

EVALUATION OF THE URBAN SPACE OF JANÓW LUBELSKI FOR THE NEEDS OF TOURISM FUNCTION

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Summary

The aim of the present work is the evaluation of Janów Lubelski's urban space for the needs of tourism function, carried out using the method of point bonitation based on inventory conducted in the field, the analysis of thematic maps available on the geoportal.gov.pl website, as well as of subject literature and strategic documents. The qualities of the natural and anthropogenic environment as well as tourist infrastructure and development were analysed in detail. A survey was conducted among the residents, on the attractiveness of the city space. Based on the city's valorisation thus conducted, on the indication of the most valuable natural assets, as well as the analysis of strategic documents and survey results, it was found that Janów Lubelski is an attractive destination in terms of tourism development. The Zalew Janowski (Janów Reservoir) is the most attractive and the most developed tourist site in the area.

Keywords

natural and anthropogenic values • tourism development

1. Introduction

Janów Lubelski occupies the first place among the municipalities of the Lublin region in terms of tourist attractiveness [Tucki 2007]. Tourism is an important factor influencing the development of the economy, and in recent years it has become one of the main strategic goals of many cities. The term "tourism" in itself has not been clearly defined, however, it is associated with the temporary movement of the population for purposes such as leisure or health [Beaver 2005].

Tourism assets or values constitute the foundations for the development of tourism in a given area. Analysis of the natural and anthropogenic environment, as well as communication accessibility, and the distribution of catering and accommodation base using appropriate methods allows for valorisation of urban space in this respect. All planning documents should indicate desirable directions of development, thus maintaining spatial order.

The aim of the present work is to valorise Janów Lubelski's urban space for the needs of tourism function. In the present work, we aim to answer the following questions:

How diverse is the city's space in terms of tourism attractiveness? Does public opinion confirm obtained results of the evaluation? What is the tourist potential of the city, shown in the present analysis, against the background of the directions set out in the existing planning documents of the city and the municipality as a whole?

2. Review of literature

Evaluation of space using point bonitation system is often found in the scientific literature. There are many studies and articles describing the method itself and its application during studies in a given region, municipality, or city, which differ in the selection of assessment criteria. One of the most valuable descriptions of this procedure was presented in a collective work edited by Drzewiecki [1976] regarding tourism development of the Tuchola region, focusing mainly on natural aspects. The above-mentioned analysis was not carried out for the area of the city of Janów Lubelski, whereas similar topics are addressed in the article: *Formy ochrony przyrody jako element atrakcyjności turystycznej na przykładzie regionu lubelskiego* [Forms of nature conservation as an element of tourism attractiveness, illustrated by the case of the Lublin region, Tucki 2010], which takes the municipality of Janów Lubelski into account, finding its environment to be very attractive. For the purpose of this analysis, the studies by Baranowski [2011, 2013], Bata and Lawera [2007], and Kondracki [1978] were used, all of these touching upon natural aspects.

Anthropogenic conditions constitute another aspect discussed in the present work. Also in this case, it is possible to distinguish authors whose work focused mainly on assessing the area in terms of its history, cultural resources, traditions, and customs. In the article *Wpływ turystyki na rozwój miasta Augustowa w latach 2004–2009* [The impact of tourism on the development of the city of Augustów in 2004–2009] Gryguć [2010] particularly emphasizes the role of tourism and landscape values. When assessing the anthropogenic environment for the purposes of the present study, Baranowski's analyses were used [2013] first and foremost.

Tourism infrastructure and development are among the basic tourism assets, and they occupy an important place in the advancement of tourism [Meyer 2008]. Many authors agree on the importance of the role of accommodation facilities in tourism. Wojdacki [2014] goes as far as to claim that accommodation is "one of the most important elements of tourism development". Factors of the natural environment, functional factors, as well as the type of landscape are only a few of the features affecting the diversity, nature and structure of accommodation offer [Świstak et al. 2013].

It should also be noted that a lot of valuable information about the city was included in the following strategic documents: Janów Lubelski Brand Strategy for 2007–2013, Development Strategy of the Janów Lubelski Municipality for 2008–2015, Local Development Strategy for Janów Lubelski Municipality for 2014–2022, and the Local Spatial Development Plan for tourism and recreational areas over the "Reservoir" (Zalew) in Janów Lubelski, which was approved by Resolution No. XXVII/164/12 of the Janów Lubelski City Council of November 21, 2012 on the adoption of a local

spatial development plan for tourism and recreational areas on the “Reservoir” in Janów Lubelski [umjanowlubelski.bip.lubelskie.pl].

The first of the aforementioned documents was developed in order to create the Janów Lubelski brand, which will make it recognizable against other neighbouring cities or municipalities. The information contained therein concerns the characteristics of the entire municipality. The product that was proposed was the “Zoom Natury” [“Nature’s Zoom”] recreation park. As part of the project, surveys were conducted on the basis of which it was found that Janów Lubelski is an attractive place for day trips (as reported by 28% of respondents), whereas when choosing between a 3, 7 or 14-day stay, the greatest number of respondents indicated their interest in a three-day stay. The respondents described the city as “a nice place, friendly to tourism, providing opportunities for active leisure.” The Summary study showed that the city is associated mainly with nature and interesting entertainment, while the smallest number of respondents indicated architecture and accommodation. The “Zoom Natury” recreation park is still being implemented and improved. The park has a beach, a rope course, outdoor gyms, walking paths with fountains, and educational laboratories [Janów Lubelski Brand Strategy for 2007–2013].

The development strategy of the Janów Lubelski municipality for 2008–2015 contained detailed characteristics of the municipality and the directions for its development. As part of the strategy, surveys were conducted, in which the majority of respondents noted the poor condition of roads in the city. The document envisaged the development of a tourism and recreation base in the area of Zalew Janowski [Janów Reservoir] and in the zone between the urban development area and the reservoir. Actions to be taken included: modernization of the reservoir’s surroundings, adaptation of the paths and routes to tourism traffic, expansion of the accommodation base, as well as the revitalization of greenery in the Misztalec park [Development strategy of the Janów Lubelski municipality for 2008–2015].

The continuation of the above document is the current Local Development Strategy of the Janów Lubelski municipality for the years 2014–2022. It assessed the activities carried out under the previous strategy. It has been demonstrated that the revitalization of the historic city centre had a significant impact on improving the tourism attractiveness of Janów Lubelski. The continuation of expansion of the “Zoom Natury” recreation park was recognized as a strategic goal. The natural assets of the Janów Forests were recognized as having the greatest potential, indicating that nature protection programs can be both inspiring and stimulating for the development of tourism [Strategy for the local development of the Janów Lubelski municipality for 2014–2022].

In his article *Regionalne aspekty turystyki na przykładzie województwa lubelskiego* [Regional aspects of tourism on the example of the Lublin region], Tucki [2007] emphasizes the role of regional policy in shaping tourism. He distinguishes Janów Lubelski among other municipalities as a unit whose authorities consider tourism development of the city an important aspect, which is manifested in the implemented strategic documents.

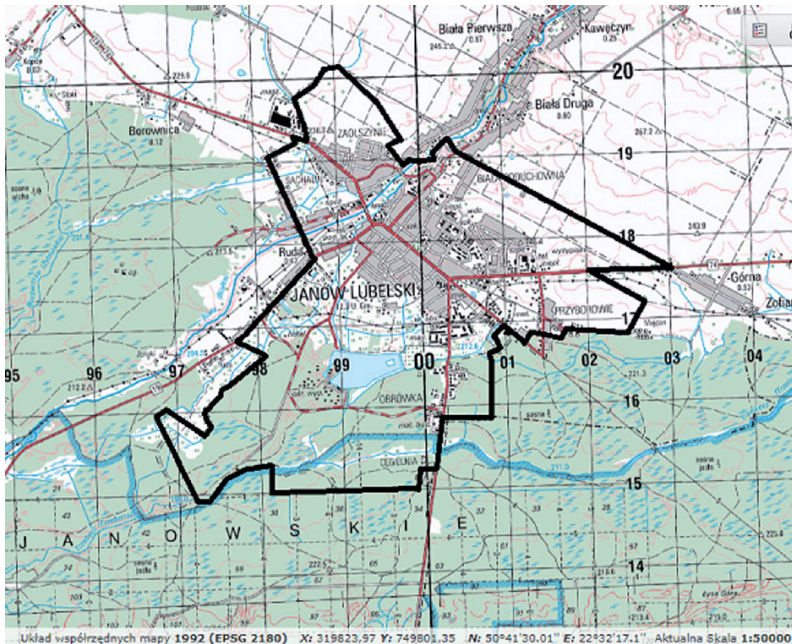
In order to support the city's tourism development initiative in Janów Lubelski, the Local Spatial Development Plan for Tourism and Recreation Areas by the "Reservoir" was introduced by Resolution No. XXVII/164/12 of the City Council in Janów Lubelski of November 21, 2012 on the adoption of a local spatial development plan for tourism and recreation areas at the "Reservoir" in Janów Lubelski. The local plan contains provisions regarding the principles of: protection and shaping of spatial order; protection of cultural heritage, environmental protection, conservation of natural and cultural landscape; modernization, expansion and construction of the transportation systems; modernization, extension and construction of technical infrastructure as well as detailed principles and conditions for the consolidation and division of real estate as well as determining the minimum area of newly designated construction plots. Furthermore, the local spatial development plan indicates the directions of land development in the field of the improvement of communication systems, services, education, culture and tourism, greenery and built development [umjanowlubelski.bip.lubelskie.pl].

When analysing the literature on the subject, it can be concluded that the majority of available materials containing valuable information for the valorisation of the Janów Lubelski city area for the purposes of tourism function relate to history and to cultural resources. The problem resulting from the available studies is the lack of data on Janów Lubelski as an urban area; as literature and strategic documents cover the area of the entire municipality, which is also mentioned in the work by Brzezińska-Wójcik and Skowronek [2018].

In a broader perspective, it should be noted that many cities throughout the world, as well as in Poland, are struggling with such problems as the economic recession, freeing many downtown spaces, aging of the society, and depopulation. This is the reason why tourism began to be perceived as one of the new aspects of economic development, a factor of the revitalization of cities, and a tool for changing their image [Maitland 2007, Pecsek 2016, Ruslanovna Schtanchaeva et al. 2016].

3. Description of the studied area

Janów Lubelski is located in the south-eastern part of Poland, in the Lublin region, in the Janów district. It is the seat of the Janów Lubelski urban-rural municipality. In terms of nature, it is located on the border between two mesoregions: Zachodnie Roztocze (West Roztocze) and Równina Biłgorajska (Biłgoraj Plain) [Kondracki 2011]. The Białka and Trzebiesz rivers flow through the city, and national routes No. 19 (Rzeszów – Lublin – Białystok – Grodno) and 74 (Hrubieszów – Zamość – Kraśnik – Kielce – Piotrków Trybunalski) run there. The southern side of the city is occupied by Lase Janowskie (Janów Forest), while the centre is located in the north, and in the central part of the studied area (Fig. 1).



Source: Authors' own study based on geoportal.gov.pl

Fig. 1. The situation of Janów Lubelski against the background of the topographical map fragment

4. Material and methods

The valorisation of the Janów Lubelski urban space for tourism purposes was carried out in 2018. The research consisted in collecting and analysing study materials and literature covering issues related to natural and anthropogenic values as well as elements of tourism infrastructure. Strategic documents of the municipality were also analysed. An important part of the first stage of work was also collecting cartographic materials, including orthophotomaps on a scale of 1:10,000. The necessary cartographic data for analysis was obtained from geoportal.gov.pl. In order to supplement the literature data, field research was carried out to verify natural and anthropogenic resources and elements of tourism development. As a result of analyses of the spatial distribution of natural and anthropogenic values and elements of tourism infrastructure, valuation for tourism function was carried out.

In order to assess the tourist attractiveness of Janów Lubelski, the point bonitation method was used, based on the criteria proposed by Żarska [2011]. This method consists in presenting a bonitation scale, describing the relationships between the examined feature and the number of points assigned thereto [Kožuchowski 2005].

The analysis was carried out in three stages. The first stage consisted in dividing the studied area into basic assessment fields, i.e. units to which specific point values are assigned

[Bartkowski 1986]. For the purposes of this analysis, the studied area (14.8 km²) was divided into 311 equal fields of basic assessment with dimensions of 200 m by 200 m. As Jakiel [2015] points out, other geometrical figures, administrative units or naturally separated units, e.g. geo-complexes, can also act as the assessment fields. He also notes that the use of a square grid “may in some way distort the result”, whereas it facilitates the comparison of fields, it can be used for “various types of environment”, and for many “natural and artificial elements”. The second stage aimed at assessing tourism value according to the key developed by Żarska [2011] (Table 1, Table 2) described in *Waloryzacja turystyczna Ciężkowicko-Rożnowskiego Parku Krajobrazowego* [Tourism valorization of the Ciężkowice-Rożnów Landscape Park, Fornal-Pieniak 2013], and applying the values obtained to the previously determined grid of squares covering the studied area. It should be noted that the following point bonitation does not include the criterion in Table 1, i.e.: “Occurrence of viewpoints”, as the lack of these values in relation to the examined area would not affect the result of the analysis. Table 2 has been modified for tourism infrastructure and tourism development, in order to obtain a more accurate result, relevant to the present valorisation. The third stage consisted of summing up all scores within individual fields of the basic assessment, and presenting the results in a graphic format.

Valorization maps were developed using the AutoCad 2016 program.

Table 1. Assessment criteria for the natural environment

Assessment criteria		Point bonitation
Occurrence of forests	Area with the predominance of forests (more than 50% of the given area/unit)	3
	Area with the average share of forests (more than 25% up to 50% of the given area/unit)	2
	Area with a low share of forests (below 25% of the given area/unit)	1
	Area without forest	0
Diversification of flora	High diversification of flora (above 5 plant communities in the given area/unit)	2
	Average diversification of flora (from 3 to 4 plant communities in the given area/unit)	1
	Low diversification of flora (from 1 to 2 plant communities in the given area/unit)	0
Occurrence of nature conservation areas	Occurrence of a national park	3
	Occurrence of nature's reserves	2
	Occurrence of stands of natural documentation, ecological areas, etc.	1
	Lack of nature conservation forms in the given area/unit	0

Occurrence of natural monuments/heritage sites represented by trees	Presence of natural monuments/heritage sites	1
	Lack of natural monuments/heritage sites	0
Occurrence of elements of inanimate natural monuments/heritage sites under protection	Presence of elements of inanimate natural monuments/heritage sites	1
	Lack of elements of inanimate natural monuments/heritage sites	0
Occurrence of surface bodies of water (rivers, lakes)	Presence of surface bodies of water	1
	Lack of surface bodies of water	0
Occurrence of view points	Presence of view points	1
	Lack of view points	0

Source: Authors' own study based on Fornal-Pieniak [2013]

Table 2. Assessment criteria for the anthropogenic environment, infrastructure, and tourism development

Assessment criteria		Point bonitation
Diversification of cultural elements in the given studied unit (sacred elements e.g. historic churches, roadside chapels, lay elements: historic wooden houses etc.)	High diversification (more than 4 types of cultural heritage objects)	3
	Average diversification (from 2 to 3 types of cultural heritage objects)	2
	Low diversification (1 type of cultural heritage objects)	1
	Lack of cultural heritage objects	0
Occurrence of harmonious and discordant elements	Occurrence of harmonious elements	3
	Dominance of harmonious elements with a small share of discordant elements	2
	Occurrence of discordant elements with a small share of harmonious elements	1
	Lack of discordant elements	0
Occurrence of walking trails	Occurrence of walking trails	1
	Lack of walking trails	0
Occurrence of cycling trails	Occurrence of cycling trails	1
	Lack of cycling trails	0
Occurrence of horse riding trails	Occurrence of horse riding trails	1
	Lack of horse riding trails	0

Table 2. cont.

Assessment criteria		Point bonitation
Diversification of tourist trails in the studied unit	High diversification (3 kinds)	3
	Average diversification of tourist trails (2 kinds)	2
	Low diversification of tourist trails (1 kind)	1
	Lack of tourist trails	0
Occurrence of accommodation infrastructure (e.g. agritourism farm, bed and breakfast establishment, hotel)	High diversification (3 accommodation types)	3
	Average diversification (2 accommodation types)	2
	Low diversification (1 accommodation types)	1
	Lack of accommodation infrastructure	0
Occurrence of catering infrastructure (e.g. restaurant, bar, pizzeria)	High diversification (3 catering types)	3
	Average diversification (2 catering types)	2
	Low diversification (1 catering type)	1
	Lack of catering infrastructure	0
Occurrence of roads	Occurrence of roads	1
	Lack of roads	0

Source: Authors' own study based on Fornal-Pieniak [2013]

An online survey was also conducted via publicly available websites, in particular those targeted at the residents of Janów Lubelski. The survey consisted of metrics and 5 close-ended questions that concerned opinions about the attractiveness of the city's space for tourism. Respondents answered the following questions:

1. In your opinion, is Janów Lubelski an attractive place for the development of tourism?
2. In what part of the city do you think is tourism traffic the largest?
3. What part of the city do you think has the least tourism traffic?
4. Please assess, on a scale of 1 to 5, individual elements of the tourism development of Janów Lubelski:
 - natural values,
 - cultural values, monuments, history and traditions of the city,
 - accommodation infrastructure,
 - catering infrastructure,
 - transportation accessibility,
 - cultural offer and the possibility of active recreation.

5. In your opinion, does the city's policy have a positive or negative impact on tourism development in Janów Lubelski?

5. Study results

When analysing the natural diversity in Janów Lubelski, the criteria presented in Table 1 were used. The first criterion for assessing the natural environment was to assess the percentage of forests for each of the designated primary assessment fields. Following an inventory study, it is clear that the forest covers the southern part of the city. Areas with more than 50% predominance of forests occupy about 37.9% of the total number of primary assessment fields, which indicates that the area is very attractive. Forest, water, shrub, grass and synanthropic vegetation were distinguished in the studied area [Pieniak and Wysocki 2010]. The greatest diversity of vegetation occurs along water bodies and on the outskirts of the city in its northern part. Areas with a large diversity of vegetation are attractive due to their scenic values and biodiversity. The city is located in the buffer zone of the Janów Forests (Lasy Janowskie) Landscape Park. The southern part consists of bird habitats protected under Natura 2000 program – which testifies to high attractiveness of these areas, due to the occurrence of European bird refuges. According to the data contained in the Environmental Impact Assessment report prepared in 2017, changes to the local spatial development plan of the Janów Lubelski Municipality – stage 2, there are 8 natural heritage sites/objects within the analysed area. They are all located in the City Park. Elements of inanimate nature under protection include nature heritage sites represented by water springs. Two rivers flow through the city: the Białka River in the northeast, and the Trzebiesz River on the south. In the central part of the area, there is the Janowski Reservoir and the pond in the Misztalec park. Among the natural watercourses, the abovementioned springs should be distinguished. The Trzebiesz River flowing through the forest area is a picturesque element of the landscape without any signs of human interference. The Janowski Reservoir and its use, for water sports among other functions, is very valuable in the context of tourism development (Fig. 2).

When presenting the diversity of cultural elements in Janów Lubelski, the criterion in Table 2 was used. The greatest diversity occurs in the northern part of the city, and is related to the history of this area and the occurrence of historic buildings, such as a complex of former prison buildings. Other places are characterized by little or no diversity. The southern part of the city, which is occupied almost entirely by forest, the area around the Janowski Reservoir along with the centre, a fragment on the north-eastern side with the Roman Catholic Church of St. Jadwiga and other buildings, as well as a new housing estate with coherent buildings constitute a harmonious area. The remaining area is also characterized by a harmonious structure, i.e. coherent buildings, neat streets and home gardens, but it has elements introducing disruptions to harmony, for instance advertising, objects requiring renovation, unkempt greenery. The area with the predominance of discordant features is located in the vicinity of the highest rated areas, which means that it contrasts even more visibly with the city space. It is located

near the intersection of Wiejska street with Księdza Skorupki street. The greatest diversity of hiking trails occurs in the south-east and south-west of the city, where horse riding, walking and cycling routes overlap. Accommodation is concentrated along the main streets near the market square and in the vicinity of the Janowski Reservoir. It is not diverse, only in the southern part there are hotels, campsites and guesthouses in close vicinity to each other. The greatest diversity of catering facilities in the designated primary assessment field occurs around the Janów Lubelski market square, while the smallest diversity of found near the eastern border of the city. The road network is found in 42.8% of the designated fields of the primary assessment of the city of Janów Lubelski. It is more developed in the north of the city than in the south. The development of the road network has a historical background, and the regular grid of streets was one of the guidelines of the ideal city. In the south there are undeveloped areas, valuable in terms of natural assets, therefore the development of a similarly dense network in that part was not necessary (Fig. 2).

In respect to the above valorisation, the city area was divided into the following classes:

- very attractive (12–17 points),
- attractive (7–11 points),
- not particularly attractive (4–6 points).

The most attractive areas in terms of tourism potential include the following:

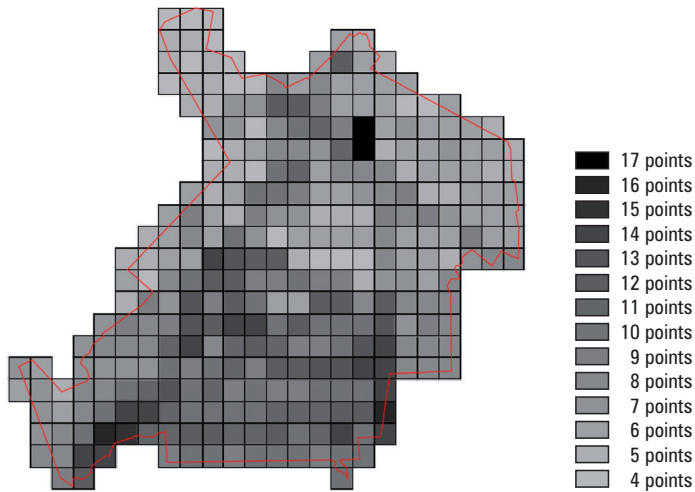
- the area covering Stoki Janowskie (Janów hills) located in the northern part of the city,
- the Dominican Monastery Complex located west of the market square,
- the area of the Nowe Miasto (New Town) located east of the market square including the Park Miejski (City Park),
- the area on the west and south banks of the Zalew Janowski (Janów Reservoir),
- the area on the southern edge of the city, together with Uroczysko Kruczek (reserve) and the Horse Stables.

The conducted bonitation procedure distinguished the above areas as the most attractive throughout the city, having specific historical, religious and natural value.

The second group consists of areas identified as attractive and they are the most numerous among those highlighted. They cover the southern part of the city, which boasts special natural and landscape values (Lasy Janowskie – Janów Forest, Trzebensz River), as well as: interesting cultural offer (cyclical festivities) and recreation offer (kayaks, cycling, rope course), as well as numerous tourist routes. It can also be noted that the historical urban layout is attractive, as well as two axes diverging south and southeast of the city market, i.e. Świerdzowa street connecting the market with “Zoom Nature” Recreation Park and Zamoyskiego Street, created as a connection between the market and the New Town.

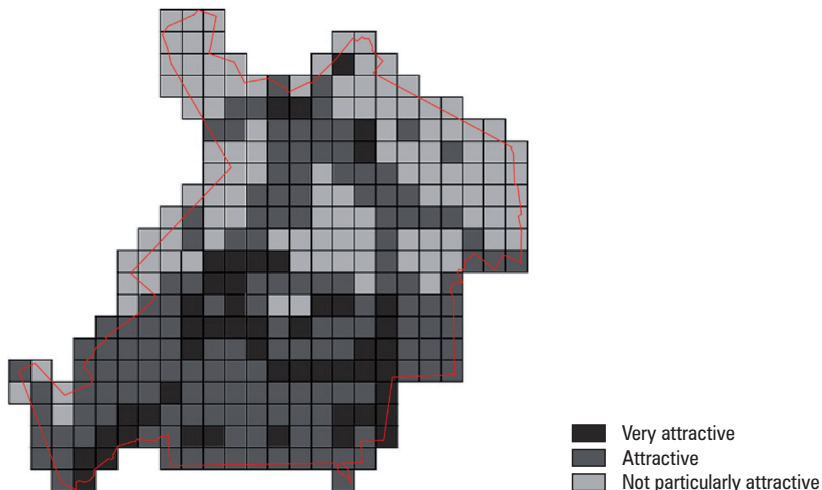
Both in very attractive and attractive areas, there are accommodation and catering facilities as well as well-developed transportation accessibility.

The outskirts of the city were classified as areas that are not particularly attractive for the development of tourism, except for the southern part and the central area of Janów Lubelski. These are transitional areas between the city and the agricultural or undeveloped rural area. In those areas, there are no valuable assets that might have a positive impact on tourism development (Fig. 2 and Fig. 3).



Source: Authors' own study

Fig. 2. Valorisation of the urban space of Janów Lubelski for the needs of tourism function



Source: Authors' own study

Fig. 3. Classification of particular areas within Janów Lubelski town for the needs of tourism function

Social conditions and implications constitute an important aspect in the development of tourism in a given area, and according to Meyer [2008], residents should take part in all tourism-related activities. The local community should have adequate knowledge about the activities carried out in its environment, as well as opportunities and threats that such interference with their living space entails. About 1% of the city's population responded to the survey, i.e. 112 people, of which 75% were women and 25% were men. Among the respondents, people aged 21–40 (62 people) constituted the most numerous age group (55.4%), while the least numerous age group were persons over 60 years old, constituting 3.6% of all respondents. The second most numerous groups were respondents under the age of 20 (29.5%).

When asked whether their city is an attractive place for tourism development, as many as 90.2% of people answered in the affirmative. The respondents indicated that the largest tourism traffic is concentrated in the southern part of the city (Janowski Reservoir, forest areas) – 65.2%, the city market was indicated by 25.9% of the respondents, while the central part was indicated by 5.7% and the outskirts of the city by only 3.2% of the respondents. Response to another question regarding tourism traffic confirmed that it is the lowest on the outskirts of the city – as indicated by 71.6% of the respondents.

Natural values have been rated the highest among all of the assessed tourism development components. Most people – as many as 52.5% – rated the quality of natural assets as very good, 24.6% as good, 16.7% as medium, 5.3% as bad. One person found them to be very bad.

Cultural assets, monuments, history and tradition of the city, all positively assessed by the respondents, were indicated as second most important component. Good and very good grade accounted for 62.0% of all answers overall, whereas 23.0% of respondents rated them as average, and 15.0% rated them as bad and very bad.

The majority of respondents were positive about the accommodation infrastructure, as 45.6% of the answers were good and very good.

Good ratings dominated in the question about the catering infrastructure (37.4%). Both very bad, and very good ratings amounted to 10.4% equally. 17.4% respondents said they had bad catering infrastructure, and 24.4% of the respondents considered it to be average. Despite the overwhelming number of good reviews, the number of bad and very bad ratings was alarming.

The assessment of transportation accessibility is difficult to clearly define, as the answers vary. The fewest people gave it a very good rating (5.0%), most persons chose average rating (27.5%), 25.0% of respondents rated transportation accessibility as good, while 42.5% assessed it as poor and very poor.

The cultural offer and the possibility of active recreation were positively assessed. Majority of the respondents – 31.9% – rated them as good, 26.5% as medium, 22.1% as very good, and only 14.2% of those surveyed rated them as bad and 5.3% as very bad.

The last question concerned the respondents' opinions on the impact of the city's policy on the development of tourism in Janów Lubelski. Most people said that the city's policy had a positive impact on tourism development (83.0%), and only 17.0% thought otherwise.

The survey shows that Janów Lubelski is considered an attractive place to develop tourism, with a positive impact of city policy. The highest rated natural values are the greatest development potential of this area.

6. Conclusions

The valorisation process that was carried out indicated the Old Town together with the New Town and City Park as tourism-attractive areas. In the survey, this was the second place chosen by the respondents in terms of attractiveness. This result indicates an improvement in the attractiveness of this area in recent years, because in the previous analysis, conducted for the needs of the Janów Lubelski Brand Strategy, it was the place least associated with the city. Valorisation by the point bonitation method showed that the least attractive areas are located on the outskirts of the city, which was also confirmed by the survey results.

Following from the analysis conducted using the point bonitation method, it can be seen that the results coincide with the current state of development as well as the directions for development designated in planning documents, but they do not necessarily take into account all of the factors that make up such a complex topic as the city's tourism potential. Another problem we faced when carrying out the above research was the lack of current statistical data for the city available from the Central Statistical Office website, which might contribute to conducting an additional analysis of the city.

The city has great tourist potential, and thanks to the current policy of the authorities, it is heading in the right direction, offering increasingly more and new attractions for tourists. The challenge faced by those in power should be to activate the less attractive outskirts, so as not to lead to excessive disparities between the most attractive central parts of the city and its extreme areas.

About 63% of the city's area is covered by very attractive and attractive tourist areas.

The city is diverse in terms of tourist attractiveness. There are two most attractive areas:

- forest area located in the south together with the Janowski Reservoir,
- the area around the Old Town Square and the so-called New city, located in the north.

The parts of Janów Lubelski that are least attractive to tourists are located on the outskirts of the city, except for its southern border, and in the central part, and they are undeveloped or agricultural areas.

Both the survey results and the valorisation we conducted have shown that the areas of the greatest tourism attractiveness are located in the vicinity of the Janowski Reservoir.

The strategy of the local development of the municipality and the Strategy of the Janów Lubelski Brand draw attention to the particular value of the city's natural assets, which was also demonstrated by the point bonitation method and by the responses to the survey. The main area of tourism development included in the above-mentioned documents is the Janowski Reservoir and its surroundings.

Strategic assumptions have already been partly implemented by creating the “Zoom Nature” recreation park [Strategy for the local development of the municipality for 2008–2015, Strategy for local development of the municipality for 2014–2022, Strategy for the Janów Lubelski Brand for 2007–2013]. The majority of the respondents stated that the largest tourism traffic occurs in the southern part of the city, thus proving the relevance of the investment. Most respondents confirmed the positive impact of the city’s policy on the development of tourism in Janów Lubelski. The adopted strategic documents set the direction of tourism development, which is confirmed by the city’s investment offer. On the website of the Janów Lubelski City Hall there is an offer of selling land for tourism and recreational purposes. The positive policy of the city authorities is also confirmed by the assistance offered to investors at every stage of the investment project, and the recommendation of contractors [www.janowlubelski.pl]

Based on the valorisation of the urban space, on the analysis of strategic documents, and on the results of the survey, it was demonstrated that Janów Lubelski is an attractive city for tourism. The challenge that the city authorities should take is to create a program that would activate the extreme areas of the city shown in the above studies as not very attractive.

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