

## **SUSTAINABLE TOURISM DEVELOPMENT – CASE OF THE WOLIN REGION**

Agnieszka Brelik

West Pomerania University of Technology

**Abstract.** The aim of the research was to present the most important factors for sustainable tourism development, and analyze the Wolin community' involvement to the principles of sustainable development. The research assumes that knowledge about sustainable development among residents of Wolin region has a big influence on their involvement in tourism development and environmental protection. Source materials on the opinion of residents were obtained from tests performed in 2010. The study involved 100 residents; the data collection questionnaire method was used. Material collected in conjunction with the source material was prepared in the form of summary tables for the presentation of the issues discussed. For study relationships between the selected features were used the coefficient correlation, V-Cramer's based on  $\chi^2$  statistics.

**Key words:** tourism, sustainable development, ecology

### **INTRODUCTION**

Tourism is one of non-agricultural activities type in rural areas with great possibilities of the development. However, in most rural communities and regions in the progress of it's development is not sufficient and does not visibly affect their functional structure. Multiple benefits of tourism development of rural residents reached tourist services, as well as easing the local community at least part of the problems facing the country, to call for the dynamic of this process while not harming the natural environment. The development of tourism is seen as one of the effects of a significant improvement in the quality of life of different societies. In the life of societies, the following trends are observed: striving for a healthy lifestyle through proper nutrition, rejecting habits, active lifestyle, care for mental health and well-being, avoiding stress, develop interests and contact with nature.

The first aim of the research was to present an analyze of the Wolin community' involvement to the principles of sustainable development. The research assumes that knowledge about sustainable development among residents, of Wolin region, has a big influence on local residents' involvement in tourism development and environmental protection.

The second aim of the research was to present the conceptualization of sustainable development.

## SUSTAINABLE DEVELOPMENT – CONCEPTUALIZATION OF DEFINITION

In recent years, more and more tourists are looking for charming places in a clean, unpolluted environment. Valuable natural areas created additional jobs, and in effect is an increase in income for local communities, development of infrastructure in the region. But from the other hand, tourist's expansion entails many risks for the environment. To preserve valuable natural areas and landscapes for future generations, it is necessary to maintain a sustainable tourism economy in these areas.

Sustainable development is translated into Polish literature differently [Poskrobko and Oleńska 2001, Zaręba 2000]. The result is that the concept itself is understood differently by the economist, ecologist or sociologist. However the idea of sustainable development grew from numerous environmental in earlier decades and was defined in 1987 by the World Commission on Environment and Development (WCED Report "Our Common Future" 1987)<sup>1</sup> as "Development that meets the needs of the present without compromising the ability of future generations to meet their own needs". So-called the Brundtland Report argued that the vast and complex issue of environmental deterioration should be integrated with the equally vast and complex issue of human development and poverty, clearly suggesting that both challenges needed to be resolved simultaneously and in a mutually reinforcing way [Robinson 2004]. Sustainable development is a contested concept even when the fundamentals are clear: maintaining the integrity of biophysical systems and reducing poverty and risks. From a governance perspective such disagreement is an essential part of sustainable development, but one that makes operationalization difficult [Farrell et al. 2005]:

- Different ideas exist regarding sustainable development for factors in various sectors (e.g., energy, transportation, agriculture, food systems, waste management).
- Existing solutions tend to be sustainable within these sectors rather than across the whole of society.
- New developments bring new risks that cannot be anticipated.
- Sustainable development is a long-term, open-ended project that precedes and supersedes limited term, democratically elected governments.
- Sustainable development involves making choices, and perhaps trade-off decisions, on highly contested issues (which is to say that in some cases the notion of a "trade-off" might prove to be no more than a euphemism for fundamental irresolvable dilemmas).

---

<sup>1</sup> [www.un-documents.net/our-common-future.pdf](http://www.un-documents.net/our-common-future.pdf)

Sustainable development derives from social consensus on what we consider to be unsustainable and what constitutes progress, perspectives that will differ across nations and localities. The substantial content of sustainable development cannot be scientifically determined as “objective knowledge” but will always incorporate normative valuations that only become ascertained in the process of social interaction [Voss and Kemp 2006]. This situation calls for a different type of science, one able to deal with ambiguity, complexity, and uncertainty [Brand and Karvonen 2007].

Principles of sustainable development are the specific codes for practical action. They are accepted by countries as a legally sanctioned way of functioning of their economies. The sustainable development of the Polish legislation was elevated to the rank of constitutional principle. Adherence to the principles of sustainable development, it is considered as a mandatory obligation, therefore, both the community and decision makers. The need for their implementation affects all sectors of the economy and social processes and tourism in particular.

In the literature on the subject encounters different, sometimes conflicting views on the concept of sustainable tourism. Sustainable tourism is treated either as a tool for implementing sustainable development, or as a tool for the development of tourism. According to the definition of the Federation of National Parks and Nature Reserves in Europe, sustainable tourist is “any form of tourism development, management and tourism activity that sustains the ecological, social and economic integrity of the land and also retains intact the natural and cultural resources of these areas” [Zaręba 2000]. Sustainable tourism “refers to the broader concept of eco-friendly tourism development in rural regions and cities, in small and big tourist centers of entertainment and recreation centers, etc., a concept that applies to all known types of tourism after adequate their greening” [Zaręba 2000].

However sustainable development in tourism is often identified only with economical management of environmental resources. However, the level of development of certain segments of the tourism, many factors determines the nature of both economic and non-economic [Kizielewicz 2001]. According to Iwicki [2000], Zaręba [2000], Wiatrak [1996], Drzewiecki [1995], sustainable tourism should promote healthy and productive life in harmony with nature; should bring together people of different nationalities, create open content and tolerance. Tourism activities should be adapted to the environment and the country. The development of tourism is to contribute to the conservation of natural resources and restore areas to their original character. The development of tourism is to contribute to the protection of indigenous cultural communities.

## **OBJECTIVE AND SCOPE OF THE PAPER**

The fundamental objective of the research is to present the most important factors for sustainable tourism development, and analyze the Wolin community’ involvement to the principles of sustainable development. The research assumes that knowledge about sustainable development among residents of Wolin region, has a big influence on local residents involvement in tourism development and environmental protection. Source materials on the opinion of residents were obtained from tests performed in

2010. The study involved 100 residents; the data collection questionnaire method was used. Material collected in conjunction with the source material was prepared in the form of summary tables for the presentation of the issues discussed. For study relationships between the selected features were used the coefficient correlation – V-Cramer’s based on  $\chi^2$  statistics.

## RESULTS AND DISCUSSION

The respondents were mainly people over 45 years of age with high school education. There was also a significant number of respondents with secondary education, mostly women (8% more than men) (Table 1). Respondents with higher education accounted for 24% of the population, while those with primary education only 3%. As the main source of income usually was the wage work (53%), while income of self-employed 32%, a non-profit sources of income 15%.

Table 1. Age, sex, education and source of income of inhabitants (%)  
Tabela 1. Wiek, płeć, wykształcenie i źródła dochodów mieszkańców (%)

Sex	Female	Male		
	54.0	46.0		
Age group	18–25	26–35	36–45	45 and more
	16.0	22.0	22.0	40.0
Education	basic	secondary	high school	higher
	3.0	31.0	42.0	24.0
Source of income	self employed	employee	retired	
	32.0	53.0	15.0	

Source: own studies

Źródło: badania własne

The attractiveness of the community for the residents was assessed in terms of several factors. Respondents evaluated the community very well because of the tourist and recreational areas attractive (56%), good purity was assessed by the natural environment (51%). Most people believe that the municipality is not attractive to them and the main reason is lack of opportunity for professional development (76%) and low salaries (74%). The reason of negative assessment of the community in economic terms is high unemployment, with whom the community is still struggling. There is a lack of jobs but the development of tourism can contribute the reduction of unemployment and increase residents satisfaction.

In order to indicate the strength of the relationship between age, background, source of income and the changing attitudes of residents to tourists, the material has been developing statistically using of factor V-Cramer’s based on  $\chi^2$  statistics (Table 2).

Research shows that the age of the respondents had no impact on the positive or negative attitude of residents to tourists relationship. Share responses developed at approximately the same level. Studies have also shown that respondents with work contract were more positive attitude to tourists (66.4% response). Increase in the level of education

Table 2. The attitudes of the inhabitants of Wolin community for the tourists and the age, education, and the source of income of the respondents (%)

Tabela 2. Postrzeganie turystów przez mieszkańców gminy Wolin a wiek, wykształcenie i źródła dochodów respondentów (%)

Specification	The attitudes of the inhabitants of Wolin community for the tourists	
	V-Cramer's	$\chi^2$
Age	0.12	2.21
Education	0.21	6.19
Source of income	0.18	4.07

Source: own studies

Źródło: badania własne

affects the positive attitude to the tourists visiting the Wolin region. Most respondents replied with the secondary and higher education, 43.7% and 34.4%.

Wolin commune residents believe that tourism is an important factor in the development (38%), 36% of respondents classified it into the key factor in development, 22% of the population believes that the impact on development it is not very important. The smallest percentage of residents (4%) indicated that tourism slightly affects the development of tourism in the region. It can be seen that the older of the respondent the more often indicated that tourism is an important factor in the development of the region. Tourism attractions are both a component and factor of tourist supply. They usually define the location of other components, i.e. infrastructure and tourist service.

The development of mass tourism entails serious negative consequences in tourist areas. Resident's assessment of tourism impact on the natural village environment is negative and focuses on the increasing degradation of the environment in 27.4%. As the negative effects of tourism development in the region, respondents administered as an invasion of privacy (25.6%), social conflicts in the community (17.7%), disparities in per capita income (15%) and increased crime (14.1%) (Fig.1).

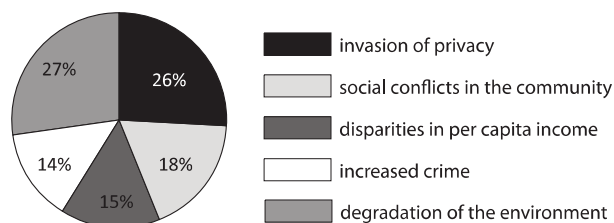


Fig. 1. Negative effects of tourism development

Rys. 1. Negatywne efekty rozwoju turystyki

Source: own studies

Źródło: badania własne

As the most important objective of sustainable development the respondents considered environmental protection (27.2%), social development (21.2%) and increased the quality of life (19.3%). Despite the fact that most people have not met with the concept of

sustainable development, but almost half of them believe that they care about the environment (48.6%). The population is also more than 28% group of people who are indifferent to the needs of the environment. A small part of the respondents declared very committed attitude in regard to its participation in the implementation of the concept of sustainable development, which manifests itself in popularizing the principles of sustainable development and learning to recruit others and search for new knowledge about how to reduce the negative impact on the environment at the municipal level (Table 3).

Table 3. Meaning of the sustainable development  
Tabela 3. Znaczenie zrównoważonego rozwoju

Specification	% of respondents
Necessary action to improve the living condition	25.23
Very important to me and my family's future	32.43
Very important but does not directly concern me	9.00
It is other people problem	2.70
I don't have an opinion	30.64

Source: own studies

Źródło: badania własne

The results show that most residents of the community is focused on saving resources, disposal of sewage, reduce waste creation and participation in recycling (Table 4).

Table 4. Activities of Wolin commune residents in the protection of the environment  
Tabela 4. Działania mieszkańców gminy Wolin w zakresie ochrony środowiska

Specification	Yes	No
Segregation/Reducing waste	17.1%	12.50%
Reducing water consumption	22.5%	4.82%
Reducing energy consumption of harmful substances	23.8%	3.66%
Sewage disposal	10.7%	6.78%

Source: own studies

Źródło: badania własne

As the main cause of the involvement of citizens in environmental protection, respondents considered economic factors, the lower water, electricity and gas bills (45.5%). Second in order of factors determining the behavior of the studied population are law regulations. Only 16.2% of residents have knowledge about the environment and are aware that improving the environment depends on them and lead them to engage in environmental protection. Environment pressure and fashion are not a sufficient incentive to behave in accordance with the needs of social and natural environment.

As a result of increasing the negative effects of uncontrolled development of tourism, recognized need to stop environmental degradation and the need to protect tourism values. "Thanks to the people involved in nature conservation proposal have been put forward to the prevalence of such forms of tourism and tourism development such that

would allow the reduction of adverse environmental changes” [Kurek 2008]. Sustainable tourism was one of the environmentally friendly tourism. As mentioned earlier in this paper, sustainable tourism is based on the idea of sustainable development. Sustainable development is a process of integrating all the political, economic and social opportunities, in order to balance the access of successive generations, different groups and local and regional communities of interest to environmental resources while maintaining the sustainability of natural processes. So the main idea of sustainable tourism, based on the idea of sustainable development, is to achieve harmony between the needs of tourism, the environment and local communities, which directly involved the development of sustainable tourism.

## CONCLUSIONS

The results indicate that residents of the Wolin municipality are increasingly aware of their responsibility for the natural environment and they realize that success in achieving sustainable development depends on their attitude and commitment. Although most of them did not meet with the term sustainable development, but they care for the environment and actively participate in the implementation of that concept. As the most important objective of sustainable development the respondents considered environmental protection (27.2%), social development (21.2%) and increased the quality of life (19.3%).

Increase of inhabitant’s environmental awareness could help to improve the quality of their lives and gain additional income from tourism. This justifies the need for broad education, not only residents but also the community of all Poles. The role of environmental education is very significant. There is a need to conduct, because it allows understanding of the fundamental problems of environmental protection, nature, the problems of sustainable development, rational management and the environment and other fields. Research showed that cause of the involvement of citizens in environmental protection respondents considered economic factors: the lower water (22.5%), electricity and gas bills (45.5%). Second in order of factors determining the behavior of the studied population are law regulations. Only 16.2% of residents have knowledge about the environment and is aware that improving the environment depends on them and lead them to engage in environmental protection.

Sustainable tourism is an important and constantly growing in importance of all of the tourist market segments. It evokes a variety of effects that can significantly contribute to the favorable development processes initiated in the areas of human life as the environment, social or economic. Therefore should be monitored, tested and reasonably controlled in order to enhance its positive effects and neutralization of its negative impacts, particularly in ecologically sensitive regions. Wolin municipality is an area with high tourist potential and has high quality tourist attractions to be protected. To preserve the naturalness of these values should be continuously monitored the development of tourism in the area. Resident’s assessment of tourism impact on the natural village environment is negative and focuses on the increasing degradation of the environment in 27.4%. As the negative effects of tourism development in the region, respondents administered as an

invasion of privacy (25.6%), social conflicts in the community (17.7%), disparities in per capita income (15%) and increased crime (14.1%).

Monitoring requires appropriate institutional support which can provide a national tourist organizations cooperating with local civil society organizations (NGOs), especially those that deal with environmental issues and education, especially organic, properly rooted in local communities. That well-educated and active local community can most effectively contribute to sustainable tourism development in Wolin commune. There is nothing else but to accept and implement the principles of sustainable development, because that's the only way you can achieve a balance between environmental, social and economic governance.

## REFERENCES

- Brand R., Karvonen A., 2007. The Ecosystem of Expertise: Complementary Knowledge for Sustainable Development. *Sustainability: Science, Practice & Policy* 3 (1), pp. 21–31 (<http://ejournal.nbii.org>).
- Drzewiecki M., 1995. *Agrotourism. Assumptions – Conditions – Action*. Świadectwo Pub. Institute, Bydgoszcz.
- Farrell K., Kemp R., Hinterberger F., Rammel C., Ziegler R., 2005. From for to Governance for Sustainable Development in Europe: What is at Stake for Further Research. *International Journal of Sustainable Development* 8 (1–2), pp. 127–150.
- Iwicki S., 2000. Considerations of the Sustainable Development of Tourism in Rural Areas (in:) *Problems of agriculture and rural development in Kujawsko-Pomorskim Voivodeship. Synthesis and Orientation*. ATR Bydgoszcz, Bydgoszcz, pp. 125–141.
- Kizielewicz J., 2001. Tourism Sustainable Opportunity, Socio-Economic Development of the Region. *Roczniki Naukowe SERiA* 3 (6), Warsaw, pp. 80–84.
- Kurek W., 2008. *Tourism*. PWN, Warsaw.
- Poskrobko B., Oleńska J., 2001. Regional and local strategies of development and sustainable development (in:) F. Piontek (Ed.) *Economics and sustainable*. *Ekonomia i Środowisko* Pub. Vol. 2, Białystok, pp. 36–42.
- Robinson J., 2004. Squaring the Circle: on the Very Idea of Sustainable Development. *Ecological Economics* 48 (4), pp. 369–384.
- Voss J., Kemp R., 2006. Sustainability and Reflexive Governance: introduction (in:) *Reflexive Governance for Sustainable Development*. J. Voss, D. Bauknecht, R. Kemp (Eds.). MA: Edward Elgar, Northampton.
- Wiatrak A.P., 1996. Influence of Agritourism in the Disposed of Rural Areas. *Issues Of Agricultural Economics* 1, pp. 34–36.
- Zaręba D., 2000. *Ecotourism – the Challenges and Expectations*. PWN, Warsaw.

## ZRÓWNOWAŻONY ROZWÓJ TURYSTYKI NA PRZYKŁADZIE REGIONU WOLIŃSKIEGO

**Streszczenie.** W pracy poddano analizie zaangażowanie społeczności gminy Wolin w realizację zasad zrównoważonego rozwoju. Materiały źródłowe dotyczące opinii mieszkańców uzyskano w wyniku badań przeprowadzonych w 2010 roku. Badaniami objęto 100 mieszkańców; przy zbieraniu danych posłużono się metodą ankietową. Badania ankietowe zrealizowano w postaci wywiadów, przeprowadzonych samodzielnie przez ankietera wśród



respondentów badanej populacji. Zebrany materiał w połączeniu z materiałem źródłowym przygotowywano w formie zestawień tabelarycznych w celu prezentacji omawianych zagadnień. Do badania siły zależności pomiędzy wybranymi cechami wykorzystano współczynnik korelacji V-Cramera, oparty na statystyce  $\chi^2$ .

**Słowa kluczowe:** turystyka, zrównoważony rozwój, ekologia

Accepted for print – Zaakceptowano do druku: 22.05.2012