



## SWOT analysis of Malopolska Region

### PP8

The SWOT analysis presented below contains sites which are to be included on the Polish section of the cultural route under the THETRIS project. The Małopolska region wooden log construction churches selected for the project stand out due to their unique artistic and historic value, a high degree of authenticity, excellence of carpentry and a wealth of authentic furnishings. The oldest temples are from the 15th century, four of them feature on the UNESCO World Heritage List. The churches designed for the route include:

- The Parish Church of St. Michael the Archangel in Binarowa (UNESCO)
- The Parish Church of St. Michael the Archangel in Dębno Podhalańskie (UNESCO)
- An auxiliary church of St. Martin in Grywałd
- The Parish Church of the Nativity of the Blessed Virgin Mary in Harkłowa
- The Cemetery Church of the Visitation of the Blessed Virgin Mary in Iwkowa
- The Church Of St. Leonard in Lipnica Murowana (UNESCO)
- The Parish Church of Holy Trinity in Łopuszna
- The Parish Church of the Nativity of the Blessed Virgin Mary in Rajbrot
- The Filial Church of St. Philip and James in Sękowa (UNESCO).

In terms of geographical location these temples may be divided into three clearly distinguishable groups which is an advantage for those wishing to visit them (tourists travelling by car will be able to visit churches from each group in one day, such a concentration of monuments should also facilitate the establishment of a commercial offer allowing to combine transportation and tour guide services).

It should be noted that the above three groups are located in regions which are diverse in terms of tourist traffic, development of tourist infrastructure (including accommodation), range of cultural offer, density of road network, the number of public transport connections, the number of year-round tourist and leisure centres. However, what they have in common is a large number of high quality monuments, abundant folklore and folk culture, the richness of cultural and natural landscape (many protected areas, national parks, nature parks, reserves).

All this means that the below listed strengths, weaknesses, opportunities and threats are averaged values for individual communes.

### SOCIO-ECONOMIC CONTEXT, ENTREPRENEURSHIP

Strengths	Weaknesses
<ul style="list-style-type: none"><li>• High birth rate (compared to the rest of the country) with a significant impact on the dynamics of the region.</li><li>• Lower average proportion of young people</li></ul>	<ul style="list-style-type: none"><li>• Disparate level of development of tourist services (e.g. underdeveloped agrotourism).</li><li>• Low standard and little variety of tourist-related services.</li></ul>

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# STOWARZYSZENIE GMIN I POWIATÓW MAŁOPOLSKI

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emigrating permanently abroad compared to the rest of the country.

- Convenient location of the counties on the route for transportation purposes which enhances their growth opportunities.
- A strong tradition of family business operations, affecting the economic mobility of people.
- A well-developed network of financial institutions (banks) which support the development of entrepreneurship.
- Richness and diversity of nature and landscape, promoting the development of tourism.
- Enormous natural and cultural resources (high percentage of forests, nature protected areas) attracting individual tourists and organized groups.
- The occurrence of "anchor sites" focusing tourism and fostering the development of the service sector (including UNESCO World Heritage Sites).
- A well-developed network of primary, middle and secondary schools.
- Local media operating in the counties on the route.
- Well-developed food industry, based largely on local resources.
- Developing agrotourism and travel services in the area.
- Tourist season lasts almost all year (leisure activities and winter sports).
- Competitive prices of tourist services (compared to counties with more tourists).
- Resourcefulness, diligence, perseverance in the pursuit of objectives characterising the inhabitants of the region.
- Many people are able to do themselves all kinds of work related to maintenance and operation of facilities used for the provision of

- Lack of standardised tourist offer concerning the sites on the route.
- Uneven economic development in the counties on the route.
- Large disparities in the property market between the districts on the route.
- Decline in average employment in the Małopolska enterprise sector at the end of 2012.
- Low ecological awareness of local communities (illegal waste dumps, lack of concern for the aesthetics of some houses, illegal sewage disposal).
- Not fully efficient system of household waste separation.
- Insufficient promotion and support of economic development initiatives in the counties on the route.
- Lack of cooperation between tourist organizations, business entities, family services (agrotourism farms).
- Low social activity of the inhabitants.
- Low activity of non-governmental organizations.
- No full coverage of counties on the route by Land Use Plan.
- No plans to set up consortia of private tour operators to promote and improve the quality of their offer.
- Lack of a comprehensive categorization system of agrotourism offer.
- Insufficient number of information materials in foreign languages (guidebooks, brochures, information booklets) about the churches on the route.

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tourist services.	
Opportunities	Threats
<ul style="list-style-type: none"><li>• Projected improvement in the labour market (from Q2 2013).</li><li>• The new programming period opens access to EU funds (e.g. for rural development and enterprises).</li><li>• High domestic demand positively affects the dynamics of the region.</li><li>• Continuous increase in weekend breaks, active and adventure tourism.</li><li>• Increasing demand for local and organic products (which Małopolska is known for).</li><li>• Collaboration with partner cities on the promotion and implementation of good practices (including on the tourist market).</li><li>• Building a strong cooperation network between the counties (including promotion and information)</li><li>• Increasing the activity of public organizations.</li><li>• Increasing awareness of the benefits of voluntary work.</li><li>• System changes leading to the strengthening of non-governmental organizations (1% tax).</li><li>• Increased social awareness and acceptance of the disabled.</li><li>• Funds from work abroad.</li><li>• The location of the sites (communes) in the border areas, creating opportunities for cooperation with foreign partners.</li><li>• The highest in Poland rate of access to the Internet in households (gradually increasing number of Internet users).</li><li>• Pro-development attitude and awareness of the position of Małopolska on the market of tourist and cultural services among regional and local authorities.</li></ul>	<ul style="list-style-type: none"><li>• Rapidly ageing rural population.</li><li>• Poor standard of entrepreneurship.</li><li>• High unemployment rate in the counties on the route 11-13,8% (November 2012).</li><li>• Few job offers.</li><li>• Lack of attractive jobs for young people.</li><li>• A relatively high proportion of unemployed women.</li><li>• A small percentage of graduates employed in culture, entertainment and leisure sectors.</li><li>• Unevenly developed network of catering services.</li><li>• A high percentage of young people leaving their place of origin for good (mainly domestic migration).</li><li>• Salaries lower than the national average in the corporate sector (relatively lower purchasing power of cultural and tourist products and services).</li><li>• Fragmented farmland hindering achievement of a satisfactory standard of living for families where income from farming is dominant.</li><li>• Continuous increase in prices of goods and services causing significant impoverishment of Małopolska inhabitants.</li><li>• Projected decline in investment in the country and the region.</li><li>• Unpredictability and frequent changes in national law determining the operation and economic development of regions.</li><li>• Faultily drafted laws and regulations hindering the development of communes and lowering the standard of living (e.g. the Act on Rubbish).</li><li>• Fluctuations in the Euro exchange rate.</li></ul>

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<ul style="list-style-type: none"> <li>• Extensive experience of local government in applying, obtaining and the use of European funds.</li> <li>• A large number of investment projects in the field of culture in the Małopolska region.</li> <li>• The use of the products, places, facilities, monuments of Małopolska in promoting Poland abroad and in building a positive image of the country.</li> <li>• Expanding sports, tourist and leisure offer, which is naturally complemented by attractions related the cultural heritage of the region.</li> <li>• Use of the potential of the elderly people could significantly help the owners (managers) of historic buildings in extending the opening hours.</li> <li>• Development of programmes to promote entrepreneurship related to the development of cultural heritage and its promotion.</li> <li>• Increasing awareness of foreign tourists about historic buildings of Małopolska.</li> <li>• A very high percentage of tourists evaluating the attractiveness of Małopolska wooden churches as very high (67.47%) and high (29.92%).</li> <li>• A very high percentage of tourists visiting the Małopolska wooden churches who say that they will recommend them to friends (97%).</li> <li>• A very high percentage of tourists wishing to revisit facilities on the route - definitely yes (58.33%), probably yes (31.55%).</li> </ul>	<ul style="list-style-type: none"> <li>• High degree of investment risk for entrepreneurs.</li> <li>• Complicated procedures for obtaining and accounting for external funds.</li> <li>• Unstable tax system.</li> <li>• Substantial political pressure on the operation of local governments.</li> <li>• Lack of full involvement of governmental institutions to solve the problems of communes and counties.</li> <li>• Lack of mechanisms to include cultural heritage in the economic cycle (respecting the sites and their function).</li> <li>• Continuing low international recognition of Małopolska as a tourist region.</li> <li>• Relatively low international recognition of Małopolska regional products.</li> <li>• The perception of the need to protect the cultural heritage as a mechanism generating conflicts and limiting the right to unrestricted business operation.</li> <li>• A large percentage of tourists selecting accommodation with family or friends (instead of hotels).</li> </ul>
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## ROADS, ROUTES, LOCATION

<b>Strengths</b>	<b>Weaknesses</b>
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|---|--|
| <ul style="list-style-type: none"><li>• Attractive geographical location of monuments - the richness of landscape (there are 4 national parks in close proximity to the sites on the route: Tatra Mountain National Park, Pieniny Mountain NP, Gorce Mountain NP, Magura NP).</li><li>• The concentration of sites from the three groups (due to geographic location), which facilitates visiting them (day trip for tourists travelling by car).</li><li>• Convenient location (proximity to large and medium-sized cities: Kraków, Nowy Sącz, Tarnów, Gorlice, Nowy Targ).</li><li>• A dense network of roads.</li><li>• Relatively good accessibility by public transport.</li><li>• Sites are located in regions which are attractive to tourists.</li><li>• A wealth of preserved other monuments of cultural heritage.</li><li>• High concentration of tourist hiking trails (over 3360 km in Małopolska).</li><li>• An extensive network of cycling paths (over 2600 km in Małopolska).</li><li>• Numerous cultural routes passing through the counties on the route (including primarily the Małopolska Wooden Architecture Route).</li><li>• A wide range of cultural and tourist facilities to complement the sites on the route (and an additional attraction for visitors).</li><li>• A large number of museums and museum branches operating in the counties on the route (Bochnia district - 3, Gorlice - 5, Nowy Targ - 4, Brzesko - 2).</li><li>• Outstandingly scenic roads to the sites.</li><li>• Some sites are located near lakes, rivers and streams which are a natural attraction for weekend and leisure breaks.</li><li>• Very good micro-climate (clean air, plentiful sunshine, heavy snowfalls).</li></ul> | <ul style="list-style-type: none"><li>• Poorly developed network of tourist information.</li><li>• Inadequate facilities for the disabled.</li><li>• Inadequate marking of sites and tourist trails.</li><li>• Lack of a compact system of cycling paths (with the necessary infrastructure), constituting a homogeneous network (including the informative aspect and the markings used).</li><li>• Poor quality of the roads to the sites.</li><li>• Poorly developed transportation infrastructure (in some places, lack of car parks, resting and leisure points, etc.).</li><li>• Mountain area makes it difficult to maintain roads and trails in a satisfactory condition throughout the year.</li><li>• No organized means of transport to the sites.</li><li>• Lack of consistent, rich, commercial transportation offer adapted to the needs of the tourists visiting the region.</li><li>• In most counties poorly developed infrastructure of tourist accommodation (in the voivodeship: Bochnia District - 2.1%, Brzesko - 1.1%, Gorlice - 2.1%, Nowy Targ - 12.5%).</li><li>• Low percentage of foreign tourists using hotel accommodated.</li><li>• Lack of an integrated commercial tourist offer (transport services integrated with tour guide services and the possibility to visit all the sites).</li><li>• Very large disparity in the number of visitors to each site on the route.</li><li>• No offer addressed to specific target groups (the elderly, the disabled, etc.)</li><li>• Too few visitors to Małopolska wooden churches coming from outside the region.</li></ul> |
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<ul style="list-style-type: none"><li>• Intense activity of local organizations (Małopolska Tourist Organisation) to promote tourist and cultural trails in the region.</li><li>• Many initiatives (including publishing projects) undertaken by the local government authorities to promote tourist and cultural trails in the region.</li><li>• Numerous natural landscape parks and reserves in the immediate vicinity of churches on the route.</li><li>• Very numerous visitors to the most popular sites (churches on the route).</li><li>• A large number of organised groups visiting the historic churches on the route.</li><li>• High recognition of Małopolska wooden churches among tourists who travel with the purpose of seeing cultural heritage sites.</li></ul>	
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"><li>• A large number of tourist trails around the sites.</li><li>• A large number of cultural trails around the sites.</li><li>• A large number of schools of different levels in the immediate vicinity of the sites.</li><li>• Numerous cultural institutions operating in the region.</li><li>• Higher education institutions operating in the region.</li><li>• Positive attitude of drivers to tourists, enabling hitch-hiking.</li><li>• A growing interest of tourists in authentic cultural landscapes and folklore.</li><li>• Access to broadband Internet to provide accurate information about the road network and transportation.</li><li>• Immediate vicinity of the Tatra Mountain Euro-region and related project activities (including promotion of regional culture and protection of</li></ul>	<ul style="list-style-type: none"><li>• Unevenly distributed transportation network connections (public transport) of pan-regional character.</li><li>• Threatened road repair projects (uncertain funding).</li><li>• Decreasing number of train connections.</li><li>• Due to projected low budget, possible decrease in spending on maintenance of tourist trails in the whole voivodeship.</li><li>• Insufficient funding of cultural institutions operating in the region.</li><li>• Unfavourable demographic projections that may force the closure of the universities in the region.</li><li>• Insufficient investment in maintenance and repairs of the trails.</li><li>• Roads that do not meet the modern requirements (width, shoulder straps, relevant infrastructure).</li><li>• Poor financial situation of communes may force them to cut down on projects to establish new</li></ul>

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<p>cultural heritage).</p> <ul style="list-style-type: none"><li>• Expansion of the national and local road network.</li><li>• A large number of publications (guidebooks) and Internet publications describing the beauty of the mountain trails in the regions containing the sites on the route.</li><li>• The dominant means of transport for tourists visiting the wooden churches of Małopolska is the car (61.43%), which guarantees a high degree of penetration of the tourist areas where the churches on the route are located.</li></ul>	<p>trails, roads and cycling paths.</p> <ul style="list-style-type: none"><li>• A very low percentage of visitors to cultural monuments from rural areas (9.34%).</li></ul>
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## CULTURAL HERITAGE AND ITS PROTECTION

Strengths	Weaknesses
<ul style="list-style-type: none"><li>• Churches on the route are unique cultural heritage monuments on national scale, some of them on international scale (UNESCO World Heritage Sites).</li><li>• Traditional architecture of wooden churches has for ages been part of cultural landscape of the region.</li><li>• High degree of authenticity of the preserved wooden churches.</li><li>• Unique interior paintings of the wooden churches.</li><li>• Wealth, internal consistency and uniqueness of the cultural landscape, which the churches on the route partially contribute to.</li><li>• Very well-preserved original fittings of the churches on the route.</li><li>• Some sites are fitted with modern fire protection equipment (FOG - water spray).</li><li>• Considerable respect for cultural heritage shown by the residents of the region.</li><li>• Traditional social model prevailing in the area, expressed by celebrating festivals, customs,</li></ul>	<ul style="list-style-type: none"><li>• Insufficient protection of certain sites from the risk of fire.</li><li>• Insufficient protection of the churches from flooding (in some cases)</li><li>• Insufficient protection of the churches from vandalism.</li><li>• Lack of effective, modern security systems to protect works of art from theft.</li><li>• Councillors not very active in the planning and implementation of regional conservation objectives of the cultural heritage sites</li><li>• Low public awareness about the value of cultural heritage, which translates into a hostile attitude to the forms of protection of monuments which are the responsibility of local governments (Cultural Parks).</li><li>• Sometimes noticeable lack of high-class professionals (theorists and practitioners) dealing with the protection of cultural heritage (at the county and commune levels).</li><li>• Lack of sufficient exchange of experience and good practices with other facilities of the same</li></ul>

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<p>rituals and traditions.</p> <ul style="list-style-type: none"><li>• The richness of folk culture in the region.</li><li>• Active character of regional folk and artistic groups.</li><li>• Numerous festivals, reviews, fairs, fêtes, etc., during which folk art is promoted (singing, dancing, costume, handicrafts products, regional dishes, etc.).</li><li>• The preservation of many traditional occupations, skills (even on small scale).</li><li>• The churches selected to be on the route are still used for their original religious purpose which guarantees continuing care.</li><li>• The churches on the route are the property of the Church and the parish community which ensures the best management of facilities and resources available for their maintenance.</li><li>• Events organized in the historic churches on the route (including the concert series <i>Music Locked in Wood</i>).</li><li>• Growing interest in traditional log construction of wooden buildings, as evidenced by an increasing number of new investments in this technology.</li><li>• Local government on the voivodeship level is active in promoting and protecting cultural heritage of the region.</li><li>• The activities of local tourist organizations (especially Małopolska Tourist Organization) popularising the beauty of the region's cultural heritage.</li></ul>	<p>type.</p> <ul style="list-style-type: none"><li>• Insufficient involvement of local government in the acquisition of knowledge on efficient and effective management of cultural heritage and its protection.</li><li>• Undefined standards to be met by owners, managers, etc., of historic buildings regarding their availability for visitors and raising awareness about them.</li><li>• Inadequate system of prizes and awards for owners, managers, etc., demonstrating greatest concern for cultural heritage sites in their care.</li><li>• Insufficient system of awarding restaurants and bars promoting regional cuisine.</li><li>• Low awareness of the population about the potential of cultural heritage and direct relation between cultural heritage management and the development potential of the communes (villages, regions).</li><li>• Lack of concept of complementary long-term revitalisation and restoration of historic towns in the region.</li><li>• Inadequate protection of works of art in churches.</li><li>• High cost of maintenance and conservation of the properties on the route.</li><li>• In most cases, poor management of historic buildings (based only on intuition rather than knowledge and best practices).</li></ul>
<p style="text-align: center;"><b>Opportunities</b></p>	<p style="text-align: center;"><b>Threats</b></p>
<ul style="list-style-type: none"><li>• The existence of entities in the region to ensure access to the latest solutions in the field of cultural heritage protection.</li><li>• Developing new media (including the Internet) which promote growing awareness and increasing sensitivity towards protection of cultural heritage (Małopolska is the national</li></ul>	<ul style="list-style-type: none"><li>• Lack of systemic operations for full protection of buildings against various risks (e.g. flooding).</li><li>• Lack of a coherent, complementary system of information on cultural events in Małopolska.</li><li>• Low standard and political dependence of conservation services</li><li>• Increasing commercialization of cultural</li></ul>

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leader in access to the Internet).

- Strong position of Małopolska libraries which cultivate and preserve tradition, knowledge of customs, material heritage, etc.
- A wide range of regional products based on traditional recipes (Małopolska ranks first in Poland in the number of regional products registered in the European Union).
- Implementation of the tasks listed in the National Programme for the protection and welfare of monuments.
- Implementation by Poland of the provisions of UNESCO 's Convention on the protection of intangible heritage.
- Operation of voivodeship and national organisations for the protection of both tangible and intangible cultural heritage (e.g. Małopolska Institute of Culture, International Cultural Centre in Kraków, the National Heritage Institute).
- High-quality specialists (theorists and practitioners) dealing with the issues of protection of cultural heritage (on national and local levels).
- Emerging initiatives aimed at promoting contemporary artists and scientists undertaking the subject of cultural heritage, its importance and protection in their work.
- The presence of Poland as a party of the European Landscape Convention.
- Considerable significance of regional cultural heritage for the development of tourist industry.
- The growing popularity of regional dishes with tourists (and an increasing number of "pubs" offering visitors many regional dishes).
- Ratification by Poland (2011) of the UNESCO Convention on the protection of intangible cultural heritage.
- Ethnographic parks (Nowy Sącz, Wygieźzów, Zubrzyca Górna, Dobczyce) operating in the vicinity of the routes.

heritage sites with detrimental impact on their authenticity.

- Crisis in spatial planning throughout the country.
- Lack of comprehensive studies on the condition of education about cultural heritage in Poland.
- Lack of a coherent system of education on cultural heritage, its protection and proper management.
- Lack of modern databases available on-line on cultural heritage and its protection.
- Lack of national and local social and information campaigns concerning the significance of cultural heritage issues and the importance of its protection for the formation of own cultural identity.
- Insufficient promotion of good practices on the positive role of citizens in protecting and appropriate use of cultural heritage.
- Lack of training courses for owners, managers, etc., on the protection of cultural heritage, informing about the socio-economic potential of cultural heritage and its proper management.
- Lack of modern, complementary and fully compatible IT system for collecting information on the monuments.
- Diversified and complex ownership structure of works of art and listed sites.
- Lack of complementary and coherent programmes for digitising the resources of cultural heritage outside museum institutions.
- Lack of social integration and coordination in the protection, promotion and management of cultural heritage.
- The blurring of ethnographic differences and distinctive character of regions.
- Displacement of authentic handicraft products by cheap mass produced ones with no artistic and aesthetic value.
- Lack of effective legal protection over a number

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# STOWARZYSZENIE GMIN I POWIATÓW MAŁOPOLSKI

z siedzibą w Krakowie  
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<ul style="list-style-type: none"> <li>• The largest resource of Poland's works of art is to be found in Małopolska (including at the internationally recognised and acclaimed sites).</li> <li>• Changing the approach to monuments - from individual site to protection of an entire area.</li> <li>• Robust network of parishes and other church organisations generating strong ties and social relations.</li> <li>• Specialised magazines describing general issues related to the preservation of monuments and sites on the route (including the monthly "Mówią Wieki", "Zabytki", bimonthly "Spotkania z Zabytkami" quarterly "Archeologia Żywa", "Herito").</li> </ul>	<p>of valuable historic buildings.</p>
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## LOCAL IDENTITY WITH AND COMMITMENT TO CULTURAL HERITAGE

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>• Patriotism of local residents manifested by attachment and respect for the local culture and traditions.</li> <li>• Externally financed projects to raise the cultural identity of the inhabitants of the region and to develop forms of involvement (also in cultural heritage).</li> <li>• Extensive participation of citizens (active and passive) in festivals, competitions and presentations of folk groups, handicraft products etc.</li> <li>• Festivals and celebrations to present the cultural heritage and cultivate well-established traditions (harvest festivals, religious celebrations, etc.).</li> <li>• A relatively high proportion of young people continuing their education in secondary schools.</li> <li>• High mobility of the inhabitants in organising social committees for the development of communes (sewage system, telephone installation, roads), which may be used to</li> </ul>	<ul style="list-style-type: none"> <li>• Insufficient measures to promote the conservation and management of cultural heritage.</li> <li>• Lack of promotion of volunteer work.</li> <li>• The reluctance of communities to launch social campaigns.</li> <li>• Lack of a coherent plan of cooperation between local non-governmental organizations for the benefit of local cultural heritage.</li> <li>• Limited resources for the operation of cultural institutions.</li> <li>• Insufficient promotion of cultural activities.</li> <li>• Insufficient number of regional programmes involving the community in the work related to protecting cultural heritage.</li> <li>• Insufficient number of local leaders (the crisis of authority).</li> <li>• Discouragement with work to develop own cultural identity in the face of growing everyday life problems.</li> </ul>

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<p>protect cultural heritage.</p> <ul style="list-style-type: none"> <li>• Increased local awareness observed among secondary school pupils of different levels.</li> <li>• Residents' care for smaller exemplifications of cultural heritage (roadside shrines, crosses, etc.).</li> <li>• Relative activity of the inhabitants in diverse initiatives within parish communities.</li> <li>• High rate of participation in culture as compared to other parts of Poland.</li> <li>• Creation of new work places in the field of heritage and culture.</li> <li>• A very high percentage of tourists evaluating the hospitality of inhabitants of the places where the sites on the route are located as very good (69.68%) and as good (26.91%).</li> </ul>	<ul style="list-style-type: none"> <li>• Low standard of general education of the population.</li> <li>• No commune funds to support activities related to the promotion and protection of cultural heritage.</li> <li>• Insufficient number of campaigns promoting and awarding farms which show concern for the aesthetics of their village.</li> <li>• Lack of mechanisms to encourage construction using traditional materials and technology.</li> <li>• Insufficient use of historic resources of the region in the context of the growth of cultural identity of the people.</li> </ul>
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"> <li>• Possibility to raise funds for "soft" projects, including in the field of regional identity development.</li> <li>• Steps taken by non-governmental organizations focused on engaging local communities in activities.</li> <li>• Organizing cultural events aimed at promoting and raising awareness about local cultures (Małopolska Heritage Days).</li> <li>• Steps taken by local authorities to protect threatened traditional occupations.</li> <li>• Growing interest in regional cultural heritage and in building cultural identity of the residents.</li> <li>• Relatively high potential of professionalisation of regional NGOs, contributing to growing involvement of residents in actions benefiting the heritage and culture of the region.</li> <li>• Increasing funding opportunities for activities benefiting local communities (targeted programmes, the involvement of commercial companies operating in the region, etc.).</li> <li>• Growing importance of local communities, their culture and traditions through the</li> </ul>	<ul style="list-style-type: none"> <li>• Progressive loosening of ties with the "fathers' land" and migration to larger urban centres (mainly for work).</li> <li>• A small percentage of people with higher education deciding to return to their native village.</li> <li>• Lack of commitment of the national media to building local identity and involvement in cultural heritage.</li> <li>• Insufficient number of programmes (commune, county, voivodeship, national) to promote the growth of local identity and its importance for the development of regional economies.</li> <li>• Lack of concept (nationwide) for the promotion of folk art and concern for its development (in 2013 VAT rate for handicraft products goes up).</li> <li>• Deficiencies in staff (including project teams) in local cultural heritage organizations.</li> <li>• Inability to activate residents socially.</li> <li>• No correlation between measures taken by NGOs and the actions taken by the representatives of the local governments.</li> </ul>

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communication possibilities provided by new media (including websites run by enthusiasts).

- Introduction of a subject called Regional Education to the new core curriculum in primary schools.
- The importance of local identity in a widely accepted process of building a civil society.
- Growing interest of the academic circles (research, analysis, publications) in building local cultural identity.
- Increased awareness of the need to protect cultural heritage and its importance in building own cultural identity.

• Low pay in non-governmental organizations working in the field of cultural heritage resulting in a high staff turnover.

- No permanent financing for building local identity as a bottom-up initiatives.

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