TEST FOR THE DIFFERENTIATION OF SEMANTIC BYDGOSZCZ WATER TRAM

Summary

The author used in one’s work the test of the semantic differentiation. The purpose of the research was to obtain the opinion of passengers/tourists in the main characteristics of the product, which is a Bydgoszcz Water Tram cruise. The results obtained, serve as a basis to the estimation of the water inland tourism within the Bydgoszcz Waterway. They also indicate the possibilities of the development of the tourism product, which is being talked over, and also make the point for further analyses.

Translated by Olgierd Rogoziński