

Zuzanna Glapa^{1a}, Aleksandra Jezierska-Thöle^{1b}, Sebastian Goraj²

¹ Kazimierz Wielki University, Institute of Geography, Bydgoszcz, Poland

² University of Warmia and Mazur, Faculty of Geoengineering, Institute of Spatial Management and Geography, Olsztyn, Poland

ORCID: ^{1a} <https://orcid.org/0000-0004-1590-0485>, ^{1b} <https://orcid.org/0000-0002-7607-9531>,

² <https://orcid.org/0000-0003-0053-2210>

Corresponding author: Aleksandra Jezierska-Thöle, email: alekjez@ukw.edu.pl

Tourist routes as a tourism product stimulating the development of tourism in Poland

Abstract: Tourist routes combine cultural and natural heritage and are an inseparable element of tourism space and cultural landscape. In Poland the significance of tourist trails as a tourism product contributing to the development of the tourism economy has increased. The primary aim of this paper was to design a tourist trail combining natural and anthropogenic values. The research was conducted in the commune of Kcynia located in Kuyavian-Pomeranian voivodeship and consists of a town and 54 villages. The work makes use of the valorisation method, Wejchert's impression curve. The results show that the Kcynia commune has sufficient natural and cultural values for developing tourism, but its tourism potential is not fully utilised in comparison with that of other communes. First of all, it lacks a well-developed tourism infrastructure. The proposed tourist routes would – in a relatively inexpensive and non-invasive way – enhance the potential and interest of the commune and improve the income of its inhabitants. In addition, it would raise interest in tourism and leisure tourism.

Keywords: tourist routes, tourist product, tourist development, Kcynia, Poland

1. Introduction

Tourist routes combine cultural and natural heritage and are an inseparable element of tourism space and cultural landscape (Duda, 2018). In Poland the significance of tourist trails as a tourism product contributing to the development of the tourism economy has increased. Tourist traffic leads to social recovery and economic growth of the region (Jezierska-Thöle, 2014). The route and nature of a tourist trail testifies to the local community's mature approach to shaping the identity of the region (Ewertowski and Tomczyk, 2007). At present the significance of tourist trails in the development of domestic tourism is increasing and – in many cases – they become an alternative tourism space (Stasiak, 2006; Duda and Trocińska, 2015). A condition for developing tourist traffic is a themed tourist trail which skilfully combines its value to tourists with suitable tourist facilities. Tourist

trails play a significant role in developing tourism in a specific area by combining elements of nature, culture and tradition (Rosenfeld, 2008; Wojciechowska, 2003). The idea that makes a trail coherent is the theme, e.g., architecture, history, technology, folklore, and the travelling goal such as sightseeing, active leisure or religious experience (Briedenhann and Wickens, 2004; Earl, 2008). An example of a trail combining history and culture is the Way of St. James (Camino de Santiago) connecting European nations and countries in the search for a deeper knowledge on the common roots of the cultural identity of Europe (Jezierska-Thöle et al., 2018). The term cultural tourism route was defined as “a route crossing one or two more countries or regions, organised around themes whose historical, artistic or social interest is patently European...” (Council of Europe, 2002). Tour-

ist routes have many important functions for a region. In the context of tourism, they boost the significance and enhance the attractiveness of the area, contribute to intensifying tourist traffic, and hence increase income in the region (Orzechowska-Kowalska, 2003, Gonia and Charzyński, 2020). In the context of the natural environment and society, they are an organised form of protection of the heritage and contribute to increasing the awareness of the region's inhabitants (Falkowski, 2017).

The Kcynia commune is undertaking measures to stimulate activity in the region in order to restore its own identity and build an image

based on its historical and cultural heritage. An excellent example of such activities can be proposing a tourist trail based on the natural and anthropogenic values of the Kcynia commune (Gordon and Zielińska, 2006).

This paper aims to present a project of a tourist trail as a new tourism product in the Kcynia commune. Combining routes of high natural and anthropogenic value into a coherent tourist trail can contribute to promoting tourism and enable a comparison of the natural and cultural potential of the commune with that of other communes in the Kuyavian-Pomeranian voivodeship.

2. Area descriptions, methods and material studied

The study area was the Kcynia commune in the district of Nakło, Kuyavian-Pomeranian voivodeship. Its surface area is 296.7 km², which makes it the largest commune in the region. It consists of the town of Kcynia and 54 villages. The commune is situated in the northern part of the Gniezno Lakeland which forms

part of the Greater Poland Lake District (Szudrowicz, 1996). The town of Kcynia is located on a moraine hill at 136 m a.s.l. and is a part of the historical region of Pałuki in the north-eastern stretches of Greater Poland (Jastrzębski et al., 1993). Economically, the commune has a typically agricultural character (Fig. 1)

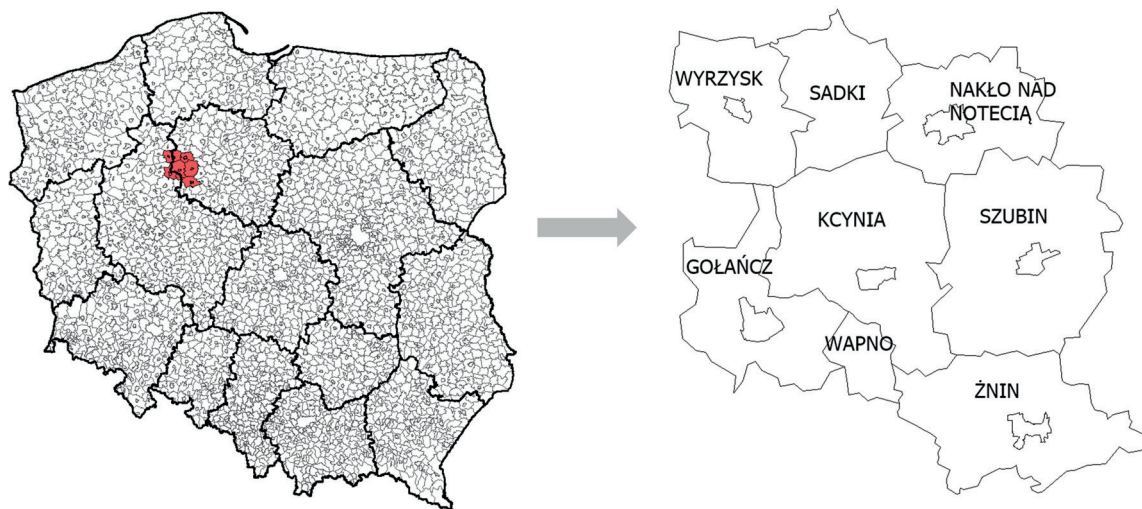


Figure 1. Location of the Kcynia commune on the map of Poland and in relation to neighbouring communes (source: own research)

The study was divided into three stages as presented in table 1. The research methods used included: statistical and cartographic method, valorisation, Wejchert's impression curve. Tourist attractiveness of Kcynia was determined against the adjacent communes with

the use of a score-based method and site valorisation. Secondary data were obtained from the Regional Data Bank, whereas the source of primary data was authors' own field study carried out in 2020–2021 and surveys among the inhabitants of Kcynia.

Table 1. Research stages (source: Authors own study based on Broniewicz, 2016; Bajerowski et al., 2007)

Stage 1	Identification of natural and anthropogenic values
	This was an educational and cognitive stage aimed at identifying and listing natural and historic heritage sites and monuments on the trail associated with its natural environment and history. It was educational as it highlighted the importance of the trail in shaping the identity of residents of the Kcynia commune and the neighbouring regions of the Kuyavian-Pomeranian voivodeship.
Stage 2	Design of the tourist trail
	The work aimed to design a route combining the most valuable cultural heritage objects, natural, anthropogenic and cultural values. Natural values have an influence on the cognition and sensory perception of the natural environment in the study area. Anthropogenic and cultural values allow recognising the unique nature of the study area and contribute to learning about local history by observing the architecture and culture of the region. In addition, they have a cognitive, aesthetic and recreational function.
Stage 3.	Assessment of the tourist attractiveness and impact of the trail on the development of tourism
	This was an empirical stage at which the impact of the trail was assessed using various research methods.

3. Theoretical Background

The first tourist trail in Poland ran between Krasny Łuh and Howerla (Czarnohora) in 1880, followed by Zakopane to Morskie Oko (Tatra Mountains) in 1887. With time, throughout the Carpathians, mountain trails were uniformly marked with a red stripe by members of the Tatra Society. The still used uniform marking of tourist routes as two horizontal white stripes with a coloured stripe between them was introduced in interwar Poland. After World War II – upon the initiative of the Polish Tourist and Sightseeing Society (PTTK) – hiking, water (canoeing and sailing), skiing and motor trails were routed. At the beginning of the 1990s the first cycling and horse-riding trails appeared (Kaczmarek et al., 2009). In the 21st century, with the Internet being commonly accessible, completely new ‘virtual’ trails have been created that are not physically real but do exist on tourist maps, in tourist guides and informational and promotional web resources.

As defined by PTTK (2007), a tourist route is a designated trail for tours marked with uniform marks or symbols and supplemented with information that ensure safe and peaceful travelling for tourists with any level of skill and experience (Kaczmarek et al., 2009). Tourist routes are an important element of tourist

development comprising all the additional infrastructure alongside their route, including trail marking (guide signs, information boards with trail descriptions, topographic maps), security elements (stairs, rails, ladders, brackets, chains) and rest areas (benches, tables, roofs). Supplementary facilities such as tourist information points and security and rescue service stations are important, particularly in areas that are difficult to access (e.g., in the mountains). Cultural heritage trails and themed cultural and historical events are mentioned in many regional strategic documents and plans related to developing tourist traffic and tourism space (Dernoi, 1991; Jezierska-Thöle, 2018; Earl, 2008; Hudson and Ritchie, 2006).

A tourist route is a tourism product – a complementary tourist service consisting of several ‘sites’ or ‘objects’ linked by a designated guided route (Kaczmarek et al., 2009). A tourist trail is a peculiar tourist amenity defined as a key component of the tourism market and an element of the system of tourism (Sewerniak, 1982). Amenities stimulate interest in travelling to the destination and increase the demand for other tourist services (Rogowski, 2018; Kołodziejczyk, 2015).

4. Results

The projected tourist route in the Kcynia commune has two primary functions – tourist and environmental protection. Its tourist function is to present the most attractive tourist values of the area through which it passes to potential tourists. The environmental protection function aims to confine tourist traffic to designated

routes and reduce the tourist penetration of areas that are especially valuable or not very resistant to anthropopressure. A skilful use of both these functions makes tourist trails an efficient tool for spatial planning, management of the economic development of the area and tourism marketing.

4.1. Natural and cultural values

The area of the commune features upland and lowland terrain relief with predominant glacial plain landscapes and differences in height amounting to 5–6 m. In the western part of the commune terminal moraine hills stretch with their relative height reaching 40 m in the villages of Chwaliszewo and Dobieszewo. The tallest hill is Mount Korfantówka (161 m) in the Dębogóra

forest district. These landforms are topped with forests enhancing the physiognomy of the landscape. At the outskirts there are numerous ponds (mainly fish ponds) and the Kcynianka river – a 29.7 km long left-bank tributary of the Noteć River – flows at the southern boundary of the town. An international wildlife corridor – the Noteć River – passes through the north-



Figure 2. Selected monuments of nature in Kcynia commune: A – natural monument of oak tree Adam in Mechnacz, B – natural monument of poplar in Szczepice, C – natural monument of erratic boulder in Dębogóra (photo by Z. Glapa, 2021)

ern part of the Kcynia commune. Lock No. 10 on the Noteć River is located in Gromadno (Duda, 2009). The overall area of forestland and forests in the Kcynia commune is 6616.52 ha, which accounts for more than 22.3 % of the total area of the commune (Pigan, 2009). The forests offer numerous different amenities to tourists: hiking, cycling, horse-riding, water and skiing trails. The Kcynia commune is the location of the Middle Noteć Valley and Bydgoszcz Canal Special Protection Area (SPA) and the Noteć Valley Special Area of Conservation (SAC). It extends over the western part of this area – the Noteć River Valley. In the commune there is a nature reserve “Grocholin.” This is a biocenotic forest reserve covering an area of 12.10 ha, administered by the State Forests – Szubin Forest Inspectorate. “Grocholin” reserve is an environmental island in the agricultural landscape of the Kcynia commune. According to the Central Register of Forms of Nature Conservation, the Kcynia commune is home to 45 monuments of nature. These are mainly tree stands in Grocholin and Turzyn, single trees

such as common oaks (“Adam” in Mechnacz and “Kcyniak” in Kcynia), small-leaved lindens, planes and ivy in the manor park in Grocholin, and an erratic boulder in the Dębogóra forest district (Gordon and Zielińska, 2006). The most valuable natural values are presented in Figure 2.

The district of Nakło, with the Kcynia commune, forms part of two historic regions – Pałuki and Krajna. The cultural values of Pałuki are unique to this region. Folk costumes, handicraft, local products and regional songs are potential tourism products available in the Kcynia commune. Both the commune and town of Kcynia is rich in historic monuments. In many villages there are objects with historic monument status. These include numerous palace complexes and manors surrounded by beautiful parks (Fig. 3). The commune features half-timbered buildings and clay houses, monuments of nature, bunkers and memorial sites connected with the Greater Poland uprising of 1918/19 and World War II (Jastrzębski et. al., 1993; Makarewicz, 2012).



Figure 3. Selected cultural and historical objects in Kcynia commune: A – country house from the period 1940/45 in Weronika, B – palace ruins in Żuraw, C – palace in Rozpętku, D – fortified manor house in Grocholin (photo by Z. Glapa, 2021)

4.2. Tourist facilities

In Turzyn, in 2017, the Nature and Hunting Museum was established. It forms part of a private manor complex in Turzyn together with the Hunters' Hall, Turzyn Stables, and a carp fishery. The Kcynia commune is intersected by hiking routes: red trail Kcynia – Grocholin – Chodzież, green route Polichno – Kcynia and a part of a cycling route (the Noteć Cycling Trail) and also a part of a canoeing route on the Noteć River (<https://www.muzeumturzyn.com/o-muzeum>). The Mountain Tourism Group at the Community Home promotes

hiking and cycling activity and canoeing on the Kcynka River.

The Active Kcynia Association promotes Nordic walking tourism. It was the initiator of the Green Checkpoint and the Forest Education Corner projects. Their main objective is to encourage people to follow the designated route with checkpoints, be it in a leisure or sports manner, using a map. Hiking, running and Nordic walking are allowed. The commune has four horse stables which offer horse-riding in open space and various other activities.

4.3. Tourist trail design and route

The designed trail runs along the existing forest paths and dirt roads and partly along paved roads. The route in question starts in the town of Kcynia and leads – at the outskirts of the commune – to locations in the region that are most valuable to tourists. The whole route is about 130 kilometres long and is divided into milestones. The preferred travelling method is hiking or cycling. The trail is mainly targeted at adults as some sections pass through roads with heavy traffic. However, the target group is not restricted to adults. Children attended by adults or teachers can also easily cover this route. The road is winding at some points but has no major slopes or drops. The only inconvenience can be the sandy ground. The time for covering the route is not specifically indicated as it depends on the fitness of respective participants. A useful advantage of this designated route is that it is connected to local roads, so a tourist can get off the route at any time to explore the history of the place or rest for a longer while.

The designed tourist trail is divided into two parts: the town and the commune. They both form a whole which can be explored starting at any point. It is designed as a circle, so no tourist amenity is missed out. The whole trail is about 50 km long and passes through the most interesting and most significant tourist amenities of Kcynia. The selected milestones of the designed trail are presented and described in detail below.

The town trail stage is about 25 km long:

A. It starts in front of the railway station in Kcynia. It is worth reading the memorial

plaques on the walls and taking a look inside the building, which is possible if the Historical Society is informed in advance. In addition, tourists can have a look at the city map across the street.

- B. From this place the trail continues to Szubińska Street and then to Tadeusz Pietrykowski Traffic Circle. Turning right one can see the “Kcynek” Oak – a monument of nature – and a closed Evangelical graveyard. Towards the town, on the left, there are old brickyard buildings, and on the right a cemetery commonly known as the old cemetery. Opposite the traffic circle there is a post office building and, on the right – the former secondary school building.
- C. For about one kilometre the trail continues via the ring-road to the crossing of Wyrzyska Street and Witosa Street. From there, it reaches Szewska Street with the house of Prof. Jan Czochralski. Going up the town through Szewska Street, and then Podgórna Street, the trail leads next to an inactive watermill and the Water Tower. Continuing via Jurczyka Street it passes next to the Group of Technical Schools. At the crossing with Rynek Street it reaches the Church of Archangel Michael. Here, tourists can stop and admire the inside of the church.
- D. Looking towards the market square, one can see the building of the Group of Special Schools on the right and a row of historic tenement houses on the left. The distance

from the church to the market square is 200 m. Halfway through, on the right, deeper in Krótka Street, there is a Community Home. Here, tourists can also see the back of the Calvary of the historic Church of the Assumption of Our Lady.

- E. Passing by the walls of the Calvary, the trail reaches the market square. The most important objects here are: the interior of the church, the town hall, historic tenement houses and the erratic boulder commemorating the insurgents of Greater Poland. Restaurants and a café are available here.

The trail leads further via a narrow path between tenement houses number 23 and 19 towards Kasztanowa Street with a fire brigade station at the corner.

- F. The last milestone of the city part of the trail is the Municipal Community Centre and Library which can be reached turning left into Libelta Street. In the Wójtostwo manor, upon prior approval, tourists can enter the centre in Kcynia, get to know the tradition of Pałuki, visit a sculpting workshop and rest in the adjacent park featuring monuments of nature (Fig. 4).



Figure 4. The course of the city trail (source: prepared based on www.ongeo.pl)

The commune stage of the trail is about 25 km long:

- A. The route starts in Suchoręcz. Going 4 km northwest, via a local road, the trail reaches Szczepice. At the entry to the village, on the left, there is a monument of nature – a common ash – and a shop a few metres away.
- B. Past the crossing, it is worth continuing for 500 m to see a magnificent poplar – a monument of nature – and visit the Jergo Ranch in Rozstrzębowo.
- C. Having returned to the crossing, the trail heads to Nakło via regional road number 241.
- D. It continues in the woods for 4 kilometres and reaches the forestland parking lot Czerwonak adapted for tourists. Benches, waste bins, and roofs allow them to take some rest in a beautiful natural setting. From here one can go deeper into the forest or see a railway crossing on a special embankment.
- E. Continuing the tour from Czerwonak, the road turns gently left and leads to Sipiory.

Leaving the forestland behind, it reaches the centre of the village. Passing the local low buildings and the fire station in Sipiory, it leads to Dębogórski Młyn. Here, tourists can visit the Roman Catholic Church of St. John of Nepomuk and the nearby cemetery. Another milestone on the trail map is Kowalewko – Folwark.

- F. This village is a 2 km walk from the Church in Dębogórski Młyn. The road is routed via forest paths so that tourists can reach the Natura 2000 protected area Lisi Kąt. A unique tourist amenity in Kowalewko-Folwark is an inactive watermill on a tributary of the Noteć River.
- The second half of the trail runs parallel to the Noteć River. A cycling route on this section connects Weronika, Piotrowo and Kowalewko.
- G. In these villages, on the left, high afforested escarpments extend. On the right there are single-family houses some of which date back to the 20th century. Continuing for 4 km along a hardened local road, the

- trail takes tourists to Kowalewko with the Roman Catholic Church of the Assumption of Our Lady.
- H. Getting one kilometre off the trail, one can visit the Special Rescue Unit in Kowalewko and the Uniformed Shooters Club. Returning to the designated route, the trail leads towards the border of the Kcynia commune and the Sadki commune.
 - I. The end point is Lock No. 10 on the Noteć River and an island on the river that marks the finish of stage two. The lock, a pumping station and the island make an ideal place for having a rest in a charming natural setting. Wonderful landscapes, the forest, meadows and a fast-flowing river offer an aesthetic and emotional experience (Fig. 5).

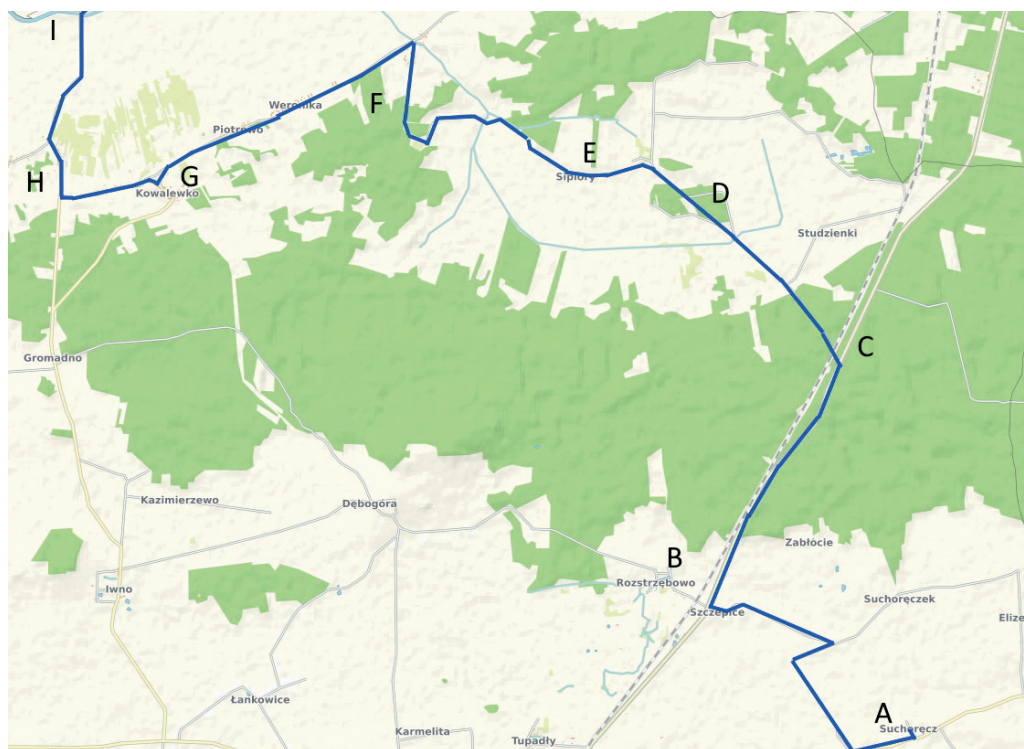


Figure 5. The course of the commune trail (source: prepared based on www.ongeo.pl)

4.4. Impact of the trail on the development of tourism

4.4.1. Evaluation of attractiveness to tourists

The attractiveness of the Kcynia commune to tourists was evaluated using a score-based method and valorisation of land. Sixteen selected features illustrating attractiveness to tourists were used for designing evaluation criteria from 0 to 4 (Table 2). The valorisation index value was presented on the map based on three evaluation criteria (Table 3). The highly attractive class included three communes: Nakło nad Notecią, Szubin and Żnin. Communes with average attractiveness were Kcynia, Wyrzysk and Gołańcz. Wapno was found to be the only commune with low attractiveness (Fig. 6). Kcynia is average in comparison to other communes. It has a vast forestland, many

cemeteries, churches, monuments of nature, immovable monuments, and organises many cultural and sporting events. Unfortunately, its network of cycling paths is poorly developed. A weak point is the insufficient number of accommodation facilities, restaurants and convenient means of transport to the neighbouring communes and the nearby voivodeship. A strong point is Natura 2000 protected areas that are not very popular among the enthusiasts of nature tourism. Apart from the natural and historical values, its cultural values are unique on a national scale. Regional folk singing and dancing groups, folk costumes and traditional

Table 2. Selected elements for evaluating the tourist attractiveness of Kcynia commune and neighbouring communes

COMMUNE	length of roads (total)	bicycle lane total	bus stops	forest area	strolling-recreational parks	lawns	nature monuments	length of water network (rivers and streams)	immovable monuments	cemeteries	museums	centres and establishments of culture and community centres	events	artistic groups and performers	groups (clubs/sections)	accommodation establishments
	[km]	[km]	[pcs]	[ha]	[pcs]	[pcs]	[pcs]	[km]	[pcs]	[pcs]	[pcs]	[facilities]	[pcs]	[pcs]	[pcs]	[facilities]
Kcynia	1 007.9	6.6	121	6 444.8	0	3	45	18.5	77	34	1	1	105	9	14	0
Nakło nad Notecią	678.7	9.6	80	3 415.9	3	13	60	71.1	61	17	1	1	146	5	33	6
Sadki	429.2	2.0	33	2 289.3	0	0	27	88.3	31	10	0	1	146	3	12	0
Szubin	1 446.3	1.2	148	11 407.0	1	6	47	148.2	93	7	1	1	213	4	29	3
Żnin	763.2	7.3	120	1 497.3	3	20	23	195.1	58	18	2	1	53	10	15	4
Wyrzysk	543.9	2.0	40	2 028.2	1	2	16	118.3	158	7	1	1	8	11	0	3
Gołańcz	589.5	5.0	45	2 919.7	2	9	28	167.9	59	5	0	1	70	5	32	0
Wąpno	142.5	2.8	20	343.3	0	0	2	27.2	21	2	0	0	0	0	0	0

products such as Pałuckie tripe or Kcyńska mustard are all genuine and appealing.

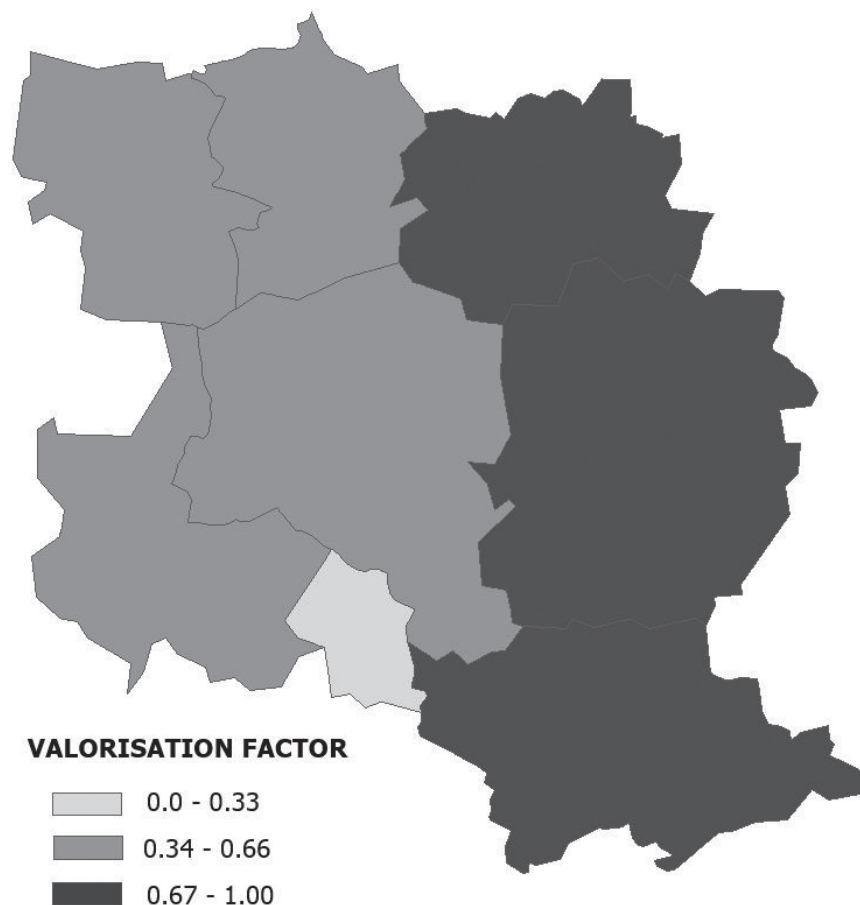


Figure 6. Valorisation coefficient of tourist attractiveness (source: Authors own study) 0.0-0.33 low level, 0.34-0.66 average, 0.67-1.00 high level

4.4.2. Assessment of the impact of the designed trail on increasing attractiveness to tourists

The Wejchert's impression curve, a graphic representation of impressions and emotional experience of an observer in time and space, allowed for assessing the impact of the designed trail on tourists, and hence, on the increasing attractiveness of the Kcynia commune. While on the trail, tourists experience various emotions stimulated by the environment they are exposed to. The observer records successive images at certain time intervals closely related to the shape of the space. The curve has no units of measure. It is only a means of comparing respective parts of space. The value of landscape was estimated based on the degree of landscape variation, level of devastation, amount of infrastructure, and harmonious composition of all elements. The study was represented in a graphic form as impression curves where the horizontal axis

was distance, and the vertical axis showed the score (Table 5).

Data in Table 5 indicate places that require a different degree of aesthetic appreciation. The average score was 138 on the left and 157 on the right. The maximum score was 240, so both sides scored more than half. Considering that the route passes through urban, rural, developed and undeveloped areas, the resulting score is high. Analysing the scores, most evaluations fall within a similar range. The biggest difference on the left side can be seen on the 2500th and 2750th metre, and on the right side the difference in evaluation can be seen on every full kilometre.

Based on Wejchert's subjective impressions, it can be concluded that the designed trail offers many visual impressions due to its visual, natural and anthropogenic values. The results

Table 5. Evaluation of trail attractiveness according to Wejherth (source: Authors own study)

		Distance (m)																								
Left side		0	250	500	750	1000	1250	1500	1750	2000	2250	2500	2750	3000	3250	3500	3750	4000	4250	4500	4750	5000	5250	5500	5750	Summary
Participant A		5	1	4	6	4	8	10	7	9	5	4	3	4	6	7	2	2	4	5	7	8	7	10	8	138
Participant B		6	1	3	6	5	7	8	5	10	5	3	4	5	7	8	4	2	4	6	9	9	5	10	9	141
Participant C		4	3	1	6	5	8	10	5	9	8	2	2	4	5	9	2	3	5	4	10	9	1	10	10	135
Right side		0	250	500	750	1000	1250	1500	1750	2000	2250	2500	2750	3000	3250	3500	3750	4000	4250	4500	4750	5000	5250	5500	5750	Summary
Participant A		3	2	2	7	6	7	7	8	4	5	2	10	6	6	10	9	6	5	7	7	9	9	9	8	154
Participant B		3	2	2	7	7	7	6	7	5	5	2	9	2	9	9	8	3	4	8	9	10	9	9	7	149
Participant C		2	1	3	8	8	9	6	8	6	6	1	10	7	8	10	10	3	5	9	10	10	9	10	9	168

of the study show that the most interesting and popular site in the Kcynia commune is the Noteć River with Lock. The site has a considerable potential for proper tourist development and offers many options for creating a hiking, cycling and canoeing route.

5. Discussion and Conclusions

The designated tourist trail can become a tourism product and can thereby stimulate tourist activity in the Kcynia commune, thus increasing its ranking among the neighbouring communes. It is common knowledge that not every tourist trail immediately becomes a product. To this end, it is necessary to commercialise it, that is, create an adequate selling offer. This offer should target a specific segment and satisfy the needs of the target group of tourists. Without adequate commercialisation a tourist trail will only be a designated route, a group of objects or a proposal with no market significance (Kruczek, 2013). Similarly, the works of Ngamsomsuke et al. (2011), Dernoï (1991); Selin and Friman (2002), Busby and Klug, (2001) mention adequate use of tourist trails in combination with local tourist events. In the United States heritage trails have been shown to provide the impetus for the development of a range of attractions and facilities along their routes (Hill and Gibbons, 1995). Cross-border routes between Finland and Russian Karelia have helped to initiate cooperation and partnership (Selin and Friman, 2002).

The designed tourist trail in the Kcynia commune is to highlight the potential of the commune. It is intended to combine the available historical, natural and cultural values with the needs of modern education. Therefore, it is to offer a possibility of spending spare time in an interesting way, combining the above-mentioned aspects into a whole. In addition, the project is to order and protect valuable sites in the Kcynia commune, such as historic palaces and manors and monuments of nature. The tourist trail simultaneously makes use of the existing development and roads for leisure and active leisure. The papers by Briedenhann and Wickens (2004) and also Briedenhann (2000) emphasize the significance of local trails in

terms of their educational impact on the local community.

The primary function of tourist trails should be tourism and leisure. The former refers to providing tourists with access to the most attractive tourist values of the area (Gibbons et al., 1995). Trails should be routed through the most valuable sightseeing sites to allow exploring interesting cultural heritage and generate aesthetic experience. The leisure function should allow active leisure and sports making use of the natural values.

The designed tourist trail, due to its uniqueness, has a potential to become a profitable tourism product. In addition, the project would be an impulse to invest in public transport, accommodation facilities and restaurants. The designed tourist trail would promote the com-

mune, create additional jobs, generate income for the commune, provide a chance for new investments, allow for the modernisation of the existing cultural and historical values, and, perhaps most importantly, demonstrate the forgotten potential, which is essential from a natural, cultural and historical heritage point of view.

The designed tourist trail can be one of the major tourism products for the region and the Kcynia commune. The concept of arranging a tourist trail making use of the existing values is an alternative to transforming valuable land into business area. Each development of land should be preceded by analyses and surveys to set the proper direction for action. This paper is a good start and a ready auxiliary resource which can contribute to changes in the Kcynia commune.

Acknowledgments

The paper was based on data collected for the master's thesis of Zuzanna Glapa "Project of a tourist route in the municipality of Kcynia".

This research was funded by Project Supporting Maintenance of Research Potential at Kazimierz Wielki University.

References

- Bajerowski T, Biłozor A, Cieślak I., Senetra A., Szczepańska A. 2007. Ocena i wycena krajobrazu. Wydawnictwo Educaterra. Olsztyn. [in Polish].
- Busby G., Klug J., 2001. Movie-Induced Tourism: The Challenge of Measurement and Other Issues. *Journal of Vacation Marketing* 7(4), 316-332. DOI: 10.1177/135676670100700403.
- Dernoi L. A. 1991. Prospects of rural tourism: Needs and opportunities. *Tourism Recreation Research* 16(1), 89-94.
- Briedenhann J., 2000. An integrated tourism policy for South Africa: Problems and challenges, unpublished masters dissertation. Buckinghamshire Chiltern University College, High Wycombe.
- Briedenhann J., Wickens E., 2004. Tourism routes as a tool for the economic development of rural areas-vibrant hope or impossible dream? *Tourism Management* 25(1), 71-7. DOI: org/10.1016/S0261-5177(03)00063-3.
- Broniewicz E., 2016. Analiza ex ante efektywności kosztowej polityki ekologicznej. Oficyna Wydawnicza Politechniki Białostockiej, Białystok [In Polish].
- Duda T., 2018. The cultural heritage trail as a product identifying local identity and stimulating diversification of tourism activity in the region – on the example of creating Griffin Trail (Western Pomerania). *Turystyka Kulturowa* 4, 95-112 [In Polish with English abstract].
- Duda A., 2009. Przewodnik po miejscach pamięci gminy Kcynia. Urząd Miejski w Kcyni, Kcynia [in Polish].
- Duda T., Trocińska N., 2015. Poznaj smak pielgrzymowania – tradycje kulinarne i kreowanie nowych produktów na szlaku Pomorskiej Drogi Świętego Jakuba. [In:] Włodarczyk B., Stasiak A. (Eds.), *Kultura i turystyka – wokół wspólnego stołu*. Regionalna Organizacja Turystyczna Województwa Łódzkiego, Łódź, 291-313 [In Polish].
- Earl B., 2008. Literary tourism: Constructions of value, celebrity and distinction. *International Journal of Cultural Studies* 11(4), 401-417.
- Ewertowski M., Tomczyk A., 2007. GIS assessment of the state of the geographical environment along tourist trails for the integration and analysis of terrain and cartographical data. *Przegląd Geograficzny* 79(2), 271-295 [In Polish with English abstract].

- Falkowski J., 2017. Order and spatial disorder in the methodology of sustainable socio-economic development (on the example of Kujawsko-Pomorskie province). *Rozwój Regionalny i Polityka Regionalna* 38, 195–215 [In Polish with English abstract].
- Gibbons D., Hill B., Illum S., Var T., 1995. Building a sustainable World Through Tourism. *Annals of Tourism Research* 22(3), 701-702.
- Gonia A., Charzyński P., 2020. Food events in Kuyavian-Pomeranian Province-its recognizability and branding. *Geography and Tourism* 8(1), 19-35.
- Hudson S., Ritchie J. R. B., 2006. Promoting Destinations via Film Tourism: An Empirical Identification of Supporting Marketing Initiatives. *Journal of Travel Research* 44(4), 387-396.
- Gordon H., Zielińska E., 2006. Kcynia. Wydawnictwo Graff – Press, Bydgoszcz [In Polish].
- Jastrzębski W., Romanowska-Grabowska O., Micner F., Janiszewska-Micner B., Perlińska A., Stankowski W., Ciżmowska A., Kuras Z., Marosz J., Prysak P., 1993. *Dzieje Kcyni i okolic*. Kcyńskie Towarzystwo Kulturalne, Wyd. Zarząd Gminy i Miasta, Kcynia, Kcynia [In Polish].
- Jezierska-Thöle A., Biczkowski M., Thöle M. 2018. Importance and role: “The way of Saint James” in the development of international tourism in border-adjacent areas of Poland and Germany. *Ekonomiczne Problemy Turystyki* 42, 195-207 [In Polish with English abstract].
- Jezierska-Thöle A., 2018. Development of rural areas of Northern and Western Poland and Eastern Germany. Wydawnictwo Naukowe Uniwersytetu Mikołaja Kopernika [In Polish with English abstract].
- Jezierska-Thöle A., 2014. Development of international tourism in the border zone between Poland and Germany. [In:] Niezgoda A., Gołembski G., (Eds.), *Turystyka wobec zmian współczesnego świata: strategia, marketing, programowanie*. Wydawnictwo Uniwersytetu Ekonomicznego, Poznań, 358–376 [In Polish with English abstract].
- Kaczmarek J., Stasiak A., Włodarczyk B., 2009. *Tourist product: idea, organization, management*. Państwowe Wydawnictwo Ekonomiczne, Warszawa [In Polish with English abstract].
- Kołodziejczyk K., 2015. *Wzorce zagospodarowania szlaków turystycznych w górach średnich na wybranych przykładach europejskich*. Uniwersytet Wrocławski, Wrocław, pp. 462 [In Polish].
- Kruczek, Z., 2013. The importance of cultural routes for the development of educational tourism. *Prace Naukowe Uniwersytetu Ekonomicznego we Wrocławiu* 304, 124-133 [In Polish with English abstract].
- Makarewicz J., 2012. *Z archiwum pamięci – obraz Kcyni we wspomnieniach mieszkańców*. Wydawnictwo Pejzaż, Bydgoszcz [In Polish].
- Ngamsomsuke W., Hwang T., Huang C., 2011. Sustainable Cultural Heritage Tourism Indicators. *International Conference on Social Science and Humanity IPEDR*, IACSIT Press, Singapore, 516-520.
- Orzechowska-Kowalska K., 2003. Creating European Cultural Routes. *Turyzm* 2(13), 69–78 [In Polish with English abstract].
- Pigan M., 2009. Significant role of the State Forests in propagation of the forest and nature tourism. *Studia i materiały Centrum Edukacji Przyrodniczo-Leśnej* 11(4), 23 [In Polish with English abstract].
- Rosenfeld R.A., 2008. *Cultural and Heritage Tourism, Municipal Economic Development Tools*. Michigan State University, Michigan.
- Selin S., Friman A., 2002. Cross-border cooperation: sustainable tourism partnerships in Russian Karelia. In *Tourism and Wellbeing. The 2nd Tourism Industry and Education Symposium*, Jyväskylä, Finland, May, 16-18.
- Sewerniak J., 1982. Problematyka zagospodarowania programowo – przestrzennego szlaków turystyki pieszej. *Problemy Turystyki* 4(18), 30–54 [In Polish].
- Stasiak A., 2006. Produkt turystyczny – szlak. *Turystyka i Hotelarstwo*. Wydawnictwo Wyższa Szkoła Turystyki i Hotelarstwa 10, 9-40 [In Polish].
- Szudrowicz A., 1996. *Kcynia. Szkice z historii miasta i okolic*. Wyd. Urząd Miasta i Gminy w Kcyni, Kcynia [In Polish].
- Rogowski M., 2018. Use of Monitoring System of tourist traffic (MStt) in Stołowe Mts. National Park for visitors description. *Journal of the Polish Association of Environmental and Resource Economists* 2(65), 87–98.
- Wojciechowska J., 2003. Cultural heritage of regions as an element of a tourist product. [In:] Burzyński T., Łabaj M. (Eds.), *Turystyka rekreacyjna oraz turystyka specjalistyczna, projekt SAPARD, Biuro Ekspertyz Finansowych, Marketingu i Consultingu Uniconsult*, Warszawa, 152-159 [In Polish].

Internet sources

Council of Europe, 2002. The Europe of Cultural Cooperation; <http://culture.coe/fr/routes/eng/eitin2.0> (Date of access: 25.09.2021).

<https://www.muzeumturzyn.com/o-muzeum> (Date of access: 10.04.2021).

www.ongeo.pl (Date of access: 25.09.2021).