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Recreational and Tourist Qualities of Submontane Resorts Within the Cracow Metropolitan Area

Hanna Hrehorowicz –Gaber¹

¹ University of Technology; Faculty of Architecture; Institute of Cities and Regions Design; Warszawska Street 24; 31-155 Cracow; Poland

hanna.hrehorowicz@interia.pl

Abstract. The metropolitan area is a zone where the process of focusing on and concentrating around the central city is discernible in all aspects of residents' lives and functioning of smaller towns. The population and businesses within the zone closest to the metropolitan centre are directly dependent on the main urban core, but as the distance grows, new internal links are created between satellite towns, yet they always remain with the impact zone of the agglomeration. Tourism and recreation are at the top of the list of available services, so the discussion on the future of small towns in the Cracow Metropolitan Area must focus on this branch of business activity. The concept of the metropolitan area has been present in our legislation for more than fifteen years now, and the area is determined and modified following the principle that it must be continuous and dense, the maximum distance from the centre of the metropolis to its outskirts must not exceed 50 km, i.e. on the average – the isochron of an hour's drive by car from the centre to the outer boundaries, and the principle of single affiliation, which says that one commune may be a part of only one metropolitan area. All the above principles apply to the Cracow Metropolitan Area, which is reflected inter alia in the change in land use forms and the increase of the land development density. Urban spaces which grow in the shadow of a metropolis copy and transfer patterns of functioning and living from a big city to small towns, which may – in consequence – lose their identity. Małopolskie Voivodeship, including the Cracow Metropolitan Area, 26% of which is made up by the Cracow agglomeration, is a region characterised by a complex ownership structure and varied land configuration, the latter adding to its tourist and recreational qualities. Towns of submontane character are situated in the southern part of the Cracow Metropolitan Area, in the poviats (counties) of Myślenice, Wadowice, Bochnia and Wieliczka. The most interesting submontane towns within the influence zone of the Cracow Metropolitan Area and – at the same time – the ones which best characterise the problem of spatial structure transformations resulting from tourist services are, among others, Lanckorona, Lipnica Murowana, Nowy Wiśnicz and Łapanów. Analysis of the existing conditions and spatial transformations, as well as the adopted vision of development of the above-mentioned towns, are the grounds on which we may determine the trends in the development of their spatial structure, changing to keep up with the tourist services sector. Development of tourism will contribute to preservation of the environmental assets, cultural heritage and identity, as well as to creation of new jobs. It will also give residents an opportunity to acquire an additional source of income.

1. Introduction

The metropolitan area term is found in many studies. It means an area where the process of concentration and focus around the central city is visible in all manifestations of residents' lives and the functioning



of smaller urban centres. In the immediate area, the population and economic entities are directly dependent on the main urban centre, and as the distance increases, new internal connections between towns are created, but they always remain in the zone of influence of the agglomeration. The directions of economic development are determined by three sectors, of which the service sector, where there is about 70% of the total number of employees, allows for rapid spatial changes and reduction of unemployment. Within the range of available consumer services, travel services are at the forefront, which is why the reflections on the future of small towns in the Cracow Metropolitan Area have focused on this branch of economic activity. The term of the metropolitan area has been functioning in legislation for over fifteen years and the area is determined and modified on the basis of the principle of continuity and compactness of the area, the maximum distance of 50 kilometres from the metropolitan centre to the boundaries of the area – that is, on average the hourly car drive from the centre to the outskirts, and the separateness rules which say that one municipality can only belong to one metropolitan area. This is also the case in the Cracow Metropolitan Area, which, among other things, is mapped in the changes in the forms of land use and in the increase in the intensity of land development [1]. In the shadow of the metropolis, the development of urban spaces leads to repeating and transferring patterns of functioning and living from a large city to small urban centres for which it may mean the loss of identity. The Spatial Development Plan of the Lesser Poland Voivodeship of December 22, 2003 set the range of the metropolitan area, which consists of: Cracow and 8 powiats. The Lesser Poland Voivodeship, including the Cracow Metropolitan Area, of which more than 26% enters the Cracow Agglomeration, is an area characterized by a complex and very diverse geological structure. Various geological units converge in nearby area of Cracow, each of which is characterized by specific features.

2. Determinants of development

Sub-mountainous villages in the Cracow Metropolitan Area (CMA) are located in the southern region in the powiat of Myślenice, Wadowice, Bochnia and Wieliczka. The most interesting and at the same time characterizing the problem of changes in the spatial structure under the influence of tourist services in the foothill towns of the Cracow Metropolitan Area coverage area include Lanckorona, Lipnica Murowana, Nowy Wiśnicz and Łapanów.

The connections of Cracow with the nearest zone are most strongly outlined in the isochrone of commuting to the population of the suburban area to work. The foothill towns located on the outskirts of the Island and Makowski Beskids have not yet experienced the expansion of a large city in such a strong manner as the less-attractive natural conditions of the northern part of Cracow, as this is the area for which Cracow is one larger labour market, apart from agriculture. The external area of the Cracow agglomeration, including the southern part, primarily performs residential, tourist and recreational functions. The services sector for them is a newly noticed basis for development and the possibility of improving economic conditions. The observed increase in the number of population in the discussed area indicates growing changes for improvement of the economic situation, as the growing demographic potential is considered one of the significant development factors. Development forecasts are more and more optimistic, however, the general decline in the number of births and the aging population will also affect the population size also in the vicinity of Cracow. Another factor increasing the population of the municipality in the vicinity of Cracow is the balance of internal and external migration (figure 1).

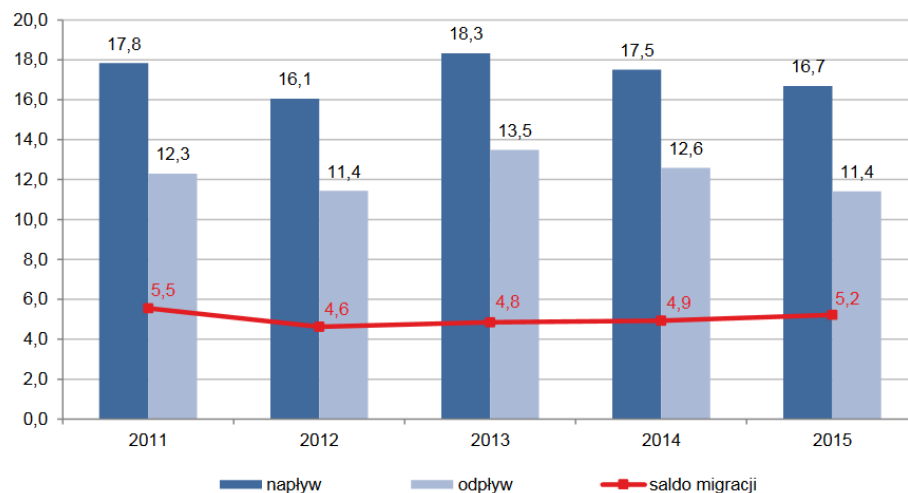


Figure 1. Internal and foreign migrations of population for permanent residence and migration balance in the Cracow Metropolitan Area. Source: Statistical Office in Cracow, prepared as “The Cracow Metropolitan Area in 2011-2015” p. 28

The basis of this phenomenon should be seen in the migration situation of the region and in the attractiveness of the location of the town within the agglomeration of Cracow. Such a social situation creates favourable conditions for natural economic development of the discussed area. “The Cracow Metropolitan Area stands out in comparison to the Lesser Poland Voivodeship with higher balance of internal and international migrations for permanent residence per 1000 population. In 2015, the ratio in the metropolitan area was 3.5 against 0.9 in the voivodeship” [2]. The current population structure shaped by demographic processes that have been implemented in the past is one of the important factors affecting their future performance. In Cracow and its surroundings, the number of post-working age population still prevails. However, this process does not occur identically in all centres being discussed (table.2). In Łapanów, population growth is calculated at about 2%, and in Lipnica Murowana at 3.4% for 2009, in Nowy Wiśnicz at 3.7%, in Lanckorona at 0.7 % in 2008 [3].

Table 1. Statistical summary of the data on population resources in the selected cities. Source: Statistical Office in Cracow “Statistical Local Government Vademecum 2010- 2016, [4][5][6][7][8].

Town	Powiat	Share in the powiat population [%]	Population in the municipality				Population density in the municipality residents/km ²			
			2008	2009	2013	2016	2008	2009	2013	2016
Lanckorona	Wadowice	3,8	5901	5913	6165	6148	146	146	152	152
Lipnica Murowana	Bochnia	5,5	5545	5570	5574	5601	92	92	92	93
Łapanów	Bochnia	7,4	7605	7666	7841	7934	106	107	109	111
Nowy Wiśnicz	Bochnia	12,8	13099	13167	13563	13759	159	160	165	167

The spatial structure of piedmont towns is subject to constant changes, which is best illustrated by the comparisons of the method and area of investment in individual centres from the period of market economy liberation, i.e. from the last decade of the XX century and the modern spatial development [9]. Analysing the accumulation of individual functions in the area of mountain resorts, one can notice the advantage of residential and service areas created in recent years being the tourist infrastructure and directly related to it. However, irrespective of development processes in small towns, permanent and unchangeable features of the structure can be distinguished, such as: clear boundaries, a clear scale of the city, a readable centre, picturesque location, building material used, streets shaped as urban interiors with irregular outlines, monumentality of many spatial systems and buildings, historical area that has an administrative role for the surrounding smaller estates. One of the basic methods of strategic analysis that makes it possible to present the results of the diagnosis of the socio-economic situation that forms the basis for development activities in the field of research are the SWOT analyses conducted on the occasion of creating development strategies in individual municipalities and powiats [10]. It should be assumed that analyses made for the piedmont towns of the metropolitan area of Cracow, based on the strategic areas, which refer to problem groups of the strategic balance of the entire metropolitan area of Cracow. One can risk the statement that the distinguished strategic areas of the analysis (economy, technical infrastructure, spatial and environmental aspects, human resources and social issues) concern the entire Lesser Poland voivodeship. Taking into account the strengths and weaknesses of individual urban centres and their immediate surroundings, modernization, improvement of technical and social infrastructure, increasing economic and tourist potential, and improving the quality of life of residents will directly reduce unemployment through the organization of new jobs and the quality of the environment. The achievement of the assumed goal, which is the development of tourism in the piedmont towns in the area of Cracow's impact, requires simultaneous cooperation of public and private entities. The potential of the mountainous municipalities is to a large extent based on landscape and environmental values, which is why a very important part of the development of the municipality and its tourist opportunities is occupied by sustainable development based on the agreement of all residents of the municipality, not only people directly interested in tourism development. All areas having a direct impact on the tourist potential of the municipality are equally important for the future of the town. The accommodation, catering, sports and recreation facilities, suburban agritourism, intangible and tangible cultural resources, and all companies providing tourism services in this area should be mentioned here. Spatial development in this area includes catering facilities, sports facilities, accommodation base with increasingly popular family holidays in private homes. In the era of growing interest in leisure and the development of the local tourism industry, a properly prepared and promoted tourist product is of great importance. It can create the basis for further tourism development and the interest of potential recipients in recreation and leisure in this area. A well-chosen and promoted tourist product is the foundation for the creation of tourist packages. The main product of tourism in the selected towns is the offer based on the historical heritage and the possibility of using the network of paths and tourist routes [11]. Thus, a special emphasis is put on the use of the natural environment and the possibility of active rest.

Small towns located in the Cracow Metropolitan Area in the piedmont zone were selected for the analysis of spatial structure transformations, in the range from 5 000 inhabitants, which area occupies up to 5.00 km² of the area, due to the fact that they correspond to the average model of a small town of the metropolitan area in southern Poland. The interrelationships generated by the central town and small centres between them are an important source of information about the demographic factor and spatial development of the area. Development takes place primarily based on services that determine the scale of the town, its area and number of inhabitants and users of urban space over time. The current area of the aforementioned towns, and more precisely their suburbs, has changed to a large extent due to the development of Cracow areas as weekend rest areas. In practice, any town that has a natural or artificial water body or is located in the immediate vicinity of the river is attractive in the summer season (table.2). The summer offer of the Cracow surroundings is not overly rich and varied in terms of attractions, such as golf, horse riding and shooting are provided by only a few towns. Winter recreation is also offered only by a few towns around Cracow. The most famous winter sports centres include Myślenice, the

villages of Siepraw and Podstolice. The rest of the offer is so small and fragmented that it can be ignored in the considerations. This situation allows piedmont towns to extend their offer of services with missing forms of recreation and sport.

Table 2. Analysis of the tourism infrastructure against the cultural and natural values of the selected piedmont towns of the Cracow Metropolitan Area. Source: Own study based on: Statistical Self-Government Vademecum 2011-2015 [4][5][6][7][8].

TOWN	average relative height of the municipality's location	number of addresses of tourist facilities on the municipality's website	catering facilities on the municipality's website	accommodation provided in 2016		tourist facilities in 2011 against the background		Basic tourist attractions and heritage resources			
	m. n. p. m.	number	number	poviat	province	poviat	province	river/bay	monuments	forest	sports equipment
LANCKORONA	500-550	9/11	3/3	3	41	2	35	+	+	+	+
LIPNICA MUROWANA	380-500	7/4	3/2	4	71	2	42	+	+	+	+
ŁAPANÓW	190- 300	8/7	1/3	5	83	3	49	+	+	+	+
NOWY WIŚNICZ	262-400	12/4	3/3	6	91	5	67	+	+	+	+

3. Examples of piedmont towns within the reach of CMA

Łapanów is a small town which area is almost completely covered by legal protection due to the biological diversity of the area (figure 2). Within its area, there are as many as 11 nature monuments (including one that is the green market dominant). The most attractive elements of the spatial structure of the town include historic buildings and complexes, such as: the manor and palace complex of Zbysniów, and the ruins of the castle from the beginning of the XV century in Wieruszyce. The most valuable monuments of Łapanów include the church bell tower of St. Bartholomew.

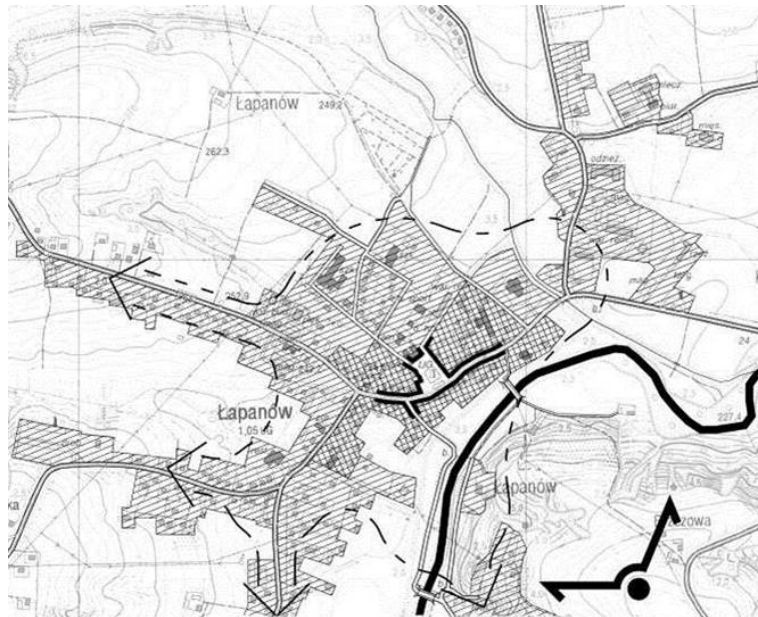


Figure 2. Łapanów – a scheme of transformations in the spatial structure. Source: author's own study

Nowy Wiśnicz is a very interesting place not only in terms of cultural, but also natural and scenic values (figure 3). Forest cover in the area of the municipality is around 26% and at the same time almost the entire area is covered by legal protection due to its unique character and high biodiversity. The most popular tourist attractions include the Monastery of Barefoot Carmelites currently serving a penitentiary function, which to a certain extent creates additional attractions for visitors, the Kmita and Lubomirski Castle, which oldest fragments originate from the XIV century. In the area of the town, there is also a significant amount of historic sacral buildings and the Manor House of Jan Matejko “Korzynówka”, which now houses the museum of his name.

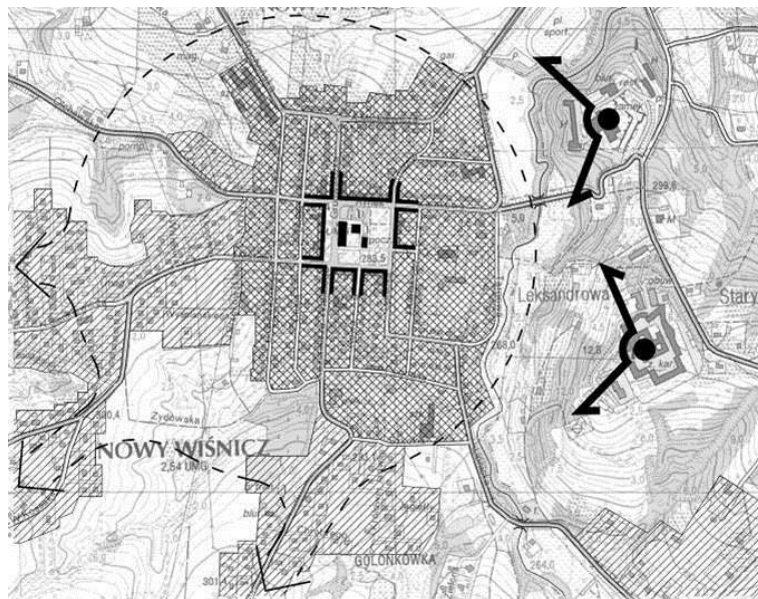


Figure 3. Nowy Wiśnicz – a scheme of transformations of the spatial structure. Source: author's own study

Lipnica Murowana is a small town within which there are many extremely valuable architectural monuments. One of the most unique is the urban layout with the historical urban tissue (figure 4). The unforgettable character of the town square in Lipnica makes it a popular place on the map of Lesser Poland. Lipnica Murowana itself is surrounded by the Wiśnica and Lipnica Landscape Part entirely within the limits of the municipality, covering the area of 143 km². However, the tourist and leisure offer of Lipnica Murowana is limited and almost without elements of promotion and information.

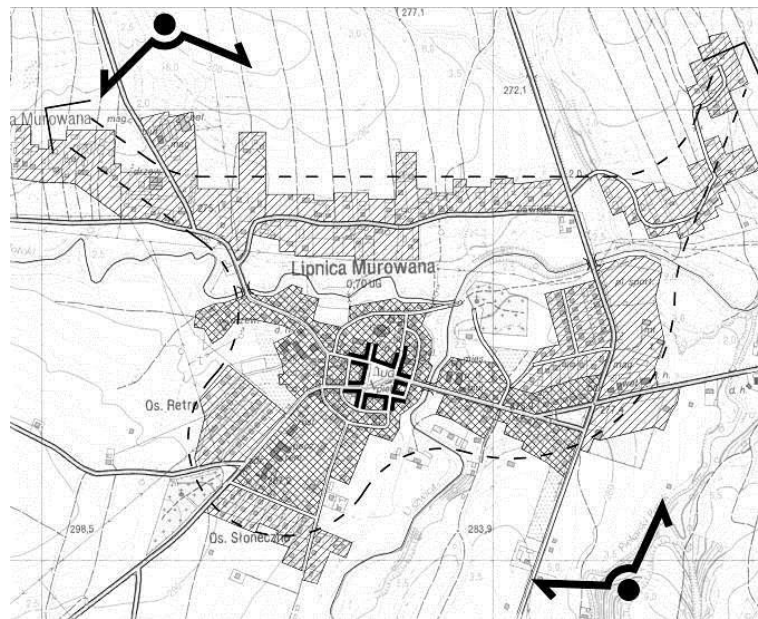


Figure 4. Lipnica Murowana – a scheme of transformations of the spatial structure. Source: author's own study

Lanckorona is most recognizable due to the original wooden buildings of the XIX century and the ruins of a medieval castle. Numerous tourist trails, attractive terrain and significant forest coverage encourage active leisure (figure 5). The small-town urban layout, picturesque unique landscapes, a specific micro-climate, give you the opportunity to rest from the big-city hustle and bustle [12]. The activities of the municipality authorities are focused on the active promotion of the town. Regardless of the very picturesque shape of Lanckorona, it is struggling with geological and engineering problems. Within it, in 2010, there was a significant slump in earth masses as a result of sudden rainfall, which led to a construction disaster of several dozen houses. Thanks to the efficient response of the authorities, parish assistance and many other activities supporting the victims of the natural disaster, they found a new place to live in two housing estates designed by JEMS – Design Office (figure 6).



Figure 5. The flood victims' settlement in the centre of Lanckorona in an attractive complement to the urban space. Source: author's own photo.

Currently, work is underway to change and update the existing Local Spatial Development Plan of 2003.

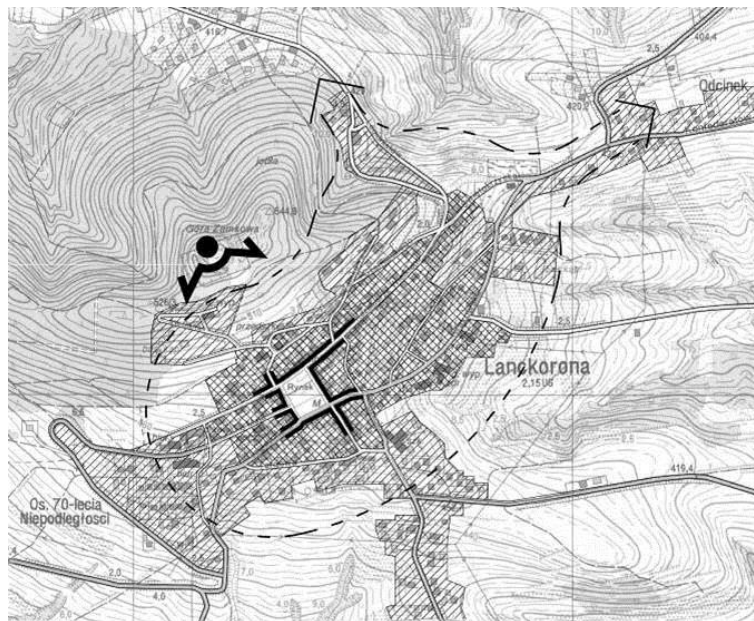


Figure 6. Lanckorona – a scheme of transformations of spatial structure. Source: author's own study

4. Conclusions

All analysed towns are located within the Cracow Metropolitan Area, are in the hourly isochrones of vehicle access by the main communication routes of the region and have natural and cultural resources that provide opportunities to take advantage of development based on the broadly understood leisure and tourism. All towns in their area have: interesting monuments of sacred and defensive architecture, preserved urban layouts, preserved fragments of historical urban tissue, significant forest areas, rivers, protected biological diversity. Each of the four towns can already offer the base of accommodation and catering for visitors, however, the proper use of the location, neighbourhood of Cracow, assets and heritage is a unique opportunity for development. Tourist services located in the piedmont towns of the Cracow suburban zone have a twofold character, firstly, they are associated with the attractions offered by the main urban centre, then, they are local services that promote local values, customer and heritage

better and better. Lipnica Murowana for years has been successfully promoting its values with the Festival of Easter Palms. Lanckorona and Nowy Wiśnicz are based on cultural property in the form of castles and the interrelated legends and customs. For the small municipality of Łapanów, the only chance for tourist traffic is the reservoir and a beautifully situated municipality with relatively compact settlement structures. Regardless of the search for one's own direction of the tourism sector development, an important element is the opportunity offered by their location in the metropolitan area. The analysis of conditions, spatial transformations and the adopted vision of the development of the aforementioned places form the basis for formulating the directions of shaping their spatial structure based on the tourist services sector. The development of tourism will contribute to the preservation of the value of the environment, cultural heritage and identity, the creation of new jobs and will create opportunities for residents to obtain an additional source of income.

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