

PLANNING TOURISM SPACE IN VILLAGES WITH USING LANDSCAPE VALUES

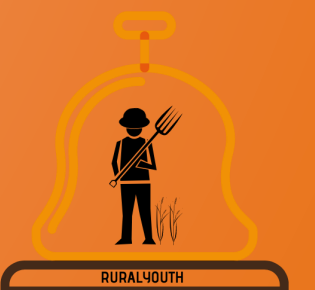
MODULE 3: RURAL TOURISM AWARENESS LANDSCAPE PLANNING AND
MANAGEMENT OF RURAL TOURISM INFRASTRUCTURE

OBJECTIVES

In Unit 3.1 you will learn about planning of tourism space and rural landscape.

Keywords:

- Tourism area
- Rural landscape
- Landscape values



AT THE END OF THIS UNIT, YOU WILL BE ABLE TO...



Understand the relation between planning of tourism space and landscape designing



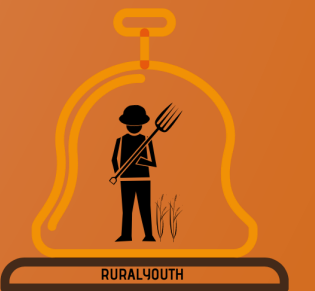
Explain the role of the landscape values in the planning of areas with tourism and recreation functions



Understand how the landscape can inspire us in the creation of tourism facilities



Understand the value of local authenticity and beauty of rural landscape





TOPICS

1. Tourism space and tourism area in the countryside
2. Types of rural landscape values
3. Landscape values as a key element of planning of tourism space in the countryside

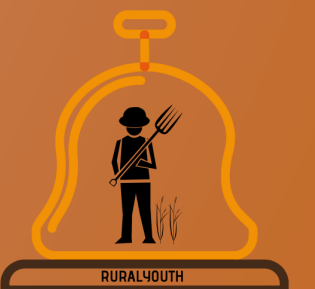
Rural Tourism Space and Tourism Area



Created by Luiz Carvalho
from Noun Project

Rural and traditional escapism. That's my angle. Places and events where we are free to relax and be ourselves, where nobody tells us to hurry along or conform or grow up. Somewhere we can properly live.

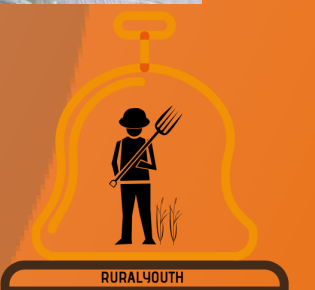
- Fennel Hudson, A Meaningful Life - Fennel's Journal - No. 1



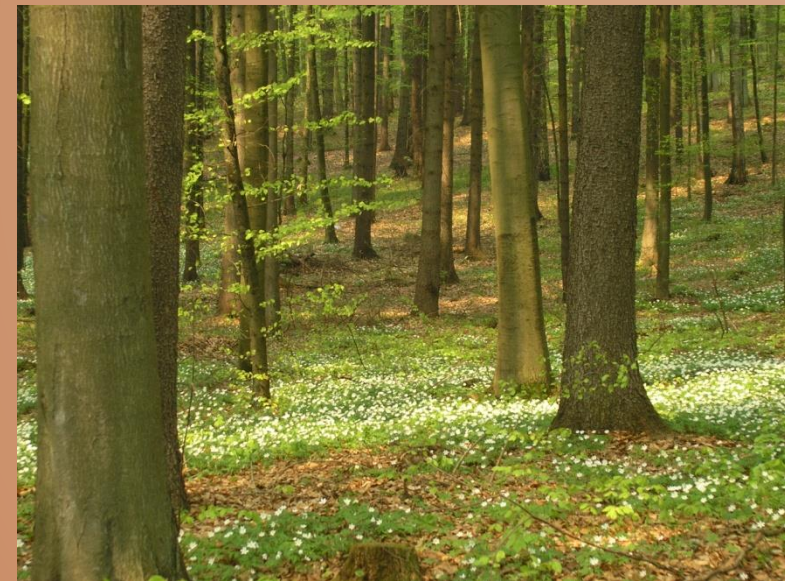
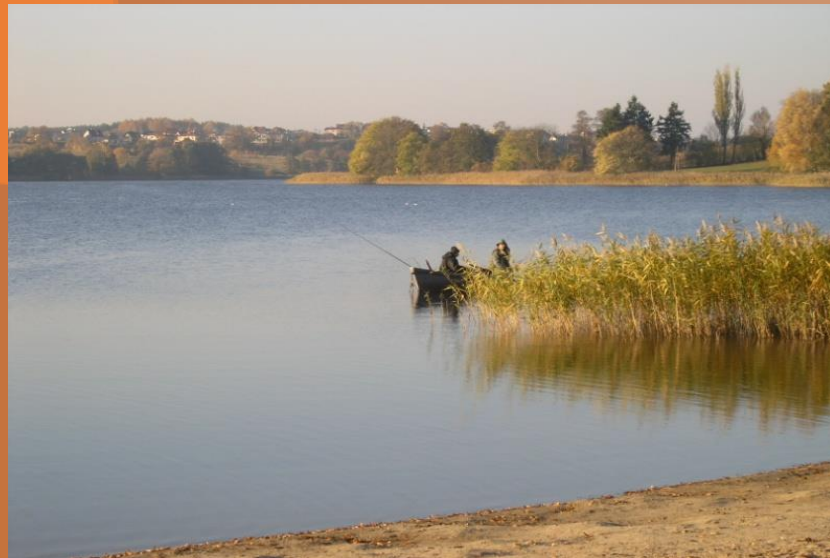
Tourism space/ tourism area can be defined in various ways. In terms of space, it is a public or private place where all activities related to rural tourism and recreation are carried out. The public ones are most often made available to both tourists and village inhabitants, while the private ones are usually mainly made available to tourists and owners of tourist facilities.



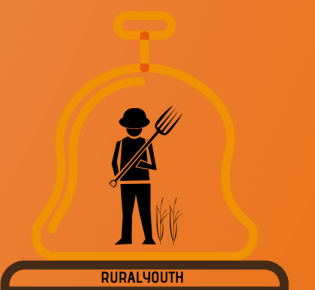
Pic. Rural tourism facilities in Umbria, Italy, photo by A.Jaszczak



Rural tourism refers to phenomena in the spatial arrangement. Its main purpose is the activity or recreation of people in the area of the village and the surrounding area, as well as the use of common places and rural tourist infrastructure. Hotels, motels and agritourism farms base their activities on spatial conditions. On the other hand, they affect the changes taking place in space.



Pic.Landscape values in different rural regions, photo by A.Jaszczak

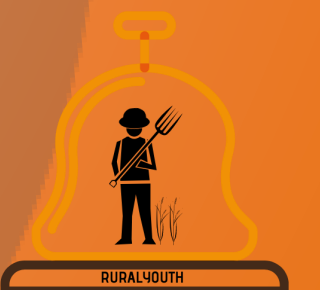


Did you know that...

...tourist space, especially the one accessible to all, called public space, depends on the scale of the village, the tourist function, the utility program, the accessibility of the area and, of course, the landscape values.



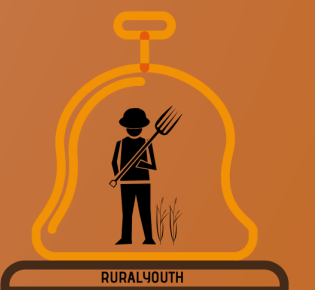
Created by Luiz Carvalho
from Noun Project





*Life is like a landscape. You live in the midst of it
but can describe it only from the vantage point of
distance*

- Charles Lindbergh

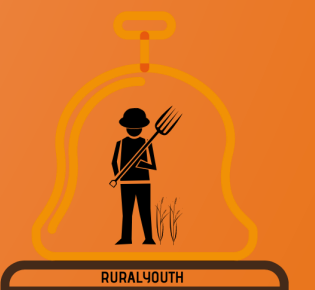




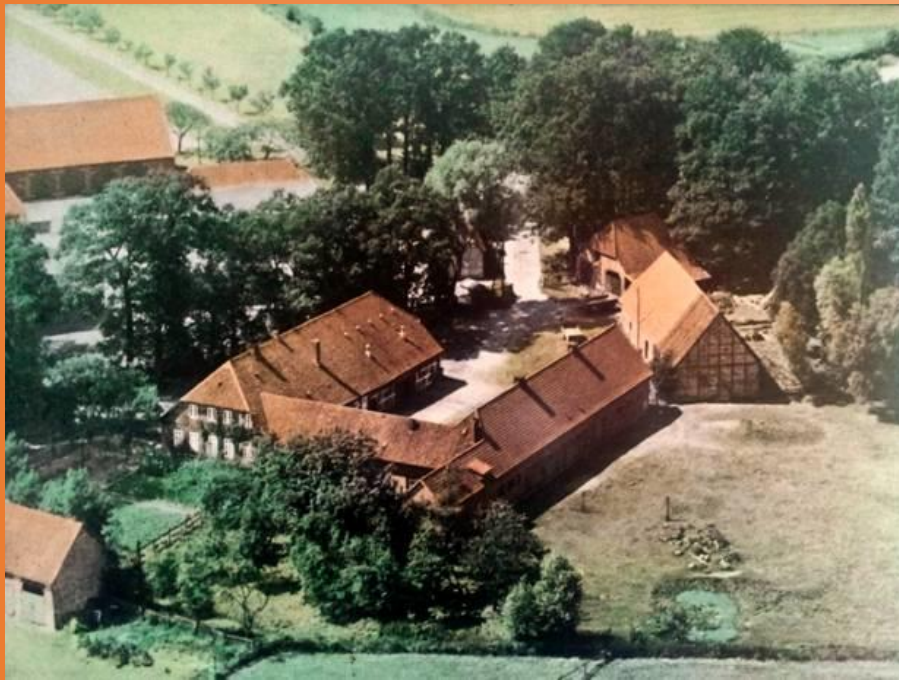
Pic. Transformation of building from farm object into building with tourism function in Lueneburger Heide, Germany. What you can see is the historical character of building even after changing the function, photo by A.Jaszczak

Historical character of tourism space and tourism objects

The sum of all visual reasons, phenomena, materials and places associated with the history of cultural landscapes. This includes natural configuration, the authenticity of the place including all losses, defects and subsequent transformations over the centuries (Jaszczak 2010).



Go outside and look for some buildings/architectural objects/details which have historical character similar to such examples!



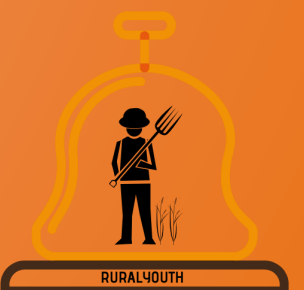
Pic. Old farm buildings



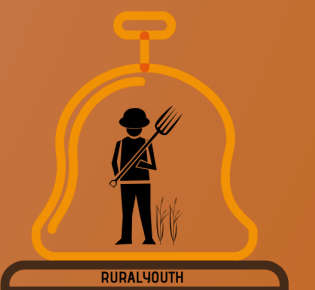
Pic. Historical construction and materials of building



Pic. Typical doors and windows (details)



Tourism space is complex in terms of functions, character and geographical reference. It is a functionally separated part of the geographical space, organized by people involved in the preparation of the tourist offer in the countryside. The functioning of tourism space is influenced by the following factors: natural, social, historical, economic, infrastructural. Tourism space is not identical, but actually differs depending on the regions and the above-mentioned factors.

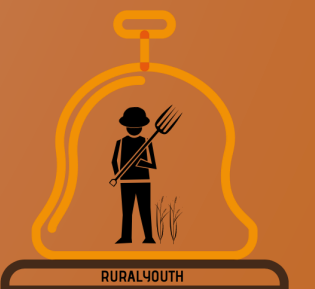


You should notice that...

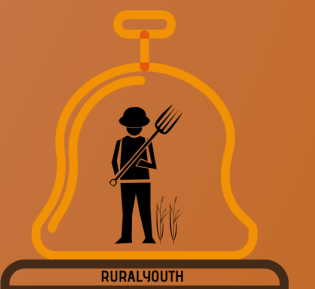
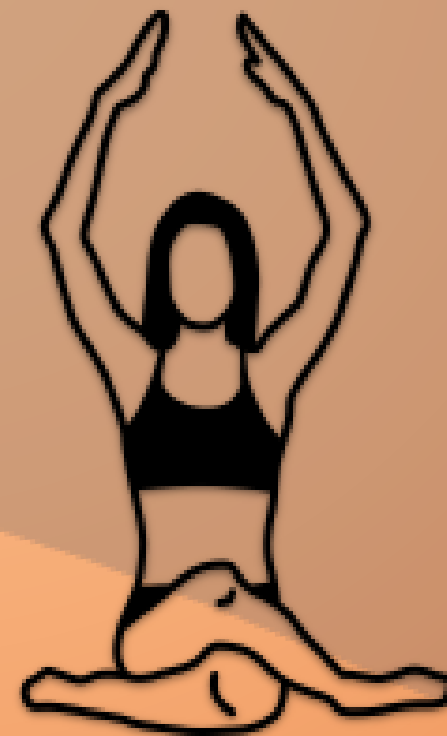
...the choice of tourism space often determines the choice of a place where a tourist wants to rest, spend the night or enjoy the culinary offer. He then not only draws attention to the facility itself (hotel, motel, tourism facilities on farms) and its surroundings, but also to the space in the countryside, where he will be able to be active or to passively rest. The tourist also pays attention to the aesthetics of the surroundings, closeness to nature, well-planned green areas, architecture and historical objects, landscape values.



Think about the above factors which are strongly connected with the choice of tourism space!



In order for the tourist offer to be appropriate for active recreation, it is advisable to develop the tourist space so that it is tailored to the needs of potential users and is based on the preparation of sports and recreational infrastructure, while for less active tourists it is worth planning a space with walking paths or places to rest in a quiet areas surrounded by nature. Access to tourism space is also important.



Types of rural landscape values



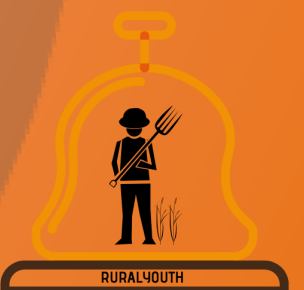
Created by Luiz Carvalho
from Noun Project

Rural landscape is an area where people interact with nature. Thus, it is a landscape that is overlapped by anthropogenic changes as a result of human activity and natural factors that determine the character of a given place, region, village and neighborhood.

Rural landscape is therefore specific, individual, creating identity and a specific genius loci.



Pic. Rural landscapes in Umbria, Italy, photo by A.Jaszczak



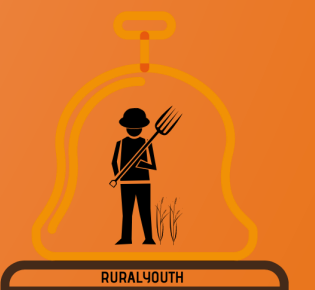
Rural landscape is rich in **natural values**, **cultural values** and **social values**, including customs, folklore and traditions. The natural values are for example, fields, meadows, forests, water reservoirs. The cultural values most often are associated with regional architecture and cultural heritage (rural residential and public use buildings, sacral buildings, infrastructure, technical buildings, taverns, service points, sports facilities) and planned greenery (gardens and rural parks, roadside alleys). Social values are related, for example, to agricultural traditions, ethnography, and customs of the local community. The above values are also elements of **rural landscape**.



Pic. Rural architecture in East Frisia Germany photo by A.Jaszczak

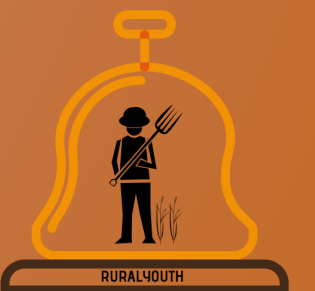
Pic. Rural green areas in East Frisia Germany photo by A.Jaszczak

Landscape values can be used directly or indirectly in planning tourism space in the countryside



I don't divide architecture, landscape, and gardening; to me, they are one

- Luis Barragan

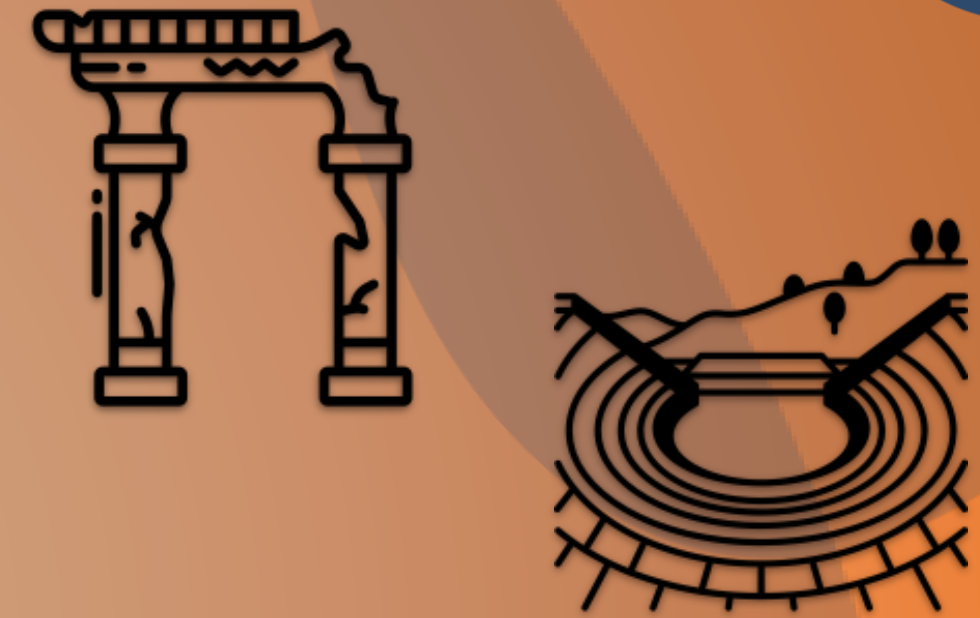


Land uses are the major human forces that shape and organize rural communities.

Human activities, such as farming, ranching, recreation, social events, commerce, or industry, have left an imprint on the landscape.

Different types and forms of rural landscape values:

- Vegetation: various types of vegetation bear a direct relationship to long-established patterns of land use.
- Architecture: various types of buildings, structures, and objects serve human needs related to the occupation and use of the land.
- Archeological Sites: The sites of prehistoric or historic activities or occupation, may be marked by foundations, ruins, changes in vegetation, and surface remains.



- Historical landscapes are characterized by harmony objects and areas which were used through the centuries. There are: stylized estates and palaces, living architecture, road infrastructure, alleys, village objects, farm buildings, historical greenery.
- Historical sites: important from the point of view of historical continuity in the form of events, historical meetings or people activities and the presence and the historical record for the important people. An example can be battlefields or objects, even props or decorations
- Small-scale values: elements such as a foot bridge or road sign, add to the historic setting of a rural landscape.

Planning of tourism space in the countryside by using landscape values

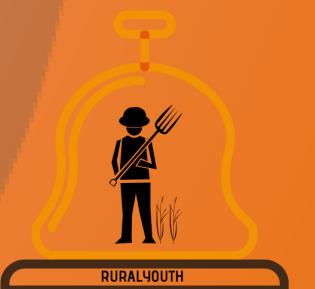


Created by Luiz Carvalho
from Noun Project

First steps before planning tourism space:

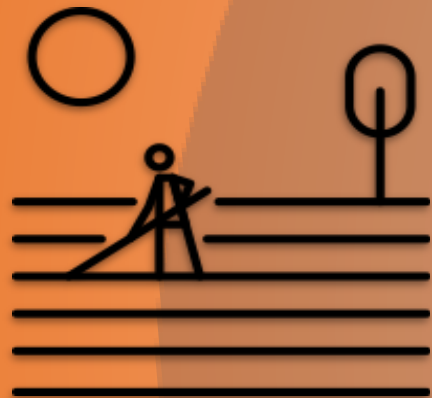
The starting point is the analysis of the specificity of the area intended for tourist use.

1. Look around and see what the landscape has to offer.
2. Think about what local residents care about.
3. Think about what would be attractive for a potential tourist.
4. Pay attention to which group of tourists you will make the planned tourist available for (the elderly, families with children, young people)
5. Think about the scale of the planned investment and its financing possibilities
6. Make a plan as it is possible to use the area with the prospect of developing this investment in the coming years.



Directions of planning areas with a tourist function in a village:

Rural style -
using the
attractiveness
of rural areas



Aestheticizing the
countryside - conscious
planning of areas based on
the nature of the place



Created by Made
from the Noun Project

Spatial identification
by giving a theme
or one direction to
all planned areas



Planning of so-called
"inviting zones" at,
for example, village
entrances

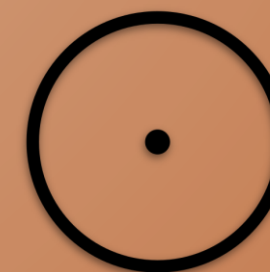


Drawing attention to the
compositional and
material relations for
the entire village

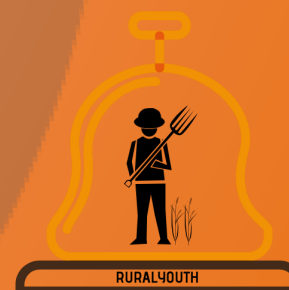


Created by LAFS
from the Noun Project

Planning the "center" of the village, for
example, central village squares, markets,
squares. These are places that emphasize
the community of residents and integration
of tourists.



Created by Sergey Demushkin
from the Noun Project



RURAL4YOUTH

10 recommendations when planning areas with a tourist function using landscape values

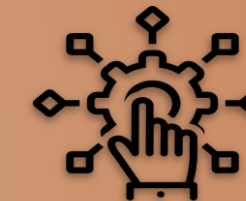
1. First of all, "don't spoil what is already there." Maybe what is already available can be used and planned in the project.
1. "Less is more." Simple solutions are often the best ones. Don't mix up forms and structures too much.
1. Adapt your plan to what is important to your village. Use the existing natural, cultural and social potential.
1. Look around - "nature is inspiration"
1. Pay attention to the cultural values. Use architectural patterns, if they are prepared for regional solutions. Be inspired by patterns, construction, materials, details presented, for example, in a regional or ethnographic museum.



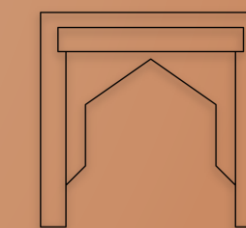
Created by Smalllike



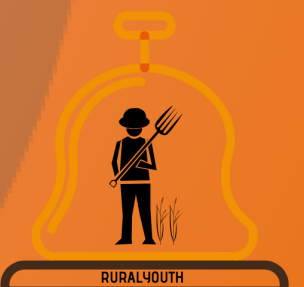
Created by Marc Torrada
from the Noun Project



Created by WESTCHOPS LLP
from the Noun Project



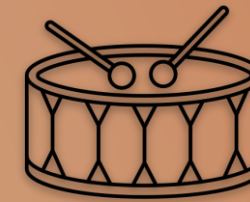
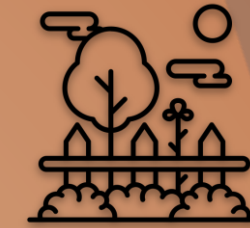
Created by Lluisa Iborra
from the Noun Project



RURAL4YOUTH

10 recommendations when planning areas with a tourist function using landscape values

6. When planning green spaces, for example a park, choose the vegetation that is characteristic of the site. Take inspiration from the historical gardens and the available historical designs. Use your grandmother's knowledge of gardening.
7. Remember about the symbolism of places, traditions and customs. Try to include activities based on social values in the planned space for tourists.
8. Take care of the place, especially the vegetation in the planned green areas. Vegetation is not a building, it is a "living" material!
9. Learn, educate, have fun creating tourism space in the countryside. You create a place, not just a project!
10. Take care of the aesthetics of the place throughout the year (for example, adapt the vegetation to the changing seasons).



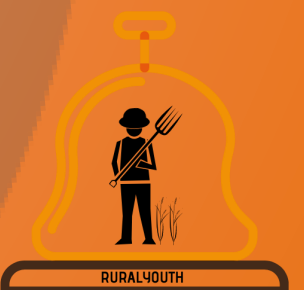
Created by Rank Sol



Created by WEBTECHOPS LLP
From the Noun Project



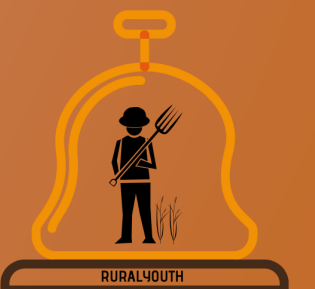
Created by Vectorstall



RURALYOUTH

Living in a rural setting exposes you to so many marvelous things - the natural world and the particular texture of small-town life, and the exhilarating experience of open space.

- Susan Orlean



Examples of the use of landscape elements in rural tourism space

1. The use of places with special natural values in planning tourist routes, e.g., in forest, agricultural and field areas (interesting species of fauna and flora, boulders, natural sites)
1. Inclusion of interesting points, e.g., archaeological sites, elements of the cultural landscape, fragments of buildings, ruins in the planning of tourist routes
1. Using the scenic values of open landscapes (creating viewing platforms, viewing towers)



Pic. Landscape values as an element of creation the tourism route in the region of East Frisia, Germany, Photos by Jaszczak A.

Examples of the use of landscape elements in tourism space

4. Using of places formerly associated with agricultural or horticultural production (e.g., recreating fruit alleys or traditional forms of gardens, e.g., for educational purposes)
5. Inspirations with elements of cultural heritage and traditional forms of architecture in the design of objects of tourist importance
6. The use of neglected and devastated facilities by "bringing them back to life" for the purposes of tourism in revitalization projects
7. Creating a tourist space of the entire village or several villages in accordance with the idea of thematization, e.g., theme villages or eco-museums



Pic. Traditional rural gardens in the rural tourism farm, region of Lueneburger Heide, Germany, Photos by Jaszczak A.

Examples of tourism space development for the purposes of theme villages

A theme village is one with a clearly defined theme. The theme of the village is the direction of activities, the idea that determines its development and gives it dynamics. The development topic is always chosen by the community and its leaders, although it is often influenced by external entities and non-governmental organizations. In thematic villages, the tourism space is developed in accordance with the main theme. Below we present examples of the arrangement of tourism space in the village of Aniolowo (Poland), in which the main theme is "angels" (referring to the name of the village).



Pic. Tourism space in Aniolowo , Poland (), Photos: sources from Sołectwo Aniolowo

Examples of tourism space development for the purposes of theme villages

Village renewal involves, for example, restoration of facilities, renovation and expansion of rural infrastructure based on patterns, e.g., traditional forms, restoring the original appearance of buildings and areas, attention to detail, and the use of village values. It is the dissemination of models of beauty and harmony in architecture through qualified and prepared specialists, but with the participation of residents. It is also the use of rural space for the organization of various meetings and events. Below we present an example of the development of tourism space in Germany.



Pic. Planning of tourism space in the Region of Lueneburger Heide, Gramany, Photos by Jaszczak A.

A stylized illustration of a laptop computer. The screen is dark blue with white text. The keyboard and trackpad are shown in a lighter blue color.

SURF
TO FIND OUT
MORE

- 👉 Watch two videos with Joan Nassauer about ecological design: [Video 1](#), [Video 2](#)
- 👉 The [#BestTourismVillages](#) by UNWTO [initiative](#) identifies villages taking innovative and transformative approaches to tourism in rural areas.
- 👉 Produced by the Institute for Public Administration (IPA) at the University of Delaware, [this video](#) describes the many benefits that parks and recreation facilities provide to communities, as well as the master planning process that leads to ideal park development. Best practices are highlighted, such as successful local planning efforts by municipalities in Delaware.
- 👉 With [this video](#), Raffaella Lavisio explains the proposal of a classification of the World Rural Landscapes (WRL).

MATCH THE PARAGRAPHS!



Tourist space...

...to phenomena in the spatial arrangement.

Rural tourism refers...

...depends on the scale of the village, the tourist function, the utility program, the accessibility of the area and the landscape values.

Rural landscape is ...

... in planning tourism space in the countryside

Landscape values can be used directly or indirectly...

... have left an imprint on the landscape

Human activities, such as farming, ranching, recreation, social events, commerce, or industry...

... an area where people interact with nature.



TEST YOUR KNOWLEDGE!



The historical character of village objects can refer to:

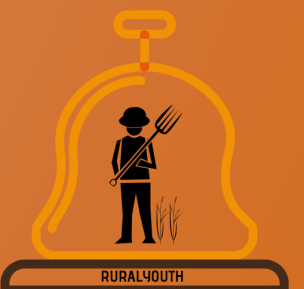
- a) Actual trends in planning
- b) Historical authenticity of space**
- c) Modern village buildings
- d) Tourism infrastructure based only on contemporary models

Tourism space/ tourism area is planned:

- a) Only for public use of inhabitants from village
- b) Only for private use of tourist
- c) For both private and public**
- d) Only for owners of tourism spaces

When of planning areas for tourists in a village it is important to:

- a) Be inspired by rural style**
- b) Be inspired only by urban style
- c) Use foreign patterns and mix styles not related to the authenticity of the place
- d) build up the village with multi-story hotels without reference to the small scale of the village



TEST YOUR KNOWLEDGE!



When we plan public space in the countryside, we take it into account:

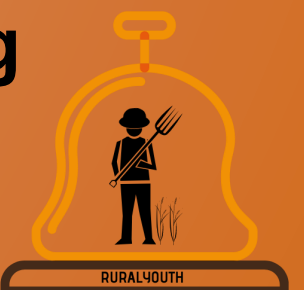
- a) Full separation of tourists and residents
- b) Integration of tourists and residents**
- c) Adaptation of the space only for healthy people
- d) Adaptation of places only for families with children, without the possibility of using, for example, the elderly

When planning green spaces, for example a park, choose the vegetation :

- a) Used in urban green areas projects
- b) Coming from exotic climatic zones
- c) Characteristic for the place in terms of climate and traditional rural forms**
- d) Typical vegetation is unnecessary in the countryside

What does it mean? „It is important to create a place, not just a project” :

- a) to find a design solution duplicated in many places, irrespective of the authenticity of the space
- b) to create a nice design graphic that is visually pleasing but does not respond to the needs of tourists and villagers
- c) to create a project together with future users of the place, based on integration and using the values of a specific village and space**
- d) to prepare a solution that corresponds only to the designer's vision and idea



TEST YOUR KNOWLEDGE!

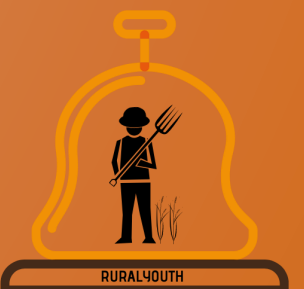


How you can use the scenic values of open landscapes?

- a) **To create viewing platforms, viewing towers**
- b) To design a building with high walls
- c) To design a dense line of trees
- d) To design a big scale hotel

In the creation of tourism space with unique values it is worth to:

- a) To copy one to one a project from the other region with non identical heritage
- b) Ignore cultural heritage and traditional forms
- c) **Be inspired by the cultural heritage and traditional form of architecture**
- d) To use the same style that can be found all over the world



TEST YOUR KNOWLEDGE!

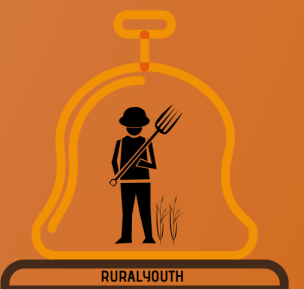


In thematic villages, the tourism space is developed in accordance:

- a) with the characteristic theme/topic for big number of villages
- b) with the characteristic theme/topic only for this village**
- c) without any theme/topic
- d) thematic village should not be developed

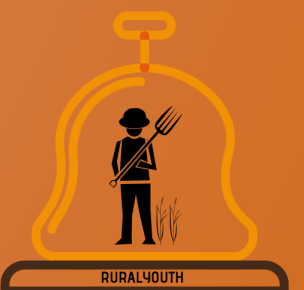
Village renewal involves:

- a) restoration of facilities, renovation and expansion of rural infrastructure**
- b) actions that stop rural development
- c) activities involving the introduction of only new elements
- d) activities that do not use the rural potential



DISCUSSION

1. Consider the possibilities of arranging the tourism space taking into account the local qualities of the landscape in the village you are familiar with. Would planning such a place increase tourist attractiveness? What is your opinion on the use of such space not only by tourists but also by residents?
1. Try to give about 10 good examples of the development of tourism space, taking into account elements of the rural landscape.



SUMMARY

- In this unit, you have learned about tourism area, rural landscape values and the planning of tourism space. You have also learned that that rural heritage and regional style are the most important factors to make tourism space attractive and how you can use elements of rural landscape in the creation of tourism space.
- When planning public space with a tourist function, one should take into account, first of all, the values of the landscape, the needs of users, environmental protection and the specificity of the place.
- In Unit 3.2 you will you will learn about management of tourism infrastructure in the countryside.

