THE IDENTITY OF REGIONAL PROJECTS IN THE RURAL AREAS: METODOLOGICAL AND MANAGEMENT ASPECTS

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The purpose of this article is to present the role of regional projects in the development of rural areas, based on the attractiveness of the landscape and environmental potential. Programme "Warmia House" is an example for integration of many economical, social and environmental elements to develop and preserve the heredity of rural areas. The strategic basis for the Warmia House programme is to create the image of Warmia as a brand product based on reviving its subregional identity. The improvement of the quality of this area, the promotion of its historical and natural values constituting its cultural landscape, as well as their popularisation was the main goals of particular projects planned within the Warmia House.

Key words: development of rural areas, regional projects, rural heritage.

Introduction

Warmia is not recognised as a separate land by an average Pole. Many people confuse it with the neighbouring Mazury, not recognising the difference in both cultural conditioning and landscape changes. Nowadays it is difficult to speak of ethnical differences, as after World War II they have been blurred by processes of benevolent or forced emigration to the land of Warmia. The second or even third generation of Poles born in Warmia and Mazury does not always feel the connection with this region, is interested in its history, cultivates its tradition etc. An example can be a TV ad in which storks fly from Ostrołęka to Warmia. The authors do not mention that the storks must fly over Mazury.

Is it worthwhile to think of regional identity and create devices to preserve it, now, in the times of Internet information and merging cultures? The recognition of one's small and large fatherland should be a priority for every human being, but building identity can also bring other profits, especially if we can create a touristic product based on it, which will be recognised all over the country as well as abroad.

From the initiative of the Poviat of Olsztyn, works towards building subregional identity of Warmia have started. An example of such work is the Warmia House programme.

The aim of this work is to recognise and identify the role and evaluation criteria of local and regional programmes in economical and social situation of countrysides as well as to present the current situation of rural development in terrain with regional heritage (case of Warmia, Poland).
Methodology of investigation

The research included rural areas and objects in region which play very important role in recognition of regional identity. The research and the choice of the area are a consequence of actions implemented under the project: “Warmia House” (Project financed by EU no Z/2.28/I/1.4/045/06, 2005-2007). The strategic basis for the “Warmia House” programme was to create the image of Warmia as a brand product based on reviving its subregional identity. The improvement of the quality of this area, the promotion of its historical and natural values constituting its cultural landscape, as well as their popularisation were the goals of particular projects planned within the Warmia House. These projects supposed to offer the possibility to practise cultural, active and rural tourism. They were going to provide an attractive touristic product of high quality which will stand out in the modern touristic market. A considerable majority of cultural and natural assets explored by tourist trails is situated in the countryside. The introduction of the programme of the Warmia House, which constitute a native Warmian touristic product, was an incentive for the development of rural tourism business. To create it, programme was realised in the following areas:

- cultural and natural heredity of the region,
- public touristic infrastructure (tourist trails and attractions),
- tourism business and enterprise,
- promotion of the subregion and the Warmia House programme.

To marked the main points of the programme it was necessery to use different methods. For the diagnosis of curent state of natural and cultural potential in rural areas there were done rural studies. From methodological side it was important to organize the terrain analysis. Terrain analysis based on pilot objects (villages) in selected region. The main goal in this method was directly experience of the object by the route method in using of previous carthography analysis and monography studies. The works included the evaluations of natural, cultural and visual elements in rural landscape, as following:
- monuments - castels, palaces or park and palace groups;
- sacral objects - churches, cementaries, chapels;
- regional architecture - types of buildings (living, farming, service, public using);
- systems of protected areas;
- systems of greenery areas, including old trees, aleeys, parcs, squers, sacram greenery, areas;
- visual elements including dominants, subdominants, perspectives, compositional axis, landscape spaces, view points, accents.

Results

It should be mentioned that the Poviat of Olsztyn in its present limits is situated, from the historical point of view, mostly within the borders of the former Bishopric of Warmia (commonly called Warmia). Part of the poviat area used to
belong to Mazury. After the First Partition of Poland, both these lands historically belonged to East Prussia. This division can be noticed in the landscape of the Poviat of Olsztyn. The sign of this division is the presence of sacral elements, i.e. wayside shrines, crosses, churches, cemeteries of Catholic denomination, which make Catholic Warmia substantially different from Evangelical Mazury (Jaszczak, 2007).

However, limiting our discussion to old-time Warmia, it should be emphasized that strong cultural determinants affected the formation of these lands for over 600 years under Church administration (Achremczyk, 2008), whose conscious settlement strategy led to the development of a qualitatively different cultural landscape, unchanged even after incorporating these lands to East Prussia after the First Partition of Poland. Until now, structures and settlements are preserved, in spite of numerous transformations of postwar Poland. They constitute excellent research material, as well as, cultural and landscape assets of the area. Therefore, it is important to make people aware that the spacing of villages, arrangement of settlements (Owen, 2009), system of roads or the shape of squares are all monuments of history and culture.

Unfortunately, during postwar years we can notice gradual degradation of the cultural landscape - not only in Warmia belonging to the so-called Regained Territories, but also in the whole area of Poland (Jackiewicz-Garniec, 2001). It is, most of all, a result of the unification of architectural forms of new investments (the so-called typical or industrial projects). A careless waste of space causing the expansion of cities in size and not in quality, the disappearance of individual architectural forms of cities and the flippant use of natural and cultural supplies of the environment are the signs of postwar times (Łaguna, 2005).

The project “The Warmia House” refers to historical, centuries-old heredity of the cultural, political and administrative area of the Diocese of Warmia and of the Bishopric and Duchy of Warmia. Under the programme, the following projects are realised:

1. The Warmia village - locality templates. The aim of the part of this project was to start the process of preserving and continuing the architectural and landscape heredity and the regional spatial and architectural order – in consequence, to increase the quality of living and the touristic attractiveness. The aim of the project was also to create and publish a collection of architectural and landscape documents describing historically shaped standards of rural construction and land management as architectural and spatial templates. The collection is a compendium of guidelines which will be helpful for the local authorities in developing local plans of space management and for the investors and architects.

2. The Warmia Chapels project. Its goal was to renovate wayside and village chapels and shrines, which are symbolic of rural and regional landscape of Warmia. The project has been realised since 2002 together with the German Union of Former Olsztyn Poviat Inhabitants. The restoration was done under the supervision of the Conservator of Monuments and with the participation of village communities. By the end of 2004, 20 chapels were renovated.

3. Public touristic infrastructure (trails and tourist attractions). It was impor-
tant to program and popularise the unique natural ecosystem through developing the infrastructure of tourist routes (water, bicycle, horse and hiking trails) combining cultural, active and cognitive tourism (Jaszczak, 2008). This infrastructure was supposed to be the basis for developing rural tourism business.

4. The Warmia House - the touristic product of Warmia. The realisation of this project included three different tasks:

Active and cultural tourism - building a network of canoe trails in the Olsztyn poviat and the whole Warmia, adapting rivers for water tourism (within the poviat area). Marking canoe routes of 130 km length (Kośno lake – the river Pisa Warmińska in the Barczewo municipality and Dadaj lake – the river Pisa Warmińska – the river Wadąg – the river Łyna). The building of a water terminal for tourists on the canoe trail of the Pisa Warmińska in Barczewo was an integrating element. It was an example of a model project of the Warmia House, a combination of active (canoe) tourism and cultural tourism which sets a standard for social tourist services. The effect has been achieved by placing the terminal near a monumental Jewish synagogue in the centre of the Old Town of one of the oldest foundations in Warmia – Barczewo. The aim of this localisation is to popularise the cultural diversity of Warmia.

The project called "Tourist theme trails popularising the monuments and landscape of Warmia" involved the popularisation of the following theme trails: "Architecture of a Warmia village" – creating and marking 100 kilometres of cycling trails, "The Napoleonic route" – creating and marking 30 kilometres of a skiing and hiking winter trail, which introduces the tourists to the route and history of the Napoleonic campaign in Warmia in 1807, "Chapels and churches of Warmia", "Palaces, manors, park complexes", "Prussian fortified settlements", "Nature relics and reserves", "Defensive architecture and battlefields", "First foundations", "Relics of industry and craftsmanship".

5. The project called "Cultural education" aimed at improving job qualifications and skills of young people from farmer families and promoting agritourism. It was prognosed that:

students from farmer families through their educational programme will gain knowledge which will help them improve the quality of agritouristic services, e.g. knowledge of tourist attractions, relics of history and nature of Warmia. The ability to guide tourists around the region, the knowledge of local products, cooking and crafts as well as of the standards of running a business will increase the quality of agritouristic services. There is a project to introduce such classes to the curriculum of the secondary school in Olsztynek;

primary and lower secondary school teachers who teach general education classes on regional culture will increase their qualifications and, thanks to this, primary school pupils will gain knowledge of their region.

Main results of the programme

The programme was created in order to improve inhabitants of Warmia living conditions. Its aim is both to improve the economical conditions of Warmia and to build subregional identity of the inhabitants in order to make efficient use of the natural and cultural assets. The programme was also meant for tourists and
visitors to the subregion. It played an informational role, has provided not only basic information about the region (a website), but also a living testimony of regional identity. As a touristic product, the programme lead to the increase of popularity of Warmia in Poland and perhaps in Europe, or even in the whole world.

The recipients of this programme should was also local government representatives working in this subregion - by the use of advertising, active participation and source materials prepared by the students and lecturers of the University of Warmia and Mazury (Tourism..., 2010).

One of the main initiative was created under the Warmia House programme with the participation of the Poviat Starosty in Olsztyn, together with the Chair of Landscape Architecture and Agritourism of UWM (the University of Warmia and Mazury in Olsztyn). The task was to prepare a landscape and architecture inventory of a selected locality as well as a number of analyses and evaluations in order to find the distinguishing characteristics of the village landscape as well as the rules of shaping the village layout and the scale of the buildings. Selected villages of the Olsztyn poviat were chosen as research objects. 37 villages have been catalogued so far. The whole research scope was included in the Warmia House programme and it added up to the resources pertaining to cultural, material and immaterial value of the land of Warmia, landscape and architecture aspects of the Warmia House, the exposition of characteristic features of the landscape of Warmia and its popularisation in the media, Internet and exhibitions.

The students substantially exceeded the scope of the assignment. Thanks to their inventiveness, it was possible to get access to often unique materials and historical descriptions of particular villages based on interviews with the inhabitants and on archive research. The collected materials for every village consist of numerous elements. Apart from the inventories, the works contain long interviews, cards of detailed inventories, village templates, photographic documentation, authors' "trails of impression", architectural templates, analyses of the panoramic view of the localities and projects of selected fragments of the localities.

On the basis of historical resource research and on-site inventory, we can list a number of characteristics more or less popular in the area, which distinguish Warmia from other areas of the country, which are the following:

- all forms of settlement in these areas are a result of conscious actions of former owners of these lands. We can occasionally notice traces of so-called spontaneous settlements (forest settlements) being a result of migrations of Polish people to Warmia;

- rural settlements were founded earlier than towns. The researched documents prove that both Olsztyn and Dobre Miasto were incorporated later than villages situated radially around them and linked with a network of roads of almost circular shape;

- the villages are compact, incorporated under Chelmno or German law, most often connected with the open-field system;

- the most common locality type is the compact linear village, which in the natural landscape of Warmia was most often localised along a watercourse, in a valley or a ravine. In Warmia, linear villages most often transformed into chain vil-
lages. Oval-shaped or radial villages (built around plazas) were less common. There were also hamlets and multistreet villages as secondary forms of settlement;
- solitary settlements, so-called Warmian farms, are quite common in these areas;
- there are few farm complexes in Wamia. During the rule of the Bishopric of Warmia the local nobility was not numerous and, consequently, there are few large land estates in this area;
- sacral objects in the village landscape, such as churches, chapels, cemeteries, shrines and wayside crosses, very common in these areas, are a characteristic feature of Warmia villages;
- a large number of objects of public use, such as schools, shops, inns, mills, forges etc.
- the characteristic placing of a farm in relation to the road: the dwelling-house is parallel to the road, on its side there is an entry to a rectangular backyard, enclosed by farm buildings;
- the characteristic form of a dwelling-house. The most common type is a red brick building, often on a stone foundation, one-storeyed, often with a usable loft, a tiled gable roof with tiles placed at an angle of 30–45 degrees, sometimes on a knee wall. In the 19th century, wooden houses, formerly dominant in the area, were replaced by brick ones;
- farm buildings also have a characteristic form; they are often built of wood, sometimes combined with stone or brick, covered with a tiled gable roof with tiles at a 30–45 degree angle;
- frequent hedges instead of wooden fences, front flower gardens and old non-fruit trees (lime trees, oaks, maples) planted close to dwelling-houses as so-called "guardians of the house".

All places in the inventory had been described and presented on the programme website www.domwarminski.pl. The students' works are also of practical value. They are an excellent source material for planning works in particular localities, for decisions concerning conditions and the local spatial development plan, as well as the study of determinants for the municipality.

**Summary**

All effects of the Warmia House cannot be predicted, but the most important ones, already mentioned while presenting the aims of the project should be listed here:

1) revival of the identity of the land of Warmia, connected with the spatial quality, the preservation of traditional landscape forms and their continuation in the modern development;

2) indirectly - preventing the destruction of the Warmia landscape through a skilful selection of new forms and their location;

3) reconstruction of neglected or substantially transformed areas (e.g. former State Farm buildings, degraded village centres etc.)
4) creating and advertising the touristic infrastructure of Warmia;
5) improving the qualifications of the inhabitants and using the human potential in touristic services in private or public touristic facilities, accommodation facilities, resorts, agrotouristic farms etc.
6) educating the society about the quality and uniqueness of the culture of Warmia;
7) integration of the society through popularising the customs, songs, dialect, costumes etc.
8) creating a brand touristic product known in Poland, in Europe and perhaps in the whole world.

Literature


REGIONINIŲ PROJEKTŲ TAPATYBĖ KAIMO VIETOVĖSE: METODOLOGINIAI IR VADYBINIAI ASPEKTAI

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Dabariniu metu Varmijos-Mozūrijos regione vykdo daug vietinės, valstybinės ir tarpautinės reikšmės projektų, kurie labai svarbus kaimo vietovių plėtra ne tik to regiono, bet ir ES mastu. Dauguma tų projektų rengiama išnaudojant šių vietovių gamtos ir kultūros vertybės bei istorinio paveldo. Tokiu būdu racionaliai išnaudojamas unikalų vietovių potencialas. Augantis susidomėjimas kaimo vietovėmis tai pirmas žingsnis vystant kaimo turizmo galimybės, stiprinant teritorinę konkurenciją. Šio darbo tikslas – nustatyti vietinių ir regioninių projektų vaidmenį ir vertinimo kriterijus vystant kaimo vietovės, taip pat apibūdinti dabartinę situaciją Varmijos regiono kaimo vietovėse, kurios turtingos gamtos, kultūros, istorinio paveldo vertėmės. Programa „Varmijos namai” tai geras įvairių institucijų ir subjektų suvienijimo pavyzdys, siekiant išsaugoti kultūros ir gamtos vertybės kaimo vietovėse. Šiame darbe labiau akcentuojami metodologiniai ir vadybiniai šio projekto vykdymo aspektai, kurie gali būti pritaikyti Lietuvoje.

Raktiniai žodžiai: kaimo vietovė, kultūros ir gamtos vertybė, projektai, regionas.