



УДК 636.1.082:631

TOURISM ACTIVITY OF THE HUCUL HORSES STUD GŁADYSZÓW

Jackowski Maciej

Wyższa Szkoła Informatyki i Zarządzania w Rzeszowie

Bartmańska Katarzyna

Wyższa Szkoła Zarządzania i Administracji w Zamościu

The analysis let to study an influence of touristic section of the Hucul Horse Stud in Gladyszow in Regietow for the development and changes in stud's incomes. Researchers show that the stud's activities, main incomes and the development are thanks to the touristic-recreational background. Events organized by the stud let to attract potential visitors and get to know them with Hucul horse breeding, but also other forms of horses recreational. Horses by taking a part in selection match for champions which are in various places in Poland are making a specific promotion for the stud.

Nowadays in whole Poland and Europe horse touristic forms are becoming more and more popular. People are eager to leave towns to spend time in countryside around nature and animals. Healthy style of life, ecology and "back to the nature" are very popular lifestyles now. HHS Gladyszow is the place which lets to spend active free time with family and friends, and still is leading breeding of Hucul horses.

Keywords: Hucul horse, equestrian tourism, horse riding, horse, stud, popularization of horse breeding horse.

The Hucul Horses Stud Gładyszow is located in Regietow, Małopolska province. Nowadays, it is the largest stud of the hucul horse husbandry in Poland, in Europe and in the whole world [1]. In the beginning it was focused on husbandry and keeping the breed in good condition only [2]. The stud has been developing quickly thanks to connections with studs from other countries. There was more and more horses for riding. It helped to develop recreational activity in the stud's ground. The touristic-recreational area created more and more demand for gastronomy background and also accommodation for the night. Creating inn "Karczma" at Regietów and hostel "Gościniec Jaśmin" attracted attention of many tourists who wanted to spend free time at a beautiful place.

It is the kind of place where everyone can spend nicely free time alone as well as with family or friends. Mostly events organized in the stud are typical for horse riding, but there are also other ones which can be interesting for every visitor. There is an opportunity to enjoy amazing views during riding outside and also learn bases of riding [3]. Typical issues related with profitability of the hucul horse husbandry at Podkarpacie province had been brought up earlier by Jackowski and Nowobilaska [4], but without going into details in relations between breeding, raising horses and recreational activity.

Target of the work was bringing closer The Hucul Horses Stud Gladyszow in Regietów structure, development and characterization of touristic-recreational activity.

Materials and methods. Research had breed carried out on the basics of information and documentation of The Hucul Horses Stud Gładyszow in Regietów. The materials concerned income of the stud in 5 years period since 2005 to 2010. Analysis contained relation in touristic and riding with general income [3].

Description contains incomes of the stud generally and typically from touristic and horse riding in winter, summer and summer-autumn season.

In seasonal formulation has been elaborated relations between incomes from



touristic and generally, incomes from riding and incomes generally, incomes from riding and incomes from touristic.

Calculations has been carried out according to the following pattern:

$$x = \frac{b}{a}100\%; y = \frac{c}{a}100\%; z = \frac{c}{b}100\%$$

Typical values in seasons:

a – incomes generally;

b – touristic incomes;

c – riding incomes;

x –touristic's input in total income;

y – riding input in total income;

z – riding input in touristic income.

There was also a detailed relation of total yearly incomes with number of employees during 5 years. It allowed to calculate approximate yearly income per one employee, using the following pattern:

$$p = \frac{d}{e};$$

d – total income per a year;

e – number of employees per a year;

p –yearly income per one employer.

Analogous calculation related to horses according to the following pattern:

$$k = \frac{d}{f};$$

d – total income per a year

f – number of horses per a year

k – yearly income per a horse

Results and Discussion.

Winter season. The beginning of the winter season is in the end of November, early December. There are organised a wide variety of events then, which are appropriate for this season. One of the events is sleigh party at local meadows, with torchs and ended with bonfire and great fun. There are also ski lifts in the neighbourhood, which can attract tourists interested in skiing.

In the winter in Regietów are periodical occasional events and the competitions which are very attractive for stud's visitors. One of this events is St.Nicolaus Hall Riding Competitions which are organised yearly in the beginning of december. The other event is New Year's Eve Ball. 13th of January everyone can celebrate great orthodox New Year's Eve and listen Lemko band and at a midnight watch a fireworks show. It's organised by Cultural Society „Hucul“ and by the stud. In the end of January the stud is visited by artists which perform Christ's birth. Nativity play are new tradition in Regietów. For a whole winter season there is a chance to learn riding in covered riding-school.

Total, yearly in come of the Hucul Horse Stud Gladyszow during 5 years are placed in the following table 1.

Facts are showing difference interests by tourists (riding, gastronomy and other ones) as well as riding.

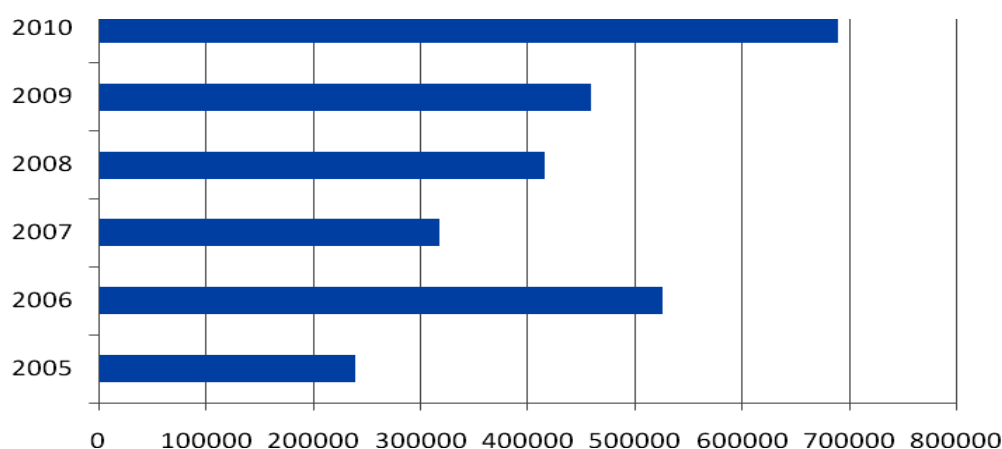


Table 1

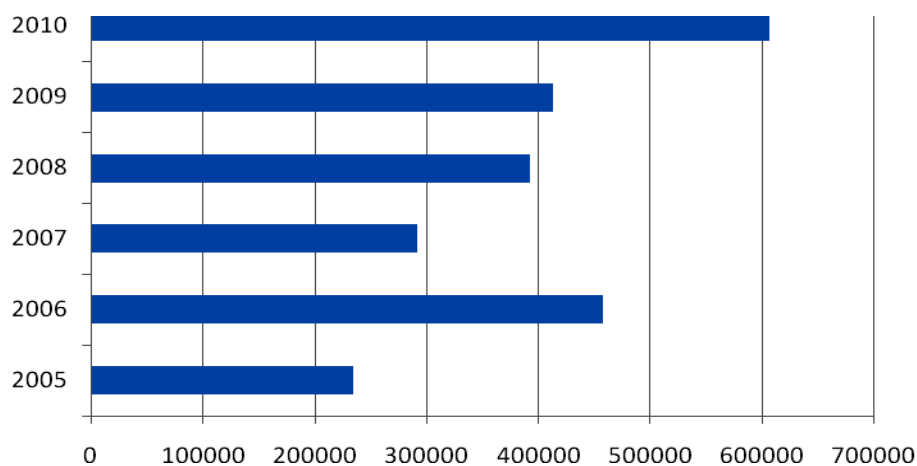
Incomes of The Hucul Horse Stud in winter season [zł]

Winter	2005	2006	2007	2008	2009	2010
Total incomes	239382,89	526110,96	318178,51	416553,56	459769,11	690364,35
Touristic's incomes	235298,21	457979,23	291809,61	392999,19	414083,18	606786,17
Riding incomes	96193,68	87346,25	30622,20	53848,21	118789,01	137583,99

Total income of the stud in Regietow during researched years in winter season didn't crossed 700.000 zł (fig. 1).

**Fig. 1. Incomes of The Hucul Horse Stud in winter season [zł].**

The 2005 and 2007 were different the following years, and the 2006 year. Facts from 2005 aren't complete, that's why the difference is visible. Winter 2007 was very mild. There wasn't much snow, so it was hard to organize sleigh party and open air party for a three months. Next years were better. To compare 2010 with 2009, in 2010 the income was higher for over 230.000 zł.

**Fig. 2. Touristic incomes – winter season (polish zloty).**



The tourist's income in winter season were similar with general incomes of the stud (table 1, fig. 2). It shows how big influence has tourism for stud's incomes.

Analogous to total stud's incomes in 2005, tourist's incomes were also the lowest.

Since 2005 in the stud was developing riding (table 1, fig. 3). Sleigh party and open air party attracted more and more tourists and horse lovers. From a year to year there was more and more events related with riding.

Spring Season. 7th April 2011 there was Folk Eastern Market. It was based on traditions related with Easter. During this event there was many shows, workshops, contests and performances related with that holiday..

„May picnic” in the stud is periodical 2 day event. It has recreational-breeding character, because then is selection match for all-Polish championship hucul horse riding. During „May picnic” the most important is „Hucul path”. It is try-out of bravery for young horses, it checks their cleverness, courage and abilities. There are always two parts: sport and selection. There are also competitions in light carriage driving and jumping contest.

Incomes in spring season are lower than in the previous season (table 2).

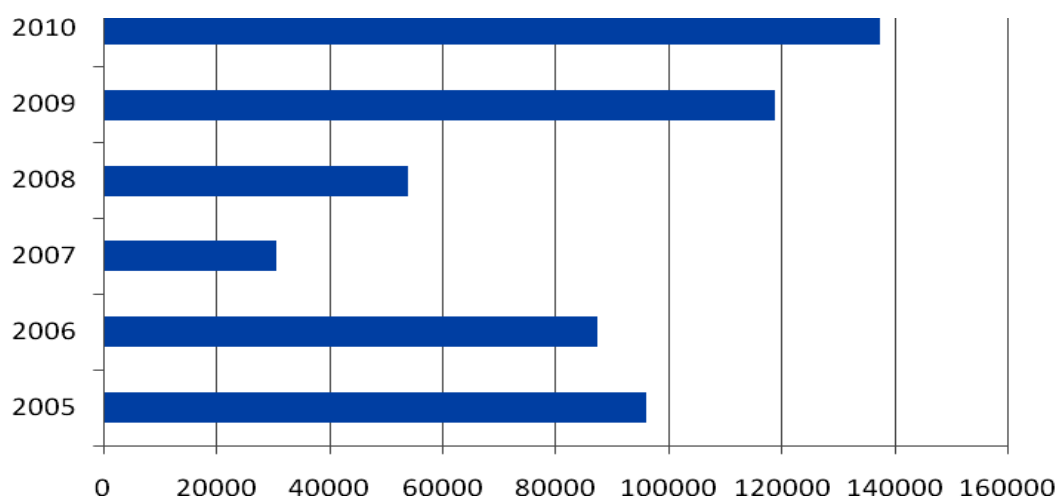


Fig. 3. Riding incomes – winter season (polish zloty).

Table 2

Incomes in spring season

Spring	2005	2006	2007	2008	2009	2010
Total incomes	342732,48	370843,05	262439,73	315725,07	324382,76	320839,10
Touristic incomes	259206,25	212914,37	238364,80	238364,8	241340,12	189310,69
Riding incomes	33983,64	36645,63	21336,49	19986,91	26723,43	12877,83



From a year to year incomes are increasing (table 2, Fig. 4). Development of the touristic background and growing interest at visitors influenced at this directly.

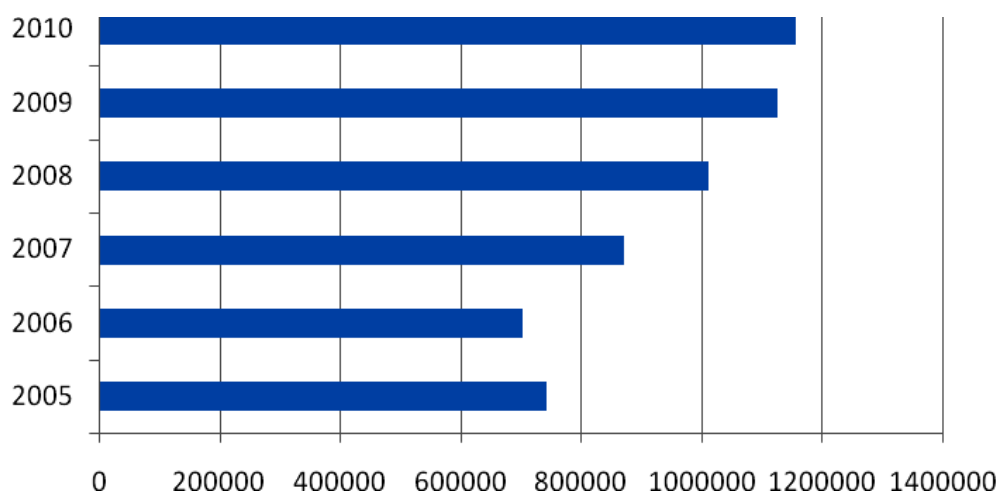


Fig. 4. Hucul Horses Stud's (HHS) Gladyszow general incomes in polish zloty (spring season).

The largest growth has been noticed in 2007, which could be effect of good weather condition.

Stud's touristic with all background started to bring incomes Since 2008 (table 2, fig. 5). The stud's development allowed to enlarge spring and summer events, which attracted more and more visitors.

Riding incomes in next years after 2005 became lower and to 2009 it were at a similar level. (table 2, fig. 6). At 2010 noticed growth of riding incomes which was at similar level like at first researched year.

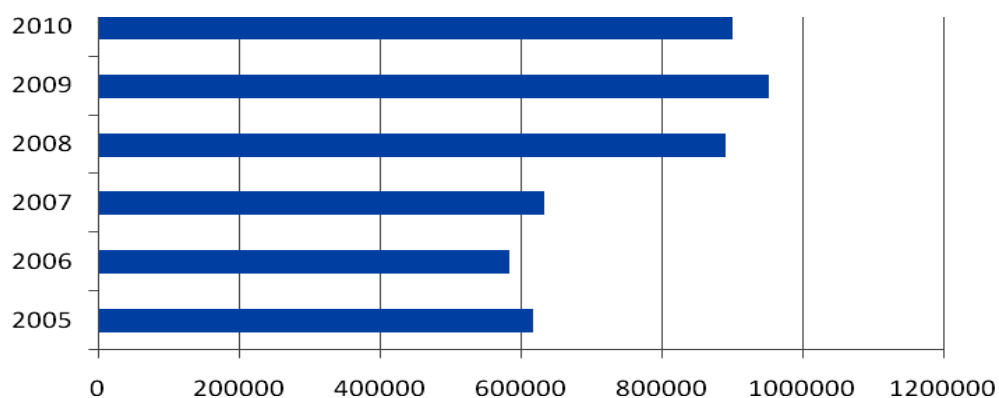


Fig. 5. Touristic incomes HHS Gladyszow in polish zloty (spring season).

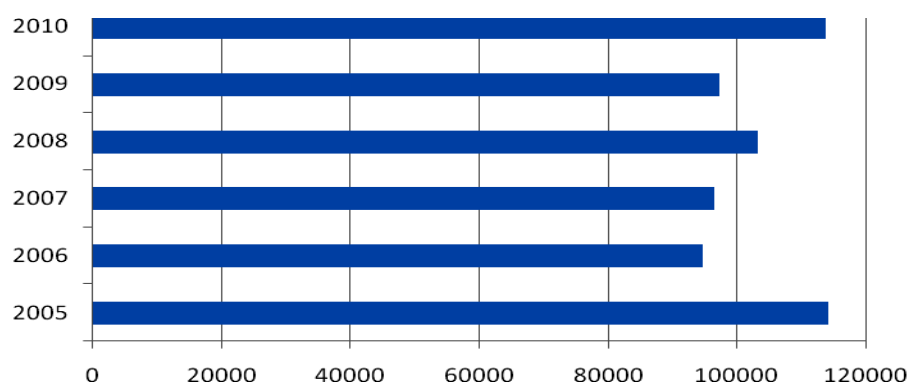


Fig. 6. Riding incomes HHS Gladyszow in Polish zloty (spring season).

Summer and Autumn season. In the beginning of June to celebrate Child's Day, every year there is an event called "Colorful Pony" (Kolorowy Konik).

Also, in the beginning of July there was verbal-musical show twice (in 20011 it was "The Princessin of Tshardash"). That type of events is also a promotion of this place for wide range of people, who can be potential visitors of Regietow.

After monthly break from events and meetings, at third weekend of September there are 3-days Hucul Days. It is very famous and attractive event not only for breeders. Every year comes a few thousands guests from the country and from abroad. The main aim of this event is promotion of Hucul horses but also of the region, Hucul Horse Stud and recreational background.

Every year in October there are two events in Regietow. First is the roundup of horses from Regietow Wyżny pastures. It is at 8 km section, where Stud's riders are sending horses away to Stud's area in Regietow. The second event in October is Saint Hubert's Run. It is an open event, not only for employees and Stud's friends.

The eve of St. Andrew's Day in November is also every year. There is always a live music show of The Great Theatre soloists –National Opera at Warsaw, where is the opportunity to listen beautiful arias and opera duets. After the show there is a ball at Karczma.

Besides these events Stud in Regietow offers a lot of great possibilities to spend active free time.

Very popular are Camps in Saddle during summer holiday, as well as Active Summer for people with overweight. In the winter there are football camps. To the hotel often comes a school trip to see sacral architecture, for example monastery, so they are going there by horse or by britzka. However, there are also hiking trips to visit nears cemetery.

Information showed at Fig. 7 pictures that general stud's incomes was increasing from a year to year (table 3, Fig. 7). There were coming more and more visitors because of special attractions and interesting events.

Table 3

Incomes in Summer-Autumn season

Summer, Autumn	2005	2006	2007	2008	2009	2010
General incomes	744284,78	703545,54	871488,45	1010930,84	1125623,97	1156002,77
Touristic incomes	616957,19	583429,45	633038,21	891684,11	952587,54	901191,52
Riding incomes	113994,7	94514,8	96478,81	103122,84	97243,64	113614,76

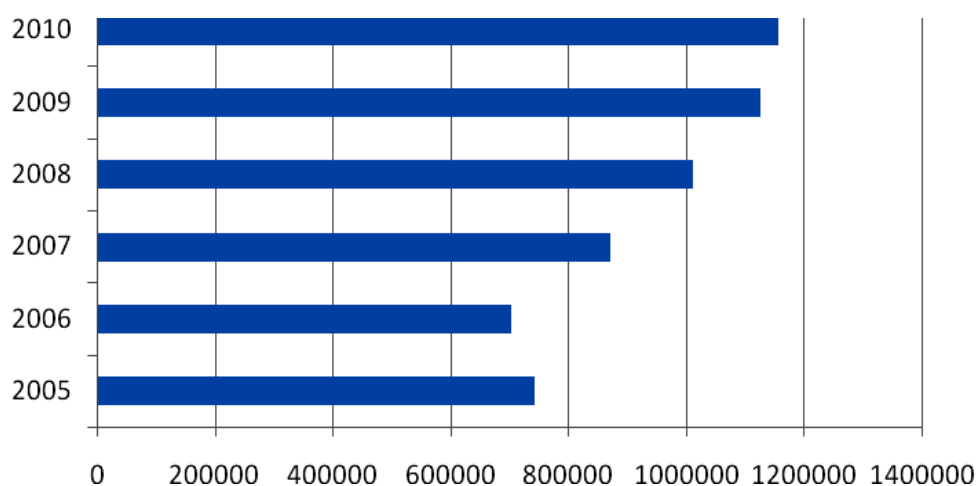


Fig. 7. General Income HHS Gladyszow in Polish zloty (summer-autumn season).

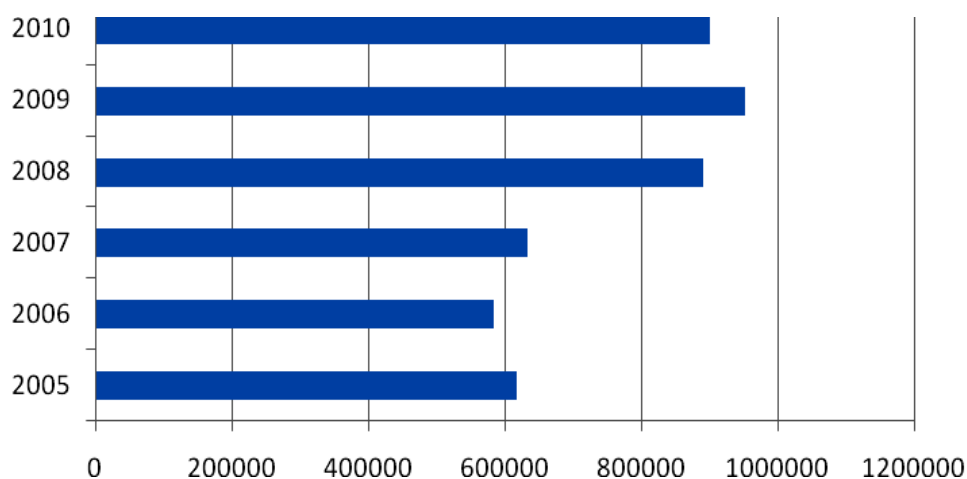


Fig. 8. Touristic incomes HHS Gladyszow in Polish zloty (summer-autumn season).

Analysing changes with stud's development, noticed that from a year to year incomes was increasing. With reference to riding summer-autumn season wasn't diverse at these years. (table 3, fig. 9).

Winter. An analysis of winter season (table 4) contain season from the beginning of December to the end of February. Researches from 2005 aren't complete because lack of information from December 2004.

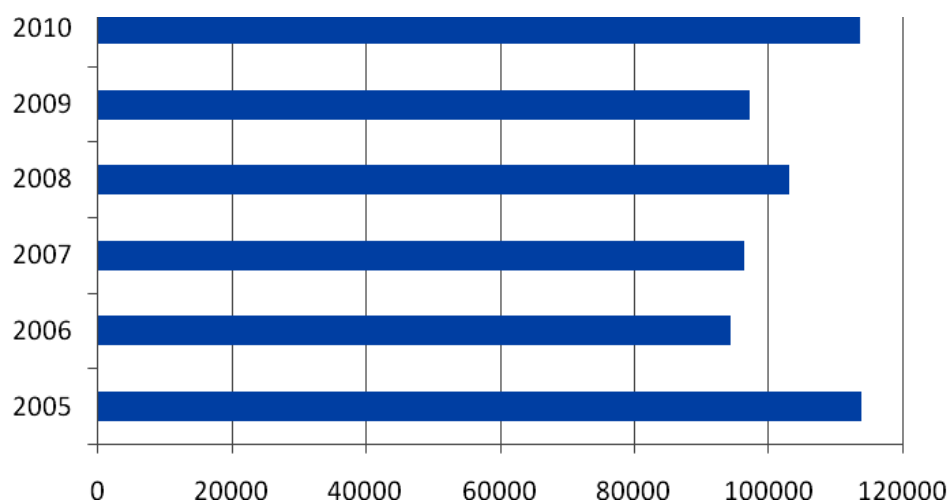


Fig. 9. Riding incomes HSS Gladyszow in Polish zloty (summer-autumn season).

Table 4

Incomes in Winter season

Winter	2005	2006	2007	2008	2009	2010
x	97.89%	87.03%	91.99%	94.06%	90.03%	87.81%
y	40.01%	17.34%	10.03%	12.67%	26.02%	20.33%
z	41.46%	18.90%	9.87%	14.23%	29.34%	23.06%

Touristic and riding incomes and general incomes.

Fig. 10 shows proportional contribution of touristic in winter season at general incomes. The highest was noticed at touristic incomes in 2005, and next in 2008. Next years after 2008 noticed lower contribution of of touristic incomes at Winter season.

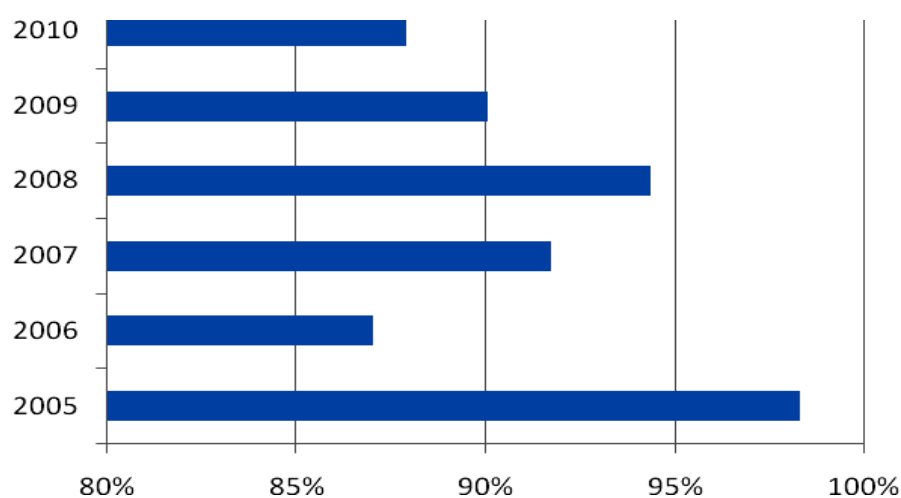


Fig. 10. Touristic contribution in general incomes (x) – Winter season.



Next Figure shows proportional incomes from riding to general incomes in winter season (fig. 11). 2005 year was the best for development of riding in Winter, what is showed at this figure.

However, researchers shows also that incomes from riding in winters season compared to general incomes aren't the most important in balance, the value of it is 10%-40% (in the best year).

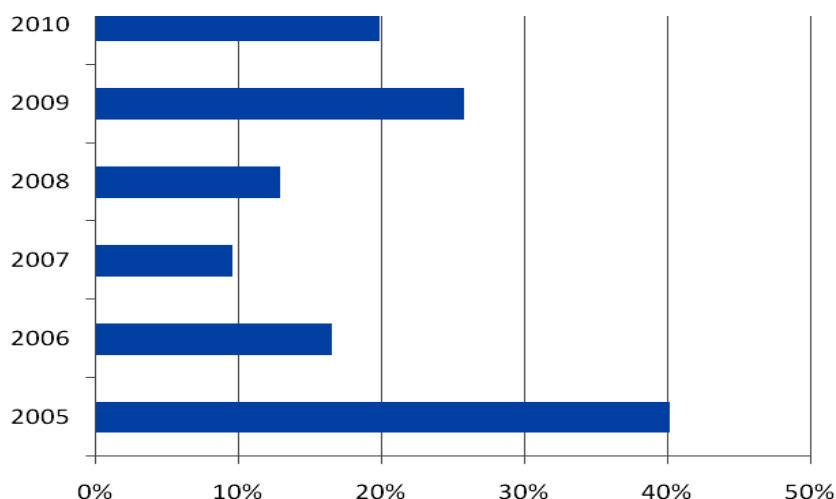


Fig. 11. Contribution of riding in general incomes (y) – Winter season.

The figure 12 shows results of researchers of relation of riding incomes and touristic incomes. There was noticed, that incomes in 2005 was more valuable than at other years. In 2006 and 2007 was much weaker.

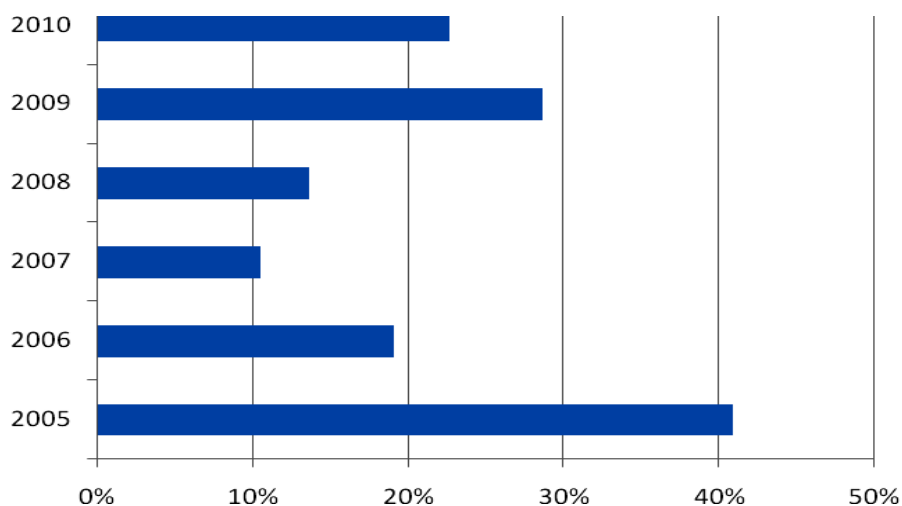


Fig. 12. Contribution of riding incomes in touristic incomes (z) – winter season.

2008 was better and in 2009 the value of analysing proportion was at 30% level. Unfortunately in 2010 noticed decrease of riding incomes, but not as meaningful as in 2005 and 2006

Spring. Touristic incomes which was noticed in spring seasons had big influence for general incomes in the stud (table 5, fig. 13). In 2007 these incomes composed over



91% of general incomes. The lowest incomes from spring touristic noticed in 2006 and 2010, and then it was less than 60 % of general incomes.

Table 5

Incomes in Spring season

Spring	2005	2006	2007	2008	2009	2010
x	76,22%	57,03%	91,23%	75,32%	73,89%	59,02%
y	10,43%	10,54%	8,05%	6,23%	8,44%	4,03%
z	13,56%	17,03%	9,04%	8,22%	11,32%	7,05%

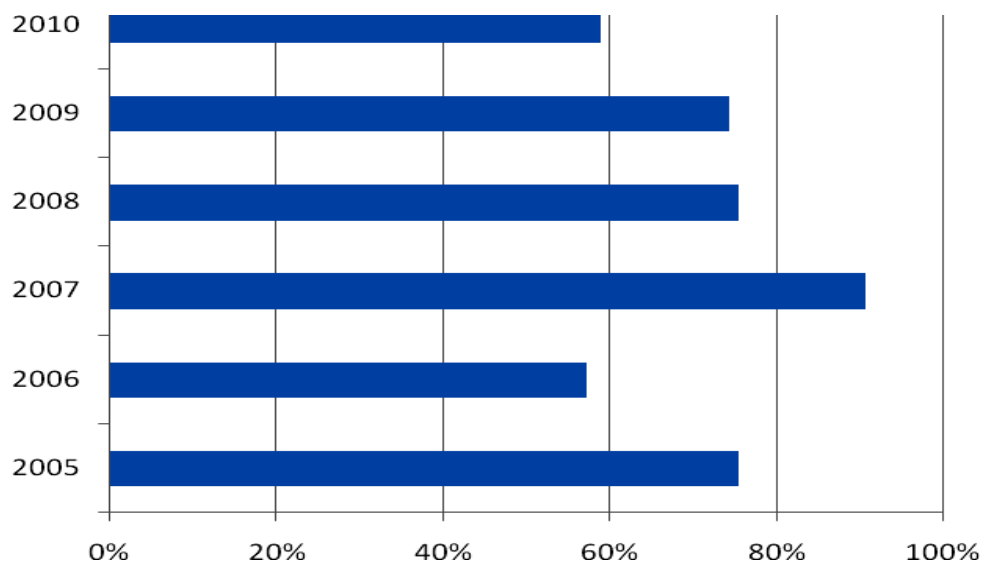


Fig. 13. Contribution of touristic in general incomes (x) – spring season.

Figure 14 shows relation of incomes from riding to general incomes. Researchers show that riding incomes composed 10 % (2005, 2006) of general incomes.

To conclude, riding in spring season was less popular than in winter season, or the proportions of the value of riding incomes has changed.

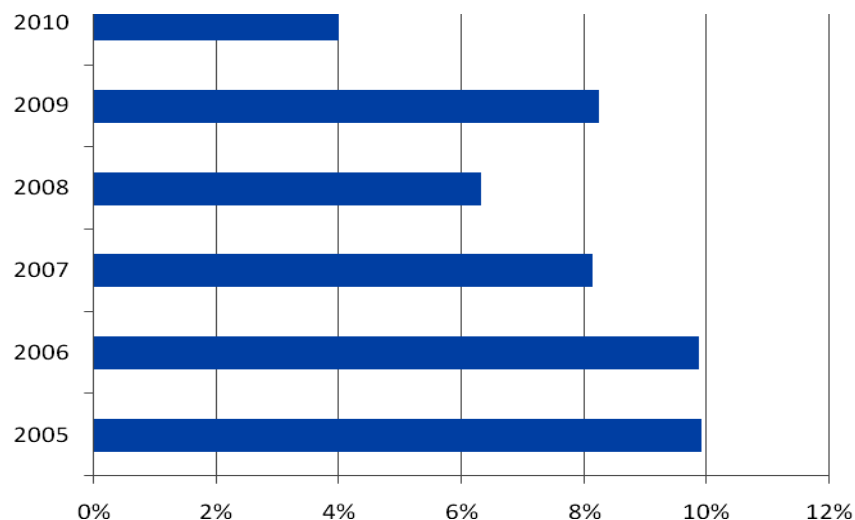


Fig. 14. Contribution of riding incomes in general incomes (y) – spring season.

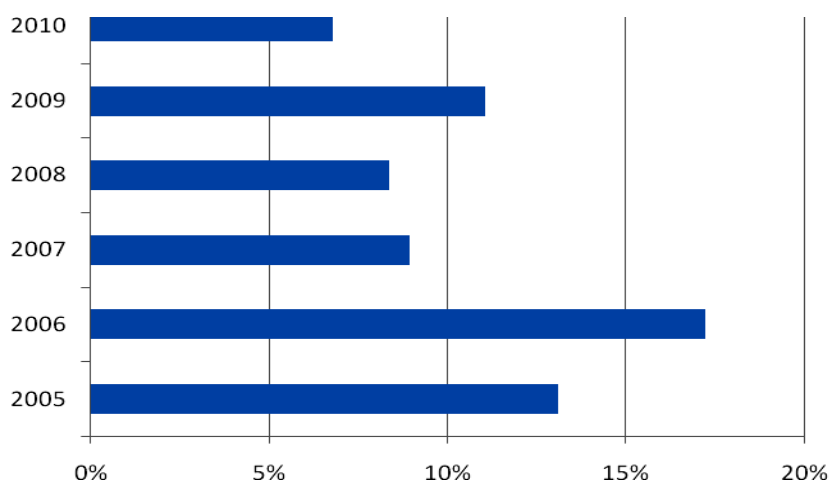
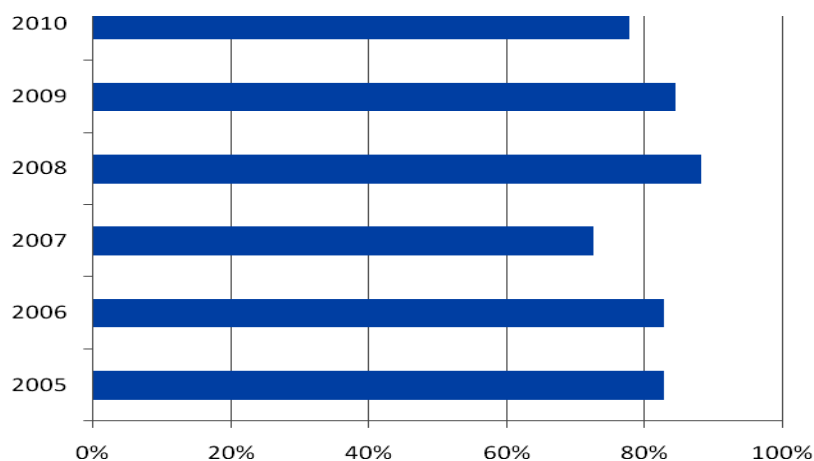


Table 6

Incomes in summer-autumn season

Summer-autumn	2005	2006	2007	2008	2009	2010
x	83,43%	83,03%	73,25%	88,34%	85,54%	78,04%
y	15,09%	13,43%	11,67%	10,23%	9,67%	10,02%
z	18,32%	16,13%	15,15%	12,47%	9,99%	13,17%

Summer – Autumn. Contribution of incomes form riding to touristic incomes in spring season is showed on figure 15. The big gest contribution was noticed on 2006, the lowest in 2010. Touristic contribution in stud's incomes was small and it was less than 17 %.

**Fig. 15. Contribution of riding in touristic incomes (z) – spring season.****Fig. 16. Touristic contribution in general incomes (x) – summer-autumn season.**

As it is show it the table 6, touristic in summer-autumn seasons had big influence for general incomes and development of the stud (fig. 16). Valuables in 5 years are very similar and often are over 80% (2005, 2006, 2008, 2009).

The analyses of riding incomes for general incomes (fig. 17) show that riding wasn't field much profits. The interests of riding wasn't big but in 2010 it increased.

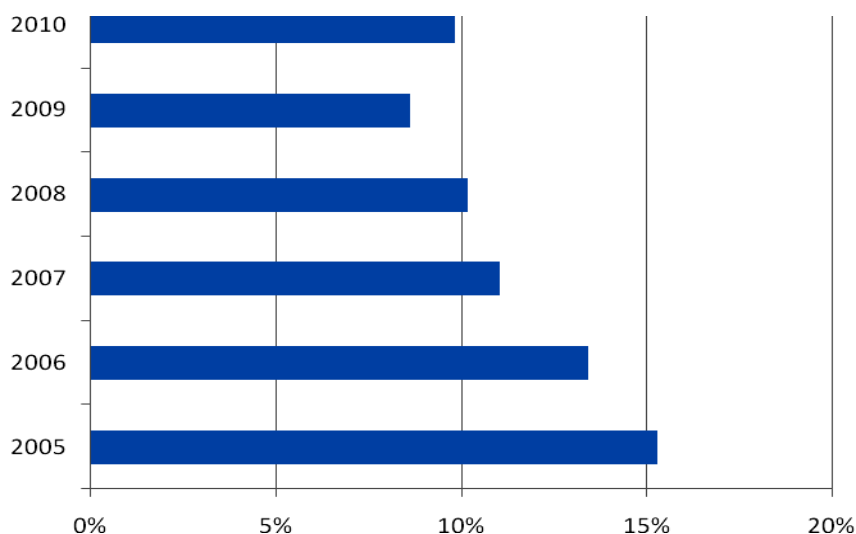


Fig. 17. Riding contribution in general incomes (y) – summer-autumn season.

When the stud developer touristic section, riding stopped to be important in touristic incomes (fig. 18).

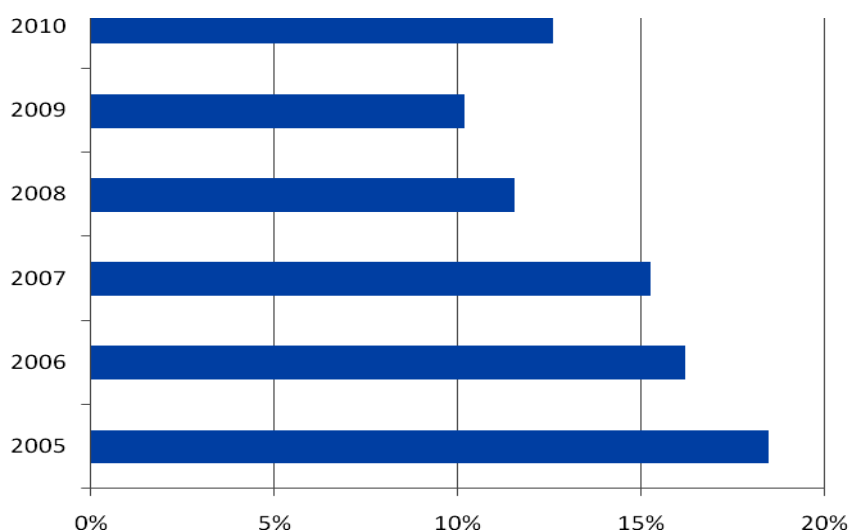


Fig. 18. Contribution of riding incomes in touristic incomes (z) – summer-autumn season.

Incomes in relations with number of employed and with number of horses

Incomes per one employed. Despite the fact that there was more and more employees, incomes per one employee were still the same (table 7, fig. 19), because of proportional increasing of general incomes.

Table 7

Yearly (p) incomes per one employed

zl	2005	2006	2007	2008	2009	2010
p	53792,68	43416,98	38220,44	44690,52	51866,46	56777,44

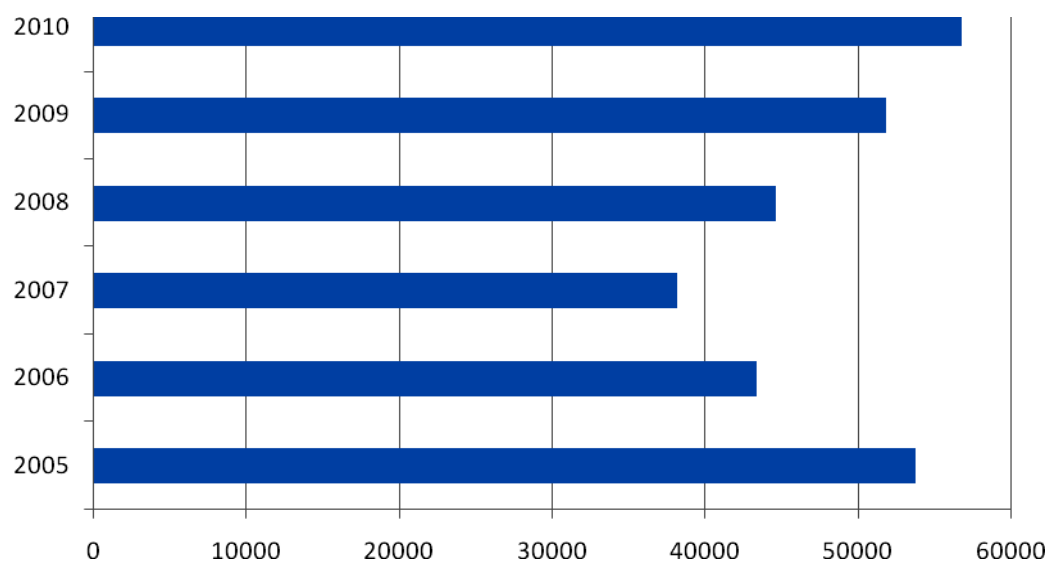


Fig. 19. Yearly (p) incomes per one employee.

The Hucul Horse Stud Gladyszow in Regietow conduct a registry of hired employed since 1994 (table 8).

With development of the stud, an employment also was increasing. There was more and more employees from a year to year, first meaningful growth of employment was in 2005. At that time there are risen hotel and Karczma.

Table 8

Employment in HHS Gladyszow in 1994-2010

Year	Number of All Employeds	
	Vacancy	Employeds
1994	11	11
1995	15	15
1996	15	16
1997	15	15
1998	16	16
1999	16	16
2000	18	18
2001	18	18
2002	19	19
2003	23	23
2004	23	23
2005	28	28
2006	35	35
2007	38	39
2008	38	38
2009	37	37
2010	36	36



Incomes per one horse. The number of horses in the stud was increasing. The largest group of horses in the stud was sport and work horses in 2007-2010 (table 9).

Table 9

Number of horses in HHS Gladyszow in 2004-2010

Groups of horses	2010	2009	2008	2007	2006	2005	2004
Stud mares	70	65	68	65	65	55	50
3 years old mares	11	17	19	14	16	20	17
2 years old mares	20	15	21	24	19	18	23
1 year old mares	25	26	20	26	24	20	19
Breeding stallions	11	11	12	9	9	9	6
Stallions with protect benefits	2	6	3	6	4	2	5
3 years old stallions	14	0	0	0	0	0	0
2 years old stallions	14	24	16	20	22	15	21
1 year old stallions	21	18	27	21	20	22	16
6 months foals	0	0	0	0	4	2	1
Work and sport horses (rotary drove)	102	106	96	73	43	39	35
Donkey	0	0	1	1	1	1	1
General	290	288	283	259	227	203	194

However, in previous years when the stud was focused on breeding, the number of sport and work horses was much smaller than a number of pedigree horses.

Nowadays, main sources of incomes of the stud are: riding, touristic-recreational events and incomes from gastronomic background and the hotel. When the breeding stopped to be good enough source of incomes, there were more and more recreational horses in the stud (fig. 20).

Incomes per one horse every year was different, but always it was between 6.000 zł and 7.400 zł (Table 10, Fig. 21). Only in 2007, when incomes per one horse were the lowest, it was ~5.700 zł.

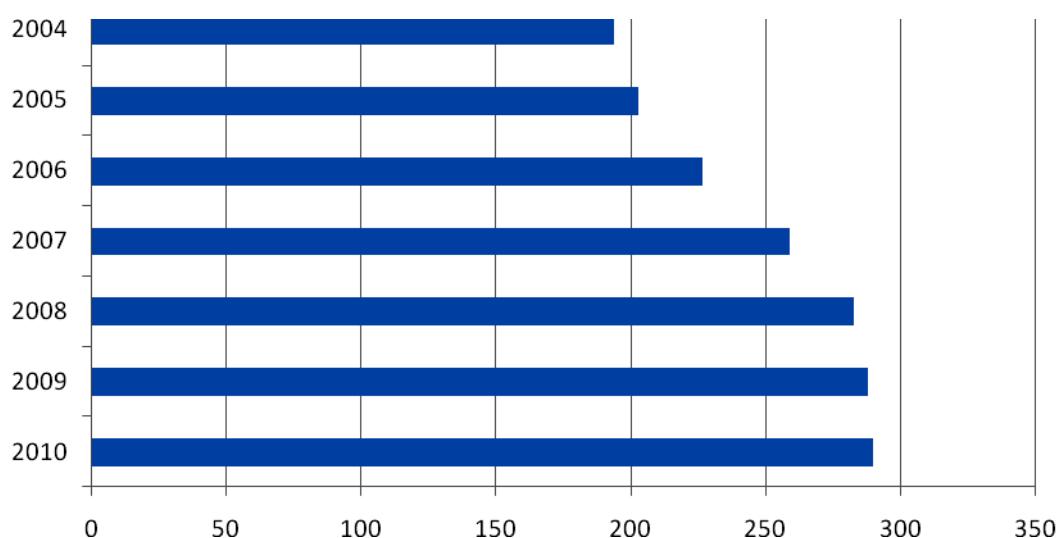


Fig. 20. General number of horses in 5 years.

Table 10

Yearly incomes (h) per one horse in HHS Gladyszow

zł	2005	2006	2007	2008	2009	2010
h	7419,679	6694,249	5755,201	6000,848	6663,4	7048,235

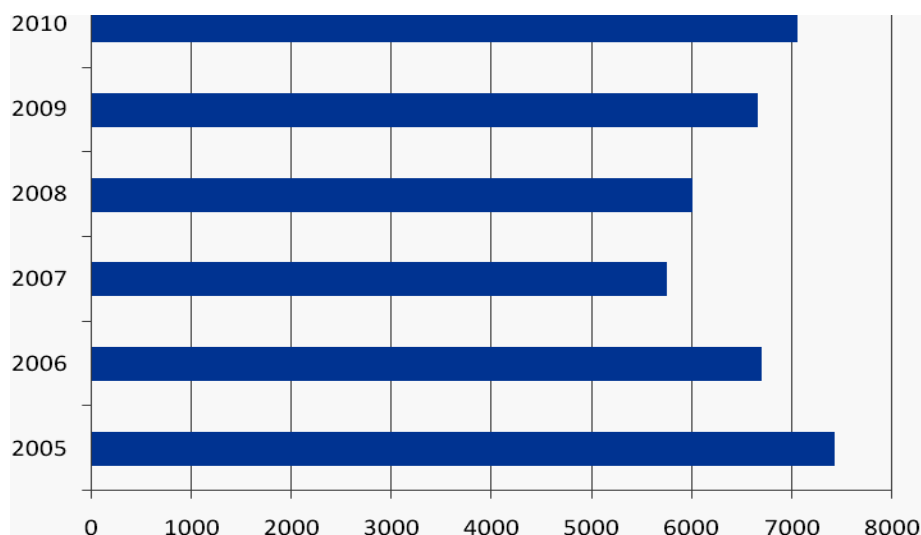


Fig. 21. Yearly incomes per one horse (h).

Recapitulation. The analysis let to study an influence of touristic section of the Hucul Horse Stud in Gladyszow in Regietow for the development and changes in stud's incomes. Also, in relation with number of employed and number of horses.

Researchers show that the stud's activities, main incomes and the development are thanks to the touristic-recreational background. Events organized by the stud let to attract potential visitors and get to know them with Hucul horse breeding, but also other forms of horses recreational. Great promotion is other events like: St. Andrew's Day, New Year's Eve, meetings with opera.

Beskind Niski areas, which are around the stud, are very attractive what is giving a possibility to develop in various fields [5]. Horses by taking a part in selection match for champions which are in various places in Poland are making a specific promotion for the stud.

Nowadays in whole Poland and Europe horse touristic forms are becoming more and more popular. People are eager to leave towns to spend time in countryside around nature and animals. Healthy style of life, ecology and "back to the nature" are very popular lifestyles now. HHS Gladyszow is the place which lets to spend active free time with family and friends, and still is leading breeding of Hucul horses.

Bibliography

1. Jackowski M. *Polska hodowla koni huculskich* / M. Jackowski // Hodowca i Jeździec. – Warszawa, 2005. – № 7. – S. 22-25.
2. Brzeski E. *Konie huculskie* / E. Brzeski, M. Kulisa, M. Jackowski // IV, Zeszyty naukowe AR w Krakowie, ser. Zoot. – Kraków, 1993. – Z. 29. – S. 9-12.
3. Dokumentacja Hodowlana SKH Gładyszów, 2012. Regietów, 2001-2010.
4. Jackowski M. *Ekonomiczne aspekty hodowli koni huculskich na Podkarpaciu*



/ M. Jackowski, M. Nowobilska // Zeszyt naukowy Przeglądu hodowlanego, Chów i hodowla koni. – Warszawa, 2000. – № 50. – S. 351-359.

5. Klimek P. *Beskid Niski z plecakiem* / Klimek P. – Warszawa, 2005.

ИСПОЛЬЗОВАНИЕ В ТУРИЗМЕ ГУЦУЛЬСКИХ ЛОШАДЕЙ В ГЛАДЫШЕВЕ

Яцковский Мацей, Высшая школа информатики и управления в Ржешове, Польша, Бартманська Катаржина, Высшая школа информатики и администрирования в Замосци, Польша

Изучено влияние туристического отделения гуцульских лошадей конного завода в Гладышеве на развития и изменение поголовья и экономики региона. Доказано, что племенное поголовье содержится и развивается в основном благодаря доходам от туристическо-рекреационной деятельности завода. Мероприятия, организованные конным заводом привлекают потенциальных посетителей, и знакомят их с гуцульским коневодством и формами досуга человека с привлечением лошадей. В настоящее время во всей Польше и Европе верховая езда и конный туризм становятся все более и более популярным, люди охотно проводят свой досуг в сельской местности в окружении природы и животных. Популяризация здорового образа жизни, защита экологии и движение «назад к природе» - одно из направлений деятельности гуцульского конного завода в Гладышеве и является ведущим направлением в разведении гуцульских лошадей.

Ключевые слова: гуцульская лошадь, конный туризм, верховая езда, коннозаводство, конеиспользование, популяризация коневодства.

ВИКОРИСТАННЯ У ТУРИЗМІ ГУЦУЛЬСЬКИХ КОНЕЙ У ГЛАДИШЕВІ

Яцковський Мацей, Вища школа інформатики та управління у Ржешові, Польща, Бартманська Катаржина, Вища школа інформатики та адміністрування у Замосці, Польща

Вивчено вплив туристичного відділення гуцульських коней кінного заводу в Гладышеві на розвиток і зміни поголів'я і економіки регіону. Доведено, що племінне поголів'я утримується і розвивається в основному завдяки доходам від туристично-рекреаційної діяльності заводу. Заходи, організовані кінним заводом приваблюють потенційних відвідувачів, і знайомлять їх з гуцульським конярством і формами дозвілля людини із залученням коней. В даний час у всій Польщі і Європі верхова їзда і кінний туризм стають все більш і більш популярним, люди охоче проводять своє дозвілля в сільській місцевості в оточенні природи і тварин. Популяризація здорового способу життя, захист екології та рух «назад до природи» - один з напрямків діяльності гуцульського кінного заводу в Гладышеве і є провідним напрямком розведення гуцульських коней.

Ключові слова: гуцульський кінь, кінний туризм, верхова їзда, коннозаводство, конеиспользование, популяризація конярства.