

The development of agritourism in a cross-border region in relation to natural and cultural values

The paper presents the facts about the development of farm tourism on the cross-border area (Poland–Ukraine–Belarus) of the Łęczna-Włodawa Lake District. This area constitutes a place abounding with many natural phenomena such as: ice-marginal valley of Bug river, swamps and Sobiborski Landscape Park. The river Bug creates the landscape axis and at the same time it constitutes the ecological passageway which has an international meaning. It is worthy of note, that this area can be characterized by the coexistence of many cultures such as: Polish, Russian (Ukrainian, Belarusian), Lithuanian, Tatar and Jewish. The results of the survey carried out in this area show that many tourists are from abroad. It is a very positive forecast and it proves the fact that if the farm tourism will be developed there will be many more guests from Eastern border, especially from Ukraine and Belarus. The area is beautiful and it attracts people. This fact can contribute to the development of farm tourism in the whole cross-border area. Moreover, farm tourism has become very popular nowadays, and it is an alternative to conventional ways of spending free time.

Key words: agritourism, border region, cultural values, natural values

Introduction. One of the most important factors in agritourism activities is establishing the foundations for positive perception of tourism in rural areas, especially among farmers and local government authorities, as well as recruiting leaders at local and regional levels. Agritourism creates new opportunities for using the countryside, farmsteads, local infrastructure; it provides employment for farmers' families and subsequently it creates workplaces for various professional groups. It contributes to the development of rural infrastructure and enhances economic development [Jalinik 2002].

According to Drzewiecki [2001] agritourism is a form of recreation realized in farming areas with agricultural character, based on accommodation facilities and recreational activities connected with a farm or an enterprise of identical features and its surroundings (nature, production and services). At the core of agritourism is an interrelationship between tourism, wildlife and farmsteads. Wildlife constitutes the decisive factor in selecting the destination, into which are imbedded the elements resulting from human work. Thus through agritourism a farm or entire village infrastructure along with the material and cultural values presented by them are connected with the surrounding natural environment [Jarosz and Feden 2000].

The Lakeland Łęczyńsko-Włodawskie, and the farming lands adjacent to it, constitute areas of undoubtedly great residential value. The attractiveness of this region, apart from pristine environment, dense forestation, water bodies, marshlands, rare species of fauna and flora and numerous tourist routes also rests on planned tourist enterprises and opportunities for developing tourist and recreational facilities, together with agricultural produce and other food processing industry. The cross-border location of the Lakeland (Poland – Ukraine – Belarus) plays a considerable role in the growth of agritourism. The above factors are decisive in giving countryside tourism a chance to enliven rural areas situated within the analyzed location and provide alternative income sources and workplaces in the agricultural sector. It should be added here that Lakeland Łęczyńsko-Włodawskie owes its picturesque setting to its being adjacent to the place where highly important natural and functional systems intersect, such as: The Ice-Marginal Valley of the Bug, The Polesie Marshland Belt, the

Sobibór Landscape National Park [Charszczewska 2007, Kwiatkowski et al. 2007, Kępka and Kwiatkowski 2008].

When envisaging the objective of this paper it was hypothesized that tourism (including agritourism) cannot develop appropriately and dynamically without close links to environmental, residential and cultural attractions of a given land. The contemporary tourist (also from the states neighbouring with the analyzed area – Ukraine and Belarus) bored with the daily routines is no longer prone to accepting expensive commercial ways of recreation. The return to nature, encountering wildlife and discovering cultural values of small settlements are all of increasing importance.

This work aims at analyzing the current status and prospects for developing cross-border tourism within the area of the Lakeland Łęczyńsko-Włodawskie in relation to cultural and environmental characteristics of this land.

1. The natural environment of lakeland łęczyńsko-włodawskie

The Lakeland Łęczyńsko-Włodawskie lies in the foreland of the belt of uplands. It covers a small fraction of the Central European Plain between the rivers Wieprz and Bug – within the land called Polesie, which was once called Kondrackie Polesie Podlaskie. Geologically, the Lakeland Łęczyńsko-Włodawskie is situated entirely inside the Włodawa Depression, bordering with Kumowski Horst in the south, with the Łukowski Horst in the north, transitioning to the east into Sławatycze-Ratno Horst. The Włodawa Depression is separated from the Kumowski Horst by the Świącica – Udal Fault, its amplitude is estimated at 500-700 m [Harasimiuk et al. 1998].

The Lakeland landscape is dominated by large, flat plains, made more varied by gentle moraine hills, chalk hillocks and in some places dunes. The height differences in the area of the Lakeland Łęczyńsko-Włodawskie do not exceed 30 m. The lowest lying part is the north-western Lakeland in the vicinity of Ostrów Lubelski and Sosnowica, where absolute altitude ranges from 150 to 160 m above sea level [Geresz 2003].

One peculiarity of this small area is its hydrographic conditions. Numerous lakes and various water bodies constitute the predominant feature of the landscape, as well as shallow occurrence of groundwater, manifesting itself through the presence of mires, swamps and both temporary and permanent wetlands [Chmielewski, 2000]. The enumerated features result from shallow distribution of impermeable layers, hindering water circulation, and low relief of the terrain [Harasimiuk et al. 1998].

Lakes are the most characteristic feature in the area of the Lakeland Łęczyńsko-Włodawskie. They are analysed to be the only grouping of lakes in Poland lying beyond the reach of the ice sheet during the last glaciation. The Łęczyńsko-Włodawskie lakes include 67 water bodies with the surface area of over 1 hectare [Wilgat and Chmielewski, 1994]. Of this number – 61 are natural lakes (56 situated within the physiographic borders of the Lakeland Łęczyńsko-Włodawskie), and 6 of them are reservoirs. They are mostly small water bodies – the biggest one covers 284 hectares and features a poorly developed shoreline. The depth of the lakes varies, however shallow ones and very shallow ones prevail and the deepest ones exceed 30 metres. The volume of particular lakes is low, most often 1-2 million cubic metres. The greatest volume of retained water is found in the lakes: Białe Lake near Włodawa – 15,0 million cubic metres, Piaseczno Lake 10,7 million cubic metres and Uściwierz Lake 9,2 million cubic metres [Chmielewski, 2000].

The Lakeland is not all lakes, but also beautiful flora. Apart from unique, for Poland and Europe, hydric plant communities, there can be found meadows and forests considerably transformed by man. One can also encounter communities of European tundra and forest-tundra plants at their furthest south-western point of distribution. A characteristic feature of the Lakeland is the occurrence of three types of bogs: blanket bog, string bog and raised bog.

Rare plants growing here are: the downy willow (*Salix lapponum*) and the swamp willow (*Salix myrtilloides*), the mud sedge (*Carex limosa*) and many other ones. The seemingly monotonous and not overly interesting landscape, when explored, amazes one with its diversity of forest, shrubs, reed bed and bog plant communities [our own research, 2012].

Owing to the mosaic of meadow and bog, aquatic, field and forest landscape types, the Lakeland hosts many interesting animal species. The vertebrate fauna is described best. 40 species of fish, 12 species of amphibians and 6 species of reptiles are found here – of particular interest is the European pond turtle (*Emys orbicularis*), whose breeding grounds are among the largest in Europe. The ones that dwell in water-wetlands environment are particularly interesting – they are a beautiful complement to the lakes and ponds. In this area 146 species of nesting birds are found, of which 17 are threatened by extinction. A lot of nesting sites are located in the complex «Bubnów Swamp», the most valuable ones are nests of: the Golden Eagle (*Aquila chrysaetos*), the White-tailed Eagle (*Haliaeetus albicilla*), the Lesser Spotted Eagle (*Aquila pomarina*) and the Common Crane (*Grus grus*), the Hen Harrier (*Circus cyaneus*) and the Western Marsh Harrier (*Circus aeruginosus*), the Common Redshank (*Tringa tetanus*) and the Green Sandpiper (*Tringa ochropus*), the Eurasian Curlew (*Numenius arquata*), the Greylag Goose (*Anser anser*), the Eurasian Eagle-Owl (*Bubo bubo*), the Short-eared Owl (*Asio flammeus*), the Black Stork (*Ciconia nigra*) and the Aquatic Warbler (*Acrocephalus paludicola*) [our own research 2012].

In the Lakeland Łęczyńsko-Włodawskie there is a system of areas where various forms of landscape protection are implemented. As a result of long-standing efforts, in May 2009, the formal requirements were met in the pursuit of establishing and listing this area as a UNESCO Biosphere Reserve. The considerable value of the environment was formally acknowledged by establishing Poleski National Park, forming Landscape Parks and areas of protected landscape in this area [Harasimiuk et al. 1988].

In the area of the Lakeland Łęczyńsko-Włodawskie there is a system of protected areas which includes: Poleski National Park, 4 landscape parks, 2 areas of protected landscape and numerous wildlife reserves. The combined system of environment protection (national park, landscape park and protected areas – reserves are not taken into account in this summary) covers 93 383.36 hectares; while the buffer zone of Poleski National Park and landscape parks covers 53 166 hectares. The protected areas complex constitutes one of the basic links in the ecological structure of the country – it is of national importance and deserves particular protection [Harasimiuk et al. 1998].

2. The historical and cultural conditions of the development of agritourism

Active tourism is most often cultivated in areas of well-preserved environment and rich cultural and historical heritage and it enjoys increasing popularity with tourists. The Lakeland Łęczyńsko-Włodawskie perfectly meets this condition. This land has been penetrated by various peoples since time immemorial. Nearly twelve thousand years of human history in this area has left a rich heritage. The Lakeland Łęczyńsko-Włodawskie lies within the zone where three national borders meet: Polish, Ukrainian and Belorussian. As far as environment and landscape are concerned the axis of this land is the river Bug – an ecological corridor of international significance.

This region has preserved a unique, still vibrant and vivid image of multicultural co-existence. For centuries Polish, Russian (Ukrainian and Belorussian), Lithuanian and Tartar cultural influences have clashed. In the sixteenth century this ethnic mix was joined by the Jews and since that time – for over 400 years – the history of the nations inhabiting this land and belonging to 5 different religions: Catholicism, Eastern Orthodox Church, Judaism, Islam and Mahometanism has created a unique atmosphere of cultural border zone [Chmielewski 2000].

The cultural and historical conditions of the Lakeland Łęczyńsko-Włodawskie are influenced by monuments found both in towns and in villages. On the Polish side of the Bug River the most valuable assemblages of historical and cultural monuments are located in four towns. In Parzew it is, e.g., a church bell tower (dating back to the first half of the eighteenth century) made from larch, in Uhrusk a catholic church (from 1676-78), in Łęczna – St. Mary Magdalene Church (from 1618 – 1663) and in Włodawa, where we can observe many various monuments. Etymologically the origin of the town's name stems from an old Polish name Włodek or Włod, or from the river Włodawka [the Association of the Friends of the Włodawa Land 2005]. Włodawa received town privileges in the sixteenth century. Its borderline location led to its national and religious population mosaic being a mirror image of the First Polish Commonwealth. Quite numerous were Orthodox Christians possessing two churches, and after the Union of Brest there appeared Greek Catholics. For a few dozen years in the seventeenth century, through the ownership rights to the town of Włodawaby a very well-known protestant family of the Leszczyński, the town was a vibrant centre of Calvinism [Nadratowski, 2003]. In the following centuries it changed hands (owned by LudwikPociejowy, the Flemmings, the Czartoryski family), until the middle of the nineteenth century where the properties in Włodawa were taken into possession by the Zamojski family. The second World War decimated half the town's population, including a large part of the Jews (in 1858 1673 Christians and 4304 Jews were recorded). Presently the town is inhabited by Greek Catholics and Roman Catholics.

In a relatively small space Włodawa gathers monuments testifying to religious diversity. The most valuable cultural monuments which have been preserved are:

1. The synagogue complex – The Great Synagogue, the Lesser Synagogue, the Qahal House.
2. St. Louis Church – Roman Catholic parish church.
3. The Holy Mary Birth Eastern Orthodox Church Eastern Orthodox Church.
4. St. John the Almoner Church in the town of Olchówek – the former Agustin parish church [Olszewski and Szczygieł 1991].

The cultural monuments of Włodawaare not only the ones connected with sacral culture. Martyrological sights are to be included here, as exemplified by the Museum of the Former Nazi Death Camp in Sobibór [our own research 2012].

A commercial complex in the town centre, called «the Quadrangle» – in Poland it is a unique example of stall rows and butcher's counters from the period of Baroque. It was erected in a square-shaped layout with a spacious quadrangle in the middle, accessible through two entrance gates. It is a building devoted to commerce, showing architectonic and development solutions rarely found elsewhere [our own research 2012].

The Lakeland Łęczyńsko-Włodawskie is a region where not only in towns but also in many villages one can still find traditional Polish wooden cottages and farmstead buildings, sometimes very characteristic wells with a wooden crane can also be seen. The countryside possesses qualities valuable for tourism, qualities unique and unavailable in the urban environment. [Sikorski, Wolak, 2008]. A very good example is furnished by the commune Uścimów where one can explore both historical and cultural monuments, illustrating their uniqueness. Uścimów – precisely the village StaryUścimów, boasts of its 500-year-long history. Uścimów was officially first featured in historical records in 1530, although in archeological works we will find information that the first mention of this settlement dates back to 1442 when the village was recorded as «Vscimow» [Brylak-Szymczyk 2002b; Guz et al. 2006].

In the area of the Lakeland Łęczyńsko-Włodawskie there are also villages where less known but nonetheless beautiful monuments of cultural heritage have been preserved.

Only in two villages – Bukowski Las and Zawadówka, can one admire preserved wooden windmills, although in mid-eighties of the twentieth century there were around 10 of them in the area of the Lakeland Łęczyńsko-Włodawskie. The village Hola is the site of the Open Air Museum of Polesie Village, beautifully located next to a wooden, landmarked Eastern Orthodox church, still open for worshipping. The Eastern Orthodox church fairs which are held here are especially well-known. In a village Wola Wereszczyńska, near the border of the Polesie National Park, another open air museum is being planned. In the Museum and Training Centre PPN in ZałuczStary a Regional Chamber was organized, where many valuable exhibits have been collected to show everyday work activities of the inhabitants of the Pojezierze /Lakeland/ Łęczyńsko-Włodawskie in the first half of the twentieth century. [Chmielewski, 2000].

Regional folklore traditions are supported by organizing a range of cultural and athletic events. In the area of the Lakeland Łęczyńsko-Włodawskie the best-known cultural events include the international folklore festival «Folklore Summer in Polesie» and the Festival of Three Cultures» in Włodawa.

Włodawa is one of 200 towns in the world which, under the aegis of CIOFF, hold folklore festivals, among others «Polish Summer with Folklore» – this festival has gathered so far over 100 bands from nearly 50 countries from all the continents. Stemming from the local traditions was the idea of «The Festival of Three Cultures». This festival is a continuation of over a dozen chamber music concerts organized previously by the Museum of the Lakeland Łęczyńsko-Włodawskie. It carries out an ecumenical program of protection, education and promotion of local traditions of cultural borderline, tolerance and co-existence of Catholics, Orthodox Christians, Protestants and followers of Judaism. Hence this event is an offer and presentation which complements the tourist offers for numerous visitors doing sightseeing in the area of Włodawa [Bem and Podlewska-Bem 2002]. The area in question provides excellent conditions for pursuing adventure tourism. Starting from hiking along forest paths, along river banks or bogs, through horse riding, cycling and finally sailing and windsurfing. Moreover in all the lakes fishing is possible (all year round) because water bodies are rich in fish, and given the availability of shoreline, also sunbathing and swimming [our own research 2012]

3. The analysis of agritourism value of the lakeland łęczyńsko-włodawskie in the light of survey data.

3.1. *Research methodology.* The survey research regarding the touristic offer of the region was conducted from 01.08 to 15.10.2012. The survey covered 16 agritourism farms functioning within the Lakeland Łęczyńsko-Włodawskie, and their selection was facilitated by an Internet database [www.agroturystyka.aset.elk.pl]. The next survey regarded social perception of agritourism and prospects for its development. Anonymous questionnaires were handed out among randomly chosen 120 adult inhabitants of the rural areas of the Lakeland. In this work also the values of the natural environment were assessed on the basis of scientific

Table 1

The reasons for embarking on agritourism activities – average for analysed farms

Itemized as	% R
Low income from farming	35
Unused accommodation space	28
Free time	50
Others:	
– attractive countryside (forest, water bodies)	23

Table 2

Facilities situated near analysed agritourism farms – average for analysed farms

Itemized as	% R
Wildlife sights	50
Lakes, reservoirs, ponds	100
Other historical monuments (listed churches, old buildings, etc.)	100
Tourist hiking trails	83
Tourist cycling paths	75
Pitches, tennis courts	50
Sports and tourist equipment rental shops	40
Others	17

publications, overview articles and our own observations made in the area of the Lakeland. In the tables the replies of the respondents have been presented (their percentage) because the questions included in the questionnaire were multiple choice ones.

3.2. *The assessment of the results.*

The main reason for undertaking agritourism enterprises in analysed farms has been shown to be free time at the disposal of farmstead inhabitants. An important stimulus to embark on this activity was also low income from the current mode of occupation and the desire to obtain additional earnings. The next motivation was unused accommodation resources and attractive setting of farms located near forests, rivers and lakes.

An immense advantage of the farms in question is their localisation near lakes, ponds, reservoirs and also near various historical objects, i.e. listed churches or old buildings. There are numerous hiking trails and cycling paths for tourists. Wildlife sights and supply base for doing various sports (pitches, tennis courts, sports and tourist equipment rentals) are not as numerous. Horse riding trails are fairly rare.

The most popular services offered to holiday makers include: opportunity for picking fruit and vegetables and guided tours around the countryside. Renting bikes and sports equipment also enjoys great popularity. Learning to bake and make preserved food, farm work, horse rides or carriage trips are not so prominently on offer. What is interesting there is a possibility of acquiring babysitting services only on one farm.

Other services include:

- possibility of staying with one's pet (e.g. cat or dog);
- organizing kayaking weekends (sailing down the Bug River from Drohiczyn to Nura);
- swimming cows shows (possibility to participate in the daily activity of driving the herd across the river).

Table 3

Facilities situated near analysed agritourism farms – average for analysed farms

Itemized as	% R
Babysitting	17
Bakery and preserved food preparation courses	35
Farm work experience (e.g. with livestock)	27
Renting bikes and sports equipment	50
Horse riding, horse carriage rides	33
Opportunity for picking fruit and vegetables	75
Guided tours around the countryside	67
Other	30

It follows from some publications [Chylek 2001] that agritourism constitutes one of more important elements of multifunctional development of the countryside in our country. This new form of agricultural activity is being developed particularly in regions showing unique environmental qualities, with the the Lakeland Łęczyńsko-Włodawskie obviously qualifying as such. Taking advantage of suitable natural conditions and original ideas for touristic offers farmers turn away from the traditional way of farming towards agritourism, or they combine both forms of agriculture. Frequently, undertaking agritourism forces a farmer to grow crops or raise animals in ecological ways and results in the farm's being able to offer healthy food apart from agritourism recreation.

This research shows that agritourism farms are quite often treated as »base camps» from which to set out towards sites of natural or cultural attractiveness. A great advantage of the Lakeland Łęczyńsko-Włodawskie is its forestation. As remarked by Kapuściński [1999] forests may equal landscape parks as regards touristic development and may prove to be a venue of skilfully conducted ecological education. One should, however, design tourist trails, educational routes and car parks as well as sites for temporary waste storing in a considerate way. In the author's view forests fulfil social functions too – they shape beneficial health and recreation conditions and they assist in the cultural development. However, continuous improvements in the regulations governing access to forests for tourism and further legislation are needed. Nature with the monuments of material culture, imbedded in it, create a harmonious entirety, as nature and culture, remaining in ancient symbiosis, mutually interweave and complement each other.

Kwiatkowski et al. [2007] having conducted research in the area of the Lakeland Łęczyńsko-Włodawskie noticed that a considerable obstacle and hindrance to undertaking agritourism in this location is a prominent seasonality of tourist traffic. Although the conditions for hosting visitors all year round are present, agritourism comes to a standstill as summer months finish. In as many as 60% of surveyed farms rooms are booked from May to September while 40% provides an offer all year long. It does not go hand in hand with visitors' arrivals. The greatest number of agritourists come to the area of Włodawa Commune from May to September. It stems from the fact that the greatest attractions of the region are the ones of natural beauty, i.e. lakes and forests, which are at their best in summer.

Apart from the natural environment an important asset enhancing the growth of agritourism in the area of the Lakeland Łęczyńsko-Włodawskie is its wealth of cultural resources. Within the analysed area the following monuments and landmarks can be found: the Museum of the Lakeland Łęczyńsko-Włodawskie, Jewish synagogues, the Museum of the Nazi Death Camp in Sobibór, numerous sacral monuments (churches, chapels and Eastern Orthodox churches), regional cultural objects spread in a number of towns [Kwiatkowski et al 2007].

The downside of the development of agritourism in the analysed area is a low level of infrastructure in rural areas. It causes not only delays in developing tourism entrepreneurship but also a slowdown in the general economic life of the region. Both foreign and domestic investors focus their attention primarily on areas with a well-developed road and utility network [Scientific Yearly 2000, Kwiatkowski et al. 2007].

As shown by this research, the main motivation for setting up an agritourism business still lies in economic considerations (an opportunity to improve a farmer's finances). The remaining reasons result from resources already available at a given farm (buildings, livestock, garden, orchard), and most of all from the natural attractiveness of the neighbourhood. These findings are in accord with the observations by Kwiatkowski et al. [2007], who also note that the type of agritourism offer in the Lakeland Łęczyńsko-Włodawskie is largely uniform and

is based mainly on cultural and natural attractions, and to a lesser degree on farm holders' own invention.

The modern tourist is increasingly demanding and seeks new attractions. Hence apart from being provided with accommodation in a picturesque countryside, fresh air, peace and quiet the agritourist wishes to develop their interests, acquire new skills, discover culture, customs and local folklore and on top of that actively participate in village life [Kępka and Kwiatkowski, 2008].

The outcome of the survey research conducted in rural communities of the Lakeland Łęczyńsko-Włodawskie shows considerably varied views of the respondents on the growth opportunities for agritourism. The majority of the surveyed interviewees notice positive aspects of this kind of entrepreneurship and even do not preclude undertaking it on their own farm. In practice, however, the interviewees perceive a number of drawbacks in agritourism business. The main reason is the paucity of financial resources, fear of being unsuccessful, lack of trust towards strangers (potential agritourists) and lack of belief in the possibility of obtaining subsidies (from local authorities or the European Union) for such an enterprise. The majority of interviewees notice the advantages of the Lakeland Łęczyńsko-Włodawskie (forestation, water bodies, sights), but, which is interesting, they express critical opinions of tourism opportunities and the natural environment of their hometowns. What follows from this is that the inhabitants of the countryside can see only the touristic and cultural resources which have a well-established position and reputation (already existing agritourism farms, widely accessible natural attractions, historical heritage), but they are sceptical about their own commitment, invention and possibility of changing cultural life in the country, aesthetic and architectural improvement of a town's landscape.

A positive factor in the development of agritourism in this area is the increasing participation of foreigners in the number of visitors (altogether nearly 20%), including those from borderline regions of Ukraine and Belarus (table 4).

Wiśniewska [2008] notes that the Lakeland Łęczyńsko-Włodawskie belongs to regions possessing a large tourism potential. It is characterized by the only lakes in Poland located beyond the reach of the last glaciations. Moreover there can be found a varied terrain relief here, from monotonous in the north to uplands in the south, which enhances the recreational value of this area. The large number of water bodies predisposes this land to be a venue for doing water sports (water skiing windsurfing, kayaking).

Conclusions. The Lakeland Łęczyńsko-Włodawskie is a region with special predispositions to developing tourism. The decisive factor is a unique, for Europe, natural conditions (high forestation density, abundance of lakes, rare species of fauna and flora), as well as interesting cultural heritage (the area's location in the contact zone of various cultures and religions) and cross-border localization (Poland-Ukraine-Belarus).

Table 4

The percentage structure of visitors in agritourism farms in the Lakeland Łęczyńsko-Włodawskie with regard to nationality – average for analysed farms

Itemized as	% R
The Polish	80.2
The Ukrainian	8.9
The Belarusian	2.4
The German	4.2
The Russian	3.1
Other nationalities	1.2

Apart from well-functioning mass tourism in the Lakeland Łęczyńsko-Włodawskie agritourism is of considerable importance on account of its affordability when compared with commercial forms of recreation, fashion for spending free time in this way, cleanliness of the natural environment, wildlife and cultural qualities, numerous tourist trails and original way of recreation.

Agritourism in the Lakeland Łęczyńsko-Włodawskie is as a rule organized in close connection with environmental and cultural values of this terrain. Without such resources the status of agritourism would be much lower here, as an original idea for a recreational offer consisting in just staying on a farm does not ensure satisfactory flow of tourists and, which is closely related to it, does not guarantee economic profitability.

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Квятковський Ц.А., Мацяж П. Розвиток агротуризму в транскордонному регіоні з огляду на природні та культурні цінності.

Представлений розвиток агротуризму у транскордонному регіоні (Польща–Україна–Білорусь), а саме в місцевості Ленчинсько-Влодавське Приозер'я. Цей регіон є місцем переплетіння дуже важливого функціонально-природного потенціалу, а саме: долина ріки Буг, водно-болотні угіддя Полісся та краєзнавчий Собіборський Парк. Річка Буг є своєрідною краєзнавчою віссю в цій місцевості, а також екологічним коридором, який має міжнародне значення. Цей регіон характеризується унікальним і чітким поєднанням багатьох культур. З давніх-давен тут формувалася польська культура, руська (українська, білоруська), литовська, татарська та єврейська. Результати опитувань,

проведених в агротуристичних господарствах Приозер'я підтверджують той факт, що щораз більше іноземних громадян відвідують цю місцевість із туристичною метою. Цей прогноз є позитивним, оскільки завдяки відповідному впровадженню та вдосконаленню пропозицій агротуристичних господарств на законодавчому рівні, можна збільшити потік туристів із східних прикордонних територій Польщі, а саме з України та Білорусі. Природні та культурні цінності Приозер'я сприяють розвитку агротуризму, який дає можливість покращення бюджету господарств на всій транскордонній території. Так звана «мода» на агротуризм є альтернативою з точки зору комерційного туризму. Ключові слова: агротуризм, прикордонна територія, культурні цінності, природні цінності.

Квятковский С.А., Мацяж П. Развитие агротуризма в трансграничном регионе с точки зрения природных и культурных ценностей.

Представлено развитие агротуризма в трансграничном регионе (Польша – Украина – Беларусь), а именно, в Ленчинско-Влодавском Приозерье. Этот регион является местом пересечения очень важного функционально-природного потенциала, такого как: долина реки Буг, водно-болотные угодья Полесья и краеведческий Собиборский Парк. Река Буг является специфической краеведческой осью в этой местности, а также экологическим коридором, имеющим международное значение. Этот регион характеризуется уникальным и четким сочетанием разных культур. Здесь издавна формировались польская культура, а также культура Руси (украинская, белорусская), литовская, татарская и еврейская. Результаты опросов, проведенных в агротуристических хозяйствах подтверждают, что все больше иностранных граждан приезжают в этот регион с туристической целью. Этот прогноз есть позитивным потому, что при соответственном внедрении и усовершенствовании предложений агротуристических хозяйств на законодательном уровне, можно увеличить поток туристов из восточных приграничных регионов, особенно из Украины и Беларуси. Природные и культурные ценности Приозерья способствуют развитию агротуризма, который дает возможность улучшить бюджет хозяйств на всей трансграничной территории. Так называемая «мода» на агротуризм является альтернативой с точки зрения коммерческого туризма.

Ключевые слова: агротуризм, пограничная территория, культурные ценности, природные ценности.

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