



# Tourism potential of the Frysztak commune and its use in the opinion of the inhabitants

Weronika Obrzut<sup>1ABCDEF</sup>

## Authors' affiliation:

<sup>1</sup>University of Rzeszow, College of Medical Sciences, Institute of Physical Culture Sciences. Student Research Club of Travelers.

## Authors' Contribution:

**A** - Study Design; **B** - Data collection; **C** - Statistical analysis; **D** - Data interpretation; **E** - Manuscript Preparation; **F** - Literature search; **G** - Funds Collection

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<b>Abstract:</b>	This paper discusses issues related to the tourism potential of the Frysztak commune and its use in the opinion of residents. Definitions of potential according to Polish and foreign authors were presented. Precise characteristics of the studied commune were also made. The aim of the research was to get to know the opinions of residents about the tourism potential of the Frysztak commune and the possibilities of its use. The study was conducted on a group of 200 people. The respondents were residents of the Frysztak commune. The survey technique was used to carry out the research, which is a component of the survey research. The analysis consisted of 21 closed, open-ended and multiple choice questions. The paper used the desk research method, another method was field research, moreover, the inventory method was used. The results showed, a.o. to what extent the inhabitants of the Frysztak commune know the natural and cultural attractions, what they think is worth creating in the commune, what promotional activities should be undertaken, and showed whether the commune has a large tourism potential.			
<b>Keywords:</b>	tourism potential, attractions, Frysztak commune			

## Introduction

Today, tourism is one of the most dynamic industries in the world. It is the economic growth coming from the leading markets – China, India, that generates mostly the current development in the field of global tourism [1]. Also in Poland, this sector has been significantly expanded in recent years. Numerous European local development programmes have made a significant contribution to this, resulting in the creation of many facilities that increase the attractiveness of tourism. The importance of tourism for the member states is demonstrated by the fact that in the financial perspective for the years 2007-2013 funds have been allocated to the development of the tourism sector, up to five times more than in previous years [2].

In order to develop in a given area, tourism must include certain elements that are part of the tourism potential [3]. The tourism potential consists of components of the geographical environment as well as human activities, which may contribute to tourism or direct dealing with this phenomenon. The tourism potential is divided into structural components, which, in addition to tourist values and tourist development, also include transport accessibility, etc., while the functional components concern all socio-demographic, cultural, political, economic, psychological, technological or ecological resources [4].

The tourism potential of the area can be defined as a set of full, complementary tourist goods, and its role is to create an environment that will meet the tourist expectations occurring in a given area. This applies to the sought-after tourist values (natural and cultural potential) by tourists, as well as all equipment constituting technical potential. It is the foundation for satisfying the needs of tourists [5].

In foreign literature it is difficult to find an unambiguous definition referring to the tourism potential. However, you can find in it many different formulations that reflect the

essence of this concept. Assuming that the tourism potential is created by all sectors that contribute to both quantitative and qualitative transformations in tourism – now and in the perspective of the coming years, it can be taken into account: various types of tourist attractions, natural and non-natural values, tourist infrastructure, location of accommodation facilities, as well as access to many benefits and products, the lack of which could be associated with lack of satisfaction of tourists. The main links in the tourism potential are tourism products with tourist attractiveness [3]. The essence of the tourism potential of the village is related to its consumption, transport, accommodation, purchase, etc. [6].

### **Characteristics of the Frysztak commune**

Frysztak commune is located in the south-western part of the Podkarpackie voivodeship and is one of the five communes of the Strzyżów county. It is a rural commune that is part of the Strzyżowsko – Dynowskie Foothills range. Its area is the westernmost part of the Strzyżów county, moreover, it is located at the junction of roads that connect such towns as: Krosno, Strzyżów, Jasło. Frysztak commune borders by the communes of Wojaszówka, Wielopole Skrzyńskie, Wiśniowa, Brzostek and Kołaczyce, while the administrative division divides the commune into fourteen villages [7].

As far as the characteristic features of the commune are concerned, it is worth mentioning that:

- In the commune of Frysztak, forests predominate, occupying over 30% of the area [8].
- The territory of the commune lies in the Wisłok basin and the Wisłoki catchment [7].
- According to GUS data, the commune has 10338 inhabitants in 2021 [9].
- Most inhabitants live in Lubla and Gogółów [10].
- In the case of the transport base, numerous private bus companies provide their services in both internal and external connections in the commune [7].
- Catering establishments are unevenly distributed, most catering establishments are located in Frysztak [7].
- The accommodation base is moderately developed, it includes about 10 objects [7].
- The supplementary base of the Frysztak commune consists of a.o.: a swimming pool, playground, gym, basketball area, football field, tennis court and others [7].

### **The aim of the study**

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The aim of the research was to get to know the opinions of residents about the tourism potential of the Frysztak commune and the possibilities of its use. The following research questions were formulated for feedback:

1. To what extent do the inhabitants know the tourist attractions of the Frysztak commune?
2. Which tourist values according to the respondents, have the greatest tourism potential?
3. What actions should the authorities take to increase the tourist attractiveness of the Frysztak commune?

### **Material and method**

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The study was conducted on a group of 200 people. The respondents were inhabitants of the Frysztak commune aged 15 to over 60. The research was conducted at the turn of 2021/2022. The survey technique was used to carry out the research, which

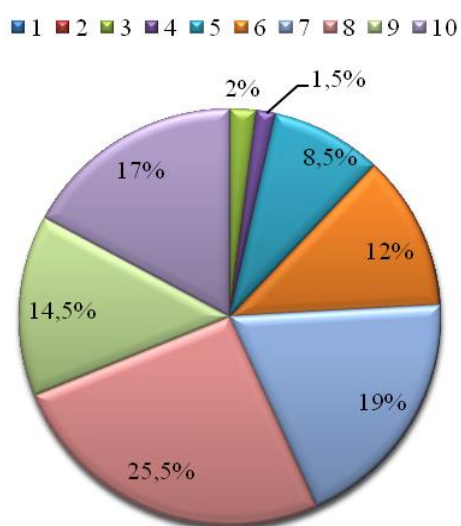
is a component of the survey research. The analysis consisted of 21 closed, open-ended and multiple choice questions. This method was used to get to know the opinions of the inhabitants of the surveyed commune, in order to implement this - the survey was sent to residents via social networking sites, including to a large extent through the portal Facebook, where surveys were made available to them using private messages with a request to fill them out. In addition, on the official website of the commune on the portal marked above, it was announced that research is being carried out on the potential of the commune, where every willing resident of the surveyed commune had the opportunity to present their own point of view - by completing the questionnaire provided.

The paper uses the desk research method, which consists in the analysis and processing of information from existing sources. Particularly useful was the Google Scholar search engine, which allows access to foreign articles. In addition, the diagnostic survey method was used. Another method was field research, carried out in order to collect the necessary material, which were photos of objects, which allowed to present the described objects in a clear and transparent way. In addition, the inventory method was used.

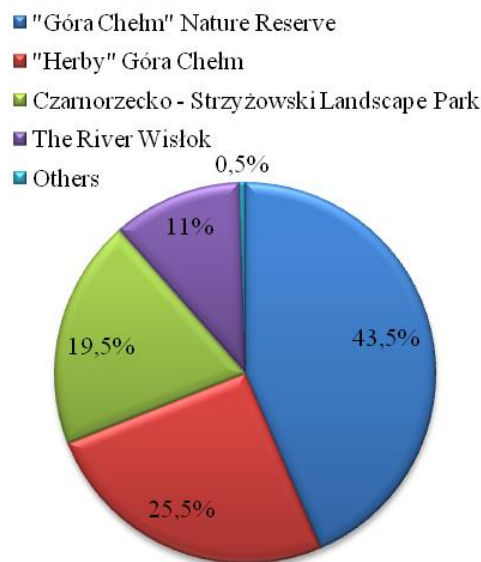
These studies show the state of knowledge of inhabitants regarding their place of residence and nearby surroundings, as well as indicate what changes they expect from the authorities. To a large extent, they focus on the key aspect of work - that is, on the tourism potential of the commune. The answers obtained enable the authorities to direct their activities accordingly, in order to make the commune even more attractive.

## Results

An important issue was to demonstrate the knowledge of residents about the tourism potential, including tourist attractions located in the commune. Therefore, one of the first questions concerned the assessment of knowledge of the natural attractions of the studied area. Most respondents (i.e. 25.5%) rated their knowledge of natural attractions at "8", which means that they know them to a very good degree (Figure 1).



**Figure 1.** On a scale of 1 to 10, how well do you know the natural attractions of the Frysztak commune? (where: 1 - very poorly, 10 - excellent)  
Source: own elaboration

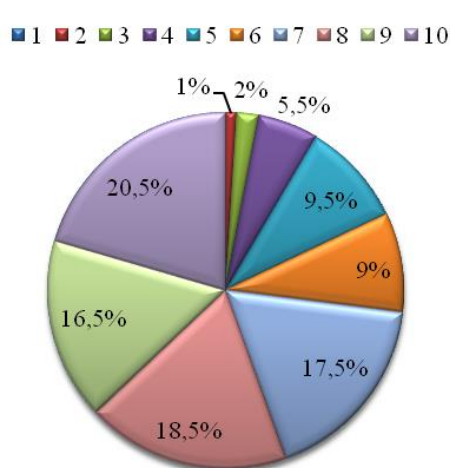


**Figure 2.** Which of the listed natural values of the Frysztak commune do you consider to be the most attractive from the tourist point of view?  
Source: own elaboration

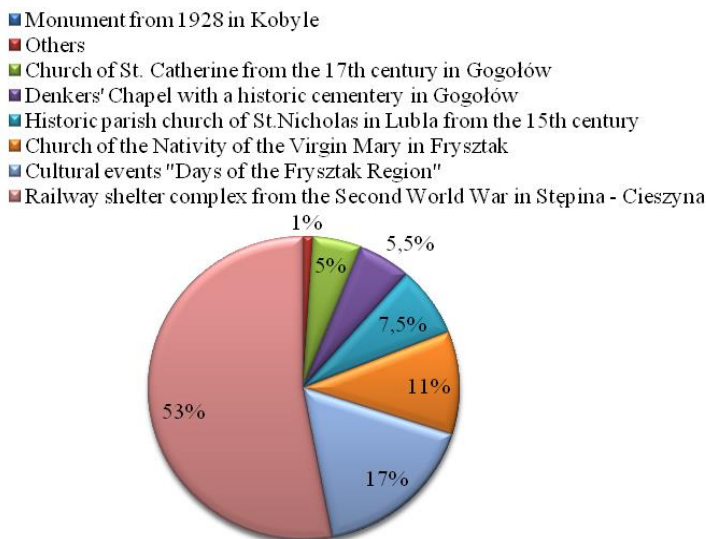
The most votes among natural attractions (i.e. 43.5%) was obtained by the "Góra Chełm" Nature Reserve, the second place was taken by the "Herby" Nature Reserve, for which voted (25.5%) people (Figure 2).

The next question concerned the knowledge of cultural attractions. Most people (i.e. 20,5%) answered that they know the discussed attractions to an excellent degree (Figure 3).

According to the majority (53%), the most attractive is the Railway shelter complex from the Second World War in Stepina – Cieszyna (Figure 4).



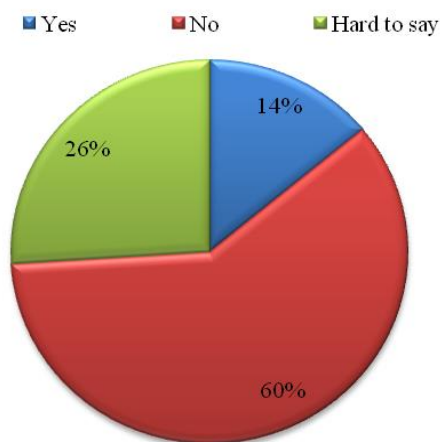
**Figure 3.** On a scale of 1 to 10, how well do you know the cultural attractions of the Frysztak commune? (where: 1- very poorly, 10 - excellent)  
Source: own elaboration



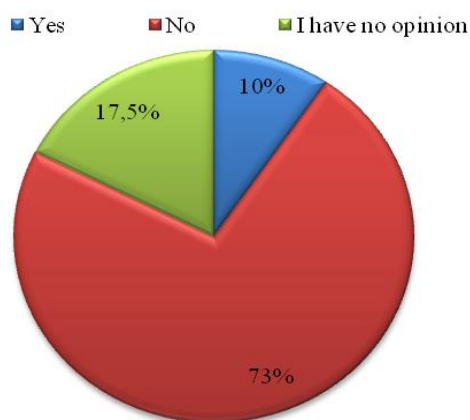
**Figure 4.** In your opinion, which of the listed cultural values of the Frysztak commune is the most attractive from the tourist point of view?  
Source: own elaboration

Residents were also asked whether, in their opinion, the tourist infrastructure of the Frysztak commune is properly developed. The answer "no" was definitely predominant, which was indicated by (60%) people (Figure 5).

Residents were also asked whether in their opinion the promotion of tourist attractions in the Frysztak commune is sufficient. According to the majority of respondents (i.e. 73%), promotion is not sufficient (Figure 6).

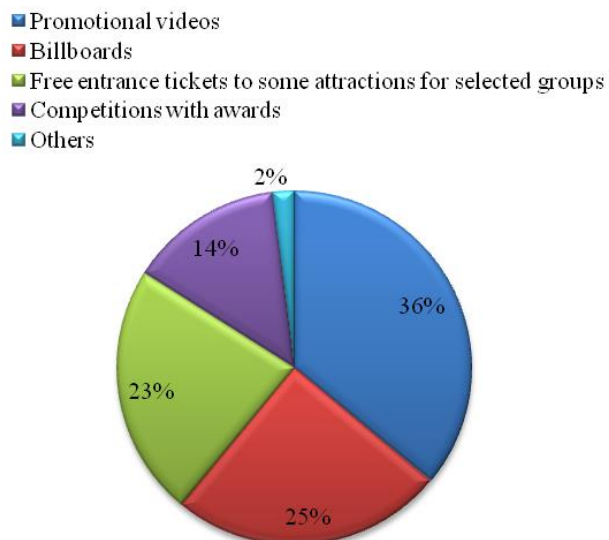


**Figure 5.** Do you think that the tourist infrastructure of the Frysztak commune is properly developed?  
Source: own elaboration



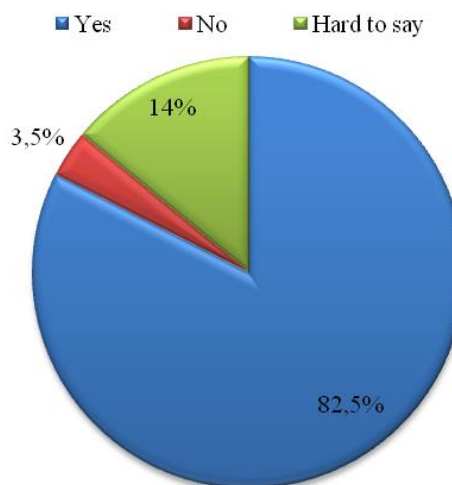
**Figure 6.** Do you think that the promotion of tourist attractions in the Frysztak commune is sufficient?  
Source: own elaboration

Respondents indicated examples of promotions that are worth using in the commune, including a.o.: promotional videos (36%), billboards, free admission tickets to some attractions for selected groups and others. In addition, they suggested creating a catering facility within the railway shelter, or a modern museum, showing the history of the Frysztak commune (Figure 7).



**Figure 7.**

In your opinion, which of these tools is worth using to promote tourist attractions of the Frysztak commune?  
Source: own elaboration



**Figure 8.**

Do you think that the commune of Frysztak has a great tourism potential?  
Source: own elaboration

## Discussion

In the work of Matulewski P., Skrzypczak J. and Makohonienko M. [11], considerations were taken on the tourism potential of the Międzychód commune. The authors set themselves the goal of checking the state of knowledge of the inhabitants of this commune in terms of tourism potential, to do this they conducted surveys research. In addition, they sought to conduct an analysis of the attractions that residents use most often. What's more, their aim was also to get answers as to what improvements they expected and which of the investments carried out so far could be considered reasonable and useful. Surveys among the inhabitants of the commune showed both positive and negative features of the tourism potential of the mentioned commune. The results showed that the majority of residents assessed the Międzychód commune as moderately attractive, and the most attractive tourist attractions included those of the natural category.

The Frysztak commune was examined in a similar scheme as the Międzychód commune, where the material was a group of residents of the commune, and the method was a survey. Both communes were analyzed in terms of existing attractions, in both works the aim was to get to know the state of knowledge of residents about the potential of the commune. In addition, the government's actions in terms of investments were also analyzed. Also, the results in both works made it possible to determine whether a given municipality is attractive. In the work on the commune of Międzychód, the results showed that it is moderately attractive when it comes to the Frysztak commune, here it can be concluded that the inhabitants consider it attractive to a good degree [11].

Similar research on the tourism potential was also shown by three authors - Puciato D., Goranczewski B., Kamalski Ł.[12], who examined the potential of Milicz commune. Surveys were conducted among the residents, where the respondents' answers about the

tourism potential showed that this region has a high potential. In addition, studies have shown that tourism in this area can be a reason for the flourishing of this commune, if only local authorities take appropriate action, e.g. by improving the promotion of the commune, improving infrastructure, etc. It can be considered that the results are at a similar level, because the potential of the Frysztak commune was assessed equally high, and the residents' responses showed that it is necessary to support local authorities, improve infrastructure or take promotional forms.

Another of the works, in which research was undertaken in the field of tourist and recreational potential of the commune, was undertaken by the authors – Małosza A. and Tarasewicz E. [13], which raised issues related to the Cedynia commune. To carry out the analysis, they used cartographic materials that came from the Marshal's Office of the West Pomeranian Voivodeship, as well as all information from the Local Data Bank from 1997 - 2015. When analyzing both tourism and recreational potential in terms of structural resources, the authors used the method of urban physiography. In comparison with the commune of Frysztak, both works are definitely different in terms of the material and method used. In one of them, the material was a group of 200 people who were residents of the Frysztak commune, and in the other - cartographic materials. The method used in the work in which Frysztak commune was studied to obtain results on the studied topic was the survey technique, searching various websites or conducting field research. However, in the case of the Cedynia commune, the previously mentioned method of urban physiography dominated.

The analysis of the commune itself is slightly different, because in both works a detailed interpretation of issues related to natural and cultural values as well as tourist infrastructure was made. The studied Cedynia commune, rich in numerous attractions, despite the low degree of infrastructure development, turned out to be ultimately attractive in terms of tourism, which can be said the same in the case of the studied commune of Frysztak.

In terms of promotion - in the Cedynia commune the creation of a cross-border route, proposed by the authors - Małosza A., Tarasewicz E., would be a form of promotion [13], while in the commune of Frysztak - the most votes cast by respondents gained promotional tools, which are promotional videos.

Another example of research on the tourism potential of communes are those carried out by authors such as Czyżycki R., Hundert M., Klóska R.[14], who focused in their work on the communes of the West Pomeranian Voivodeship and at the same time sought an answer to the question of the tourism potential of given communes occurring in the West Pomeranian Voivodeship. To find an answer to the question posed in the work, the method of taxonomic development was used, which allowed to create a certain order of communes from the best to the worst from the side of tourism potential, to do this the authors used the method of linear ordering. Another method was the one that made it possible to group communes into regions characterized by a similar degree of development – so the k mean method was used.

The results clearly showed that the element that affects the tourism potential of communes located in the West Pomeranian Voivodeship is undoubtedly the geographical location, because most of the communes located in the coastal belt are the most attractive in terms of tourism. Nevertheless, landlocked communes should not be considered "inferior", this cannot be a factor indicating the attractiveness of a given commune. Although, as the authors' results have shown, such communes do not use their potential, which are numerous forests, nature reserves, lakes or rivers [14].

In the case of the authors' work, considering the tourism potential of the communes of the West Pomeranian Voivodeship in comparison with the work in which the Frysztak

commune was studied, the material and method also differed significantly from each other. In addition, the results of the authors' research showed what largely affects the tourism potential of the commune, and what could be used for the development of other communes, because it has a lot of potential, but is not used.

Similarly to the work, which focused on the tourism potential of the Frysztak commune, the inhabitants of this area had a huge range of possibilities to express their opinion on whether in their opinion the commune has a large tourism potential, where the vast majority voted in the affirmative. The results of the research, as in the case of the communes of the West Pomeranian Voivodeship, showed that in the Frysztak commune there are villages that have unused tourism potential.

## **Conclusion**

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1. The inhabitants of the Frysztak commune know very well the tourist values of their villages and they are able to list them.
2. According to the respondents, the greatest tourism potential in the case of natural attractions is the "Góra Chełm" Nature Reserve, while the cultural values are dominated by the Railway shelter complex from the Second World War in Stępina - Cieszyna.
3. The tourist infrastructure of the commune requires development and adaptation to various groups of tourists (this applies especially to the transport base). In addition, it is necessary to strengthen the promotional and advertising activities of the commune in order to fully exploit its potential.

To sum up, according to the respondents, the Frysztak commune has a great tourism potential, the inhabitants know its attractions to a good degree and are eager to visit them. In the case of infrastructure, its condition should be improved so that the commune becomes an attractive place for tourists. In addition, the authorities should be interested in the issue related to the improvement and promotion of this region, because maybe such activities will make each of the villages attractive, and even foreign tourists will start coming to this area, because the commune has a great potential that should not be wasted, but on the contrary - it must be used as best as possible.

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