

The impact of social economy on local development – Bałtów Jura Park

BORIS, 2013



Historical overview

- 2001 – closure of Ostrowiec Steelworks, main employer for the region; growing unemployment rate (over 30%);
- No waterworks, sewage system nor mobile phone coverage; poor governance, poverty.
- 2002 - the inhabitants registered the Association for the Development of Bałtów District „Bałt” (120 people, now over 290). Together they have started to look for a way to effectively use the region’s landscape values which would attract tourists and rejuvenate the locality.
- 2003 - Gerard Gierlinski, from National Geological Institute, found the dinosaurs’ imprints in the Bałtów region. The members of the association decided to use the discovery as the tourist attraction.

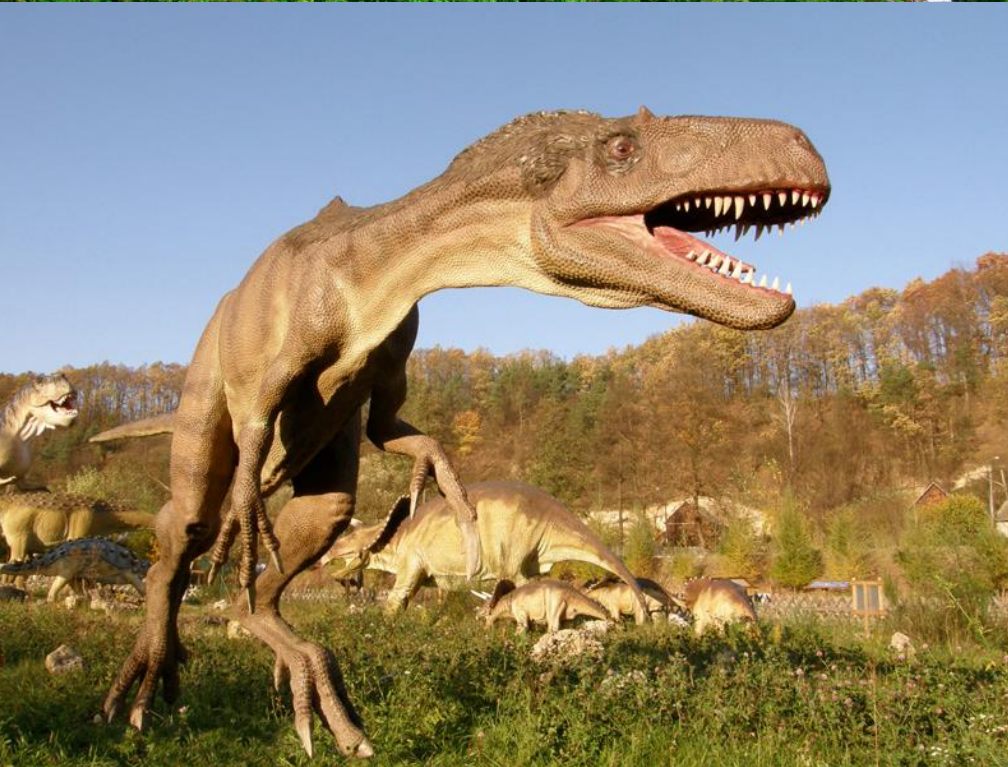
Ideas

- Ideas for tourist attractions – local potential:
 - River rafting – on local river
 - Jura Park – educational adventure park with natural size replicas of dinosaurs (opened in 2004)



- Ski slope in winter
To ensure work in winter season
- Horse ridding
- Agroturism
- Zoo safari





Funds

- Rural Areas Acitvisation Programme 2002-2003
- Agro-Bałtów Programme 2004-2005
- Sapard Programme 2004-2005
- Leader +, EQUAL 2005 - 2007
- Local fundraising (private donors)
- Bussiness donations/sponsoring
- NGO donors

Legal structures and employees

- Association „BAŁT”
- Foundation „DELTA”
- „Allozaur” (limited liability company)
- „Flint Circle” Foundation

- Over 120 employees, mostly long-term unemployed people

Key success factors

- Complexity – a tourist product with whole infrastructure
- Detailed workplan – aims and objectives, means, people
- Support from inhabitants, their involvement
- Ability to take advantage of the circumstances – discovery of dinosaur's footprint
- Support from different partners, private and public
- Determination, persistency, strong leader

Main obstacles

- Bureaucratic barriers – many permits, licences ect.
- Legal barriers – different interpretations on innovative tourist attractions
- Ininitially critical attutude of a part of inhabitants

Results

- Decline of unemployment rate in locality from over 30% in 2001 to 4% in 2009.
- Workplace for locals, sometimes whole families
- Construction of tourist infrastructure; 5 hotel-catering facilities, 25 agro-tourist farms, 5 one person farms.
- Substantial rise in the community's income
- Social infrastructure rebuilt: places for social and cultural activity, open air events.
- Bałtów is visited by several thousands of tourists (over 500 thousand tourists each year).
- Economic success – new parks opened in 2 other locations in Poland

More info

www.juraparkbaltow.pl



Source: www.ekonomiaspoleczna.pl, www.juraparkbaltow.pl