

УДК

## БАЛТОВ – ПРИКЛАД ТУРИСТИЧНОГО ВИБУХУ

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у статті висвітлено особливості розвитку туризму в Балтові, що розташований в Свентокшиському воєводстві Польщі в долині Каменна. Балтов знаходиться в межах заповідної території “Долина Каменна”, яка була створена з метою охорони поверхневих і підземних вод, та збереження за долиною річки функції екологічного коридору. Природними атракціями досліджуваної території є, перш за все, долина р. Каменної, карстові форми рельєфу тощо.

Проаналізовано стан туристичної інфраструктури у Балтові – агротуристичні ферми, технічну інфраструктуру, гастрономічну базу тощо. Охарактеризовано головні види туризму які можливо організувати на досліджуваній території влітку та в зимовий період.

Найбільшою туристичною атракцією є Юрський парк – перший тематичний освітньо-розважальний парк в країні, де представлено втрачений світ динозаврів в цілком реалістичній манері. Створення такого тематичного парку дозволило місцевій громаді вирішити ряд проблем: зменшення рівня безробіття, покращення стану туристичної інфраструктури, збільшення кількості закладів розміщення та харчування, зміна іміджу місцевості тощо.

Незважаючи на позитивні ефекти від туристичного напливу, тут можна прослідкувати також і певні негативні моменти: збільшення антропогенного навантаження на природне середовище, недорозвиненість туристичної інфраструктури, недостатня кількість місць для паркування автотранспорту та ін.

*Ключові слова:* Балтов, Юрський тематичний парк, туристичні атракції, інфраструктура.

The Baltow commune is situated in the Swietokrzyskie voivodeship upon the Kamienna river, about 15 kms north-east from Ostrowiec Swietokrzyski (the seat of county authorities). The commune borders with lands of the Tarlow commune and the Opatow one from north-east side, from south – with lands of the Bodzechow commune and the Cmielow one, instead from north-west – with lands of the Sienno commune in the Lipsko county. Baltow belongs to smaller communes both in respect of area, as number of inhabitants. This locality came into being in the picturesque gorge of the Kamienna river between the Sandomierz Upland and the Ilza Piedmont. Extensive forests of the Ilza Wilderness stretch in contiguity, under a cover of pervious sediments karst phenomena happen in limestone, appearing also on the surface. The valley of the Kamienna river, in its lower run, creates a great knee to North, crossing under Baltow a zone of white limestone. The river swims with meanders almost by all lands of the commune, and between the localities of Cmielow and Baltow it shows with the gorge through the calcareous basis. On valley slopes, on the right side of the gorge, there are seen traces of karst phenomena. Existing river valleys together with forests create an important, not only in the commune scale, but and in the regional one too, system of natural-ecological connections. This area is an important element of the national and European natural system and because almost all communal area became recognized, in compliance with an idea of the national

ecological network ECONET-PL, as a fragment of ecological node with an international (Area of Middle Vistula River) rank. Many rare and protected plants have here their own stations.

The all commune Baltow is situated in the area of Protected Scenery of Valley of the Kamienna River, which was formed for a purpose of protection of surface and underground waters as well as for reproduction and preservation of function of ecological corridor by the valley of this river. It should also fulfil of climate-forming and aerohealth role for municipal centres being found on this area.

The commune Baltow is situated outside areas of main transportive corridors. Nearest there is situated the corridor of interregional significance, joining national corridors: Kielce – Lublin and Kielce – Lodz, and running in east-western system, along urbanized area of the Old Polish Agglomeration from Konskie to Ozarow. The road system in the commune is created poor and by one voivodeship road, nine county roads and twelve communal roads. Technical infrastructure of the commune is inadequate. There is lacking especially of a sewage system. Besides only about 467 households possesses cesspools. In connection with above there is important fact that only little part of cesspools is hermetic, in remaining cases sewage can force their way to environment. The commune Baltow does not possess a sewage treatment plant, what at the mass-affluence of visitors is extremely alarming and threatening for the natural environment.

Anthropogenic tourist values of the discussed village are also limited. The palace of the Drucki-Lubecki dukes, built in the end of the 19<sup>th</sup> century, is a building turning back to classicistic style. Belonging nowadays to the Rural Agency of State Treasure it gradually deteriorates. Round the palace one prepared the geometrical park with scenery value, going back with the foundation to the 17<sup>th</sup> century. The present central part of the church was earlier a chapel of Baltow potters who built it in 1620.

In the Baltow commune fourteen agricultural tourism farms exist, which can together accept 141 tourists. The nearest hotel is found in Ostrowiec Swietokrzyski. In the commune seven gastronomic objects exist, from this four in Baltow, whereat two of them are simple gastronomic points (fast food stands). In Baltow, on so called „Okreglica”, there are organized sport and recreational equipments, such as a full-size football field, and a field to beach ball. There is also found a band-shell, a hiring establishment of canoes and a final harbour of rafting flows. The commune Baltow has at present 4000 inhabitants. Local farms are crumbled, and in front of a low soil quality and the relief formed by calcareous rocks and ravines, perspectives of agricultural development are minute. Falling Ironworks Ostrowiec, the greatest employer in the county, had to release nearly 13,000 persons. In the effect, a jobless rate in Baltow during years 2002-2003 crossed over 30%. Previous communal authorities were not interested gaining of financial sources from the European Union. In 2002 the commune budget amounted only 4.5 millions PLN (ca. 1.3 millions EUR), where own earnings determined somewhat less than 25%.

Baltow possesses all kinds of sightseeing values conditioning development of tourism, what creates it good conditions of the development on that score [2]. The Kamienna river is however few known attraction. The river itself has an ability of creating of characteristic places, granting an individual visage to particular localities. There are by it many places, which distinguish themselves an originality of form, function, unusual and magic places, thanks to which the locality gains a renown, and in the effect is recognized and associated. In Baltow they have used a presence of the river and its picturesque environment very well. One of realized functions is a rafting by the river. The route leads with natural meanders among the unique vegetation of the Ulow reserve by one hour. In the section from Cmielow till behind Baltow the river current is more precipitous, and what to these is going – this section is ideally fitted for the canoeing. By the way canoeists pass numerous ancient monuments, as castles at Cmielow

and Podgrodzie, the mansion house and the old alcohol distillery at Ruda Koscielna, old mills at Cmielow, Stoki, Boria and Baltow.

Within a winter period, a primary attraction is 'Baltow Switzerland'. Here two blue ski-routes became devoted to the use. There also the third exists, shorter, with a ski-lift in length 100 m and prepared especially for needs of a ski-school. The slope is equipped in most modern technical infrastructure in the form of artificial snowing system and drainages. The slope is also lighted up, what makes possible to extend a time of its use. Nearby to the slope there is located gastronomic point as well as a hiring establishment and service of ski-equipment.

A next attraction is the Baltow Zoological Garden also known as the Baltow Safari (40 hectares). Its sightseeing happens during a travel in a specially adapted 'schoolbus'. They can observe wildlings in a natural environment, and in the Land of Horses lovers of these animals have a possibility to take an advantage of rides. The Land of Horses makes a training-base for men, cultivating pre-war traditions of the Polish cavalry of the prince Jozef Poniatowski's uhlans. In the vicinity of the Jurassic Park they have formed the original Exotarium 'The Valley of Reptilians', wherein one can make acquaintance with the world of reptilians. The next attraction, organized at Baltow, is the pass by the Swietokrzyska Railway. The route of the railway (being consisted by coloured trolleys pulled by the equally coloured little engine) is prepared to make possible a look round for tourists of most interested ancient monuments and most picturesque sceneries in Baltow. Tourists have three routes at choice, from which every one lasts about 20 minutes. By Baltow there are leading also two tourist routes. First one – the blue track of the St. Jezewski name's, is a prolongation of the Swietokrzyski (red) main route. The second track is the Gombrowicz's Track, it links places connected with the writer Witold Gombrowicz and with his family in the Swietokrzyski region.

A latest attraction in Baltow is the Jewish Gorge which can be visited since May 1<sup>st</sup>, 2008. It is situated behind the inn 'Under the Devil's Little Foot', and there are found foot prints belonging to different dinosaurs, from which greatest and best one kept here measures over 30 cm. It was left by the dwarf relative of alosaurs.

The tourist offer is extensively enriched by many single performances, among others by stars' concerts. There are also many cyclical spectacles, such as:

- The Swietokrzyski Jurassic Picnic – for the attention the following ones deserve: exchange of rocks and minerals as well as lectures of outstanding geologists and palaeontologists, popularizing knowledge about dinosaurs.
- Dance Sensation – it is the greatest performance with a club music in the region (in 2006 over 3000 persons were amusing themselves thanks to it).
- The Festival of Local Product – there is chosen a best local product in three categories: alimentary product, handicraft and tourist service. For tourists there are waiting lots of local exhibitors' stands, tastings of trade purposes and presentations of products.
- The Baltow Country Picnic – during the Picnic one can take a part in among other things in cowboy duels, to check shooting skills in Fort Rio Bravo, to see a parade of Harley motorcycles, to have a ride on horseback and to listen country and western music.
- Beauty Contest of Summer of the Swietokrzyski Region.

One can participate also in such events like:

- The Holiday of Baked Potato – Okol;
- The exhibition of Easter-palms – Baltow;
- Communal harvest festival – Baltow;
- The Folk Holiday – Palacowe Wzgorze.

Baltow can boast also with local products, as even if reptilian figures from cones. Dinosaurs and sacral architecture are the theme of images performed with a calcining technique, in many

painted pictures horses dominate. Flowers, made of coloured twist, gained acknowledgement already not only in Baltow and vicinity, but also in the Netherland and Luxemburg, wax figures were sent outside country borders many times – they have represented the Swietokrzyski region even in Brussels. Clay dishes – made on traditional potter's circle with use of local raw material, refer to former local traditions. There are produced besides original hay figures.

In the national tourist valorisation, the Baltow Commune in 57% its own area is numbered to the III<sup>rd</sup> category of lands with rest-values. The commune possesses special natural-sightseeing values which creates superb conditions for the tourist development: for both kinds – stationary recreation and pure tourism as well. In the area of the commune it is easy to find interesting places and objects with antique character which it is proper to see. Baltow itself is glad from year to year with more and more greater approbation among tourists. It owes this to yearly supplements of attractions and their promotion. First of all, the Baltow Jurassic Park is a first, true thematic park of educational and amusement character in the country. Professionally performed from glass fibre and polyester resins, models of Jurassic reptilians in the scale 1:1 gladden eyes every day to hundreds children and adults from all Poland. Tourist visits, rapidly growing, testify a strengthening meaning of the village in the Poland's tourist map. As far as in 2003 there were noted down 14,000 visitors, in 2005 – 150,000, this number in 2007 is till 300,000 and so about 100,000 more than in 2006. Baltow became consequently a most often visited place in the Swietokrzyskie voivodeship.

*The rising of the Jurassic Park.* The name „The Jurassic Park” in consciousness of Polish tourists invariably associates at present with Baltow. One can say so that this is nowadays one of greater tourist attractions in Poland. The park is not only a rest place, it plays also a didactic function in compliance: with creators' intentions it amuses and teaches, not only youngest persons. The Baltow Jurassic Park reproduces the missing world of dinosaurs with realistic manner. At present in its area there are located sixty models of prehistorical giants. On the Park ground, except the reconstruction of dinosaurs, there is found also the playground for children, the projection-lecture room, the museum, the gastronomic subsidiaries and the park place. The building of such centre in so short time is interested and unusual instructive.

The Jurassic Museum became created by geologist Piotr Menducki who has collected many splendid fossils in it from all the world. Baltow has also own show-case, where one can see the reconstruction of smallest predaceous dinosaur whose open trail has been found in Czarcia Stopka Rock (Devil's Little Foot). The initiative of local community towards a break of economic-social stagnancy had a decisive meaning for further development of this step.

In August 2001, Association in the Interest for Development of the Baltow Commune „Balt” began its activity. The founders' group numbered till 120 persons. An advance in a tourist promotion of the commune was idea of actuation of a rafting by the Kamienna River. At first, inhabitants of the commune did not believe in a realization of the project, and what more, that it will bring expected results. It was quickly proved that this had been an ideal decision.

When in 2003 Gerard Gierlinski from the State Geologic Institute (PIG) found in the area of Baltow traces of dinosaurs, members of the Association decided on the second crucial step – they decided to use this element as a tourist attraction and to create own Jurassic Park – first one in Poland. As a mission of its foundation they have accepted a development of the commune, threatened by an unemployment, and a creation of chance for a better life to local inhabitants. A boom the commune has been taken as a goal, and what is going further – a decrease of the unemployment, mostly thanks to tourism. The development of the enterprise, among other things of agrotourism and local craft, and also a development of technical infrastructure which serves to inhabitants and makes possible a development of economic activity, was to be a creature of activities going out from tourist undertakings. The tourism was

to become an engine of a development not on evolutionary way [1], but as a planned and organized activity from a ground.

The Board of the Association has decided to form a new, separate subject of social economy – the Association „Delta”. The idea was such, so that Association „Balt” assembled mostly on social activity: to support of folk groups, to organize of cultural performances, to work out of educational programmes, because it was founded just to this goal. Instead first of all the Association „Delta” was to see about economic activity and job creation.

The Jurassic Park came into being in 2004 on ground of the former sawmill. The educational path – which was formed in the Park, leads through following epochs in history of the Earth. One has put coloured information boards with descriptions of animals and plants. Over fifty full-size models of dinosaurs have been prepared. By the winding brook there are rising copies of dragon-flies and birds from before three hundred millions years. In secluded bends game places for children have been delimited. In front of the Park there was built an extensive square for needs of small trade, where tourists have a great choice of regional souvenirs. The first dinosaur – allosaur, made of epoxy resin, which stood up before the communal office, has been brought by the Association from Germany, because in Poland such copies had been still not made. It has costed about 30,000 PLN. The Association „Balt” has announced „the national collection” printing the leaflet encouraging to offerings and announcing unparalleled attractions at Baltow – and in fortnight it got enough money among inhabitants of the commune, offices and businessmen. For next copies it has succeeded to obtain funds among others from the SAPARD programme. Since 2004 new reconstructions of reptilians still come into being in the custody of PIG and Museum of Evolution PAN (Polish Academy of Sciences).

In 2005 the Association „Balt” embraced a project within the framework of IW Equal – „The social economy on the Amber Route”. It went first of all to find employment after the tourist season for persons working for both associations. In 2006 „Delta” opened a ski-slope, what lengthened a ski-season and assured a continuity of employment - rafters find a job at the service and the preservation of the slope during winter. This project has contributed to the enlargement of tourist traffic in such degree that a need of actuations of a next social enterprise in form of a limited liability company named „Allosaur” had come into being. The new firm lenders services both in the interest of inhabitants, and both associations as well. The employees of „Allosaur” care for communal green areas, clean up tourist routes, parking spaces, river banks. There organize also cultural-amusement performances.

Members of the Association „Balt” realized also that they should go out with initiatives outside the commune and begin develop a brand-name tourist offer on the open market. They have appointed the Local Partner Group „the Flint Circle”. Then they embraced the Sectorial Operating Program ‘Modernization and Restructuring of Food Section and Country Areas’ LEADER+ and in 2006 they formed the next subject of social economy – the foundation „Partnership the Flint Circle”. It affects for a development of ten communes lying in the area of three counties and two voivodeships. The foundation administers the financial grant from the program LEADER+, among other things for the realization of earlier prepared “Integrated Strategy of Development of Country Areas”.

In the effect of five-year-old well-thought-out activities there were resulted four subjects of social economics – with brightly explicated and diversified goals and forms of their activity, not doubling themselves, but being supplementary:

– „Balt” – besides the rafting it occuppies with educational and project activity, makes possible a rising of new products thanks a creation of space for contacts and educations of local craft or owners of tourist farms. In 2005 within the framework of the Program PHARE 2003 the

Association created the Supporting Centre of Country Tourism which supports tourist farms in the way of instructions, consultings and so on), promotes activities serving a differentiation of sources of income in agriculture.

– „Delta” – the subject exactly economic, disposed on job creation. Besides the Jurassic Park and the ski-slope it manages also among other things the centre of horsemanship „the Land of Horses”;

– The foundation „Partnership the Flint Circle” – it supports and develops the brand-name tourist offer which oversteps frames of the commune;

– „Allosaur”, the social enterprise – it serves above subjects and employs inhabitants of Baltow.

Results of the project are very significant:

– four subjects of social economy were organized and they testify various tourist services: the Association „Balt” employing twelve persons, „Delta” – 101 persons, „Allosaur” – thirteen persons, „ Flint Circle” – two persons;

– there were formed 128 workplaces in these subjects – mostly for permanently unemployed persons;

– the tourist infrastructure came into being: gastronomic objects, tourist farms;

– the social infrastructure was reproduced, as well as places for social and cultural activity, outdoor performances;

– Baltow is visited by over several hundred thousands of tourists yearly;

– the unemployment in the commune has decreased from 30% to 7-8%;

– earnings of the communal budget have increased from 4.5 up to 9 millions PLN;

– A picture of the commune has been changed from a backward yeomen’s settlement towards an attractive local tourist centre and a locality radiant with initiatives on all region.

*The environmental Conflict.* Taking above facts under consideration it is possible ascertain without exaggeration that in Baltow, but in all commune, the situation has arrived at great boom, which was not experienced in all its own history. Its basis became tourism – especially in mentioned village. One cannot however perceive negative results of this specific explosion of tourist traffic. It should be mentioned, that this locality lies in a pretty narrow valley and embraces not large built-up area. In this situation it is not in a state to assure a rational communication traffic because of a huge affluence of cars and coaches during a season (the lack of by-crossings, parking spaces), and gastronomic-hostel services as well. The proverbial tourists’ „incursion” and other visitors interested with the Jurassic Park and the close existing amusement park has outgrew possibilities of Baltow which has not temporarily chances on gaining of further incomes in virtue of prestation of more complex services. Besides other tourist values are not used, as for example karst occurrences or vantage points which would be able to enrich and to diversify a tourist offer, like in a form of the Wetland Park. In this range however there are is led independently analytic-project studies which should permit to arrange a local spatial management, additionally making the village more attractive for visitors. The village chokes from an excess – in warm season, of visitors and vehicles. Vigorously nascent new builder’s objects use enough ‘free’ treatment of space by local authorities. They do not cooperate duly with civil organizations which after all affect the advantage of all community.

At present village Baltow possesses however enough many tourist attractions and extra a lot interested places for a sightseeing. However, this not large locality is not properly prepared to serve such heavy tourist traffic, which has raised its significance to the nationwide scale. A greatest problem is an inadequate quantity of appointed places of parking space next nearby the Jurassic Park which is a greatest attraction of Baltow. During the warm season the vehicular traffic in the central part of Baltow is very intensive and difficult among other things by passenger cars as well as coaches being parked along main way, creating many road threats. A

next problem is insufficiently complex accommodation sector and gastronomic base. In spite that in neighbouring villages are found numerous agricultural tourism farms, in Baltow itself there are found only two. However tourists prefer quarters as nearest tourist attractions. There is a lack also of hostel places at Baltow which would be able to serve greater, organized groups. For this goal the deserted palace should be developed. In the village there are existing also many places, insufficiently exhibited and promoted. One can create interested educational paths, scenic points and bicycle routes which would be able to lead out a part of visitors outside the Jurassic Park itself. The tourist explosion, analysed here in the article, proves, that it outgrew assimilative possibilities of the village, but also of the commune. The cooperation of regional authorities seems to be indispensable.

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2. *M. Rej, Z. Tyczyński*. Baltow. Na Szlaku Zolwia i Dinosauria. Bezdroża: Krakow 2007.

### **BALTOW – THE EXAMPLE OF TOURIST EXPLOSION**

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Tourism is a social phenomenon and embraces all occurrences of a spatial mobility connected with a voluntary, temporary remove, rhythms, and habitat of life as well as with an entry into personal contact with visited habitat: to natural, to cultural or to social one. Shortly speaking, tourism is a traveling for a recreation. Consequently this activity is a multidimensional occurrence, and one can consider it as psychological, social, economic, spatial and cultural occurrence. During recent years the village Baltow became a typical tourist locality, whose impetuous development can be compared to a specific explosion. Here came into being many attractions enticing a great number of tourists. However, together with more and more greater tourist development of this locality, numerous spatial conflicts came to light. This paper shows an exit-state of rural space and results of formation of a reception-centre. Data, gathered and presented here, originates from years 2003-2008.

*Key words:* Baltow, tourist infrastructure, tourist potential, tourist attractions.

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