

## **Map of the natural and cultural heritage 1:50 000 as a form of promoting "small homelands"**

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### **Abstract**

One of the local policy tasks is geographical diversity protection. The promotion of values of the natural and cultural environment of "small homelands" maybe a form of the protection. Presentation of the territory values on a map is a crucial way of promoting because the map presents an image of the Earth preserving information on objects' location. So far, the studies on natural values have been realized. The Map of the heritage is the first study on that scale that presents the most valuable objects of the natural and cultural environment of Poland. The contents of the map was divided into "Natural heritage" and "Cultural heritage". In each of these groups three thematic sections were specified. On the Map of the heritage elements of tourist infrastructure have been placed.

**Key words:** map of the heritage, small homeland, natural heritage, cultural heritage

### **Introduction**

In 2004 Poland will become a part of the European Union. This event will be crucial in many respects: political, economic, historical and cultural ones. A wide comprehended integration will be one of the most important processes connected with Poland's accession to the European Union. Poland will become a part of the "European State" in which the borders of the member states exist only in the form of an official record. Their autonomy on the highest administrative level, that is, on the state's level will be covered up.

Along with that fact, the regional and local policy is coming into prominence. One of its tasks is protection of the natural and cultural differentiation, which has influence on geographical diversity preservation. The basis of a natural and cultural diversity protection is a subordination of the spacial economy to the ecological development rules, which essential element is rational running and organisation of the space – in accordance with requirements of a natural and cultural environment (Z. Kamiński, S. Żynda, 2000). The care of tradition and cultural heritage is also important, which should find expression in local initiatives support and first of all in the "small homelands" promoting.

One of the form of cultural distinction protection is a promotion of values of the natural and cultural environment (Fig. 1). In this sense the most important task realized

within the framework of the promotion is catching and underlining both the specific features and the most valuable elements that decide on geographical distinction of a given area. It is important because those very characteristic features along with the most valuable elements are a determinant of "small homelands" which preservation should be a priority task according to balanced development conception.

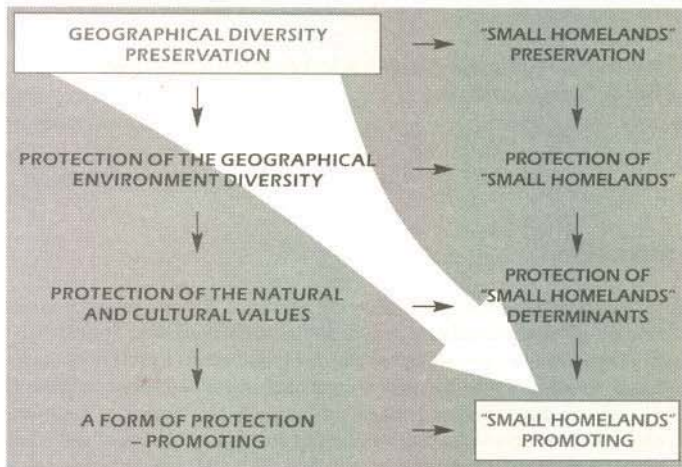


Fig. 1 From protection of the geographical diversity to promoting "small homelands"

### Two aspects of the concept a "small homeland"

We can consider the concept of "small homeland" in two aspects (Fig. 2). In the first one it means a fragment of the geographical environment the man identifies himself with in the sense of his identity and an emotional tie connecting him with. In the second one we treat a "small homeland" as a region that is marked by specific landscape items that have impact on its geographical distinction.

Since the man shapes and modifies natural environment through his activity, his attitude to the environment is a sign of his identification with a place of residence – his "small homeland". It indicates on the extent of the cultural awareness and on existing social and economic relations (M. Garczarczyk, 2001). The landscape is a face of the environment (J. Bogdanowski, 1998). The face of the natural environment is a natural landscape, and the face of an environment created by man's activity is a cultural landscape. The way, which we shaped and shape the landscape in, depends on a man's attitude to the natural environment. The cultural landscape shaped in the last centuries is a treasury of signs of history that play a significant role for a resident in connection with the surroundings, which he identifies with, that is a "small homeland".

In the second meaning "small homelands" may be treated as geographical and ethnographical regions which separation is determined by the diversity of physical and geographical conditions; tribe differences developed within the centuries; district partitions; social, cultural and economic differences. This is why the concept of a



“small homeland” is strictly connected with a natural and cultural landscape and, to be exact with some characteristic elements that decided on its peculiarity in comparison with the landscape of the areas it neighbours with.

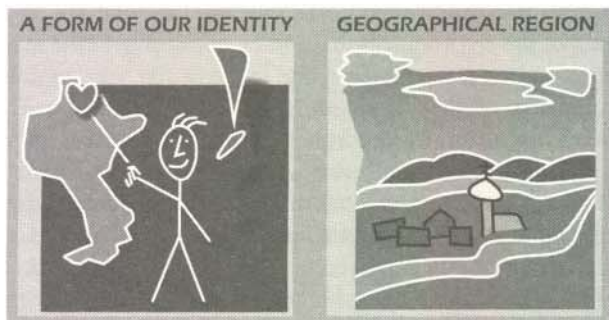


Fig. 2 Two aspects of “small homelands”

In both aspects of the concept of a “small homeland” the second dimension of a cultural environment acquires exceptional meaning. I do not mean the material effect of human activity that is visible in the scenery, but this one that was shaped by generations and created the art, tradition and culture. Everybody was informed about its significance for culture investigation long ago. Investigations of spiritual culture was mentioned by Adam Fisher (1933) who regarded them as an integral part of ethnographical and geographical investigations in the lecture delivered during The Third Slavonic Geographers and Ethnographers Congress.

**“Small homelands” promoting – promotion of the advantages of a natural and cultural landscape**

Among the features of the geographical environment of “small homelands” one can indicate those that decide on their peculiarity. For Mazury (a region in north-eastern Poland) it will be not only spacious moraine lakes, fields of boulders, moraine hills, but also beautifully situated railway, buildings with characteristic roofs made of red tiles, protestant cemeteries forgotten by people, etc. For “small homelands” in Kujawy (a region in the centre of Poland) one can mention hilly areas, tunnel-valley lakes, rape fields and industrial narrow-gauge railways by means of which sugar beets are transported to a sugar factory every autumn.

When we talk about the features of the environment in both cases we also mean elements of the landscape. Since aforementioned objects are not typical for every region of Poland but they are connected with some regions only, one can regard them as values of the landscape.

One of the most attractive forms of promoting of the environment and landscape values is their graphic presentation. It might be a drawing, a photo or a picture. Unfortunately each of those forms does not express all the features of the spacial location of the objects presented. The only form of graphic presentation that contains

information about location of the presented objects is a map. Only on the map an attribute of place of the presented objects is retained and thanks to it observation of connections characteristic of complexes is possible. Then these connections are characteristic of individual regions, that is "small homelands".

The map is a reflection of the country. The face of the environment is a landscape. Since the elements of the environment that can be noticeable in the area are presented on a universal map and on a topographic one in particular, one can treat such a map as a credible reflection of the physiognomy of the environment. Thanks to those properties a map may be an attractive form of a graphic promotion of the geographical environment.

In order to be recognised as a graphic form of the "small homelands" promotion the map must present both natural and cultural values of the geographical environment. As an example of such a map one can mention the *Map of the natural and cultural heritage of Poland 1 : 50 000*. Its conception was worked out in The Chair of Cartography of The University of Warsaw (T. Opach, J. Paślawski, 2003).

#### The Map of the natural and cultural heritage 1:50 000

Among thematic maps that present the geographical environment of Poland only the studies showing natural values were published (J. Siwek, 2001). The *Map of the heritage* that is now in the last stage of preparations is the first study on such a large scale that presents the most valuable natural and cultural objects of the environment of Poland.

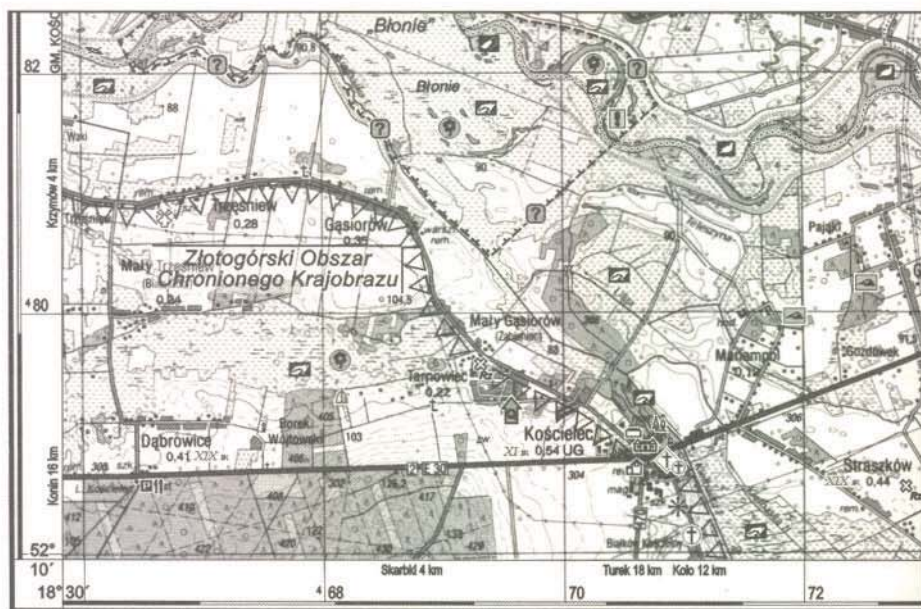


Fig. 3 A fragment of the *Map of the heritage*



The basic editorial assumption of the *Map of the heritage* was its amateurish character and its execution on the basis of the new *Topographic Map of Poland 1 : 50 000* (T. Opach, J. Paślawski, 2003). Being guided by this assumption a new conception of the contents and graphics was worked out (Fig. 3).

The elements of the contents were divided into two groups. In each of them three thematic branches were specified:

A) Natural Heritage,

- Nature preservation,
- Teaching positions,
- Deterioration of the natural environment.

B) Cultural Heritage,

- Archeological positions of major importance,
- Historic monuments,
- Important events and non-existing objects.

Both in the first and in the second group legally protected objects were specified which is the basic element of the contents of such studies. In the group entitled "Natural Heritage" the presentation within the framework of "Document positions" and natural objects which are not legally protected but are valuable when it comes to geographical diversity is innovative. In case of the group entitled "Cultural Heritage" a section "Archeological positions of major importance" with a special cross-shaped legend is worth paying attention. In the columns of the legend archeological epochs were placed and in the lines – kinds of the positions. The section "Important events and non-existing objects" is also interesting. The objects that can not be observed in the area but decided on cultural landscape of the given area – a "small homeland" were placed there.

On the *Map of the Heritage* beside the objects creating natural and cultural heritage some elements of a tourist infrastructure were decided to be placed. The latter raise usable values of the study and broaden the group of readers of the map as well.

The graphics of the *Map of the Heritage* and the graphics of the marks of thematic contents in particular is adapted to the graphics of a base material (The *Topographic Map of Poland 1 : 50 000*). Owing to this the designed marks do not interfere with reading of the base contents and are well noticeable on graphically dimmed topographic base. This step enabled preservation of the base function of the topographic map. It gives an overall image of the geographical environment and this is why it is a peculiar geographical background.

Owing to a wide scope of the contents and an attractive and practical graphic form the *Map of the natural and cultural heritage 1 : 50 000* may be an excellent direct or indirect form of "small homelands" promoting. As far as a direct usage of the map is concerned one can mention the following branches:

- individual and collective tourism, tourist information outlets;
- activity of regional promoting offices;
- education and forming of the citizens' identity.

From the branches in which the *Map of the heritage* could indirectly affect "small homelands" promotion it is necessary to mention:

- spacial planning and local development;
- protection of the natural and cultural environment;
- cataloguing and research of valuable objects of the natural and cultural environment.

Since the *Map of the heritage* is now in the preparation stage it is necessary to think about its content's enrichment. Among the elements that need to be discussed are, first of all territories of legally protected landscape, culture reserves, culture parks (the first one was founded in Srebrna Góra in 2002) and urban reserves. A crucial element of the map contents can be the JARK units (architectural and landscape units) along with their division into types (A, B, E, AR or K) (J. Bogdanowski, 1996). Extension of the legend of the *Map of heritage* on elements included in "The Charter of the Cultural Heritage of the Place" edited by A. Michałowski (1998) is also worth discussing.

### **Conclusion**

Growing interest in "small homelands" is undoubtedly an answer for the integration in progress and is connected with a wide comprehended unification including the geographical landscape as well. In France, Brazil and India it is possible to find the objects that are well visible in the scenery and are a sign of ugliness of a civilisation element – the shopping centres for example. Preservation and promoting of the geographical diversity is getting essential, both in the natural and cultural aspect.

Europe of the XXI century will be "small homelands" Europe. That is why it is necessary to take care of suitable "small homelands" promotion in the strategy of development on the regional and local level. The development of suitable tools and methods of promotion is required. The *Map of the natural and cultural heritage 1 : 50 000* that was worked out on the base of the topographic map can be helpful here. Beside the objects of heritage an additional image in the form of geographical background was presented on that map, that is the objects and geographical phenomena shown on a map by means of cartographic marks.

It is obvious that the elements of the geographical environment affect on the material and spiritual creations of human being (J. Dylik, 1939). That is why the need of geographical background presenting on which some historic and cultural phenomena arise, develop and die out is comprehensible. It is very important because historic and cultural phenomena characteristic of a given regions ("small homelands") are our heritage we should promote as our contribution to the European Heritage and we are responsible for.

Finally, the "small homelands" are a sphere of the cultural tourism interest. When the latter becomes a lucrative industry it is necessary to look for a suitable method of promoting. I mean a method that is a tool that enables the protection of heritage on one hand, and the educational values' exploitation that are vital for forming of the "European State" inhabitants identity on the other one.

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