

***Analysis of needs of the residents of Wrocław and
the surrounding municipalities on touristic products
connected with open grounds in the Wrocław
Metropolitan Area / WROM /***

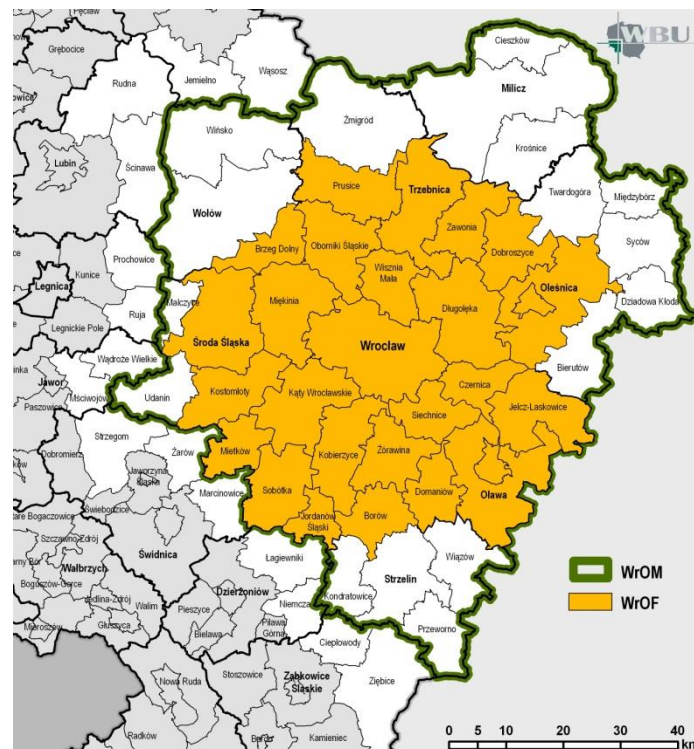
Resume

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The area of this analysis prepared in the frame of City Regions project is Wrocław Metropolitan Area. It consists of the urban municipalities (3): Wrocław, Oleśnica, Oława, urban – rural municipalities (9): Trzebnica, Środa Śląska, Prusice, Oborniki Śląskie, Brzeg Dolny, Kąty Wrocławskie, Sobótka, Siechnice, Jelcz – Laskowice, rural municipalities (15): Oleśnica, Oława, Żórawina, Kobierzyce, Kostomłoty, Miękinia, Wisznia Mała, Długołęka, Czernica, Zawonia, Dobroszyce, Domaniów, Borów, Jordanów Śląski, Mietków. The spatial scope of the study is presented in the following map.

Map 1. Terrain of Wrocław Metropolitan Area and Wrocław Functional Area.



Source: The Regional Office of Urban Development in Wrocław currently Territorial Development Institute in Wrocław.

The study consists of two stages: analysis that presents this area in terms of tourist attractiveness and part of the research on the needs of the residents in the area in active recreation including the use of touristic routes.

The analysis ends applications and guidelines for the development of a network of touristic trails and touristic infrastructure on trails in the area of Wrocław Metropolitan Area.

Comparative analysis of tourist attractiveness of the municipalities Wrocław Metropolitan Area will be done on the basis of three criteria: tourism potential, tourist

infrastructure and availability of communication allowed to formulate some strengths of the study area such as:

- The great diversity and conservation value area of WROM
- Extensive river network which might be potentially an equipped touristic and unique in Poland
- = A large number of monuments potentially available to tourists
- Number and diverse accommodation Wrocław, and large touristic movement in the city
- Very good network of a variety of hiking trails within the massif of Mt. Ślęża
- Two important international bike trails, running through the area that could be the backbone of the system of bicycle trails in area of WROM
- A large number of water trails for the potential development with an unique nationwide system of Wrocław Floodway System
- High availability communications for traffic almost the whole area of WROM

This analysis also identify weaknesses:

- There is not enough water reservoirs for water recreation, including bathing areas
- Condition, ownership and lack of availability for tourists many historic buildings especially in the west of Wrocław
- too little and poor infrastructure beyond the hiking trails of Mount Ślęża Massif
- lack of development of canoe routes with the exception of the Oder trail
- Insufficient amount of accommodation beyond the city of Wrocław
- Insufficient number of tourist information centres on the area including areas of concentration of touristic movement.

Then, in the framework of the research strategic documents of this area in the field of tourism were analyzed with the main and basic, which is Updated Tourism Development Programme for Lower Silesia with three annexes Subregional Conceptions of development touristic products on Lower Silesia. These areas include the area WROM's municipalities and these documents are being annexed to the document at the regional level were also adopted as strategies for the development of tourism in these municipalities.

Despite the recognized large number of very interesting projects and plans for the development of a network of touristic routes in the area of Wrocław Metropolitan Area municipalities only individual have been achieved. This was despite the fact that during the public consultation policy makers raised the importance of the

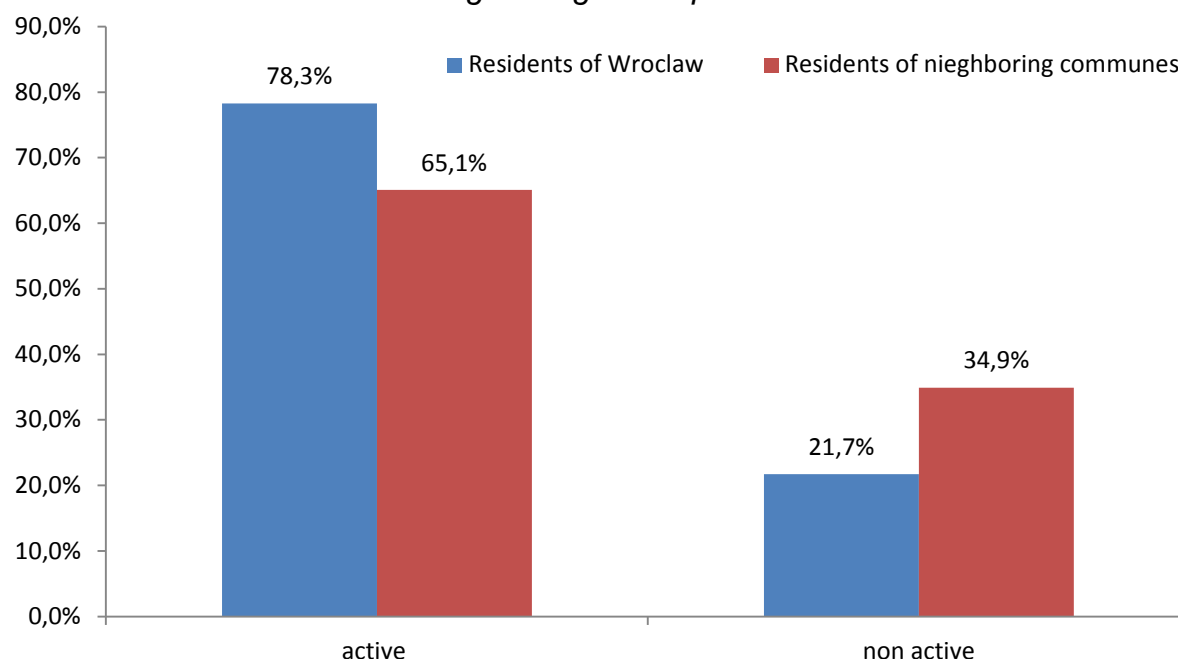
development of touristic routes and in spite of a relatively simple project documentation and low capital intensity of the proposed projects

The analytical part was an introduction to the research part, the main objective was to identify the needs of the residents of Wrocław, and four municipalities in WROM (Kobierzyce, Miękinia, Wisznia Mała, Czernica) in the field of daily active leisure: one day (including the weekend) and a few hours with the use of hiking, cycling, horse riding and water trails for further development these in the open space and green area of WROM's municipalities.

In order to achieve the main goal research method was applied: the method of direct interview with using a paper questionnaire in PAPI system. Population researched were residents of: Wrocław, Kobierzyce, Miękinia, Wiszna Mała, Czernica, with a total number of 684 442 people. Due to the fact that the studied phenomenon is strongly determined by such factors as age stratified sample was used and the sampling frame is divided into sub age groups in proportion to the characteristics of the researched population (respondents aged 0-18 years, 18 - 65, over 65 years of age). From each group respondents were chosen at random. The sample size was estimated at 384 interviews for the city of Wrocław, and 381 for the other municipalities, which ensures maximum error of 5%. Achieved compatible with the objectives of the research sample and therefore can be concluded that the research are representative.

The main issue in the studies was to identify how many of the inhabitants of Wrocław Metropolitan Area is interested in active rest and enjoy from it. Residents of Wrocław Metropolitan Area has a strong interest in active leisure. Greater for residents of Wrocław - 78.3%, but also the inhabitants of neighboring communes interest was high at almost 65%. This proves the fact that the population of Wrocław Metropolitan Area is relatively homogeneous.

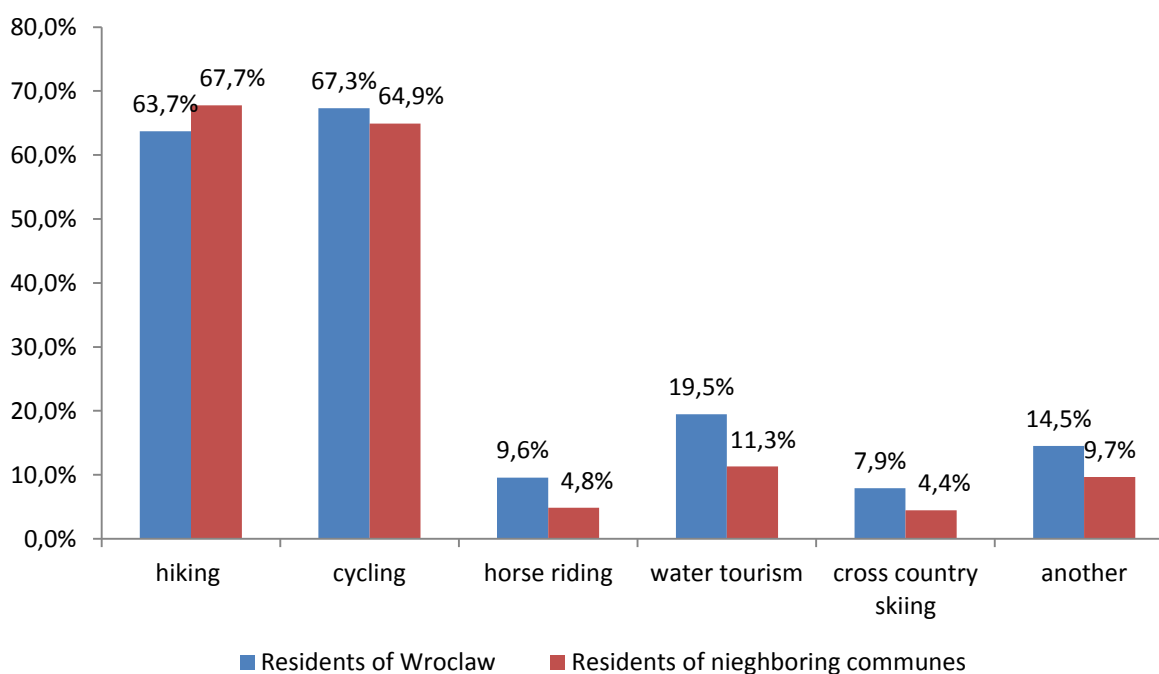
Figure 1 Preferences residents WROM in the field of active holiday in the division for residents of Wrocław and the neighboring municipalities.



Source: Own study based on the own research

Respondents defines the way an active rest. It looks as follows.

Figure 2. Preferences of WROM's residents in the field of active rest in the division for Residents of Wrocław and other neighboring communes



Source: Own study based on the own research. Respondents could choose more than one answer

The most common form of active rest among the inhabitants of WROM is cycling and walking (nearly two thirds of indications in both cases). The inhabitants of Wrocław also use water recreation opportunities, nearly every fifth respondent chooses this option. Also draws attention to the relatively large interest in tourism ski speed

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Important from the point of view of the created trail network was to identify whether the use of active tourism takes place in the commune in which the place of residence or outside.

Nearly all respondents selecting location preferenced hiking area of the commune which is their place of residence, more than a third, hikers also are active outside his own communes, but within the Wrocław Metropolitan Area. More often for hiking outside the WROM decide residents of Wrocław.

Similarly also examined cycling tourist's goals. The results were similar to the activity of hiking tourists to the fact that nearly half of the population WROM is interested in exploring the neighboring communes.

Wrocław's residents enjoying water tourism opportunities in nearly 60% use this option within the city also use 40% of the waterways within the Wrocław Metropolitan Area.

Then the goals of the chosen places for recreation are diagnosed in broken down into its types.

Character of chosen places for hiking differs significantly in both groups, depending on the availability of recreational areas. Residents of Wrocław mostly walking in the parks / 100% of respondents and / riverside areas also like to ride and walk in the woods. Residents outside of Wrocław mostly choose for walking the surrounding woodland and meadows.

In the case of cycling tourists obtained similar responses residents of Wrocław prefer parks and riverside areas, while residents neighboring communes wooded area and meadow.

The next question was to recognize the criteria for the selection of places of recreation.

In the case of walking recreation for the inhabitants of Wrocław Metropolitan Area is the most important natural environment /32,6%/ indications. Equally important criterion of walking rest is a landscape. Almost every fourth respondent pointed out as the most important criterion. Existing footpaths were the most important criterion for 7% of people decide to walking holidays.

Among the main criteria for the selection of cycling was pointed out on the environment /27,3%/, then landscapes /17,0%/. However, as is often pointed out that the infrastructure of bicycle routes /16,1%/ and its network /14,5%/.

Others are the main criteria for choosing the place of water recreation. The most important criterion is the availability of equipment, and the possibility of the renting boat is the most important criterion for 29,4% of the respondents. River Landscape, as the most important criterion was indicated by 23,9% of respondents. A very important criterion for the choice of place for water recreation for the respondents was also the natural environment (17,4%). For every tenth respondent - existing routes.

Similar results were obtained in the case of the most important criteria for the choosing of recreational riding. Definitely the most important criteria are the existing horse stables, where you can hire an animal /more than 35,7% of respondents identified this as the decisive criterion/, another important criteria is the space in which recreation takes place, therefore, environmental and landscape qualities /in about 21% of responses/.

Respondents have identified nature of the preferred areas of recreation divided into types of recreation. This analysis allows the identification of recreational areas and an indication of flows of touristic movements.

The main areas of recreational hiking for WROM's population, is the city of Wrocław with parks and the area of the Big Island. The main destination for hiking outside of Wrocław is Ślęza and Sobótka, and Trzebnickie Hills /Cat Mountains/ in Trzebnica a lot of people paid attention to the Beech Forest as a favorite hiking area. It has been observed following the directions of movement Czernica's inhabitants towards the commune of Jelcz - Laskowice, residents of Kobierzyce towards Sobotka and Kąty Wrocławskie, Inhabitants of Wisznia Mała towards Trzebnica, inhabitants of

Miękinia towards the Oder and Środa Śląska. It can be seen therefore centrifugal movement of the center of the Agglomeration.

Similar are also the main areas of cycling recreation. According to the respondents, over ¼ of the most bicyclers choose Wrocław. The largest number of people in this group pointed to the Oder riversides and the Big Island, as preferred their area of cycling. Less than in the case of hiking, they benefit from the massif of Mt. Ślęza. We can make a similar observation here as in the case of hiking movement, directions of movement flows are similar.

From horseback riding respondents most frequently benefits in Magnice, Krzyżowice and Wrocław.

Popular choice area for water recreation is Wrocław and Wrocław Floodway System, more than one third of respondents active in the field of water tourism pointed out for Wrocław. Among the other most frequently indicated areas of water recreation are: Mietków, Oborniki Śląskie, Bystrzyca Valley and Widawa Valley and Port Uraz in the commune of Oborniki Śląskie.

Respondents also pointed the potential areas of recreation they would like to rest, but the area is not prepared for this, among others, by insufficient infrastructure and network of trails.

Most indications are related to the city of Wrocław, as a potential place of hiking recreation, then Sobotka about 6% /there are significant differences in the density of the network of hiking trails in the massif of Mt Ślęza and the rest of area of commune/, Długoleka and Trzebnica. The lack of connection between places of residence and places of recreation was mainly pointed.

Similarly, are seen potential areas for recreational cycling, after the necessary investments and connections recreation areas with areas of residence. Residents WROM willingly go on bicycle trips to the commune Brzeg Dolny in the Valley of Bystrzyca and Mietków, Trzebnickie Hills and Ślęza Massif .

The respondents also specifies areas of with insufficient infrastructure, in the vast majority they coincide with those for which it was pointed out the lack of network routes. In general, respondents have determined that the everywhere lack even the most basic infrastructure.

Respondents also specifies model of theirs everyday recreation, including length of trip. In the case of walking recreation outweigh short stroll to one hour or less, nearly half of the respondents indicated the length of the rest walking, but also

more than one third indicated that on average going for walks than two hours, a large part of this group indicated that the average duration of rest pedestrian lasted more than 4 hours, so rather, about hiking. Nearly a third of respondents selected on walking holidays once a month but also a large group because every fifth use of the potential for active recreation more than once a week.

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The average length indicated by cycling resting is longer than that of the walking ones. Cyclists also are more frequent users of leisure activities than hikers. Number of them ride a bike more often than once a week or once a week.

In the case of water recreation 51,9% of respondents use the canoe trails about one hour but also a large group of 39,4% over two hours, in practice it is a length of about half a day.

Respondents using active leisure opportunities in all its forms in 63.2% go with group is usually a family.

Respondents in most of their hiking tours do not use the transport /70,9%/, Nearly half declares use their own means of transport. The vast majority of the participants cycling trips do not use transportation.

This is the model of active recreation for residents of Wrocław Agglomeration Area. The vast majority benefits from this way of spending free time. Among the inactive minority main reason for the lack of tourist activity is the lack of time /71,9%/.

In addition residents research were also carried out among employees of the tourism sector operating in the area of Wrocław, and four communes of WROM. The pool was 100 persons interviewed by telephone. The research results confirm the research among residents of WROM.

In the summary some recommendations were made:

- Restore and modernize the yellow trail around Wrocław, in its course it is attractive and it connects areas of high value in tourism
- More specifically connect well marked hiking trails in the higher parts of the Massif Ślęza with Wrocław existing blue trail from the Wielki Muchobór is neglected and unknown, it would be worthwhile to consider also another connection from the direction of Wrocław Kobierzyce /Bielany Wrocławskie/ respondents indicated such a great need.
- It is necessary to reconstruction and better signing of hiking trails in the Valley of Bystrzyca
- Connecting the hiking route on the meridional course from Wrocław to Trzebnickie Hills using the values of the Protected Landscape Area of Wisznia Mała
- The system latitudinal network of hiking routes should be based on the trail of the Saint James route existing in course along the Oder River, the trail is now only marked with simple shell of St. James.
- The network of bicycle routes should be based on two with international importance EuroVelo No. 9 on the course meridional and also Oder River Trail with latitudinal course, both require further investment is restored currently Eurovelo No. 9 in the northern part of the WROM
- Should be planned and created a cycle route around Wrocław ring road in a similar course to the hiking yellow route using the bike trails of Mt Ślęza Massif.
- It would be necessary to create and develop liaison routes in the commune of Wisznia Mała from Machnice towards Trzebnica from Kamieniec Wrocławski towards commune of Czernica, from the Szewce in the direction of Oborniki Śląskie sign routes in the eastern part of the municipality Miękinia towards Środa Śląska, and in Kobierzyce to Bielany Wrocławskie, Ślęza and Galowice towards Sobotka. The need to create such connections has been repeatedly indicated by the respondents.
- In the area of the city of Wrocław should be more closely link the Psie Pole district with the area of Park Szczytnicki and Big Island. The network of cycle paths Wrocław, although its length does not be consistent. This also applies to the area explored by the tourists visiting the city.
- An essential point is to create the necessary infrastructure almost everywhere on bike routes. For tourists visit the city would also be important to increase the

availability of rental bikes. The urban bike is not really available to tourists through its long registration procedure.

- In the field of water routes is essential to create the necessary infrastructure from the basics. In the case of the Odra river, there are one good cases for the creation of this type of infrastructure such as Port Uraz, Zatoka Gondoli in Wrocław. For other water routes used as canoe trails there are no any facilities.

- In the first step of plan developing of infrastructure on Bystrzyca and Widawa. These two rivers are the most popular for canoeing. This should be done as soon as possible, remembering that water recreation is increasingly popular among residents of Wrocław Agglomeration.

- For recreational horse riding, there is no marked trails for horseback, despite the potential horse riding centers in the analyzed area. Horse trails should be short, because of dense transportation network.

- should also be created plan the use of hiking and biking trails in the winter season for the cross country ski recreation, the research found a high need and expectations of the residents in this area, especially for residents Wiszna Mała, Wrocław and Kobierzyce for such activity.

All presented recommendations are an expression of the identified needs of residents WROM in the course of research. The need for active recreation in this population is very high. Respondents declare that increase, after investment in trails.