

AN ATTRACTIVENESS OF THE OFFER OF THE MUSEUM OF FOLK CULTURE IN KOLBUSZOWA IN THE OPINION OF VISITORS

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Abstract:

The article concerns the evaluation of the offer and activities of the Museum of Folk Culture in Kolbuszowa based on the opinions of visitors. The fundamental goal of the Museum of Folk Culture in Kolbuszowa is to save the habits of the Rzeszowiaks and Lasowiaks cultures, as well as to save the remains of the construction of these cultures. The Museum of Folk Culture in Kolbuszowa collects and develops scientifically, stores, protects and makes available monuments of material and spiritual culture of villages and towns from the area of residence of the above-mentioned ethnographic groups. Thanks to the developed offer, the open-air museum in Kolbuszowa can compete with such large centers, such as: Osada in Biskupin, the Museum of the Mazovian Countryside in Sierpc, or the Museum of Folk Architecture in Sanok, which is also located in the Podkarpackie Voivodeship.

The thesis was assumed that the museum's proposals are attractive and varied, and the main attraction in the tourists' opinion are unique traditional construction and cultural events. In order to examine this thesis own research was carried out. The article has a review-research character. The research used the diagnostic survey method, using a questionnaire. The 70 respondents were surveyed, who visited the museum in May 2019. In addition, based on the desk research method, secondary sources were used, which were obtained on the basis of literature, monographs, guides, bulletins, and were analyzed and ordered.

INTRODUCTION

UNIQUENESS OF THE MUSEUM OF FOLK CULTURE IN KOLBUSZOWA

Kolbuszowa is a small town on the plateau in the Sandomierz basin [Muzeum Regionalne Lasowiaków Towarzystwa Opieki nad Zabytkami w Kolbuszowej, Biuletyn 1/1961: 3]. Located in Mielec - Kolbuszowa - Głogów protected landscape area [Bardan, Cesarz et al. 2003: 50]. The name of the place appears in the sources only in the 16th century. In the seventies of the 17th century Kolbuszowa already de facto fulfilled the function of an urban settlement. An important trade route Sandomierz - Przemyśl ran through the city at that time, which contributed to the development of industry in Kolbuszowa [Piórek 2002: 200]. Kolbuszowa became famous, among others, from furniture and oak floors, which quickly

became known in the country because of their diligence and artistry [Sawczynyna 2003: 179-189].

Kolbuszowa is located at the crossroads of two cultures: Rzeszowiaks and Lasowiaks, therefore the location of the open-air museum is justified.

The Museum of Folk Culture in Kolbuszowa is an open-air museum with charming villages from the turn of the 19th and 20th centuries. Museum presents the culture of Lasowiaks and Rzeszowiaks ethnic groups, who inhabited the area of the northern part of the present Subcarpathian Voivodeship.

The Museum of Folk Culture in Kolbuszowa collects and develops scientifically, stores, protects and makes available monuments of material and spiritual culture of villages and towns from the area of residence of the above-mentioned ethnographic groups [Bardan (red.) 2009: 7].

The creation of the museum was caused by the activities of the Society for the Protection of Natural and Cultural Monuments J.M. Goslar's name. The ceremonial opening of the museum, in the form of an open-air museum, took place on May 4th, 1978 [zespół muzealny Muzeum Kultury Ludowej w Kolbuszowej 2005: 7].

There are 80 objects of wooden architecture. They include cottages, stables, cowsheds, pigsties, henhouses, barns, granaries, horse mill, hay barrack, rural industry buildings like a watermill, windmills, forges, oil mill and pottery, and also public buildings - a school, tavern and fire station. The oldest buildings are: a manorial granary from Bidziny from 1784, a barn from Markowa from 1804 and a church from Rzochów built in 1843 [www.muzeumkolbuszowa.pl/2013-03-04-07-59-09; access Sep. 2019].

The buildings are presented in layout and environment similar to the original. Individual objects are set up in homesteads according to the layout of the places where they were originally built, and recreating the spatial arrangements of traditional villages. They are in a natural landscape of gardens, orchards and bee yards, fields, meadows, ponds, surrounded by greenery and forest. In some of the farms there are animals. The exhibition is complemented by demonstrations of traditional crafts as well as farm and field work. Most residential and farm building interiors are decorated with equipment appropriate for the place and time they represent, showing everyday activities of their inhabitants

[www.muzeumkolbuszowa.pl/skansen/kilka-s%C5%82%C3%B3w-o-skansenie; access Sep.2019].

At the turn of the 15th and 16th centuries, the area of the Sandomierz Forest was very attractive for arriving settlers. Among them were Ruthenians, Lithuanians, and Wallachians. Tatar, Turkish and Swedish captives were also imprisoned here. This mix of cultures resulted in the creation of a new ethnographic group a later called Lasowiaks [Trzeźniowski 2010: 67]. The Lasowiaks' culture was studied and described as the first by Oskar Kolberg, an outstanding nineteenth-century ethnographer. His research shows that Lasowiaks were very resourceful, well organized, self-sufficient. They had fields, fish ponds, apiaries. They had carpenters, blacksmiths, potters, coopers [Bata, Lawera et al. 2012: 7-9].

Rzeszowiaks is an ethnographic group inhabiting south-eastern Poland, between the Carpathian Foothills and the Sandomierz Basin. These are around Rzeszów, Łańcut, Przeworsk and Ropczyce. The name Rzeszowiaks was first used in scientific literature in the 1920s by the ethnographer Jan Stanisław Bystroń. Rzeszowiaks is a population of cultural borderland, which nevertheless developed its own cultural separateness. Ethnic diversity was caused by intensive settlements from both East and West. The colonists settled in these areas came mainly from Lesser Poland and Mazovia.

Rzeszowiaks were mainly engaged in agriculture (in their area there were quite fertile soils), trade and crafts - primarily weaving. The technological level, and hence the material level of Rzeszowiaks, was much higher than their northern neighbours of Lasowiaks. The

high material level was mainly visible in household furnishings, art and festive costumes [<http://naludowo.pl/kultura-ludowa/rzeszowiacy-grupa-etnograficzna-poludniowo-wschodniej-polski-historia-folklor-pochodzenie-ubior-zajecia-obszary-zamieszkiwania.html>; access Sep.2019]

Many publications have been devoted to the Rzeszowiaks' culture. One of the recently published monographs, which is the result of field research organized by the Museum of Folk Culture in Kolbuszowa conducted in the years 2014 - 2016, is the book „Rzeszowiaks' folklore - a picture of changes” [Barańska, Dragan (red.) 2018].

ADDITIONAL PROPOSALS OF THE MUSEUM

The Museum of Folk Culture in Kolbuszowa as a public institution tries to meet the expectations of visitors on an ongoing basis. In addition to the permanent exhibition, it organizes temporary exhibitions and numerous cultural events in its area.

The season of events starts there in April, starting with the „Free Art Day”. The organizers have created an atmosphere that allowed us to move back to the times of the Polish People's Republic. There were possibility to learn how to prepare something delicious from a very limited list of ingredients, culinary workshops were prepared, during which Janina Olszowy shows how sweets were prepared in those days [muzeumkolbuszowa.pl/wydarzenia-menu/imprezy/1017-dzien-wolnej-sztuki www; access Nov.2019].

The presentation of „Folk Art of Lasowiaks and Rzeszowiaks” is another event. This is an event that has been held annually since 1997. This year, the twenty-third celebration of this largest outdoor event took place at the museum. The event aims to save endearing crafts and unique folk art. Thus, enthusiasts of these disappearing professions such as cooperage, sitarry and bee-keeping come to the museum [Olszowy 2017: 5].

„Every Sunday in the yard” - it is a holiday, annual cyclical event, taking place in July and August. The central part of this event is the regional cuisine of Rzeszowiaks and Lasowiaks prepared by local Village Housewife Circles and meetings with old craftsmanship, transferring participants in time.

"The horse as it is ..." is an event taking place on the first Sunday of August. This is definitely an event for horse lovers. Permanent characteristics of this event are: horse shows and parades, carriage rides or horse rides. The highlight of this event is the equestrian competition. In addition, toy makers and saddlers present their work.

„Great Bee Day” - this is a nationwide campaign that aims to emphasize the role of bees that they play in our ecosystem. This action takes place on August 8th each year.

As the open-air museum covers an area of about 30 hectares, it has many paths and paths running around the historic architecture. It has a CFP recommendation (Cyclist Friendly Place) on the Green Velo East Bike Trail. Green Velo is the longest bicycle trail in eastern Poland and covers five voivodships. The museum also has its own stationary and online store, which offers publications: scientific publications, popular science publications as well as albums and guidebooks. Fans of ethnodesign will also find many interesting things, such as: everyday objects decorated with folk motifs inspired by the culture of the local people.

The Museum of Folk Culture in Kolbuszowa suggests visiting with or without a guide. The guide can provide access to the interior of buildings, which are usually closed to visitors. Sightseeing without a guide only allows you to view buildings from the outside, except for selected objects that are open on a given day. Independent sightseeing deprives visitors of hearing intriguing stories about the former village. By choosing this option, you can borrow an audio guide or small paper guide at the reception for free [www.muzeumkolbuszowa.pl/dla-zwiedzajacych/2012-11-11-22-28-30; access Nov.2019].

ANALYSIS OF THE RESULTS

The aim of the research is to examine the opinions of visitors about the offer of the Museum of Folk Culture in Kolbuszowa. The main problem was the question: Does the offer of the Museum of Folk Culture in Kolbuszowa meet the expectations of visitors? The thesis was assumed that the museum's proposals are attractive and varied, and the main attraction in the tourists' opinion are unique traditional construction and cultural events. In order to examine this thesis own research was carried out. A diagnostic survey was used as the research method. The research technique was a survey that was conducted among 70 visitors to the Museum of Folk Culture in Kolbuszowa. Table 1 indicates the age and gender of the respondents.

Table 1. The age and gender of the respondents.

			gender		total
			female	male	
age range	under 18 years	number	2	1	3
		%	1,4	0,7	2,1
	18 – 25 years	number	18	9	27
		%	12,6	6,3	18,9
	26 – 36 years	number	7	8	15
		%	4,9	5,6	10,5
	37 – 47 years	number	9	7	16
		%	6,3	4,9	11,2
	48 – 60 years	number	3	4	7
		%	2,1	2,8	4,9
	61 - more	number	1	1	2
		%	0,7	0,7	1,4
total		number	40	30	70
		%	57,1	42,9	100

Source: own research

The respondents were asked, among others, about the main motive for visiting the open-air museum in Kolbuszowa. Figure 1. compares the answers obtained.

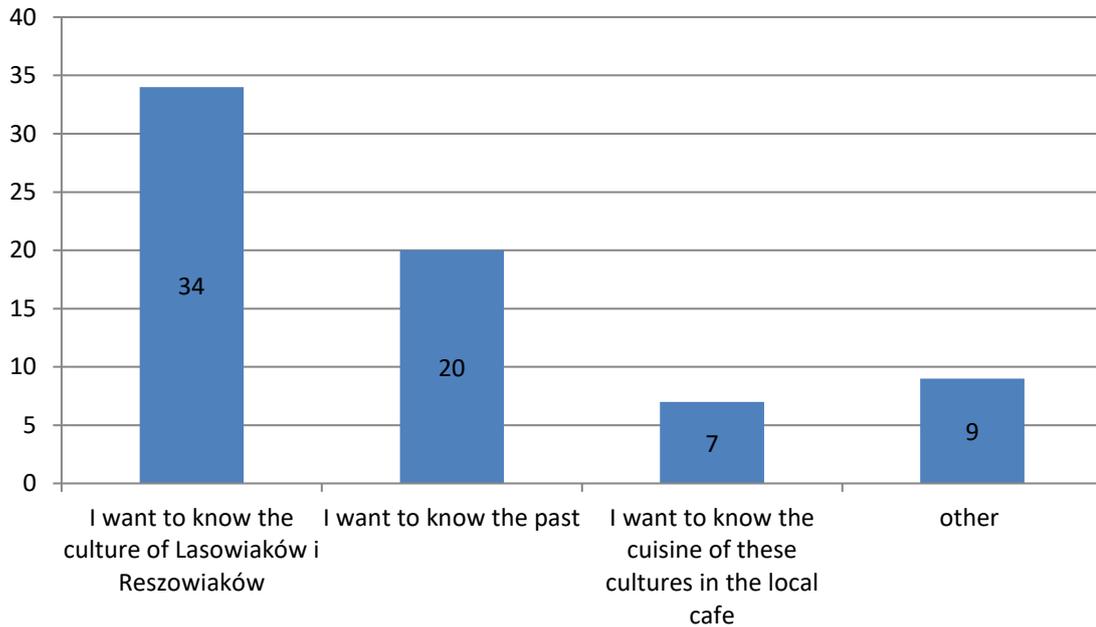


Figure 1. The motives of visiting museum in Kolbuszowa
Source: own research

The most respondents visited the museum to learn about the culture of Lasowiaks and Rzeszowiaks - 34 people (48,6%), the second motive was to get information about the past - 20 people (28,6%). The desire to learn the flavors of these cultures in a local cafe was the third result in order - 7 people (10%) and 9 respondents chose the "other" option.

Figure 2. indicates the most popular seasons of the year in terms of visiting the museum.

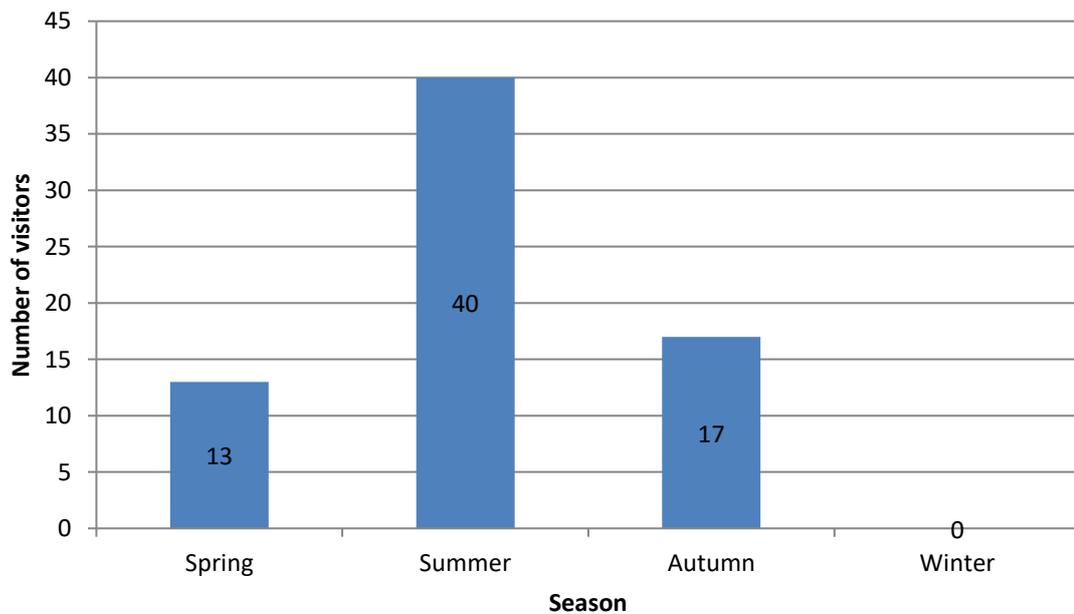


Figure 2. Seasons and the visits to the museum in Kolbuszowa
Source: own research

Figure 2. shows that the highest number of respondents visited museum in Kolbuszowa during a summertime - 40 people (57,1%), then in Autumn - 17 people (24,3%) and in Spring - 13 people (18,6%). However, none of the respondents visit such place in the Winter.

The vast majority of respondents prefer to visit the open-air museum independently - 48 people (68,6%), but 22 people (31,4%) want to visit with the guide, as shown in a figure 3.

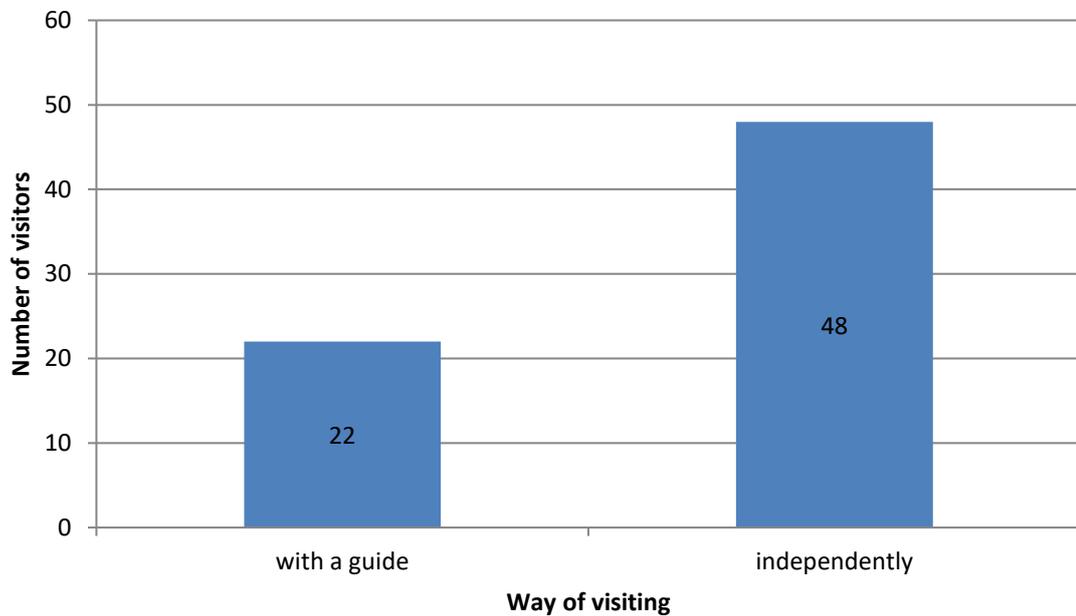


Figure 3. Way of visiting the museum in Kolbuszowa
Source: own research

Undoubtedly, guided tours give visitors a chance to get to know the museum's offer better, as well as the possibility of entering the interior of the buildings, what is impossible for visitors on their own. Despite this, more respondents prefer to visit without a guide.

The surveyed visitors also revealed in their answers what they liked the most. The figure 4. shows which museum attributes have been most appreciated.

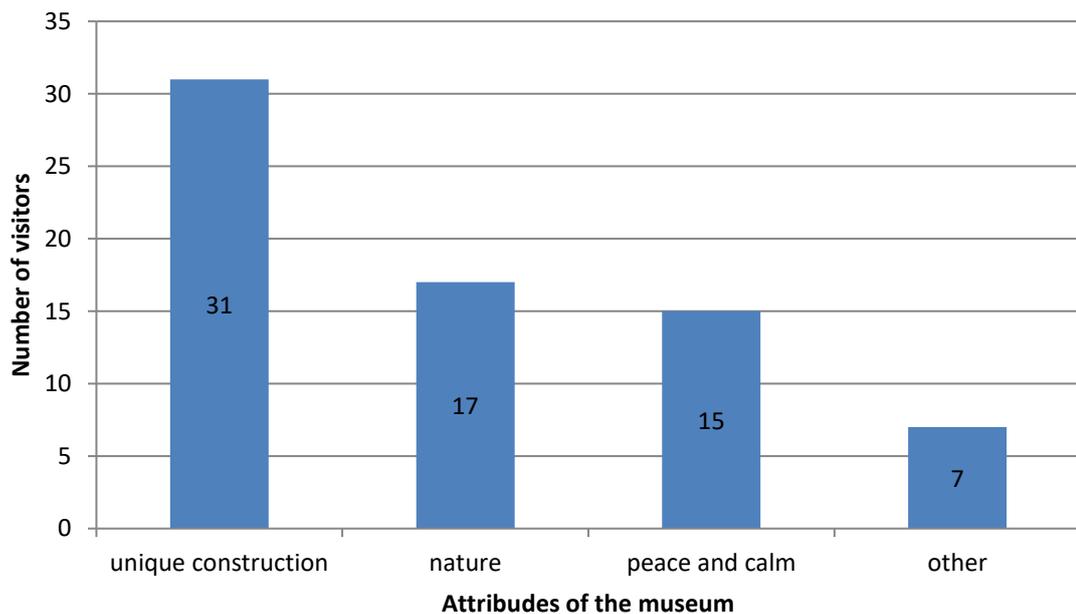


Figure 4. The most appreciated attributes of the museum in Kolbuszowa
Source: own research

The vast majority of visitors to the Museum appreciate the unique construction - 31 people (44,3%). Nature is also important for visitors - this option was chosen by 17 visitors (24,3%). They also value peace and calm here - 15 people (21,4%). When choosing the option, other respondents meant: food, atmosphere, communing with tradition or everyday life - 7 people (9,8%).

The respondents were also happy that they could buy attractive souvenirs in the museum store (figure 5).

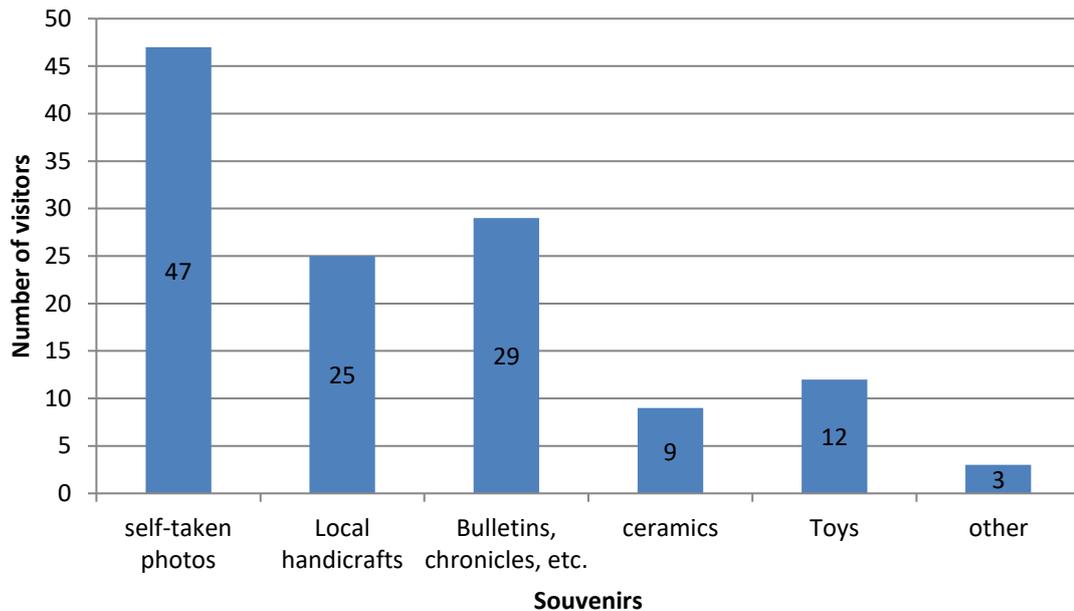


Figure 5. The most popular souvenirs
Source: own research

Most of the respondents take souvenirs in the form of self-taken photos - 47 people, then bulletins and chronicles - 29 people and local handicrafts – 25 visitors.

In addition to the permanent offer of the museum, the respondents showed interest in additional museum proposals, as illustrated in Figure 6.

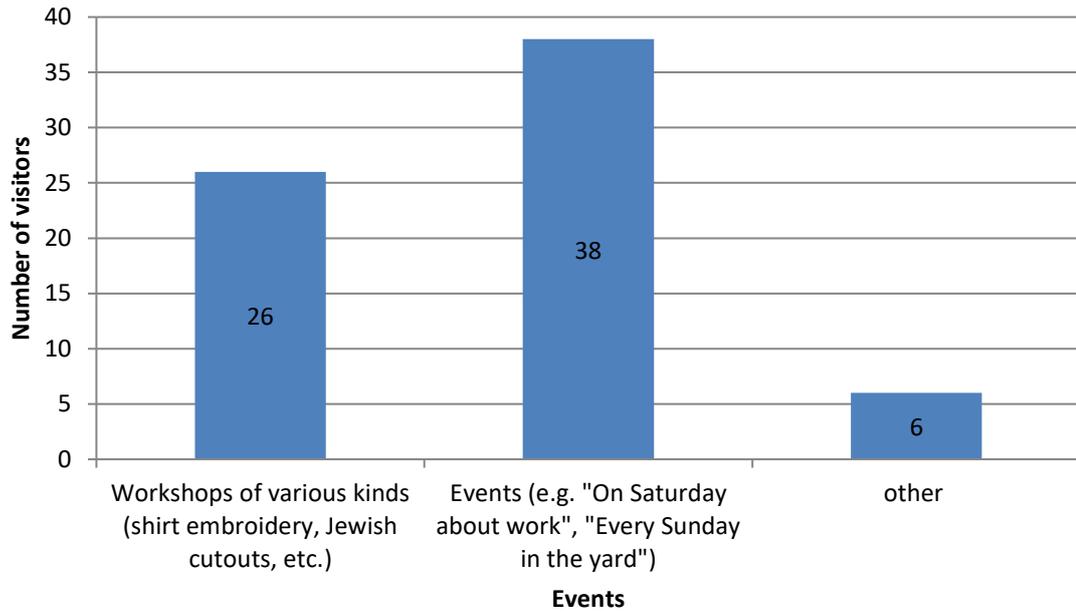


Figure 6. Event at the museum
Source: own research

Definitely the most respondents are interested in events at the Museum - 38 people (54,3%) and workshops - 26 people (37,1%). On the other hand, the "other" answer was the least frequent. Six people (8,6%) chose this option and pointed to exhibitions, exterior and concerts.

The surveyed people are mostly satisfied with the visit to the museum, because the museum's offer met their expectations.

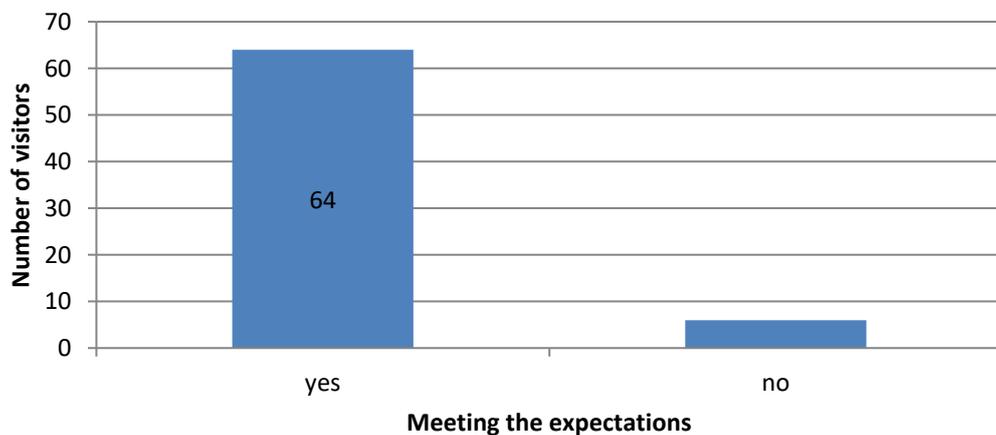


Figure 7. The meeting of visitors' expectations
Source: own research

Figure 7 shows that 64 respondents (91,4%) consider that the Museum meets the expectations of visitors along with the growing demand for various events, while 6 people (8,6%) think differently.

Finally, it is worth noting that as many as 65 respondents (92,9%) plan to return to the Museum of Folk Culture in Kolbuszowa, as opposed to 5 people (7,1%) who do not plan to come.

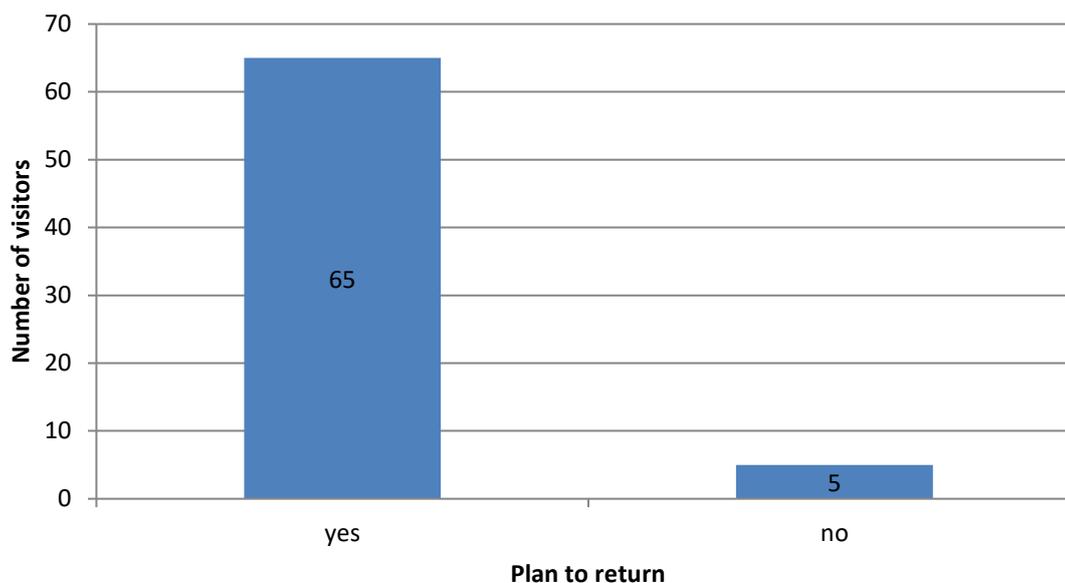


Figure 8. Declaration of the return visit
Source: own research

CONCLUSION

The presented material shows that the Museum of Folk Culture in Kolbuszowa has an interesting offer, appreciated by visitors. Particularly valuable is the unique construction and attractive natural surroundings in which the visitors can calm down and relax. The museum's additional offer in the form of cultural events organized on its territory was also appreciated.

Received awards and distinctions prove that the museum's activity is appreciated not only by visitors. It is worth mentioning those recently awarded. In each of the provinces, the National Heritage Institute (NHI) indicated the organizers of the European Heritage Days, who deserved the award. This year, among the five institutions awarded by the NHI in the Podkarpackie Voivodeship was the Museum of Folk Culture in Kolbuszowa.

The Museum also received the first prize in 2019 in the Visible Museum Review for the project of Izabella Kędzierska regarding the visual identity of this institution.

These facts mean, that thanks to the developed offer, the open-air museum in Kolbuszowa can compete with such large centers, such as: Osada in Biskupin, the Museum of the Mazovian Countryside in Sierpc, or the Museum of Folk Architecture in Sanok, which is also located in the Podkarpackie Voivodeship.

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