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Sustainable Tourism – Management of Enotourism Supply in Poland

Abstract. The main purpose of the article is to show the supply of enotourism in Poland as part of sustainable tourism. An appropriate management of this supply can help consumers enjoy leisure time for the benefit of their health and in harmony with nature. It can also contribute to the conservation and restoration of local cultural heritage. Sustainable tourism is closely related to sustainable development, so the first part of the article focuses on explaining the concept of sustainable development. In the next enotourism is presented as part of sustainable development. While some authors treat winery tourism as part of culinary tourism, it is usually shown in terms of its regional, historical and economic characteristics, which makes it sustainable. The last part is devoted to the management enotourism in Poland and provides detailed information about the supply of services offered by Polish vineyards.

Keywords: sustainable tourism, enotourism, enotourism management

Introduction

In the beginning of 21 century we can observe in Europe increase interest of wine tourism. This form of tourism is also called enotourism (in Greek language oinos means wine). Also in Poland in last few years we can observe increasing of this form of tourism. First vineyards in Poland after the second world war were invented in 1980s. In the beginning of 21 century enotourism appeared. Now there are about 50 vineyards which offer hospitality for tourists.

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Some authors treat enotourism as a kind of sustainable tourism. Right construction of enotourist offer can assist people to rest healthy and in harmony of nature. It also contributes to the conservation and restoration of the local cultural heritage.

The purpose of the article is showing the Polish enotourist offer as a part of sustainable tourism in Poland.

1. Sustainable development

The phrase “sustainable development” was used first time in late 1960s by Barbara Ward. She used it to explain that social development, economic development and environmental protection not only can but should go together [Zabłocki 2002: 9]. The phrase “sustainable economics” was first used in 1930s by a French agronomist and economist Rene Dumont for describing rural economics in French Indochina [Dumont 1954: 132]. However the phrase “sustainable” in economic context was used first in relation to forest management in 1712 by German woodsman and economist Hans Carl von Carlovitz, who used phrase “sustainable exploitation” [Florczak 2011: 40-41].

In 1980 International Union for the Conservation of Nature introduced the term of sustainable development as a part of the global conservation strategy. According to this definition, sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs [Ryden, Miguła & Andersson 2003: 34].

The idea of sustainable development was propagated widely after 1987 when the United Nations World Commission on Environment and Development released the report *Our Common Future*, commonly called the Brundtland Report. In the Report there was used another definition of sustainable development recognized as development which guarantees meeting the needs of present and future generations [United Nations 1987: 18].

In 1992 as sustainable development was definite guidelines for development pointed on United Nation Conference in Rio de Janeiro. There was formulated the thesis of the need to transition to sustainable development economy [Rogall 2010: 44]. In this sense the sustainable development covers synchronous ecological, economic and social development.

The simplest Polish definition was formulated by Paweł Starosta. According to him, sustainable development is stable, systematic growth which does not generate costs for actual and future generation [Guziejewska 2015: 9].

There are also other definitions in Polish literature. For instance according to Tadeusz Pałaszewski the roots of economic-spatial sustainable development

should be found in two Pope encyclicals: *Rerum Novarum* of Leon XIII and *About Human Labor* of Jean Paul II. In this conception there are three features of sustainable development: economical, social-political and ethical [Pałaszewski 2001: 164-165].

In the management theory, some authors identify sustainable development with Corporate Social Responsibility Model entering [Laszlo 2008: 13].

It is also worth noticing that in Polish literature the phrase sustainable development replaced the phrase of ecodevelopment, which has been known since the end of 1940s. The ecodevelopment definition however was much more narrow, so it is false to think that it was the same [Górka 2013: 9-10].

To definite sustainability is one thing and to interpret it is another. In Poland there are two ways of interpreting this concept: narrow and wide. It looks like dominate the narrow one which identify the sustainable development like the management of environment protection. Every activities related to sustainable development are subordinate to the Minister of Environmental Protection. Also in Polish publicity and part of subject literature the approach is similar. Zbigniew Hull notices it listing the most common concept interpreting:

- economic growth taking into account environmental protection requirements, sometimes recognized as a higher form of environmental protection;
- ecologically modified development of certain forms of social life;
- a new social vision based on the principles adapted to the capabilities of nature;
- a necessary stage on the road to ecological society [Hull 2005: 56].

However at the Rio de Janeiro Earth Summit in 1992 one of the final document of the summit – Agenda 21, interprets sustainable development as sustainable management in categories of environment, spatial management, economics, social, politics and institutions on every administration levels [Borys 2005:74]. What's more, already in 1970s Denis Meadows paid attention to a few features, as industry, environment pollution and growing population, which together impacted ecosystem. According to him, only simultaneous elimination of this dangerous is condition of sustainable development implementation [Meadows 2010: 95-96]. Many authors point however to the fact, that most definitions formulated in the international forum and adopted by counties and international organizations, including European Union [Official Journal of EU C 202 V59 2016], are very general and easy for any interpretation. Attempts to more accurately interpreting the notion causes different opinions and controversies often leading to confusion.

Zbigniew Hull, after an analysis of the approach to the concept of sustainable development, creates a kind of typology of philosophical shots to the idea:

- philosophy of balancing growth – economic growth taking into account the limitations and conditions of natural and social resources. The environment

and social resources protection is here justified by the possibility of maintaining economic growth rates;

- the philosophy of sustainable development centered on the idea of balancing social development – here care for the environment is justified by ensuring a balance between the economy and ecosystems, because only it is able to ensure the implementation of fundamental social values such as equality, freedom, work, universal access to basic goods, interpersonal solidarity, intra- and inter-generational justice;

- philosophy closely associated with the idea of sustainable development based on the belief that man and his economy is a subsystem of the ecosystem and must develop in accordance with the law of sustainable yield of the ecosystem, because it bases only on ecosystem stability [Hull 2005: 60-62].

An example of the third type approach is the definition proposed by Monika Zarychta-Zadrożniak. According to her, the sustainable socio-economic development is one in which the process of integration of political, economic and social objectives with particular emphasis on the environmental balance, while assuming that it is the balance of nature provides the ability to self-sustaining process of human development [Zarychta-Zadrożniak 2010: 201].

Interestingly, although it seems that by all means right concept is the interpretation of sustainable development as so called. integrated order. The meaning of this concept in the following way explains Małgorzata Burchard-Dziubińska: “combining into one ecological, spatial, economic, social and institutional order,” also notes that the identification of sustainable development only with the protection of the environment should be regarded as methodologically incorrect [Burchard-Dziubińska, Rzeńca & Drzazga 2014: 35].

2. The concept of sustainable tourism

The concept of sustainable tourism was created in 1995 at a conference on the Spanish island of Lanzarote. So-called. Lanzarot Charter for Sustainable Tourism was developed there. It was specified that the development of sustainable tourism should be based on the concept of sustainable development, which was eco-friendly, integrated with the environment, economically feasible and ethically and socially acceptable to local communities [Leśniak 2006: 129].

Also the European Council formulated in 1998 the definition of Sustainable Tourism as any form of tourism that respects the environment, ensures long-term protection of natural and cultural resources, and is socially and economically acceptable [Leśniak 2006: 130].

In Polish literature, the concept of sustainable tourism is interpreted in different ways. Basically, all the authors agree that the concept is closely related to the concept of sustainable development. The problem is that, as mentioned at the beginning of this article, the concept of sustainable development is also not clear. Thus, some authors equate the concept of sustainable tourism to eco-tourism, like sustainable development was sometimes in Polish literature referred as eco-development. Dominika Zaręba gives, for example, a very expanded definition of sustainable tourism: “refers to the broad concept of development of the tourist-friendly environment in rural areas and cities, in small tourist centers and major centers of entertainment and leisure, etc., a concept that applies to all known types of tourism after an appropriate their ‘greening;” indicates however, that the concept of eco-tourism is much more narrow [Zaręba 2000: 35]. The author indicates that sustainable tourism is the opposite of the so-called hard or mass tourism, which does not correspond with the requirements of the environment. Sustainable tourism sparingly manages environmental resources and space, using primarily just existing tourist infrastructure and the strengths of the region. The process of sustainable tourism management should be holistic, what means associated with the development of other economy branches of the region. The author also mentions several important principles of sustainable tourism management:

- first planning, then preceding;
- regional planning;
- concentration of buildings for economic use of the land;
- maintaining the typical architecture of the region;
- leave especially valuable landscapes in their original state;
- optimum use of existing infrastructure;
- using of regional social potential in planning and ongoing tourist activities;
- carrying out the balance of profit and loss in economic, ecological and socio-cultural perspective;
- use mainly public and alternative transport;
- supporting non-mechanized forms of tourism [Zaręba 2000: 37-39].

Also Janusz Radziejowski defines tourism compatible with the concept of sustainable development, as a reversal of mass tourism threatening the environment. The author suggests this form of tourism, as appropriate for develop in protected areas [Radziejowski 2006: 79].

In 2010, Polish literature enriched by publication *Sustainable Tourism*, which authors describe very broadly both the concept, and also the principles and directions of development of sustainable tourism in Poland and in the world. The authors indicate the source of the concept already in 1965. At that time the concept was referred as “responsible tourism,” and then, in the 80s of the XX century the term “alternative tourism” was used. According to the authors, the first time the

term “sustainable tourism” was used in 1994 to determine the provisions of law and management methods, indicating the path of development of tourism in areas with rich resources of natural and cultural environment [Durydiwka, Kowalczyk & Kulczyk 2010: 26-27].

The specific function of sustainable tourism is its participation in the protection and revitalization of natural and cultural resources of local communities [Kurleto 2011: 124]. Tourism is also a source for measures to protect and revitalize these resources [Kurleto 2011: 125; Kriba 2010: 259].

Sustainable tourism is very broad issue. The authors of the publication *Sustainable Tourism* point ethnic, industrial, literary and also wine tourism, also called as enotourism.

3. Enotourism as a form of sustainable tourism

Enotourism, also referred to as a wine tourism is defined in different ways, but usually lists the following common elements:

- tour of the vineyards and wine producers,
- participation in all wine events,
- explore all other elements of cultural heritage related to wine region.

Krzysztof Widawski and Piotr Oleśniewicz suggest that success in enotourism can be maintained in the long term only with the balanced approach to this development, taking into account both natural factors and cultural heritage [Widawski & Oleśniewicz 2014: 28]. These elements correspond to the definition of sustainable tourism.

Andrzej Kowalczyk in the monograph *Sustainable Tourism* shows different approaches of different authors to the classification of wine tourism. Some of them consider this form of tourism as a kind of culinary tourism, but others treat it more broadly as a form of sustainable tourism. Towards this concept Andrzej Kowalczyk tends, pointing to the role of tourism in the economy of the wine regions, and the close links existing between enotourism and local development. This causes the parallel maintenance of tradition and geographical and cultural separateness. In addition, wine tourism is linked to other forms of tourism, especially cultural tourism, active tourism, and even family tourism. These features correspond to the idea of sustainable tourism [Kowalczyk 2010: 209-215].

Anna Mazurkiewicz-Pizło writes that enotourism could be included at least to several types of tourism, but as the main of them mentions cultural tourism, and local tourism, which is based on authentic natural, historical and cultural resources of the area, involving various actors from local community and integrat-

ing tourism with other aspects of economic development and strengthening the socio-economic structure of communities [Mazurkiewicz-Pizło 2015: 260-261], and as such, it is sustainable tourism.

Zygmunt Kruczek also shows that wine tourism is recognized as a separate form of cultural tourism, bearing the characteristics of sustainable tourism [Kruczek 2009: 333].

4. Enotourism management in Poland

Enotourism as a kind of cultural tourism is growing in the regions where the wine-making traditions exist. In Poland, there are several such regions, but not everywhere viticulture developed evenly and not all of the regions with such traditions, continue it today. In Poland, the viticulture has a long history. Wine and vines appeared, along with Christianity and was originally produced mainly for liturgical as sacramental wine. This was caused primarily related to difficulties with transport. Transport of wine from the south of Europe on Polish territory was difficult, and often impossible due to the lack of roads or their poor condition. The first vineyards in the lands of Poland founded monks - the Benedictines and Cistercians. From the fourteenth century wine cultivated the townspeople. Most vineyards in this period were established in Lower Silesia, in Zielona Gora, Poznan, Plock, Sandomierz, Lublin and Krakow. In the sixteenth century as a result of a significant improvement in the quality of roads and means of transport, Polish wine was being replaced on the market by better and cheaper imported wine from the south of Europe. There has been a setback winemaking in our country. Wars of the seventeenth century and the impoverishment of the country caused the Polish wine-making tradition did not develop. It did not apply to Zielona Gora region, which lay within the German states. There tradition of wine flourished even in the interwar period. Unfortunately, the ruling regime in Poland after 1945 caused the appearance of low-cost alcoholic beverages produced from various fruit known as "wine". This resulted in a complete loss of tradition, and degeneration of the same concept. Only at the end of the twentieth century the tradition began to be renewed. In 1984, on the basis of seedlings originating in Hungary, it was founded Poland's first post-war vineyard in Jaslo at Podkarpacie Region. Since that time, we can talk about the revival of winemaking traditions in contemporary Poland [Wawro 2015: 8-9].

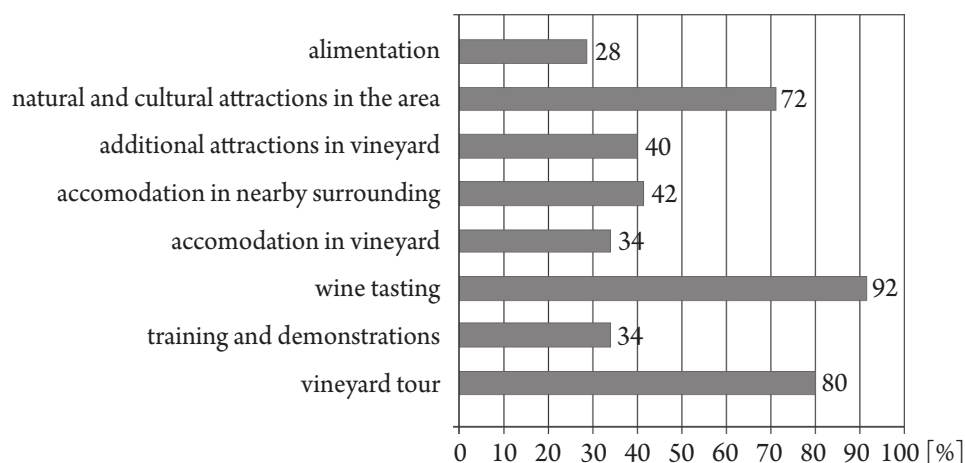
Currently, there are also some new wine regions without this kind of tradition. Vineyards appeared in Kujawy and Kociewie. Viticulture requires the right weather conditions and soil. In our country the cultivation of all varieties of vines is not possible. There are mainly dry and semi-dry wines produced.

Areas where wine tourism growing coincide with areas under vines. According to data from 2014, there were 49 registered producers of wine from the local vineyards in Poland [czaswina.pl]. Not all winemakers producing wines have special offer for tourists, not all wineries hosting tourists can produce wine for trade. According to available data, in 2015, there were more than 300 wineries in Poland, but only about 50 wineries offer some kind of hospitality for tourists [Wawro 2015: 3, 25]. As in other European countries with traditions of wine, also in Poland there were created wine routes. In 2013, the most popular wine roads in Poland were Lubuski trail Wine and Honey, Sandomierski Wine Route, Lower Carpathians Trail Vineyard and Wine Path Malopolska [Olszewski & Drózdź 2013: 439].

In many countries, including Poland, enotourism is a way to improve the economic situation of the region, by increasing competitive advantage. So enotourism is accompanied by the development of other tourist services throughout the wine region [Mazurkiewicz-Pizło 2012: 634; 2010: 106]. A substantial impact on this situation are listed by Anna Mazurkiewicz-Pizło features of enotourists:

- age over 25 years, mostly in the range from 35 to 45 years (the trend is decreasing);
- usually couples or men, the percentage of women traveling alone is significantly lower (these proportions equalize, because among younger enotourists dominate women);
- enotourists mostly working as a highly qualified crew (managers, high-class specialists, freelancers);

Chart 1. Services offered in the Polish vineyards taking tourists



Source: own study based on Wawro 2015.

– people with incomes higher than the average [Mazurkiewicz-Pizło 2015: 266-267].

Due to such a customer profile, most wineries constructing tourist offer provides a variety of additional services. Summary of additional services offered by the wineries are shown in Chart 1.

Considering the statement on the graph, the basic offer is a tasting of produced wines, it is offered in 92% of vineyards. In addition, it is possible to tour the vineyard, that offer was at 80% described vineyards. 34% of vineyards additionally offers various trainings and demonstrations in the field of viticulture and wine-making process. In 34% of the vineyards, you can spend the night. Most of the wineries recommended accommodation in the nearby area in the farm houses or historic buildings (42%). In 40% of described vineyards there are additional attractions available. These can be events, tasting the delicacies of regional cuisine, performances of folk bands, etc. 28% of all vineyards has its own board. In the case of 72% vineyards, the nearby surroundings are full of regional and cultural attractions that are interesting complementary offer.

Conclusions

Polish enotourism offer is wider and wider every year. Together with vineyards offer improve an offer of additional attractions in vineyards surrounding. This kind of tourism develops the whole region and helps maintain its cultural values.

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Turystyka zrównoważona – zarządzanie ofertą enoturystyczną w Polsce

Streszczenie. Głównym celem artykułu jest przedstawienie oferty enoturystycznej w Polsce jako części turystyki zrównoważonej. Właściwa konfiguracja tej oferty może zapewnić turystom wypoczynek zdrowy i zgodny z naturą. Może ona również wpłynąć na konserwację i zachowanie dziedzictwa regionu. Pojęcie zrównoważonej turystyki ma ścisły związek z pojęciem zrównoważonego rozwoju – na wyjaśnieniu tych kwestii skupia się pierwsza część artykułu. W kolejnej części przedstawione są poglądy na ekoturystykę jako część turystyki zrównoważonej. W ostatniej zaś omówiono zarządzanie ofertą enoturystyczną polskich winnic.

Słowa kluczowe: turystyka zrównoważona, enoturystyka, zarządzanie enoturystyką