in Szczebrzeszyn (Roztocze Szczebrzeszyńskie) and in Zwierzyniec (Roztocze Tomaszowskie). Most beautiful 17<sup>th</sup> century Baroque monastery complexes are situated in Radechnica (Roztocze Gorajskie) and in Krasnobród (Roztocze Tomaszowskie). Other churches which show exceptionally valuable architectural styles are to be found in Józefów, Goraj, Susiec, Frampol, and in Mokrelipie.

The few Jewish sites that survived German occupation are *synagogues and cemeteries*. Old synagogue buildings were preserved in Modliborzyce, Szczebrzeszyn, and in Józefów. Jewish cemeteries survived in merely four towns of the region – in Szczebrzeszyn (Roztocze Szczebrzeszyńskie), and partly in Zwierzyniec, Józefów, and in Tomaszów Lubelski (in Roztocze Tomaszowskie) [Fornal 2002; Skowronek 2004].

**Chapels and roadside crosses** are some of the best preserved and most common elements of devotional culture elements in the landscape. Their positioning is a testimony to old road layout and long-abandoned settlement complexes. They are sometimes mementoes of old historic events, either of local or family character [Fornal 2002; Kondraciuk, Urbański 2008]. The majority of such objects in Roztocze Rawskie are products of the so-called “Bruśnieńska Masonry School” [Mazur 2008].

Roztocze also features a large number of **cemeteries**: Roman Catholic, various Christian denominations, war memorials and cemeteries (inter alia in Zwierzyniec at “Biały Słup”, in Wojda, in Sochy, and in Błudek), as well as graves of Uprising Soldiers, (e.g. in Panasówka – Wzgórze Polak and at Porytowe Wzgórze). Many settlements still feature interesting necropolises of great historic and artistic value. Most interesting cemeteries are situated in Frampol, Goraj (Roztocze Gorajskie), Szczebrzeszyn (Roztocze Szczebrzeszyńskie), Józefów, Zwierzyniec, and Tomaszów Lubelski (Roztocze Tomaszowskie [Kawałko 1994], and in Horyniec, Dziewięcierz, Brusno, Radruż, Huta Różaniecka (Roztocze Rawskie).

**Historic urban systems** are decidedly the most attractive elements of interest, which are clearly noticeable in modern towns of Roztocze – in Frampol, Goraj, Szczebrzeszyn, Janów, Zwierzyniec, and in Tomaszów Lubelski. They bear traces of the oldest planning [Górak 1990; Fornal 2002]. Nonetheless, **layouts of villages** are equally interesting. Górecko Kościelne and Pańków near Tarnawatka (with the characteristic circular layout surrounding a central square). Presently, historic wooden buildings and preserved systems of farm buildings dating back to the 19<sup>th</sup> century can be still seen in the villages of Roztocze [Fornal 2002].

**Complexes of palaces and manor houses** are also salient tourist attractions. Those most famous and familiar to tourists are situated in Krasnobród and Zwierzyniec (Roztocze Tomaszowskie), and in Narol and Horyniec (Roztocze Rawskie) [Brzezińska-Wójcik, Skowronek 2015; Skowronek, Brzezińska-Wójcik 2015b].

**Numerous public buildings** are also worth noticing (61 objects), inter alia town halls, schools, as well as **technical and industrial objects** (55). Their greatest concentration can be found in Roztocze Tomaszowskie. There are objects such as quarries and adits (Józefów, Nowiny, Senderki), the brewery in Zwierzyniec, ruins of the paper mill in Hamernia, water mills in Bondyryz, Kaczórki, Majdan Kasztelański, Wieprzec, as well as blacksmith's shops e.g. in Malewyszczyna [Rolska-Boruch 2002].

Numerous historic artefacts of Roztocze are kept **in the few museums**, mostly of regional and local character, these include: the Parish Regional Museum; the Museum of Devotional Art; the Museum of Harvest Festival Wreaths in Krasnobród; J. Peter Regional Museum, and the Memorial Chamber of the Communist Terror in Tomaszów Lubelski; Educational Museum Centre of the Roztoczański National Park in Zwierzyniec, as well as the Forest Chamber in Florianka; Masonry Museum and the Mieczysław Romanowski Chamber in Józefów; the Stanisław Prus (nom de guerre "Adam") Historical Museum of the Home Army Association of the Zamojski Inspectorate in Bondyryz; Nature and Ethnography Museum – Zagroda Guciów; the Memorial Site in Bełzec (all of the above mentioned are situated in Roztocze Tomaszowskie); the Museum of fossilised trees in Siedliska and National Memory Chamber in Narol (in Roztocze Rawskie).

Most important **pilgrimage destinations** in the Roztocze region are situated in Krasnobród, Tomaszów Lubelski, Górecko Kościelne (the Tomaszów subregion), and Radechnica (the Goraj subregion).

**Historic battles** in Roztocze have been commemorated with plaques or monuments. 1-14 June 1944 saw one of the greatest resistance battles of the 2<sup>nd</sup> World War. The memorial cross and the stone on Porytowe Wzgórze in Roztocze Gorajskie honour resistance soldiers of the Home Army and Peasants' Battalions fighting in this battle. The battleground in Wojda is also commemorated as the place where the Zamojskie Uprising started at the end of 1942.

The Roztocze region is spattered with 2<sup>nd</sup> World War **martyrdom memorials**. Some of the most notable ones include the Memorial Site – Museum in Bełzec in the Tomaszów subregion. Furthermore, the Memorial Wall and a statue in Zwierzyniec, next to the Church of the Mother of God the Queen of Poland.

On the other hand, cultural events very often motivate tourists to visit the Roztocze region. These are events of various scale, mostly in the summer season, typically with a constant formula and attractive programmess. International Summer Organ Concerts in Krasnobród, Transnational Festival of Roztocze, and the Summer Film Academy in Zwierzyniec (all in Roztocze Tomaszowskie) are of international character. National cultural events include inter alia the Festival of Film and TV Artists in Janów Lubelski (Roztocze Gorajskie) and the Festival of Ecological Culture in Józefów, Nationwide Convent of Fantasy Fans in Tomaszów Lubelski (Roztocze Tomaszowskie). Regional events include the "Gryczaki" Festival of Groats in Janów Lubelski, the Festival of the Polish Language and Days of the Cricket Town in Szczebrzeszyn, the Festival of Young Brass Orchestras in Zwierzyniec, Tomaszów Ordynacki Fair, and the "Commemorate" re-enactment event depicting the Battle of Tomaszów Lubelski.

Spatial distribution of cultural attractions in Roztocze shows a considerable diversity. They are most often seen in Roztocze Tomaszowskie – 149 objects (47.5%). Roztocze Gorajskie has slightly fewer objects – 82 (26.1%), and is followed by Roztocze Rawskie with 59 objects (18.8%). The fewest objects are situated in Roztocze Szczebrzeszyńskie – 24 (7.6%).

## USING NATURE AND CULTURE HERITAGE IN THE CURRENT TOURIST OFFER

The above listing clearly shows tourist attractions of the Roztocze region to be numerous and varied. However, a question arises as to which are currently used to create the region's tourist offer.

An analysis of offer lists included in publications entered for the competition organised by the Lublin Regional Tourist Organisation and those promoted on homepages of local tourist organisations, local government units, as well as businesses shows that tourist attractions may be grouped in several product categories – objects, trails, events, fairs and areas.

Within the group of 16 tourist offers of the Lubelskie voivodeship promoted by the Lublin Regional Tourist Organisation in their publication *Tourist Offers – Lubelski Region 2016/17*, 10 products were created using natural and cultural heritage of the region, including three offers of the transnational form – in the Polish and Ukrainian parts of Roztocze.

Trails are prevailing products in the Polish part and they are prepared in connection with natural sites and cultural objects. Such offers include: *Exotic Lublin region* (3 days, including one day in Roztocze Tomaszowskie and Roztocze Rawskie – Tomaszów Lubelski, Radruż, Hrebenne, Horyniec-Zdrój); *Meeting with Nature* (4 days, including 2 days in Roztocze Tomaszowskie – RPN, bicycle trek in Zwierzyniec, Florianka, Górecko; kayaking from Obroc to Zwierzyniec); *Magic Roztocze Actively* (5 days – bike trek in Roztocze: Rawskie, Tomaszowskie and Szczebrzeszyńskie); *Green Velo – Youth Bike Trek* (11 days – attractions of Roztocze Gorajskie and Tomaszowskie; "... a combination of the passion for biking and learning about interesting historic and natural places, local traditions, and varied tastes of the regional cuisine...").

Specific area-based products created with natural and cultural heritage include: *Krasnobród – resting in the heart of Roztocze* (6 days), *Lubelskie voivodeship – Culture and Nature* (8-day offer, including 4 days in Roztocze, including Zwierzyniec, Krasnobród, Susiec).

An object-based product created with natural values is *Janów Lubelski – Nature Zoom* (11 days).

Polish and Ukrainian parts of Roztocze have three joint tourist offers prepared in connection with tangible cultural heritage. These include: *Roztoczański UNESCO trail* (5 days – visits to UNESCO objects situated by the trail – Radruż, Potelych, Lviv, furthermore the programme includes multicultural historic sites of Szczebrzeszyn, Józefów, Hrebenne, as well as traditions of the Zamoyski Estate in Zwierzyniec); *Weekend on the UNESCO Trail* (3 days, including one day in Lviv); *Roztocze Tour – a Bike Trek in Roztocze* (4 days – a bike trek along the Central Bicycle Trail through Zwierzyniec, Hrebenne, Zhovkva, Lviv).

Offers created primarily on the basis of natural and cultural heritage prevailed in the group of products entered into the competition of the Lublin Regional Tourist Organisation. Trail products decidedly predominated and included: the *Trail of Rapids* (Local Tourist Organisation Roztocze in cooperation with the Gmina Office in Susiec), *Central Bicycle Trail in Roztocze* (Józefowska Kawaleria Rowerowa in cooperation with the Local Tourist Organisation Roztocze), *Tourist Transnational Trail Bełżec-Belz* (the Gmina Office in Bełżec). The second most frequently offered products are event-based: *Summer Film Academy in Zwierzyniec* (CineEuropa Association in Lublin), *"Gryczaki" Groats Festival* in Janów Lubelski (the Town Office in Janów Lubelski), as well as *the Save from Oblivion – Reconstruction of Battles near Tomaszów Lubelski* (the Tomaszów Lubelski Town Hall, the Office for Veterans and the Persecuted). Event-based products are less widespread – *A Weekend on the UNESCO trail* (Quand Tourist Agency from Tomaszów Lubelski), and *Attractions for Every Weekday in Roztocze* (Quand Tourist Agency in cooperation with the



Local Tourist Organisation Roztocze); object-products include: *Zagroda Guciów* (Anna and Stanisław Jachymek), *Forest Chamber in Florianka* (Roztoczański National Park), and *the Museum of Fossilised Trees in Siedliska* (“Our Siedliska” Association); area-products – *Stone Forest in Roztocze* (Lubycza Królewska Gmina, Local Tourist Organisation Roztocze) [Skowronek, Świeca 2016].

The homepage of the Local Tourist Organisation Roztocze also mostly features trail-products, inter alia: *Central Bicycle Trail of Roztocze*, *Goetourist Trail of Roztocze Środkowe*, *Black Pearl Bicycle Trail*, *Nature and Culture Educational Path of the Fossilised Trees*, all of which were prepared on the basis of natural and cultural attractions. “Historic Sites and Museums” tab and “Events” tab promote object-based products, mostly devotional architecture, museums and events, but also the abovementioned event-products: *Summer Film Academy in Zwierzyniec* and *Save from Oblivion – Battle Reconstruction near Tomaszów Lubelski*, and furthermore, town and village festivals (<http://www.roztozewita.pl/>) created on the basis of cultural heritage. Furthermore, “Nature” tab promotes offers prepared in connection with natural values. These include area-products such as *Roztoczański National Park*, landscape parks – for instance *Stone Forest in Roztocze*, as well as trail-products, inter alia: *Walking Tour of “the Rapids”*, the *Birds of the Tarnawatka – Ekościeżka* Reservoir Educational Path. This group of products also includes kayaking on the Wieprz and the Tanew.

It is worth noting that the Local Tourist Organisation Roztocze drafted the “Roztocze – Vitality from Nature” brand based on its marketing strategy (<http://www.roztozewita.pl/lot-roztozcze/marka-roztozcze>).

Websites of Local Tourist Organisations Zamość and Roztocze also mostly feature proposals of trail-based products created on the basis of natural and cultural objects. These are the following products: *On a Bike in Roztocze* (inter alia *Central Bicycle Trail*, *Bicycle Path to Florianka*, *Bicycle Path of Ziemia Józefowska*), *A Walk in Roztocze* (inter alia the *Trail of the Józefowska Land*, *the Verge Trail*, *the Central Trail*), *Roztocze on Horseback (Uhlan Horseback Trail)* (<http://roztocze.org/pl/news/aktualnosci.html>). Thematic trail products – *the Zamoyski Estate*, *Brother Albert*, *Aleksandra Wachniewska*, *The Trail of Resistance fighting* –mostly refer to cultural sites (<http://roztocze.org/pl/page/31/szlakiturystyczne.html>). Numerous rambling paths, inter alia: *Towards the Forest Vault with Bog Brotheren*, *“Through St Roch Reserve”*, *“Krasnobrodzkie Gullies ”* refer to natural values. The latter group features kayaking on the Wieprz and the Tanew. Object products proposed on the basis of natural values and cultural heritage are rather sparse – *Ulik Beekeeping Farm* in Mokrelipie, so are those based on natural resources – *Fishing in Roztocze* (Józefów, Majdan Sopocki, Zwierzyniec reservoirs), as well as *Roztocze in Winter* (ski lifts in Krasnobród and Jacnia) (<http://roztocze.org/pl/page/25/turystyka-aktywna.html>). Websites of the Local Tourist Organisation Zamość and Roztocze do not feature any products based on events, fairs, and areas.

Having entered the phrase “name of gmina + tourism”, we found offers promoted by gminas – local government organisations – that were created using natural attractions. These were: – *Recreation Park “Nature Zoom”*, *Forest Promotional Complex “Janowskie Forests”* (Janów Lubelski), *“Sources” under the “Chapel on Water”*, *“Belfont” Ecological Woodlands (Krasnobród)*, *Museum of Fossilised Trees in Siedliska*, and one trail product – *“Krasnobród Dinosaurs” Educational Path*. Moreover, local government institutions promote elements of natural environment that are attractive for qualified tourism, including reservoirs (in Janów Lubelski, Frampol, Zwierzyniec, Krasnobród, Majdan Sopocki, and Józefów).

Prominent object products connected with cultural heritage in the offer include: *the Mother of God Sanctuary* (Janów Lubelski and Krasnobród gminas), the *“Passion of Roztocze” Vineyard* (Tereszpol gmina), *Memorial Place and Museum in Bełżec* (Bełżec); trail

products – the *Roztoczański Trail of Vineyards* (Frampol, Terespol, Krasnobród, and Adamów gminas), the *Molotov Line Bunkers Trail* (Lubycza Królewska); event trail – *Groats Festival “Gryczaki”* (Janów Lubelski gmina).

Products created on the basis of natural sites and cultural objects include: trail products – *Geotourism Trail of Roztocze Środkowe* (Józefów town and gmina), the *Szczebrzeszyn-Kawęczyniek Tourism and Educational Trail* (Szczebrzeszyn town and gmina), *Historical and Didactic Trail round Krasnobród*, the *Adits Didactic Trail in Senderki* (Krasnobród town and gmina); object products – the *Ulik Agrotourism Beekeeping Farm* in Mokrelipie (Radecznica gmina), the *Knieja farm* with beekeeping open-air museum in Bagno (Zwierzyniec town and gmina), *Masonry Museum* (Józefów town and gmina).

Based on the analysis of individual businesses' websites, one may specify offers prepared in connection with features of natural environment: landform features (ski lifts in Batorz, Chrzanów and Jacnia), surface water resources, including rivers (kayaking on the Wieprz, the Tanew, the Por, the Łada).

Horyniec-Zdrój and Krasnobród present a separate product offer based on the spa qualities of these towns.

Results from analysing publications and product listings that were entered for the competition: *Best Tourist Product in the Lubelskie Voivodeship*, as well as internet websites of tourist organisations, local governments and local businesses clearly show the offer of products based on natural and cultural heritage to be still rather poor.

## **CURRENT AND PROSPECTIVE FORMS OF TOURISM IN THE CONTEXT OF THE PRODUCT OFFER**

Presently, tourist organisations, local governments and local communities pay ever increasing attention to tourism as a sector of industry with considerable influence on the regional progress. In this vein, the Roztocze region with its unique natural and cultural attractions is a region that naturally lends itself for developing this sector.

Based on the research findings, one may state that the current tourist offer of the Roztocze region is in its early formative stage, but diversified natural and cultural resources are not fully used in tourist products yet. Nevertheless, the offer has been developing dynamically in recent years.

The analysis of offers shows Roztocze to feature the following types of tourism in the borderland region: educational, leisure, qualified, health, religious and transit.

Educational tourism offer has the widest variety of products. They are mostly thematic trails, fairs and events during which numerous forms of tourism are offered: educational, nature, cultural, ecotourism, ethnic, and event tourism.

Leisure tourism and agro tourism have been going strong, and recently various forms of qualified tourism have been gaining popularity – especially cycling, kayaking, skiing, rambling, horse-riding, fishing, hunting.

Health-care tourism functions in connection with health resorts in Krasnobród and Horyniec-Zdrój, whereas devotional tourism is centred in Krasnobród, Górecko Kościelne, and Radecznica.

Being close to the border, the Roztocze region naturally lends itself to transit tourism. This offer includes comprehensive services for transit (e.g. accommodation, catering, culture, sport and recreation).

A diversity of types and forms of tourism prove it can become one of the major factors improving competitiveness, attractiveness, and territorial coherence of Roztocze as a frontier region. However, it is conditional upon preparing an attractive offer of tourist products targeted at a wide spectrum of recipients, and using local resources.

## CONCLUSION

In the light of research findings from the analysed area, it is transparent that it is trail products that are most frequently offered, which are typically created on the basis of natural and educational resources. Most of them are of domestic character (bicycle paths, trails, walks, educational paths). Merely three trails are of transnational character. *The Central Bicycle Trail of Roztocze* and *the Geotourism Trail of Roztocze Środkowe* are within this group.

Object products created on the basis of cultural heritage and event-based products are less numerous. The group of area-type products presently features only two items: *Roztoczański National Park* and *Stone Forest of Roztocze*, both of which are created in connection with their natural values.

Comparing current tourist offers with regional tourist resources clearly shows the potential of Roztocze not to be used fully. This potential should be accounted for and tapped into creating offers for individual and discerning tourists (those looking for opportunities to meet personal interests), as well as for small parties and families. In this domain, tourism forms such as geotourism, sylvan tourism, birdwatching, food tourism (including apitourism, and wine tourism), industrial, military, adventure, and hobby tourism.

Prospective tourist offer in the region, especially in its transnational aspect, will largely depend on the future geopolitical situation and a cooperation of local governments in Polish and Ukrainian Roztocze. It is vital that both sides undertake joint initiatives within the scope of protecting, offering, and promoting tourist attractions in the region.

Unfortunately, recent years have seen only few examples of such activities. These were inter alia: a cooperation for creating an international Biosphere Reserve “Roztocze” and a geopark “Stone Forest of Roztocze”, developing transnational geotourism trail “Geo-Roztocze”, and entering wooden orthodox churches of the Karpcki Region in Poland and Ukraine on the UNESCO list in 2013. *Central Bicycle Trail of Roztocze* and annual treks organised on both sides are ventures which function on the two sides of the border. Developing tourist cooperation shall allow the region to promote itself as a unique European area with opportunities for a wide range of tourist forms.

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