Development of the environmentally friendly tourism in the Barycz Valley

Radolfzell, 10.10.12

Roman Guziak
Learning for Lakes

Project supported by the Lifelong Learning Programme of the European Union
Balancing tourism and conservation in the Barycz Valley, SW Poland

PROJECT AREA
Balancing tourism and conservation in the Barycz Valley, SW Poland

PROJECT AREA (inside the catchment)
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AIM OF THE PROJECT

Conservation of the biodiversity of the Barycz Valley

Tool for nature conservation

Design of the programme for the nature friendly tourism as a potential source of income for the local people
TOURISM DEVELOPMENT – complex process

**ACTORS of the process**
- Landscape Park Natura 2000 sites
- Forestry
- Councils, authorities
- LAG (Leader+)
- SGiPDB
- local societies

**NGO role:**

**TOURISM DEVELOPMENT PROGRAMME**
1. Expert proposal
2. Public consultation

**ZONING**

**Management Plan of Landscape Park, Natura 2000 site**

ensuring interest of nature

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Stowarzyszenie ekologiczne Environmental Association "Etna"
Balancing tourism and conservation in the Barycz Valley, SW Poland

TOURISM DEVELOPMENT PROGRAMME – steps

PRE-CONDITIONS, EXISTING SITUATION
- transportation, availability
- tourism infrastructure
- carrying capacity

SWOT

DIRECTIONS OF DEVELOPMENT

ZONING OF THE TOURISM ACTIVITIES
- spatial zones
- activity types
- access rules

OPERATIONAL PROGRAMME
- investments
- definition of the tourism segment
- financing sources

CERTIFICATION SYSTEM

PROMOTION SYSTEM

Stowarzyszenie ekologiczne Environmental Association "Etna"
NATURE PRE-CONDITIONS of TOURISM DEVELOPMENT

- Complex of fishponds protected by the Ramsar Convention on Wetlands “Stawy Milickie” (Milicz Ponds)
- Designated as the Important Bird Area (IBA) in Europe
- Natura 2000 (SPA and SAC sites)
- Living Lakes Partner
The Barycz Valley - mixture of forests, meadows and complex of fishponds
Milicz Ponds among the most significant ornitofauna areas in the world
More than 1/3 of all bird species (68 out of 181) have a special conservation status under the European Union Bird Directive.
White-tailed eagle, 6 pairs, 60-70 wintering individuals
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Stowarzyszenie ekologiczne
Environmental Association
"Etna"
OTHER PRE-CONDITIONS of TOURISM DEVELOPMENT

• Substantial tourism potential (of specialised, non-traditional forms)
• Many attractions additional to nature
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unique landscape
Balancing tourism and conservation in the Barycz Valley, SW Poland

unique landscape
Balancing tourism and conservation in the Barycz Valley, SW Poland

unique landscape
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many architecture attractions
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e.g. palace and mansion complex in Goszcz
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Balancing tourism and conservation in the Barycz Valley, SW Poland
churches in the Barycz Valley
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other attractions...
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PRE-CONDITIONS of TOURISM DEVELOPMENT -

summary

3F economy (fisheries, farming, forestry)
PRE-CONDITIONS of TOURISM DEVELOPMENT - summary

• substantial tourism potential (of specialised, non-traditional forms)
• many attractions additional to nature but…

• insufficient tourism infrastructure and human resources
• insufficient promotion
IDENTIFIED DIRECTIONS OF TOURISM DEVELOPMENT – according to the local people

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Horses</td>
<td>70</td>
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<tr>
<td>Bicycles</td>
<td>60</td>
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<tr>
<td>Agitourism</td>
<td>55</td>
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<td>Angling</td>
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<td>Hunting</td>
<td>45</td>
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<tr>
<td>Birdwatching</td>
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<td>Green schools</td>
<td>30</td>
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<tr>
<td>Residential</td>
<td>20</td>
</tr>
<tr>
<td>Canoeing</td>
<td>10</td>
</tr>
</tbody>
</table>
complex of fishponds is an exceptional place for bird–watching
Balancing tourism and conservation in the Barycz Valley, SW Poland, the area also provides many other possibilities for active recreation: biking, ...
Horse riding and horse cart excursions
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angling
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picking mushrooms
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... and canoeing...
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canoeing
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Balancing tourism and conservation in the Barycz Valley, SW Poland

COMPREHENSIVE TOURISM PROMOTION

Logo of the Barycz Valley – winning project
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Balancing tourism and conservation in the Barycz Valley, SW Poland

COMPREHENSIVE TOURISM PROMOTION
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TOURISM PROMOTION

Dolina Baryczy

Barycz River Valley

www.barycz.pl
INVESTMENT ACTIVITIES by NGOs

- observation tower
- 3 observation hides
- resting sites
- horse trail
- nature interpretation trails
- information / promotion plates
- bicycle trail + infrastructure
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Stowarzyszenie ekologiczne Environmental Association "Etna"
INVESTMENT ACTIVITIES – bicycle trail (130 km)
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Balancing tourism and conservation in the Barycz Valley, SW Poland

Stowarzyszenie ekologiczne "Etna"
Balancing tourism and conservation in the Barycz Valley, SW Poland
Przyrodnicze rymowanki

EWA ZUBER

Po stawie pływa

ŁABĘDZIE NIEMY
i KRZYKLIWY

Wiadomo: brzydkie kaczątko małe
Zmienią się w piękne łąbędzie białe.
Będą KRZYKLIWE czy NIEMY może?
Kto w rozróżnieniu ich nam pomoże?
Czy głosy różne one wydają?
Czy po tym ludzie je rozpoznają?
A może różnią się też dziobami?
Który to łąbędź zgodniej sami:
Z czarną naroślą na rudym dziobie
To ŁABĘDZ NIEMY, podpowiem Tobie.
Z czarną końcówką dziób żółty cały
Ma zaś KRZYKLIWY ŁABĘDŻ wspaniały.
Jaskółka z plaszczystych urwisk

Ponieważ skrzydełki, drobne dziury lub gnieźda, tworzące na-
komie warunki do zaloczenia gniazda, są zazwyczaj niedostępne
plasków i ich pobieramy przed większością drapieżników. Z gatunków
ptaków występujących w Polsce, trzy potrafią wybijać niewielką gęszę
w stromym, plaszczystym urwisku: skoroszyc, zdoba i brzegówka.

Brazgówka jest nieznaną z wąskiej zasoby jaskółki, o rozmaitym
wierzchu ciemnym, pokrytym cienkim, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnym, ciemnem...