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The promotion of heritage as a factor helping in creating an active attitude in village areas, on the example of Roztocze

Roztocze is a clearly defined geographical region encompassing the areas on the borders of Poland and the Ukraine. It is characterized by the richness of tradition and the elements of natural and cultural heritage. For centuries, the area has remained under the influence of the cultures of the West and the East, various religions and the multinational history. Thanks to a very weak industrialization, low level of urbanization and the prominent role of farming, the region has managed to retain unique natural and cultural landscapes. Despite these valuable resources Roztocze belongs to the poorest regions of the European Union and that is way the development of tourism seems to be one of the most important forms of creating an active attitude in the area. In the recent years, the elements of Roztocze's heritage have been noticed, shown off and utilized by the local inhabitants. It is becoming more common for them to become, on one hand, attractive places where it is possible to create unique, regional touristic products and, on the other, features which give the local communities bases for developing a sense of belonging and regional identity. The article is devoted to the opportunities for the utilization of its heritage in the Roztocze's local development. It is also relevant when it comes to the role of heritage in the integration of a local community, creation of regional touristic products and the promotional function of heritage.