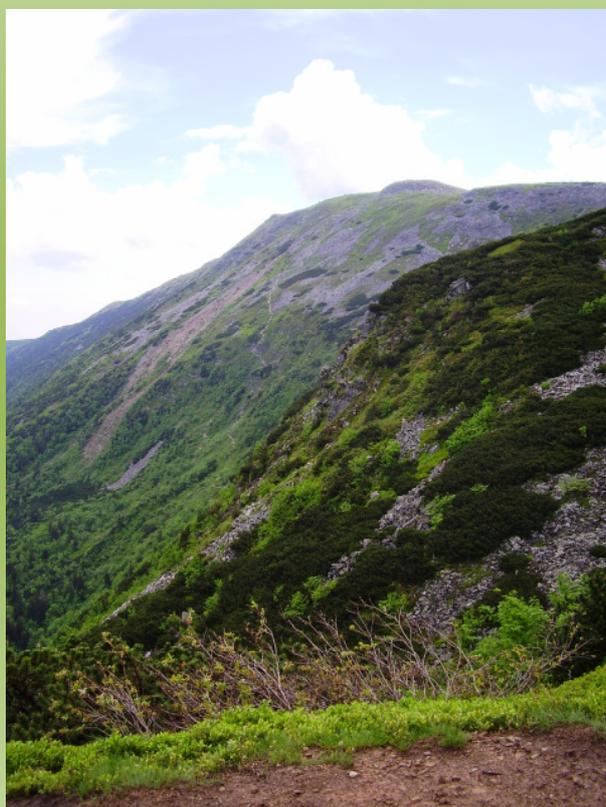


Regional tourism management and development plan in the Babia Gora Region

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1. Introduction

1.1. General characteristics of the project

The international project „Conservation and Sustainable Use of Biodiversity through Sound Tourism Development in Biosphere Reserves in Central and Eastern Europe” has been launched in 2005. Three biosphere reserves from Central and Eastern Europe are participating: from Poland – the Babia Góra Biosphere Reserve, from Czech Republic – the Šumava Biosphere Reserve and from Hungary – the Aggtelek Biosphere Reserve. The project is going to be completed by March 2008.

The fundamental goal of the project is the protection of worldwide important mountain ecosystems by creating new and innovative management systems for these areas with a special consideration of tourism use.

The project consists of four basic objectives:

- 1) Support to the development and implementation of tourism management plans in relation to biodiversity objectives.
- 2) Create and strengthen an enabling environment for combining sustainable tourism development and biodiversity conservation.
- 3) Support international cooperation among the participating countries, especially with regard to trans-boundary cooperation, to enhance knowledge on tourism and biodiversity
- 4) Facilitate a consultative process with key stakeholders (in the public and private sector) to ensure their active participation and influence in the development of public policies for sustainable tourism development and management in vulnerable mountain and forest areas

The first component has been aimed for elaboration of tourism development plans in biosphere reserves as well as other documents that are necessary to begin procedures of planning. The tourism development plans have to comply with the UNESCO guidelines regarding zoning of biosphere reserves.

Another essential element of the first component is monitoring of tourism activities. In all biosphere reserves, attempts are to be made to elaborate indicators that will allow monitoring of tourism activities, with a special regard to the central and buffer zones of the reserve. Implementing a monitoring system of tourism activities is essential for an adequate management of sustainable tourism development.

The second component comprises actions related to creation and improvement of conditions for sustainable tourism development. These include:

- Elaborating and implementing educational programs on the subject of nature protection and use of natural resources in biosphere reserves, with a special regard to tourism
- Organizing a promotion and marketing system for natural resources in biosphere reserves
- Supporting actions aimed at revival of cultural heritage and local customs, especially in the domain of traditional craft and regional cuisine

The third component is related to the development of regional and international cooperation. Within the project, a broad information exchange and cooperation between respective project participants as well as other national and international organizations is planned.

The fourth and last component is focused on the project management system, monitoring and its implementation as well as the external dissemination of project information. The final project results are to be widely disseminated. It concerns particularly the programs of tourism development and the monitoring system of tourism activities in the area of biosphere reserves.

In total, over 20 entities representing the respective biosphere reserves, as well as organisations at the national level, such as nature protection ministries and environmental conservation organizations participate in the project. The international project coordinator is the organisation “Ecological Tourism in Europe” in Bonn, which has applied, in the name of all biosphere reserves, to the UN program “Global Environment Facility” – the main grantor of the Project.

The biggest number of local entities has joined the project in Poland (10). Apart from the Babia Góra National Park – the institution formally managing the biggest part of the Babia Góra Biosphere Reserve, there are two gminas (communes) participating in the project: Lipnica Wielka and Jabłonka. There are also other institutions participating, such as Starostwo Powiatowe (district government office) in Sucha Beskidzka, national forest inspectorates in Nowy Targ and Sucha Beskidzka, the PTTK (Polish Tourist - Country Lovers Society), Stowarzyszenie Przyjaciele Babiej Góry (Friends of Babia Góra Association), and Wyższa Szkoła Turystyki i Ekologii (College of Tourism and Ecology) in Sucha Beskidzka. Each participant became responsible for execution of specified tasks. The National Institution for Project Implementation in Poland is the Friends of Babia Góra Association.

The Polish project part has a special character, which shows in a relatively high number of specific objectives. They complete the general objectives that are compulsory for all biosphere reserves. It is owing to the fact, that the actions planned in the project have been based on the needs reported by local partners. They have been determined already in 2004, during workshops in Lipnica Wielka.

The most important objectives aiming at sustainable tourism development in the Babia Góra Biosphere Reserve and surroundings are:

- Elaboration of an ecophysiology study along with natural and cultural values inventory for the transition zone of the biosphere reserve.
- Elaboration of the Regional Plan for Tourism Development in the Biosphere Reserve and surroundings
- Implementation of the tourism monitoring system
- Integration of the Polish and Slovak tourist routes network
- Development of tourist packages
- Provision of proper tourism infrastructure, including refurbishment of the mountain chalet at Markowe Szczawiny
- Renovation of shepherd huts and revival of the traditional sheep grazing
- Establishing a “shuttle bus” connection between starting points of tourist routes
- Opening two information centres of the Babia Góra National Parks

- Organising best tourism facility competitions, with a special regard to agritourism projects
- Adaptation of an old house for tourism purposes – a pilot action
- Elaborating a catalogue of housing designs which promote the traditional style of architecture
- Establishment of herding museum with an exhibition on milk processing
- Mapping out and rationalisation of tourist routes, especially in the southern part of the Babia Góra region
- Limiting entries to the forest and establishing parking spaces
- Training of tourist guides
- Training for craftsmen: carving, weaving, manufacturing of wicker products
- Presentation of the regional offer at tourism trade fairs
- Organising transregional events

1.2. The goal, the recipients and the elaboration methods of the plan

The main objective of the tourism development plan is to elaborate a clear vision of tourism development in the Babia Góra region, acceptable for the local communities, as well as indicating strategic and operational goals along with specific tasks. The tourism development plan includes also the tourism management and monitoring issues. Therefore its name has been determined as: “*Plan of tourism development and management in the Babia Góra region*”.

The group of plan recipients includes:

- The administration of the Babia Góra National Park
- Local authorities from the area of the Biosphere Reserve (communes: Jabłonka, Lipnica Wielka, Zawoja
- self-government and state administration of the regional and national level (powiats: nowotarski, suski)
- natural and cultural resources management institutions
- non-governmental organisations involved in nature protection and tourism development in the region
- tourism industry entrepreneurs
- researchers and experts from several fields

1.3. The methodology of the plan

The framework of the plan comprises methodical guidelines *Ecological Tourism in Europe* elaborated by the institution coordinating the entire project and published in “*Eight Steps Towards a Tourism Management Plan – A methodology guide*”.

The methodology of the study has been based upon following assumptions:

1. Tourism development should conform with the objectives of biodiversity conservation and with the principles of sustainable development.
2. Planning of tourism development should be not only limited to the biosphere reserve area but it should also involve the surrounding areas.

3. The planned solutions resulting from objectives and directions of tourism development should be adjusted to the nature protection scope required in the delimited zones of the biosphere reserve, with respect to the previous development and character of nature protection in the surrounding areas.

4. Tourism issues should be considered from the viewpoint of the complex tourism industry system, taking into account the broad range of local conditions, functional connections, relationships and expected benefits.

5. Tourism development should be implemented in accord and cooperation between local authorities and protected areas management bodies and a wide range of local stakeholders.

It has been assumed for the planning procedures, that the plan of tourism development and management in the Babia Góra region will be a result of cooperation between different entities interested in tourism development in the region (the partnership planning method) who should actively participate in all phases of the plan elaboration.

The plan of tourism development and management is a type of strategic planning document. Its time range has been set on 10 years. The strategic, long-term (5-10 years) goals are defined by middle-term (up to 5 years) and short-term (up to 1 year) objectives, which form a “specific path” for the implementation of strategic goals.

The spatial range of the plan comprises the entire area of the Babia Góra Biosphere Reserve and its nearest surroundings, which substantially affect the functioning of tourism in the reserve. The area referred to in the plan consists of three administration units – three gminas (communes): Jabłonka, Lipnica Wielka and Zawoja. They cover nearly 98% of the reserve area. The plan includes some references to border areas on the Slovak side.

During the plan elaboration several local planning documents have been used, such as:

- The conservation plan of the Babia Góra National Park (draft version)
 - The ekophysiography study of the Babia Góra National Park (2007),
 - Background Study on Institutional and Management Frameworks in the Biosphere Reserves Aggtelek, Babia Góra and Sumava (2007),
 - Project of sustainable Tourism Packages (2007-2008)
 - Project of tourism monitoring system in the Babia Góra Region (2007-2008)
 - Development Strategy of Jabłonka gmina (commune) (2004)
 - Sustainable Development Strategy of Zawoja gmina (commune) (2005)
 - Strategy of Tourism Development Lipnica Wielka gmina (commune) (2000)
 - The strategic plan of sustainable tourism development in Lipnica Wielka gmina in Upper Orava region
 - Sustainable Tourism Development Strategy for Upper Orava region
 - Integrated Strategy of Rural Areas Development in Orava (2006)
- as well as planning documents of the regional and national planning level, such as:
- A Project of Tourism Development Strategy in Poland for years 2007-2013 (2007)
 - Małopolskie Province Development Strategy (2007)
 - Spatial Development Plan of the Małopolskie Province (2003)

Public consultations had a special meaning in the process of plan elaboration. They were held in different forms: as individual meetings with the inhabitants, tourism sector entrepreneurs and with gminas (communes) self-government administrations from the Babia Góra region and during the open strategic workshops.

The consultations with region's residents and the local entrepreneurs have been held in July 2006 and in July 2007; they consisted of both categorized interviews and questionnaire survey. The consultations with local decision makers, including the authorities of gminas and of the Babia Góra National Park have been organized as strategic workshops that took place in Lipnica Wielka at the beginning of July 2007, as well as in form of individual meetings.

4. The environmental effects assessment of previous use of the Biosphere Reserve

The Babia Góra Biosphere Reserve area is being used for forestry, settlements, agriculture, transportation and tourism. Its interior, that is its central and buffer zones, is almost entirely corresponding to the area of the Babia Góra National Park, whereas a significant part of the southern transition zone is a settlement area.

The socio-economic use of the Biosphere Reserve should comply to a high degree with the nature protection scope in each zone. The central zone is a strict protection zone and its use is reduced to research activities and tourism services. In the buffer zone, the forms of use of environmental resources (within the frames of nature protection activities) are forestry, grassland management, and, periodically, herding and tourism. The main legal act regulating the scope and the forms of use of the national park area for human activities, including tourism, is the Plan of Nature Protection. The transition zone of the biosphere reserve includes nearly the entire area of the gmina of Lipnica Wielka, as well as parts of the gmina of Jabłonka (parts of villages Lipnica Mała and Zubrzyca Górna), the gminas of Zawoja and Koszarawa (forested areas). Villages in the southern part of the reserve are typically agricultural and the local economic initiative is based on commercial entities and service entities. An area of special importance for the tourism system in the Reserve is the gmina of Zawoja, which has a well-developed tourism function and where mass tourism forms are observed.

4. 1. Main environmental problems of the local economy

Poor development and defective functioning of the local municipal infrastructure, as well as lacking order in the spatial management of the region cause the most important environmental problems resulting from the local economy in villages within the Babia Góra Biosphere Reserve and in its surroundings. Solving these problems is fundamental to prepare the area of those gminas for leisure purposes and thereby to limit negative environmental and social effects that result from tourism development.

Surface water pollution resulting from the poor development of sewage system

The most important problem of townships' development in the area of Babia Góra is pollution from households, agriculture and transportation entering the surface waters because of the poor municipal sewage infrastructure. The low quality of surface waters in the gmina of Zawoja is the result of lingering delays in the sewage network development. The definitely biggest part of the communal waste water is being directly discharged into the soil and surface water bodies. In the gmina of Zawoja, only 10 % of its inhabitants have an access to a sewage system network. The sewage is stored in septic tanks that are often not leakproof, from which

the sewage enters the groundwater. The gmina of Lipnica Wielka has a significantly better situation because it has a well developed sewage system network and a newly build sewage-treatment plant, located in the vicinity of the Orawa Lake. The sewage network has been provided to the centre of the village which allowed ca. 50 % of households to connect to the system. In the gmina of Jabłonka, ca. 30 % of its inhabitants belong to the communal sewage discharge system. In the gmina, there are three sewage-treatment plants: in the villages of Jabłonka, Zubrzyca Dolna and Lipnica Mała. The villages of Zburzyca Górna and Zubrzyca Dolna have the highest percentage of households provided with sewage discharge system (90% of inhabitants), whereas Lipnica Mała has only 15 % and the worst situation is in Chyżne, Orawka and Podwik, where there is no sewage system at all.

Air pollution as the result of low emissions

The heat supply system in the gminas of the Babia Góra region is based mainly on individual boiler houses that are solid fuel fired, mainly with coal, culm (waste coal), peat coal and coke. A popular fuel source in private households is burning of solid waste like garbage and other household wastage. Gas and dust emissions from the emission sources of low height are the main source of pollution in the area of the gminas. A seasonal variability is characteristic for the low emission. During the heating season, the air pollution concentration increases by up to ten times if compared with the summer season. It is an urgent necessity to undertake actions in order to improve the air quality during the heating season, especially in the gmina of tourism, which is Zawoja, as well as in Lipnica Wielka, which is located in the Biosphere Reserve. It seems to be necessary to change the heating system and to popularize fuel types with a lower content of pollutants that are entered into the atmosphere. The aim of the actions should be using the piped-in natural gas by the local residents. According to the plan of the supply system for heat, electricity and natural gas fuels in the gmina of Zawoja, actions aiming at introducing the natural gas pipeline system in the area will be only possible to begin after the development of a natural gas supply system in Maków Podhalański has been finalized. In the future, also the gminas of Lipnica Wielka and Jabłonka are to be provided with a natural gas supply system. Potential heat sources for the region are also geothermal waters. However, due to the high costs of its exploitation, the geothermal water can be an alternative to the traditional fuels only in the future.

The issue of the spatial order of the village and of the spatial arrangement of tourism.

With regard to the landscape attractiveness for tourism, the architecture, physiognomy, composition, aesthetics and arrangement (order and harmony) of the landscape are of high importance. The aesthetic assessment of the landscape by tourists, resulting from their perception of the landscape, has an influence on their tourism and recreation activities. Today, aesthetic criteria are considered to be important premises for space management on areas with tourism use. Lacking spatial order and low aesthetics of the surroundings belong today to the biggest problems on areas with tourism reception in Poland. Also the gminas of Zawoja, Lipnica Wielka and Jabłonka are affected by this issue. Due to the past political and economic system, lacking an appropriate space management policy, as well as to the low involvement of the local residents and their not sufficient financial means, the architecture of these gminas has a highly disorganized character and no spatial arrangement. In order to increase the

landscape values and attractiveness, it seems to be necessary to enrich the architectural set of many houses and commercial buildings, to introduce a material diversity and aesthetic arrangement of their surroundings, at least in the central parts of the villages. It is also necessary to create maintained green areas and to designate and develop areas for tourism in the villages, where tourism services could be concentrated. This suggestion concerns especially the village of Zawoja, which is the main area of tourism reception in the vicinity of the Babia Góra National Park, and which lacks the so-called tourist lodging zone.

4.2. Environmental effects of tourism development

The environmental effects of developing and functioning of tourism infrastructure regard three main aspects. The first one concerns changes in the environment resulting from the process of development, which implicates permanent land use changes that are the effect of tourism infrastructure development, such as tourist lodging houses, transportation infrastructure, decrease in the forest cover, changes of the morphology of the land. The second one regards changes of the environment's quality resulting from pollution emissions coming from tourism facilities and transportation means. The third one includes changes of the environment that are the result of its different types of use for tourism and recreation activities, that is the direct physical influence of humans on the environment and the direct pollution emission.

The most severe negative environmental effects of tourism development in the Babia Góra region are:

- The too intense use of mountain tourist routes results in the degradation of some parts of the routes
- Anthropogenic changes of flora and fauna
- Expansion of second houses architecture and the resulting urbanization of the environment
- Pollution from the transportation and traffic

The too intense use of mountain tourist routes in the Babia Góra massif

Hiking tourism on mountain routes has been taking place here for more than a hundred years because the mountain chalet at Markowe Szczawiny has been operating incessantly since 1906. Some of the tourist routes run in the central zone and in the buffer zone of the Biosphere Reserve. The many-years use of mountain tourist routes for hiking in the Babia Góra mountain range has contributed to a substantial degradation of some parts of the routes. They take shape of forest tracks that are being intensely formed by natural processes. Tourism is not evenly distributed in the space; it concentrates mainly on mountain routes running from Zawoja towards the mountain chalet at Markowe Szczawiny and then onto Diablak mountain as well as from the Lipnicka Pass onto Diablak Mt. The high tourism pressure areas include also view points and the areas in the vicinity of the mountain chalet at Markowe Szczawiny. The influence of hiking tourism on the environment is of a seasonal character and it mainly applies to the summer season. Some of the tourist routes in the forest and above the forest line as well as view points, for example in the upper part of "Perć Akademicka" (Academics' Path), the ridge route between Brona Pass and Krowiarki Pass, are also badly transformed by

hiking tourism. Another serious problem is the degradation of the top part of Diablak (that is the top of the Babia Góra Mountain).

The influence of tourism on plants' distribution and on animals' preservation in the Reserve

One of the environmental effects of tourism is the growing number of synanthropic species of plants along tourist routes and around tourism facilities, which is the result of tourists bringing in species strange to the flora of the national park. Regarding the biodiversity in the park, the uncontrolled strolling of tourists and local residents in order to collect the forest undergrowth can become a serious environmental hazard, especially when their numbers grow to a mass extent. The influence of tourism on the fauna shows in different functioning of zoocoenoses, for example in the changing structure and spatial organization of some species' populations. This is because mass tourism generates noise, produced by automobile traffic, walking people as well as by the sound system of loudspeakers in recreation areas such as ski resorts. The human presence in the forest environment as well as expanding settlements (for example second houses) in the immediate vicinity of forests disturbs the quiet in the forest and the natural rhythm of bird activities within their habitats and in the surrounding areas. This issue is particularly weighty during birds' brooding season and it should be recognized, as the area is planned to become one of the Natura 2000 protected areas. Tourism is also the reason, why animals scare away and retreat to the interior of the forest, and why some species accommodate bad food habits – getting used to unnatural food sources.

The expansion of second houses settlements

Today, second houses form the most dynamic element of tourism settlement. This type of tourism settlement uses the most valuable recreation landscapes; it develops in valleys of mountain rivers and streams as well as on mountain slopes, in the closest vicinity of forests. The mountain topography does not pose such substantial impediment to development of second houses as it is in the case of permanent settlement. The evidence to that can be many examples of this type's settlement on slopes with considerable inclination. There is also an observable tendency to cluster second houses in settlements.

The ecological consequences of the intensive development of second houses' settlements on areas that are not sufficiently equipped with communal infrastructure are for example: the rapid urbanization of the environment, decrease of the biologically active area, expansion of the network of access roads, growing numbers of illegal waste dumps, deteriorating water quality of surface and ground waters and increase of low emissions. Although the development of second houses in the gminas of Jabłonka and Lipnica Wielka is still not a problem of a mass character at present, as it is in Zawoja and Skawica, in the future, a growing market demand can be expected for new parcels destined for recreation and for development of numerous second houses in these gminas. This problem also concerns the gmina of Zawoja, which, while developing skiing infrastructure, is becoming increasingly attractive for inhabitants of Krakow agglomeration and of cities from the Silesia Province for building recreation houses that are usable all year round.

Environmental effects of road traffic

The environmental effects caused by traffic and transportation means in the gmina of Zawoja result directly from the problem of mass tourism and the transit traffic on the road No 957. These effects are mainly the emission of exhaust fumes, oils and other toxic substances, noise and vibrations, as well as littering and devastation of the flora. The most intense environmental effects caused by traffic in the Babia Góra Biosphere Reserve can be found along the road No 957, at the section Zawoja – Lipnicka Pass – Zubrzyca Górna. The pressure of traffic within the Biosphere Reserve and in its surroundings will increase due to the growing number of vehicles, expansion of the local access roads, low quality of road surface and bad traffic organization.

4.3. The most important problems to be solved

In order to eliminate or reduce the negative environmental effects caused by the local economy and tourism development, many actions in the area of the gminas within the Biosphere Reserve and in its buffer zone must be undertaken, both by the national government (especially the Ministry of the Environment) and by the local authorities, as well as by National Park' administration and owners of tourism facilities.

In the frames of the local economy, the following actions should be undertaken:

- Supporting all actions aiming at reduction of the low emissions by changing the present energy sources (coal) to more environment-friendly heating technologies and fuels (natural gas, “peas” ecocoal, fuel oil) in the Babia Góra Biosphere Reserve and in surrounding areas; support of the central government (the Ministry of the Environment) is required
- Supporting all actions aiming at the use of alternative energy sources (such as solar collectors, wind turbines, biomass energy); support of the central government (the Ministry of the Environment) is required
- Developing the system of waste water discharge (sewage network) and sewage treatment in the gminas and, in the future, eliminating the sewage discharge into surface waters; controlling and demanding the leakproofness of households' septic tanks.
- Popularising private water treatment plants
- Preventing the immediate vicinity of forests from being used for building new houses, especially second houses
- Preventing the areas surrounding forests from being overbuild with houses in order to maintain ecological relations at the forest-grassland landscape borderline
- Introducing appropriate regulations regarding architecture forms for different settlements types
- Campaigning for full sanitation of villages
- Preventing the transition zone from scattering of architecture
- Protecting the existing traditional architecture in the region – wooden and brick houses with their surroundings

- Supporting and promoting regional architecture style in the present village constructing processes
- Making every effort to increase aesthetic values of villages and rural landscapes

Regarding tourism, following actions should be undertaken:

- Systematic modernization of tourist routes with use of local materials and changing of location of some fragments of the routes
- Protecting the top of the Babia Góra mountain from the consequences of excessive tourism and limiting the number of visitors within this area, if needed
- Executing monitoring of hiking and automobile tourism with special regard to the scale (range) of tourism and to the tourist penetration types in the Reserve and its surroundings
- Reducing noise emissions from recreation areas and tourism facilities in the central and buffer zones of the Reserve and their vicinity

Regarding tourism facilities and lodging facilities development, following actions should be undertaken:

- Monitoring new investments of lodging facilities because they have a high potential of environmental harmfulness
- Modernisation of the parking zone at the Lipnicka Pass
- Appropriate development and adaptation of recreation areas in which tourism concentrates, especially in centres of villages and in the ski-resort area in Zawoja
- Preventing watercourses from being build over with petrol stations and parking places

5. SWOT analysis for the Babia Góra region

1. Strengths and weaknesses of the Babia Góra region with respect to tourism development opportunities

Strengths	Weaknesses
<p>1. Natural values, unique on the national and international level:</p> <ul style="list-style-type: none"> – The Babia Góra range with vertical vegetation zones – Police and Jałowieckie ranges – The Orava Lake – Orava peat bogs – The potential of geothermal water <p>2. Being well present in the awareness, the existing forms of nature protection significantly influence the region's image and reputation among tourists.</p> <ul style="list-style-type: none"> – The Babia Góra National Park – The Biosphere Reserve of Babia Góra <p>3. Rich and diverse culture of the region is still maintained by local residents (such as folk culture, customs and traditions of the Orava region and Babia Góra highlanders).</p> <p>4. The preserved values of an agricultural landscape in the transition zone of the biosphere reserve and surroundings:</p> <ul style="list-style-type: none"> – picturesque fields – sheep pasturage <p>5. The transboundary location of the Babia Góra region (the border with Slovakia), and vicinity of the most popular tourism region of the Polish Carpathians – the Tatra Mountains</p> <p>6. Good natural conditions for many forms of tourism that are consistent with the nature protection concept, such as hiking, biking, horseback riding, cross-country skiing, educational tourism.</p> <p>7. Traditions of tourism reception in the region</p>	<p>1. Unequal distribution of accommodation and dining places – significant disproportion between the northern and the southern part of the region</p> <p>2. Underdevelopment of tourism infrastructure</p> <ul style="list-style-type: none"> – A small number of recreation facilities that are important for holiday tourism – Underdeveloped infrastructure of tourist trails and routes (hiking and biking trails) – No routes for cross-country skiing and ski-touring on the side of Orava – A limited number of car parks for motorcycle tourism – Insufficient signing of tourist routes and facilities – No organized tourist information network in the region <p>3. Unsatisfactory situation of transport infrastructure, which cripples the internal accessibility of the region</p> <ul style="list-style-type: none"> – Insufficient road network – Poor technical condition of existing roads – No public transport connections between Zawoja and Orava <p>4. Underdevelopment of public works infrastructure, especially the water supply and sewage infrastructure, which restrains new investments by tourism industry.</p> <p>5. Superseding of traditional architecture, forming of architectural chaos in villages' architecture, a big pressure of vacation residences settlement that stays beyond local authorities' control.</p>

<p>are long (the beginnings of organised tourism date back to the 19th century).</p> <p>8. Relatively well developed accommodation infrastructure in the northern part of the Babia Góra region</p> <p>9. Good prospects of expanding the accommodation possibilities basing on the existing farms</p> <p>10. The existing network of hiking tourist trails in the biosphere reserve and surroundings, as well as creating new trails for bike tourism</p> <p>11. Including natural and cultural objects of the region in the course of international and national tourist routes, such as:</p> <ul style="list-style-type: none">– The Amber Trail Greenway– The Salt Route– The Wooden Architecture Route– The Trans-Beskid Horse Route– The Trans-Beskid Hiking Route– The Małopolska Fruits Trail– The Carpathian Way (a road of scenic landscapes) <p>12. The inhabitants' pride in their region, its nature, culture and history, as well as their positive attitude towards tourism development in the area</p> <p>13. The great interest of the local authorities in tourism development in the Babia Góra region</p> <p>14. Local organisations functioning in the region and dealing with issues related to tourism development, such as:</p> <ul style="list-style-type: none">– The Association of Gminas (communes) in the Babia Góra Region– The Association for the Development of the Orava Region– The local Tourism Organisation in Zawoja <p>15. Activating the cooperation between the administration of the Babia Góra National Park, local authorities and community organizations</p>	<p>6. Low ecological awareness of inhabitants, who do not care much for the aesthetics of the surroundings of their houses and farm buildings. The still present negative attitude of inhabitants towards the Babia Góra National Park.</p> <p>7. The relatively low quality of services offered at tourist facilities, which is related to the still present tourism sector's expectations to receive mass tourism, where the main decision making factor is the price of service.</p> <p>8. No integrated tourism offers united under one common regional brand, which would complement the main tourism product of the Babia Góra Region – that is the visit to the Babia Góra Mountain.</p> <p>9. No educational facility of the Babia Góra National Park in the Orava region, which hampers the development of educational tourism on the southern side. Visits in the Park usually begin in Zawoja - the educational centre of the park.</p> <p>11. Unemployed tourism potential of the Orava Ethnography Park.</p> <p>12. The cultural events calendar is not synchronized; the information flow about events between different parts of the region is relatively low.</p> <p>13. Tourism promotion of the region is of low effectiveness. The promotion actions are undertaken by individual communities and by private businesspersons.</p> <p>15. There is no regional cooperation forum for the local entrepreneurs of tourism industry.</p> <p>16. The interregional tourism cooperation with Slovak partners is not very intensive (they show an unrequited willingness of cooperation).</p>
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regarding the development of sustainable tourism in the region of Babia Góra

2. Opportunities and threats that can significantly affect tourism development in the Babia Góra Region

Opportunities	Threats
<p>1. Rising interest in ecotourism and in the unique cultural heritage creates an opportunity to attract new tourists from Poland and from abroad to the Babia Góra Region.</p> <p>2. Joining the Schengen Agreement by Poland and Slovakia will contribute to the removal of border barriers for tourism in the Babia Góra Region, which should increase the number of opportunities for transboundary tourism projects.</p> <p>3. The direction of socio-economic development in the Babia Góra Region is consistent with the national guidelines of land management policy and tourism policy, which creates opportunities of fundraising for planned tasks and projects.</p> <p>4. The European Union membership ensures the possibility of receiving subsidies for sustainable tourism development in protected areas and surroundings (such as Natura 2000 areas) as well as for regional and local development.</p> <p>5. Creating of the transboundary Biosphere Reserve on Babia Góra Mountain will increase the worldwide importance of the region.</p> <p>6. The gminas (communes) are members of euroregional agreements (Tatras Euroregion, Beskydy Mountains Euroregion).</p> <p>7. Academic centres in the neighbourhood researching tourism and educating personnel for tourism industry (PWSZ in Nowy Targ, WSEiT in Sucha Beskidzka).</p>	<p>1. Competitiveness of the neighbouring tourism regions: The Tatra Mountains, the Beskid Żywiecki Mountains, which offer similar tourism products.</p> <p>2. There is no direct reference to the Babia Góra Region in the regional tourism policy of Małopolskie Province – there is too much focus on supporting tourism development in the Tatra Mountains and in health resorts.</p> <p>3. No support of the central and regional governments for gminas in protected areas and their surroundings (no support in organization, no aid in fund raising for ecological investments, no financial support).</p> <p>4. The financial influence of local authorities on tourism development is limited (small budget income, big investment needs for public works infrastructure).</p> <p>5. Increasing economic emigration of the region's inhabitants to other EU countries.</p> <p>6. Due to the increase of tourism in the future, the possibility of exceeding the tourism absorptiveness of the area</p>

6. The vision, goals and objectives of tourism development in the Babia Góra Region and surrounding areas

6.1. Tourism development vision

The Babia Góra Biosphere Reserve with its surroundings is an area with high quality tourism values of national and international importance, where tourism development stays in harmony with natural and cultural heritage, to the advantage of its inhabitants and by the best possible use of the region's potential.

* * *

On account of its unique natural and cultural values of international importance, the Babia Góra Biosphere Reserve along with its surroundings acts as very important place that meets exploration and recreation needs of Polish and foreign visitors.

Tourism development in the Babia Góra region takes place in conformity with sustainable development principles, where a harmony is maintained between natural, economical and social order.

The development of tourism takes into account the environmental, social, economic and cultural conditions, as well as the zonation of nature protection in the Babia Góra biosphere reserve.

Because of the transboundary character of the region, tourism here is developed in accord and in cooperation between local authorities and the managing administration of protected areas on both Polish and Slovak sides.

A high quality of tourism values and offered services, together with hospitality of region's inhabitants provide a guaranty that the needs of tourist will be met and that they will be satisfied, which can encourage them to visit the region again in the future.

6.2. Priorities of tourism development in the Babia Góra Biosphere Reserve and surroundings

In the area of the Babia Góra Biosphere Reserve and surroundings, tourism should be developed with a special consideration of its environmental and socio-cultural values. An organisation model for regional tourism system should be formed in accord with the idea of sustainable development, as well as in conformity with protection scope of the Babia Góra National Park and with management rules for each biosphere reserve zone.

The sustainable development strategy will allow an implementation of such tourism development model, which will guarantee an effective regulation and rationing of natural resources, and the way and the range of tourism use will not endanger their quality or durability.

According to World Tourism Organization definition, the sustainable tourism development, also called sustainable tourism, is a development following management forms and guidelines that apply to all tourism forms and travel directions, including mass tourism and all sorts of niche tourism segments. Principles of sustainable development of tourism refer to environmental, economic and socio-cultural aspects with the establishment of a suitable balance between those three dimensions to guarantee its long-term sustainability.

Sustainable tourism development should:

- a) meet local communities' needs and improve their life quality and standards at present and in the future
- b) satisfy expectations of a growing number of tourists and of tourism industry
- c) protect the natural and cultural environment

The policy and the intensity of tourism use in a biosphere reserve should conform to the ruling economical zonation of the area. Taking into account different possible ranges of human activities in respective biosphere reserve zones, it is suggested to apply two tourism models (subsystems) in the reserve area and its surroundings. One in the central and buffer zones of the reserve and the other one in the transition zone and surrounding areas.

6.2.1. A model of sustainable tourism development for the central zone and the buffer zone of the Babia Góra Biosphere Reserve

In the central and buffer zones of the Biosphere Reserve, tourism development should strictly comply with the environment protection of the Babia Góra National Park, with respect to the environment condition and tourists absorption capacity.

The Babia Góra massif is a nationwide unique area as far as landscapes and natural heritage protection are concerned. The park offers high recreation and exploration values for tourists and visitors, it serves not only as recreation place but also as education and culture centre. All efforts should be made to keep this area free of tourism investments and to render it accessible only for inoffensive and non-commercial tourism forms.

Priority 1

Development of environmentally harmless tourism forms in the central and buffer zones of the Babia Góra Biosphere Reserve

From the environmental protection point of view, it is acceptable to develop such tourism forms in these zones, which will not deteriorate functioning of the environment with their character and environmental effects; and where all negative anthropogenic impacts of tourism can be quickly neutralized by environmental processes or with help of human actions. Tourism and recreation forms acceptable in these reserve zones are the following: mountain hiking, winter trekking with snowshoes, down-slope skiing, environmental tourism – tourism oriented to exploration of natural values (for example as ecotourism), educational tourism (for example in frames of educational activities of the Babia Góra National Park), and photography tourism (for example open air photography sessions). Number of tourists on the mountain tourist routes and near tourist facilities in these zones should be monitored and, if very high, also limited, especially in the mountain top areas. Monitoring should also include the influence and effects of tourism on the environment. The special quality of the natural and landscape values of the national park should be used to awaken and form the ecological awareness of region's inhabitants and of tourists.

6.2.2. A model of sustainable tourism development for the transition zone of the Babia Góra Biosphere Reserve and for surrounding areas

For the transition zone of the reserve and for its surroundings, which is a human settlements area, it is suggested to apply such model of sustainable tourism development, which allows achieving socially desirable goals for the local communities. It should also take into account the previous development of tourism function development in the area and it must not disturb the values of natural and cultural heritage in the region.

Because the number of tourists and the economical significance of tourism are different for the northern (Zawoja gmina - commune) and the southern (Lipnica Wielka and Jabłonka gminas – communes) parts of the region, forming of tourism functions in those two areas should take into account local conditions. Particularly following factors should be considered: the present development state of tourism facilities and the attitude of local authorities and inhabitants toward tourism development in their area.

The previous development state of tourism functions in the localities within the region will influence its future expansion's direction and character. The village of Zawoja is the most developed and most intensely used area in the Babia Góra Mountain vicinity, where different forms of mass and commercial tourism are organized. The authorities and inhabitants of Zawoja have high expectations towards tourism development as a factor of achieving economical and social benefits. Therefore, in the village and in the gmina (commune) of Zawoja, a model of sustainable tourism development should be implemented that aims at maintaining durability (self-maintaining) of tourism function and tourism demand with respect to mass tourism. It has to be accompanied by actions minimizing negative impacts of tourism on the environment, social life and economy.

The gminas (communes) of Jabłonka and Lipnica Wielka are not so well equipped with tourism facilities and tourists visit them much less than the gmina of Zawoja. Due to their landscape attractiveness and still maintained and alive folk culture, they can be the area

for development of alternative and non-mass tourism forms, such as agritourism, ecotourism, family tourism, educational tourism, culinary tourism or different forms of active tourism. The environmental and cultural potential present in the area opens many opportunities for development of such tourism forms. These tourism forms, supported by local authorities can create a complementary income source for some inhabitants and become an important factor in the forming of region's image. An opportunity for tourism development in Lipnica Wielka is also the vicinity of the Orava Lake. The initiative of private entrepreneurs or local authorities can lead to new investments aiming at developing tourism facilities, including lodging facilities, sport and recreation facilities, which could increase the attractiveness of these gminas for tourists and become an activation factor for the local entrepreneurs in the tourism sector and related sectors.

Priority 1

Developing brand tourism products in the transition zone of the Babia Góra Biosphere Reserve and in surrounding areas.

The development of tourism in these areas should be based on a varied offer of specialized (brand) tourism products created from the present potential of each locality.

By creating regional brand tourism products, the following facts should be taken into account:

- a) All villages in the region are typically agricultural, which is a good starting point to develop rural tourism, especially agritourism and family tourism.
- b) The live and authentic folk culture of the area (mainly in the Orava region) with its architecture, customs, varied dishes and specialties of the local cuisine, as well as the numerous folk culture events – all this enables the development of cultural tourism.
- c) The developed down-slope skiing (in Zawoja) and cross-country skiing infrastructure, the network of bike routes and hiking routes are good conditions for propagation of active tourism (skiing, biking, hiking, horseback riding).
- d) Orographic conditions (relative altitudes are considerable), rock forms and forested areas should be used for the promotion and development of extreme sports and tourism.

Priority 2

Increase of tourist attractiveness of region's localities

The increase of tourist attractiveness of region's localities can be achieved through integrated actions by local authorities, owners of tourism facilities and inhabitants interested in tourism development. These actions should aim at broadening of offered tourism and complementary services. To the most important actions belong: development of a modern tourism infrastructure, modernization of the existing one, quality improvement of the offered tourism services, improvement of the transport accessibility (modernization of roads, establishment of parking lots). Other problems, important for the evaluation of region's attractiveness by tourists, are provision of social and public works infrastructure (such as sewer network) in the village as well as the spatial order and aesthetic look of the locality.

Priority 3

Increase of inhabitants' participation in tourism generated income

Bearing in mind that the number of local communities' members involved in generating of tourism income is increasing, a support system should be established to encourage them to undertake economic activity in the tourism sector. Helpful instruments here can be legal assistance and professional consultation services, particularly specialist trainings on providing of tourism services (for example for farmers), on fundraising for economic activities, and on marketing actions.

Priority 4

Development of regional cooperation for tourism promotion in the village

Fulfilling of the region's mission and implementation of the tourism sector functional goals from the vision require a close cooperation of different entities. An efficient functioning of the regional tourism economy in the surroundings of the Babia Góra Mountain requires involvement of nature protection institutions, local self-governments, private entrepreneurs, social organizations and other concerned persons. To create a local partnership for tourism, the most important issue is to achieve an agreement and to establish cooperation between local authorities and the administration of the Babia Góra National Park. The cooperation of concerned parties is the main condition for success in following matters: tourism promotion, development and implementation of an integrated tourist information system, decentralization and monitoring of tourism, limiting the negative impacts of tourism. The implementation of tourism development program in the Babia Góra region depends also on support and acceptance of the community.

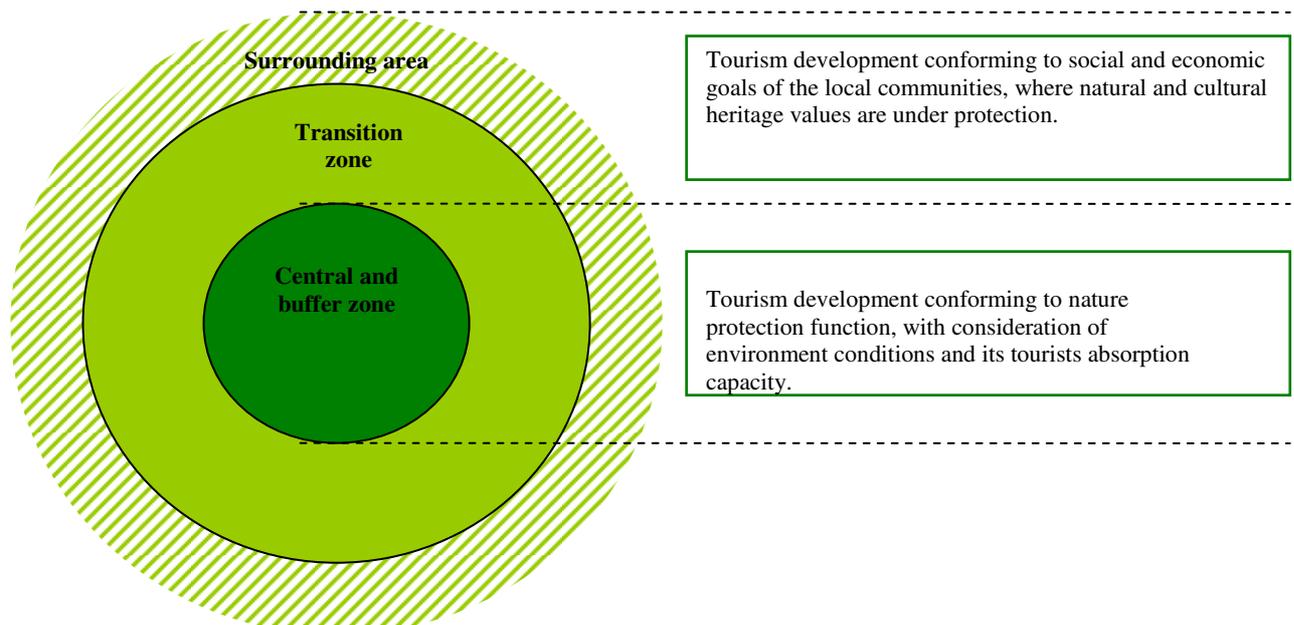


Fig. Models of tourism development in the Babia Góra Biosphere Reserve and surroundings

6.3. Strategic goals, objectives and tasks

Based on the outlined goals and priorities for tourism function development in the Babia Góra Biosphere Reserve and its surroundings, following strategic goals and directional goals for tourism development can be indicated.

Strategic goal 1

Creating regional partnerships for tourism development

The accomplishment of this strategic goal can be achieved by:

- Establishing cooperation for tourism development between local authorities and the administration of the national park
- Achieving public acceptance for tourism development
- Taking actions for regional promotion by concerned persons
- Elaborating and implementing of an integrated tourist information system

Strategic goal 2

Developing environmentally harmless tourism forms and limiting negative impacts of tourism on the environment of Biosphere Reserve, with a special respect to its central and buffer zones

To accomplish this strategic goal, the following directional goals may be helpful:

- Developing tourism forms conforming to the protection of the Babia Góra National Park
- Implementation of tourism monitoring system
- Implementation of impact monitoring for tourism impacts on the environment
- Taking actions aiming at awakening ecological awareness of the region's inhabitants and tourists

Strategic goal 3

Creating brand tourism products of the Babia Góra region

The accomplishment of this strategic goal can be achieved by:

- Development of rural tourism and agritourism
- Development of cultural tourism
- Maintaining of the historic architecture and rendering it accessible to tourists
- Creating conditions for active tourism
- Creating conditions for extreme sports and tourism

Strategic goal 4

Increase of tourist attractiveness of the region by improving the quality and expanding the offer of tourism and complementary services, as well as by achieving a high spatial order in the locality

To accomplish this strategic goal, following directional goals may be helpful:

- Development and modernisation of tourism facilities
- Development of recreation areas
- Improvement of accessibility
- Improvement of social and public work infrastructure
- Improvement of the spatial order and aesthetics of the village

Strategic goal 5

Establishment of a support system for region's inhabitants starting economic activity in tourism sector and for increasing their participation in tourism generated income

To accomplish this strategic goal, following actions are necessary:

- Supporting the development of tourism infrastructure based on the existing potential
- Services of legal assistance and professional consulting for persons interested in starting economical activity in tourism sector
- Improving qualifications of tourism industry employees

* * *

To implement strategic and directional goals, detailed tasks have been elaborated and listed below in this study. They describe actions that are considered to be most important by the local residents in order to achieve the desired stage of tourism development in the Babia Góra region. It is important to emphasize the fact, that the presented task catalogue is not a closed one and that it should be updated as new opportunities arise, both within the region and in its surroundings.

Strategic goal 1:

Creating regional partnerships for tourism development in the Babia Góra region

Directional goal 1.1: Intensification of the cooperation for tourism development in the region

Task nr	Task	Implementation time	Implementing entities	Funding source
1.1.1.	Creating the Cooperation Forum for the Babia Góra Biosphere Reserve	2008	The Babia Góra NP, gminas' authorities, community organisations	The budget means of the participants
1.1.2.	Creating an organization for tourism entrepreneurs of the entire Babia Góra region	2008	Gminas' authorities	The budget of tourism business
1.1.3.	Intensification of the international cooperation with Slovakia in creating transboundary brand tourism products	From 2008 - a continuous task	The authorities of gminas, tourism sector entrepreneurs	The budget means of the authorities of gminas
1.1.4.	Intensifying the cooperation with the Małopolska Tourist Organisation and the Marshal's Office of the Małopolska Province.	From 2008 - a continuous task	Gminas' authorities	The budget means of the authorities of gminas

Directional goal 1.2 : Taking actions for regional tourism promotion by concerned persons

Task nr	Task	Implementation time	Implementing entities	Funding source
1.2.1.	Elaborating the concept for promotion of brand tourism products	2008	The authorities of gminas, tourism sector entrepreneurs	The budget means of the authorities of gminas
1.2.2.	A common internet portal for the region	2008	Gminas' authorities, entrepreneurs organisations	The budget means of the authorities of gminas, aid

				programs
1.2.3.	Region's promotion by participation in tourism trade fairs	From 2008 - a continuous task	The authorities of gminas, tourism sector entrepreneurs organisation	The budget of the authorities of gminas, the budget of the powiat's authorities, own means of the investors
1.2.4.	Elaborating professional promotion materials about the region	2009-2010	The authorities of gminas, tourism sector entrepreneurs organisation	The budget of the authorities of gminas, the budget of the powiat's authorities, own means of the investors

Directional goal 1.3: Elaborating and implementing of an integrated tourist information system

Task nr	Task	Implementation time	Implementing entities	Funding source
1.3.1.	Elaborating the concept for tourism information system in the region	2009	Organisation of tourism sector entrepreneurs, gminas' authorities	The budget of the authorities of gminas, grant programs, such as the "Hospitable Malopolska", structural programs of the EU
1.3.2.	Creating an internet portal for tourism economy information	2008	Gminas' authorities	The budget means of the authorities of gminas (communes)
1.3.3.	Improvement of signing of the historical monuments and other interesting objects for tourists	2008-2009	The authorities of gminas, PTTK, cultural institutions, the Marshall Office	Grant programs, the budget means of the authorities of gminas

Strategic goal 2

Developing environmentally harmless tourism forms and limiting negative impacts of tourism on the environment of Biosphere Reserve, with a special respect to its central and buffer zones

Directional goal 2.1: Developing tourism forms that are conforming with the nature protection in the Babia Góra National Park

Task nr	Task	Implementation time	Implementing entities	Funding source
2.1.1.	A broad promotion of the Babia Góra NP educational tourism offer	2008	The Babia Góra NP, the owners of accommodation facilities, tourist information points	Own means, The Babia Góra NP, grant programs
2.1.2	Preparing of stay packages for special interests tourism, for persons wanting to explore the values of the environment	2008-2009	The Babia Góra NP, PTTK, community organisations, ecological organisations	Own means, The Babia Góra NP, grant programs, such as „Małopolska Gościenna” (The Hospitable Małopolska)
2.1.3	Trainings of guide personnel to handle groups of tourists with special interests	2008-2009	The Babia Góra NP, PTTK, community organisations, ecological organisations	The task is financed with participants' own means and external subventions
2.1.4.	Supporting winter hiking tourism through promotion of snow-shoe hiking	2008	PTTK	Own means, PTTK, grant programs, such as „Małopolska Gościenna” (The Hospitable Małopolska)
2.1.5.	Building a view platform	2009-	The Babia Góra	Own means,

	under the top of the Babia Góra Mountain at the route from Krowiarki	2010	NP	The Babia Góra NP, subsidies, grant programs
2.1.6.	Development and promotion of the green hiking route from Lipnica Wielka to the Babia Góra Mountain	2009	The Babia Góra NP, the gmina (commune) of Lipnica Wielka	Structural Funds of the EU, regional grant programs The budget of gmina (commune) of Lipnica Wielka
2.1.7.	Creating an information and education centre of the Babia Góra National Park on the Orava side	2010-2015	The Babia Góra NP	Own means of the Babia Góra NP, external subsidies
2.1.8.	Creating an information and education centre of the Babia Góra National Park in Zawoja	2009-2015	The Babia Góra NP	Own means of the Babia Góra NP, external subsidies

Directional goal 2.2: Creating an integrated management system for tourism in the Biosphere Reserve and surrounding

Task nr	Task	Implementation time	Implementing entities	Funding source
2.2.1.	Implementation of the tourism monitoring system in the Biosphere Reserve	From 2008 - a continuous task	The Babia Góra NP, scientific institutions, tourism industry entities	Own means of the Babia Góra NP, external subsidies
2.2.2.	Implementation of impact monitoring for tourism impacts on the Biosphere Reserve environment	From 2008 - a continuous task	The Babia Góra NP, scientific institutions, tourism industry entities	Own means of the Babia Góra NP, external subsidies
2.2.3.	Elaboration of a tourism management system for the area of the Babia Góra National Park and surroundings	2009	The Babia Góra NP, scientific institutions	Own means of the Babia Góra NP, external subsidies

Directional goal 2.3: Shaping the ecological awareness of regional residents and tourists

Task nr	Task	Implementation time	Implementing entities	Funding source
2.3.1.	Organisation of meetings with the residents on the advantages from the National Park situated in the neighbourhood	From 2008 - a continuous task	The Babia Góra NP, gminas (communes) authorities	-
2.3.2.	Organisation of events (festive picnics, competitions and other events that promote the ecological attitude among the residents)	From 2008 - a continuous task	The Babia Góra NP, gminas (communes) authorities	-
2.3.3.	Promotion of the Park with the help of schools – lectures etc.	From 2008 - a continuous task	The Babia Góra NP, gminas (communes) authorities	-
2.3.4.	Preparing an educational offer for young people interested in the issues of mountain national parks (volunteer programs)	2008	The Babia Góra NP, PTTK, ecological organisations, educational bodies in Poland and abroad	Grant programs, Structural programs of the EU, Own means of the participants
2.3.5.	Elaboration of a Babia Góra Tourist Decalogue	2008	The Babia Góra NP, gminas (communes) authorities, community organisations	Own means of the Babia Góra NP, local authorities' budget, grant programs

Strategic goal 3:

Creating brand tourism products of the Babia Góra region

Directional goal 3.1: Development of rural tourism and agritourism

Task nr	Task	Implementation time	Implementing entities	Funding source
3.1.1.	Maintaining the traditional farming in the region	From 2008 - a continuous task	Gminas' authorities	Structural programs of the EU, grant programs Local authorities' budget
3.1.2.	Supporting the creation of new agritourism farms, especially in the Orava region	From 2008 - a continuous task	The authorities of gminas (communes), the Małopolski Ośrodek Doradztwa Rolniczego (The Centre for Agriculture Consulting in Malopolska)	Structural programs of the EU, local authorities' budget
3.1.3.	Elaboration of rural tourism offer based on the existing agritourism farms in the Babia Góra region and its wide promotion	2008	Gminas authorities, agritourism farms' owners, the local tourism organisation	Budget of the gminas, structural programs of the EU, own means of the agritourism farms' owners
3.1.4.	Supporting the categorisation of the existing agritourism infrastructure	2008-2012	Gminas authorities, agritourism farms' owners, institutions handling the categorisation of agritourism farms	Budget of the gminas, own means of the agritourism farms' owners
3.1.5	Supporting the development of	2008-2010	Gminas' authorities	Budget of the gminas, own

	certificated ecological farms and their wide-ranging promotion			means of the agritourism farms' owners
3.1.6.	Creating a "local safari" in the Orava region	2009-2010	A private investor, gminas' authorities	Own means of the investor, grant programs of the EU

Directional goal 3.2: Development of cultural tourism

Task nr	Task	Implementation time	Implementing entities	Funding source
3.2.1.	Preparing a tourism offer package based on the activities of the Orava Ethnography Park	2008-2010	The Orava Ethnography Park	The own means of the Orava Ethnography Park, structural programs of the EU, grant programs of the Marshall Office
3.2.2.	Popularisation of the thematic culture router in Orava region, where the cultural heritage of the region is presented	2008-2010	The authorities of gminas, cultural institutions of gminas and poviats (districts), PTTK	The budget of the authorities of gminas, structural programs of the UE
3.2.3	Cultivating and promoting the local cultural and artistic creativity	2008-2009	The authorities of gminas, cultural institutions of gminas	The budget of the authorities of gminas, structural programs of the UE
3.2.4	Creating culture events of local brand based on the regional traditions	2008-2010	The authorities of gminas, cultural institutions of gminas	The budget of the authorities of gminas, structural programs of the UE
3.2.5	Preparing one common calendar of events, with events in the entire Babia Góra region	From 2008 - a continuous task	Cultural institutions in gminas	The budget means of the authorities of gminas (communes)
3.2.6.	Renovating historical	2008-	Gminas'	The budget of

	monuments and rendering them accessible to the public	2016	authorities private investors	the authorities of gminas, budget of the Marshall Office, structural programs of the UE
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Directional goal 3.3: Development of active tourism

Task nr	Task	Implementation time	Implementing entities	Funding source
3.3.1	Development of a trails and bike routes network and the integration with bike routes network in Slovakia	2008-2012	Gminas authorities in Poland and Slovakia, forest inspectorates, land owners	The budget of the authorities of gminas, budget of the Marshall Office, structural programs of the EU
3.3.2.	Popularisation of horse-riding tourism, supporting the development of horse-riding centres	2008-2012	The authorities of gminas, private investors, PTTK	The budget of the authorities of gminas, grant programs, own means of the investors
3.3.3.	Mapping new walk trails in the southern part of the Babia Gora region	2008-2010	The authorities of gminas, PTTK, Babia Góra NP	The budget of the authorities of gminas, budget of the Marshall Office, structural programs of the EU
3.3.4	Mapping routes for of tour-skiing	2008-2010	The authorities of gminas, PTTK, the Babia Góra NP	The budget of the authorities of gminas, grant programs, structural programs of the EU
3.3.5.	Creating a network of tourist equipment rent shop, including bike and tour-ski rent	2008-2010	private investors	Own means of the investors

3.3.6	Creating a catalogue of active tourism offers in the Babia Góra region	2008	The authorities of gminas, private investors	The budget of the authorities of gminas, own means of the investors
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Directional goal 3.4: Development of extreme activities tourism

Task nr	Task	Implementation time	Implementing entities	Funding source
3.4.1.	Elaborating a concept and organising a regular event of extreme recreation	2008	Gminas' authorities	The budget means of the authorities of gminas
3.4.2.	Preparing downhill routes for mountain-biking	2010	The authorities of gminas, private investors	The budget of the authorities of gminas, own means of the investors
3.4.3.	Creating a rope park in the gmina of Zawoja	2010	The authorities of gminas, private investors	The budget of the authorities of gminas, own means of the investors
3.4.4.	Promotion of the Babia Góra Region as an area for practicing and organising events of extreme recreation	From 2008 - a continuous task	The authorities of gminas, private investors	The budget means of the authorities of gminas

Strategic goal 4:

Increase of tourist attractiveness of the region by improving the quality and expanding the offer of tourism and complementary services, as well as by achieving a high spatial order in the locality

Directional goal 4.1: Development and modernisation of tourism facilities

Task nr	Task	Implementation time	Implementing entities	Funding source
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4.1.1.	Improvement of the services quality and the technical condition of the existing accommodation infrastructure	A continuous task	Accommodation infrastructure managers	Private means of the investor, sector programs of the EU
4.1.2	Encouraging creation of new lodging facilities that offer spa & wellness services	2008-2012	private investors, Gminas' authorities	Private means of the investor, sector programs of the EU
4.1.3	Encouraging development of new youth hostels at the southern side of the Babia Góra mountain, basing in existing school buildings	2009-2012	Gminas' authorities, schools authorities, Powiat Nowotarski	The budget means of the authorities of gminas, powiats, grant programs, structural programs of the EU
4.1.4	Creating a camp site in the Orava region that could accommodate caravan tourism	2009-2012	private investors, Gminas' authorities	Private means of the investor, sector programs of the EU
4.1.5	Stimulation of the restaurants development, especially those offering regional cuisine products	From 2008 - a continuous task	private investors	Own means of the investors
4.1.6.	Elaborating and implementing a common system of signing for tourism facilities – a logo referring to the Biosphere Reserve	2009-2010	The Cooperation Forum for the Biosphere Reserve, the Organisation of Tourism Entrepreneurs	-

Directional goal 4.2: Development of recreation areas

Task nr	Task	Implementation time	Implementing entities	Funding source
4.2.1	Creating recreation areas in villages	2010-2015	Gminas' authorities	The budget of the authorities of gminas, grant programs, structural programs of the

				UE
4.2.2.	Building of facilities for the so called „soft infrastructure” and pro-ecological equipment of recreation areas	2008-2010	Gminas’ authorities, the Babia Góra National Park	The budget of the authorities of gminas, grant programs, structural programs of the UE
4.2.3	Animation of tourism on the “Rajsztąg” road	2008-2010	Gminas’ authorities, BG NP, private investors,	The budget of the authorities of gminas, grant programs, structural programs of the UE
4.2.4.	Supporting creation of new winter recreation facilities and areas	2008-2012	private investors, Gminas’ authorities	The budget of the authorities of gminas, grant programs, structural programs of the UE
4.2.5.	Building of tourism infrastructure in the surrounding area of the Orava Lake (on the Polish side)	2010-2017	Gminas’ authorities	The budget of the authorities of gminas, grant programs, structural programs of the UE
4.2.6.	Development of facilities for educational tourism in the peat bogs of Orava region	2009-2012	The authorities of gminas (communes), the Nowy Targ powiat (district)	Structural Funds of the EU, regional grant programs The budget means of the authorities of gminas (communes)

Directional goal 4.3: Improvement of accessibility

Task nr	Task	Implementation time	Implementing entities	Funding source
4.3.1	Modernisation of the existing roads network	2008-2017	Gminas’ authorities	Structural programs of the

				EU,
4.3.2	Development and modernisation of parking lots	2008-2015	The authorities of gminas, road managers, private owners	Structural programs of the EU,
4.3.3.	Improvement of the public transport connections between Zawoja and Orava via Krowiarki	From 2008 - a continuous task	The authorities of gminas, private investors	private means

Directional goal 4.4: Improvement of social and public work infrastructure

Task nr	Task	Implementation time	Implementing entities	Funding source
4.4.1.	Water supply and sewage system development	2008-2017	Gminas' authorities	Structural programs of the EU,

Directional goal 4.5: Improvement of the spatial order and aesthetics of the village

Task nr	Task	Implementation time	Implementing entities	Funding source
4.5.1.	Rearrangement of the village space	From 2008	Gminas' authorities, village council office	The budget means of the authorities of gminas
4.5.2.	Organising competitions for the best trimmed farm	From 2008	Gminas' authorities, village council office	The budget means of the authorities of gminas (communes)
4.5.3.	Promotion of the traditional regional architecture style	2008	The authorities of gminas (communes), the Nowy Targ powiat (district)	-

Strategic goal 5:

Creating a comprehensive system for supporting economic activities in the tourism sector

Directional goal 5.1: Services of legal assistance and professional consulting for persons interested in starting economical activity in tourism sector

Task nr	Task	Implementation time	Implementing entities	Funding source
5.1.1.	Dissemination of the information on trainings organised by different community organisations	From 2008 - a continuous task	The authorities of gminas, institutions implementing EU programs	The budget means of the authorities of gminas (communes)
5.1.2	Creating an internet portal for tourism economy information	2008	Gminas' authorities	The budget means of the authorities of gminas (communes)
5.1.3	Development of „Investor handbook”	2008	Organisation of entrepreneurs, gminas' authorities	The budget means of the authorities of gminas (communes)

Directional goal 5.2: Improving qualifications of tourism industry employees

Task nr	Task	Implementation time	Implementing entities	Funding source
5.2.1.	Continuation of organising the courses for Beskids tourist guides	From 2008 - a continuous task	PTTK, Gminas' authorities	The budget of the Poviat Labour Office, the budget of the Marshall Office, structural programs of the EU
5.2.2	Supporting local activities of the entrepreneurs organisations regarding the organisations of trainings for the tourism	From 2008 - a continuous	LOT in Zawoja	-

	sector employees	task		
5.2.3.	Establishment of cooperation with educational bodies regarding the tourism personnel training	From 2008 - a continuous task	Gminas' authorities	-

8. Remarks on plan's implementation effects

The *Regional tourism management and development plan in the Babia Gora Region* is a type of strategic planning document. It is based on the presumption, that tourism use and forms will be adjusted to the protection zones of the Babia Góra Biosphere Reserve. The plan outlines such vision and priorities of regional tourism economy, where tourism satisfies public expectations, complies with environmental protection in the Babia Góra National Park and does not disturb the values of natural and cultural heritage in the region.

The goals and objectives outlined in the plan should result in positive changes of the regional tourism economy, such as:

- Created a base for an organisation and management system for the local tourist economy in the region
- Spatial arrangement and management of tourism by defining the acceptable extent of tourism investments and tourism forms for each zone
- Created image of the region and brand tourism products, which will enable maintaining a coherent marketing policy at national and international tourism markets.
- Achieved a higher public acceptance for tourism development
- Well done tourism promotion in the localities of the region and encouraged inhabitants to undertake economic activities in tourism sector and thereby to participate in the tourism generated income to a higher degree.
- Maintained durability (self-maintaining) of tourism function in Zawoja gmina and increased of the importance of tourism for the economy of Orava region localities
- Maintained biodiversity of the environment of the Babia Góra Massif
- Limited the negative impacts of tourism on the environment
- Maintaining socially important functions of education and exploration by the Babia Góra National Park
- Enhanced ecological awareness of the inhabitants and increased their care for the environment and for the aesthetics of their neighbourhood

Aborting the implementation of the plan's goals would result in the following:

- Persisting negative tourism effects on the environment in the most valuable natural areas
- Stagnation of tourism development, and, in the future, a possible decrease in the number of visitors
- Losing the potential of local communities
- Losing the opportunity of obtaining tourism generated income for the inhabitants
- Increase of negative social effects of tourism
- Persisting disharmony in the village landscape

- No cooperation between local authorities and the administration of the Babia Góra National Park and further conflicts of interests between them

During the implementation of the plan of tourism development in the Babia Góra region, the following primary principles should be followed:

- The tourism absorptiveness of the central and buffer zones in the Biosphere Reserve must not be exceeded, whereas it can take place even by harmless and ecological forms of tourism;
- Regular studies should be held on the environmental tourism effects in the area of the National Park;
- An active promotion of the entire region should be carried on
- The mass tourism in Zawoja should be possibly used for the activation of tourism in Orava region villages, for instance through creating a tourism offer that integrates the northern and southern parts of the region
- Undertaking actions to change the image of the region as an area of mainly winter and skiing tourism, emphasizing also its values for summer tourism, such as water recreation on the Orava Lake
- In the promotion action, accentuating the traditional character of Orava villages in the region, as the oasis of quietness, calmness and a suitable place for family recreation, especially for city residents
- Dependency of the tourism function development on one form of tourism, for instance on skiing tourism, should be avoided
- In the long term, the region should not become too much dependent on the tourism generated income
- Aiming at elimination the tourism and recreation forms of notable environmental harmfulness such as motorcycle tourism from the Babia Góra Biosphere Reserve area
- Tourism must not lead to social conflicts
- The increasing interest in environment friendly tourism forms and special hobbies tourism forms such as photography tourism or bird watching tourism should be used to develop those tourism forms in the Babia Góra region;
- Trainings and professional assistance should be continuously organized for the local residents

Table 14 displays the most important positive implementation effects of the tourism development plan in the Babia Góra region, as well as the most important negative consequences of desisting its goals and objectives.

The possibilities of tourism development in the Babia Góra region have been analysed under consideration of internal conditions. Taking into account external conditions, particularly with respect to the durability of tourism demand and competitiveness of other regions and tourist resorts would require extended and transregional research studies, including studies on benchmarking. In that case, it would be necessary to carry out detailed analyses of travel destinations preferences of tourists in their living areas, mainly in the Silesian and Krakow agglomerations, which would go beyond the range of this study.

Because of the high development of tourism infrastructure and high expectations of the owners of tourism facilities, regarding tourism-generated income in the gmina of Zawoja, all efforts should be made to maintain tourism at a high level. A different situation is on the Orava side of the Babia Góra region, where tourism development should be based on harmless and non-mass forms of tourism. All attempts to transform tourism in Orava into

mass tourism would require big tourism infrastructure investments and wide-ranging actions to adapt the space of these gminas for receiving a considerable number of tourists.

Continuity and permeability of tourism in Zawoja is threatened by competition of tourist resorts in Żywiec Beskids (such as Korbielów) and in Silesian Beskids (Szczyrk), as well as of the fast developing ski resorts in Podhale region and in Sącz Beskids. Similar competition, although with a different scale of tourists' number, can come for the gminas of Lipnica Wielka and Jabłonka from other villages in Orava and Podhale regions. They have an equally high potential of rural tourism development and a rich and active folk culture. The most stable and least threatened element of the regional tourism system seems to be the mountain hiking tourism development in the Babia Góra Massif due to its nationwide unique attractiveness for this tourism form.

A considerable impediment for the implementation of the guidelines and plan's objectives can be the fact, that a substantial part of tourism facilities in Zawoja is managed by foreign entities, form outside the region. Therefore, the owners of those facilities should be encouraged to join the regional system cooperation for the tourism partnership by all means and efforts.

A threat for the landscape values of the Babia Góra Biosphere Reserve is the fast proceeding and poorly controlled development of second houses and permanent settlements in the areas surrounding the woods. The urbanization of these zones around woods can significantly increase the process of disharmonic transformation of the landscape and negatively influence the view values of the Biosphere Reserve, which could consequently evoke a subjective feeling of decreased attractiveness of the environmental and socio-cultural conditions in visitors coming for tourism purposes.

An important task for protection of biodiversity in the most valuable natural areas will be to evaluate the tourism absorptiveness in the central and buffer zones of the Biosphere Reserve. Its evaluation would result in an assessment of threshold values (acceptable values) for tourists' numbers in tourist routes and in viewpoint areas. This task and the permanent monitoring of environmental impacts of tourism should be let out under a subcontract to suitable research bodies,

For the development of harmless tourism forms in the National Park area, it is necessary to groom personnel for guidance of environmental tourists groups and to prepare suitable places for flora and fauna observation (such as bird watching towers) and for taking photographs.

Table 14. Effects of the implementation or aborting the implementation of tourism development strategic goals

Strategic goal	Positive effects of goals' implementation	Negative effects of aborting the implementation of the goal
Creating regional partnerships for tourism development	<ul style="list-style-type: none"> - Creating a regional system of tourism economy management - Identification of the number of visitors, the structure and the spatial range of tourism - Identification of the main source areas for tourism - Better recognition of 	<ul style="list-style-type: none"> - No cooperation between the local authorities and the Babia Góra National Park - Conflicts of interests - No proper tourist information - No recognition of tourists needs and of tourism development directions

	tourists' needs	
Developing environmentally harmless tourism forms and limiting negative impacts of tourism on the environment of Biosphere Reserve, with a special respect to its central and buffer zones	<p>Protection of the environmental space from the negative tourism effects in the central zone and buffer zone</p> <ul style="list-style-type: none"> - Elimination of tourism forms harmful for the nature protection - Increase in the number of foreign tourists, interested in the specialized tourism offer - Enhancement of the tourists' awareness of environmental value of the region 	<ul style="list-style-type: none"> - Persisting negative tourism effects on the environment in the most valuable natural areas - Devastation of several sections of the mountain tourist routes and of the top part of the Babia Góra Mountain
Creating brand tourism products of the Babia Góra region	<ul style="list-style-type: none"> - Increase in the number of coming tourists, including foreign visitors - Broadening the offer for tourists - Possibility of adapting to the requirements of the tourism market - Development of tourism forms corresponding with the region's potential - Creating a distinguished image of the region as a tourism area 	<ul style="list-style-type: none"> - Stagnation and, in the future, a decrease in the number of visitors - Decreasing income from tourism
Increase of tourist attractiveness of the region by improving the quality and expanding the offer of tourism and complementary services, as well as by achieving a high spatial order in the locality	<ul style="list-style-type: none"> - Increase of the region's importance as a tourism area in Poland - Consolidation of the regional position - Improvement of tourism services' quality - Increase in tourists' number - Increase of sale and profitability of the tourism and complementary services - Limiting the negative impacts of local economy on 	<ul style="list-style-type: none"> - Quality deterioration of tourism services - Financial problems for tourists facilities - Deterioration of transport conditions - Decreasing satisfaction of tourists - Difficult to maintain or decreasing tourism - Limiting of the economic function of tourism - Persisting disharmony in

	the environment - Improvement of the aesthetics of the village and of the quality of life space for the residents	the village landscape
Establishment of a support system for region's inhabitants starting economic activity in tourism sector and for increasing their participation in tourism generated income	- Increase in the number of workplaces in the tourism sector - Increase in the income from tourism for local residents - Better usage of human capital, including the potential of young persons - Limiting the unemployment - Limiting the emigration of young people - Increasing the public acceptance for tourism development	- Losing the potential of local communities - Decreasing public acceptance for tourism development - Intensification of negative social effects of tourism - Losing the opportunity of obtaining tourism generated income for the inhabitants

8. Implementation monitoring of the tourism development plan

The goals and the monitoring program of the plan

One of the effective control tools for the implementation of the tourism development plan in the Babia Góra region is monitoring of the execution of individual tasks. By monitoring it is possible to assess if the plan is being implemented, if its strategic and directional goals and objectives have been formulated correctly and, if necessary, they can be corrected. The assessment of the goals' implementation extent for the tourism development plan in the Babia Góra region will be possible due to adopted and applied suitable indicators (measures). It will be possible to assess if the premises of the plan are appropriate and if the executed actions are efficient and effective. The plan's implementation control will be carried out by the territorial self-government bodies, by the management of the Babia Góra National Park and by external entities, such as groups of experts.

Review reports on plan's implementation should be prepared by organization units of the local authorities or by a tourism development body in the Babia Góra Biosphere Reserve every two years. Whereas an external institution should hold a detailed audit of the plan's implementation after five years of the approval of the plan. If the planned tasks are not accomplished, the reasons for such situation should be analyzed. The reasons can be for example: a too short time for the implementation, no suitable financial means, no suitable human resources or a change in the sequence of the planned tasks.

Monitoring information sources

The main sources of information data for monitoring and implementation assessment should be the following:

- Studies on the monitoring of the number of visitors, the structure and direction of tourism
- Findings of direct questionnaire field surveys of tourists, as well as of internet surveys and if investigations in tourism facilities
- Opinions listings from the specially prepared internet forum;
- Listing of experts' evaluation (researchers, tourism sector entrepreneurs and local authorities) in the form of Panel Delphi;
- Findings of scientific studies on environmental and economic effects of tourism development in the region
- Reports of subcontractors on tourists numbers;
- Data from the Central Statistical Office;
- Data collected by the local self-government bodies;
- Planning documents from the local self-government units and from the Babia Góra National Park;
- Activity reports of different regional institutions for culture, education and nature protection development

To review the implementation of respective goals and to observe the dynamics of changes in the local tourism economy different means can be used. The most frequently used criteria for the implementation assessment of the development strategic goals are specific groups of indicators. The table 15 shows a list of chosen indicators for monitoring of tourism development plan's implementation in the Babia Góra region. Data collection for these indicators should be carried out every year during and after the winter and summer tourist seasons.

Table 15. The indicators for monitoring of tourism development plan's implementation in the Babia Góra region.

Strategic goals	Directional goals	Indicators	
1. Creating regional partnerships for tourism development	1.1. Creating cooperation for tourism development 1.2. Taking actions for regional promotion by concerned persons 1.3. Elaborating and implementing of an integrated tourist information system	The number of tourism fairs where the attractions of the Babia Góra region are promoted The number of disseminated printed promotion materials The number of „visits” on the internet site of tourism in the region The number of clusters with entities that are working at a common tourism offer for the northern and the southern parts of the region The number of meetings of the local authorities and the representatives of the tourism industry	Increase of community agreement between local partners Increase of residents' involvement in the processes of tourism development planning and supporting Increase of local authorities' involvement in the promotion of tourism in the region Improvement of region's image in the awareness of tourists Improvement of information accessibility
2. Developing environmentally harmless tourism forms and limiting negative impacts of tourism on the environment of Biosphere Reserve, with a special	2.1. Development of tourism forms conforming with the protection of Babia Góra National Park 2.2. Creating an integrated	The number of tourists oriented at nature exploration The number of organized groups of environmental and	Improvement of ecological awareness of local residents

<p>respect to its central and buffer zones</p>	<p>management system for tourism in the Biosphere Reserve and surrounding 2.3. Taking actions aiming at awakening ecological awareness of the region's inhabitants and tourists</p>	<p>photography tourists The number of elaborated offers for environmental tourism The number of routes for environmental tourism The number and the length of educational trails The number of tourists visiting the natural museum in the head office of the Babia Góra National Park The number of environmental publications The number of meetings with local residents aiming at the promotion of the nature protection and regional culture The length of modernised tourist routes</p>	<p>Improvement of ecological awareness of tourists Increase of local tourism entrepreneurs' involvement in ecological activities Increase in education of tourist guides</p>
<p>3. Creating brand tourism products of the Babia Góra region</p>	<p>3.1. Development of rural tourism and agritourism 3.2. Development of cultural tourism 3.3. Development of active tourism</p>	<p>The value of financial means for supporting the brand tourism products The number of elaborated brand tourism products</p>	<p>Increase of competitiveness of the Babia Góra region to surrounding regions in tourist's opinion Increased identification of the</p>

	<p>3.4. Development of extreme activities tourism</p>	<p>The number of new accommodation places</p> <p>The number of households opening a tourism facility</p> <p>The number of new agritourism farms</p> <p>The number of modernized agritourism farms</p> <p>The number of tourists staying in group accommodation facilities</p> <p>The number of tourists staying in rural households (guest rooms and agritourism farms)</p> <p>The value of financial means for modernisation of the accommodation facilities</p> <p>The number of places in regional inns</p> <p>The number of organised culture events</p> <p>The number of tourists participating in the culture folk events</p> <p>The number of restaurants offering the traditional cuisine</p>	<p>region with the brand tourism offer</p> <p>Improvement of tourism services' quality offered in agritourism farms</p> <p>Increased satisfaction of tourists because of the offered services</p> <p>Increased interests in brand tourism products</p>
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		<p>The number of brand products of the traditional cuisine</p> <p>The number of persons visiting skiing areas</p> <p>The number of bicycle tourists</p> <p>The length of routes for bicycle tourism</p> <p>The number of parking spaces for bicycle tourism</p> <p>The number of persons visiting cultural objects</p> <p>The number of persons coming to take part in specialised regional courses</p> <p>The number of renovated cultural monuments</p> <p>The number of prepared places for extreme recreation and tourism</p> <p>The number of organised events of extreme recreation and tourism</p> <p>The number of regional brand product labels (marks)</p>	
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<p>4. Increase of tourist attractiveness of the region by improving the quality and expanding the offer of tourism and complementary services, as well as by achieving a high spatial order in the locality.</p>	<p>4.1. Development and modernisation of tourism facilities 4.2. Development of recreation areas 4.3. Improvement of accessibility 4.4. Improvement of social and public work infrastructure 4.5. Improvement of the spatial order and aesthetics of the village</p>	<p>The number of categorized objects – with ecological signing The length of modernised roads The length of pavements for pedestrians The number of parking places The value of financial means expended for an appropriate development of recreation areas The number of social actions aiming at enhancing the aesthetics of the area The number of sewage terminals</p>	<p>Improvement of tourism services' quality Improvement of local residents' attitude towards tourists Increase of residents' contentment related to cultural values and living conditions Improvement of technical infrastructure's quality</p>
<p>5. Establishment of a support system for region's inhabitants starting economic activity in the tourism sector and for increasing their participation in tourism generated income.</p>	<p>5.1. Services of legal assistance and professional consulting for persons interested in starting economical activity in tourism sector 5.2. Improving qualifications of tourism industry employees</p>	<p>The number of trainings for local residents on delivering tourism services and complementary services The number of persons trained in delivering tourism services The number of trainings for local administration employees on tourism development support possibilities</p>	<p>Increase in the education level of employees from the tourism sector Increase of skills' level with regard to tourist services Improvement of foreign languages' knowledge</p>

		The number of clusters with entities of tourism industry	Increase of economic activity among region's inhabitants Increase of cooperation between partners with regard to regional strategic actions Improvement of the quality of life for the residents
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