



## Identification of pilot cultural areas and awareness raising towards local communities

### GENERAL INFORMATION ON THE PARTNER AREA

- 1) **Name of the area: Kujawsko-Pomorskie Voivodeship**
- 2) **Contact organisation: Marshal's Office of Kujawsko-Pomorskie Voivodeship**

- Municipality       Province       Region       University
- Development Agency       Other \_\_\_\_\_

3) **Country** \_\_\_\_\_ **POLAND** \_\_\_\_\_

4) **Resident population (year 2008): 2.066.136**

5) **Area dimension (in square km): 17972 km<sup>2</sup>**

6) **Airport-port services nearby:**       Yes       No

If Yes, please indicate the distance in Km of each service: International Airport in Bydgoszcz

7) **Tourist information offices in the territory (please indicate the number): 19**

8) **Significant cultural sites nearby (please indicate their number) at least 4 : City of Torun, City of Bydgoszcz, Biskupin, Golub-Dobrzyn and many more**

If Yes, please provide a short description

Torun - one of the most interesting examples of Gothic bourgeois architecture, The Old Town is included in the UNESCO World Heritage List

Bydgoszcz- the center of economic activity. Lots of international sports and cultural events (concerts, festivals) take place here. Bydgoszcz has its own International Airport Terminal, therefore the region has a very good communication route with the main European junctions

Biskupin – reconstruction of a Lusatain culture village, dating at 2,700 years

Golub-Dobrzyn – gothic castle, famous for knight's tournaments

- 9) **Natural resources nearby of particular significance (parks, protected areas, natural reserves, wet zones, etc.) (please indicate their number)** 91 nature reserves, 8 landscape parks, 31 protected areas, 4 rivers, 4 lakes

If Yes, please provide a short description : The rivers are winding their waters through scenic forests and meadows. The most spectacular landscape parks include the Brodnica Park, Gorzno- Lidzbark Park, Krajna Park, Tuchola Park, River Wda Park, Gostynin- Wloclawek Park, Millenium Park at Lake Goplo, and Chelmno and Vistula Parks.

- 10) **Distance from the most important town/destination from the tourist point of view (please indicate distance in KM)** \_\_Toruń – Bydgoszcz 45km, Toruń- Szafarnia 48km, Toruń- Lubostroń 69km, Bydgoszcz- Lubostroń 30km

**Name of the famous tourism destination** \_\_\_\_\_Torun

- 11) **Limits and bonds for promoting tourism in that area: which are the reasons why people visiting the “famous destination” do not go to the nearest and less famous one(s)?**  
**Please detail** : lack of activities connected with promotion, information and advertisement of less famous destinations, lack of attractive, new tourist offer

## INITIATIVES IN THE FIELD OF SUSTAINABLE DEVELOPMENT

- 12) **Adhesion to the “Aalborg Chart”:**  Yes  No

If Yes, please indicate the year \_\_\_\_\_

- 13) **Start up of Local Agenda 21:**  Yes  No

If Yes, indicate the thematic groups \_\_\_\_\_

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- 14) **Your territory is interested by environment sustainability policies:**  Yes  No

If Yes, indicate if it concerns one of the following sectors:

quality of water

quality of air

waste disposal

eco-compatible mobility

Other \_\_\_\_\_

- 15) **Eventual programmes and/or on-going projects in your territory, financed by national/local public bodies, by European Union, or by your organisation, in the field of sustainability:**

Yes  No

If Yes, provide a list

In respect to the territory of whole voivodeship there are many running programmes and project concerning sustainability e.g. Regional Operational Programme 2007-2013, Operational Programme Human Capital 2007-2013, Programme for the Development of Rural Areas 2007-2013 (managed and implemented by the regional authority), ETC programmes, Culture Programme 2007-2013 and others

- 16) **Other projects or initiatives in your territory to promote the sustainable tourism through the quality certification of the destinations (“Environmental Management System”: ISO and EMAS):**  Yes  No

If Yes, provide a short description \_\_\_\_\_

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## THE TOURISM DEMAND

In the case you are not provided with the data related to the required years and typologies, you are invited to communicate the data at your disposal.

- 17) Annual arrivals and presences (PRESENCES means the number of nights – ARRIVALS means the number of people – VISITORS means estimate number of people who stay only during the day)**

	1998	2003	2007
N° annual PRESENCE	<i>data not available</i>	2168519	2830316
N° annual ARRIVALS	<i>data not available</i>	627552	756208
Estimate N° VISITORS	<i>data not available</i>	<i>data not available</i>	<i>data not available</i>

### 18) Demand Composition

Indicate the number of national and international presences/arrivals:

*Not available data from 2008*

	2007
N° national presences	2mln
N° foreign presences	212685
N° national arrivals	672380
N° foreign arrivals	83828

### 19) Monthly Distribution (2007)

*Not available data from 2008*

	Number overall presences	Number overall arrivals
January	155184	42390
February	168665	43505
March	187580	49835
April	196972	51934
May	254967	77790
June	276940	85158
July	381520	82483
August	349773	84635
September	251773	74124
October	229065	65004
November	208726	55718
December	169151	43632
Total	2830316	756208

## THE TOURISM OFFER

In the case you are not provided with the data related to the required years and typologies, you are invited to communicate the data at your disposal.

### 20) Accommodation capacities (2007):

Accommodation	Number of units	Number of beds
Hotels	88	5093
Motels	6	160
Boarding Houses	2	78
Other hotel facilities	28	1183
Excursion hostels	4	284
Shelters	1	137
Youth hostels	1	33
Camping sites	3	442
Holiday youth centres	67	635
Holiday centres	67	4780
Tent camp sites	17	2304
Training recreational centres	20	2046
Public tourist cottages	22	1224
Weekend and Holiday accommodation establishments	1	8
Non classified facilities	37	5132
<b>Total</b>	364	23,539

Source: GUS (Główny Urząd Statystyczny), Regional Touristic Organization of Kujawsko- pomorskie

Services of amusement and relief (2007): Type	Number of units
Restaurants	1871
Bars	2095
Discotheques	30
Sport clubs	18
Amusement parks	At least 3
Relaxation and wellness	12
Other	

Source: GUS (Główny Urząd Statystyczny), Regional Touristic Organization of Kujawsko- pomorskie

21) Cultural offer (2007):

Type	Number of units (please specify)
Museums & Galleries	26 museums, 11 galleries
Archeological sites	160
Palaces & Manor houses	825
Castles, Towers & Fortresses	124
Monuments (memorial arcs, statues, doors and gates, etc.)	15 monuments
Places & sites venues of historical occasions (e.g. for battles, events, etc.)	58
Cemeteries, mausoleums, memorial sites...	1,042
Churches, monasteries, abbeys...	1,306
Squares, historical & ancient streets, public theatres, town walls...	<i>data not available</i>
Gardens, historical parks	36
Popular fairs	At least 9
Festivals & Events	2763
Food & wine factories (e.g. places where you can visit traditional food or wine production)	<i>data not available</i>
Other	

Source: GUS (Główny Urząd Statystyczny), Regional Touristic Organization of Kujawsko- pomorskie, National Heritage Board of Poland

22) Natural offer (2007):

Type	Number of units
Bicycle paths	35
Golf courts	3
Spas & wellness centres	12
Trekking facilities	<i>data not available</i>
Walking paths	107
Activities in forests	<i>data not available</i>
Horse tracking	<i>data not available</i>
Beaches	116
Rivers for sport activities	4
Lakes for sport activities	4
Other	

Source: GUS (Główny Urząd Statystyczny), Regional Touristic Organization of Kujawsko- pomorskie