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INTRODUCTION

The significance of tourism in the modern world is continuously increasing, mainly due to the changes in the preferred style of living of the developed societies. The transformations promoting a healthy and pro-ecological style of living result both in the changes in ways of spending free time (spending free time actively instead of passive leisure) and an increase of expectations concerning the quality of the natural environment in a tourism region. Simultaneously, tourism activities have become a standard element of a style of living and happen several times a year. The tourism development is still progressing despite many changes in global economy (frequently negatively, it seems, affecting tourism); a fact which confirms tourism's great significance for the functioning of both societies and modern economy. Yet another issue is the relation between tourism and the natural and cultural environment of tourism reception areas whose sustainable nature makes tourism develop further. The complexity of tourism and its interdisciplinary nature are the reasons behind the steady rise in the research interest of various fields of science, especially economic sciences, in problems of tourism. Such a rise is owed to an increasing impact of the tourism sector on the level and nature of the economic development, both on the local and regional as well as global levels.

The "Economic Problems of Tourism" is a platform for exchanging scholarly views and presenting research findings and achievements of scientists for whom tourism, especially in terms of economy, is the main subject of scientific interest. However, multiplicity and diversity of aspects of human tourism activity, its reasons and effects make it remain a field of interest of the researchers representing diversified fields of science, including economy, law, geography, or physical culture.

The "Economic Problems of Tourism" present the research findings and achievements of scientists from Polish and foreign academic centres. The current issue of the journal presents tourism in terms of the three areas: theoretical aspects; functioning of the tourism service market; and regional problems of tourism development.

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COLLABORATION BETWEEN LOWERSILESIAN CULTURAL TOURISM ATTRACTIONS – A REALITY OR A DREAM OF A FUTURE?

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Abstract | Interorganisational cooperation seems to have become the common strategy in a modern tourism market. On one hand it strengthens organisations with all the benefits it can offer, on the other it develops and promotes the competitive advantage of a destination on a global tourist market. The paper focuses on cultural tourism attractions sector in Lower Silesia region in Poland. It sets out to identify various forms of the collaboration and follows with analysing two different cases of them. They are furthermore compared which allows to draw conclusions concerning both the benefits and weaknesses of both. Final results include assumptions of the authors concerning the conditions for succesful collaboration in case of heritage tourism attractions.

Introduction

The idea of collaboration used to be employed by industrial businesses, however these are especially „tourism planners and operators (who) are discovering the power of collaborative action" (Selin, 1993, p. 18). Its more relevant in case of common promotion of a destination than the traditional microeconomic model of competition which is not applicable in such a case (Jacson, Murphy, 2006, p. 118). According to many authors, these collaborative relationships are vital in the tourism

sector especially because of its fragmented and interdependent nature (Fyall, Leask, Garrod, 2001; Murphy, 1997; Nordin, 2003; Novelli, Schmitz, Spencer, 2006). It is however the tourist attraction that plays a core role in attracting tourists and shaping the appeal of the destination. It has a power of representing and delivering the particular sense of place that provides the basis for competition between destinations (Middleton, Clarke, 2001). For the purposes of the paper a *tourism attraction* is understood as a place, „which sets out to attract visitors and is managed accordingly, provides a fun and pleasurable experience and an enjoyable way for customers to spend their leisure time" (Walsh-Heron, Stevens, 1990, p. 2). It becomes the part of cultural tourism while offering the type of activity through which tourists may learn about, witness or experience the cultural heritage of a destination, incorporating places such as museums, historical sites, buildings, and monuments (Williams, 1998). The attraction can belong to one of three sectors depending on its ownership, which are private, public or non-government one.

A variety of terms are used to describe different collaborative arrangements in tourism, including coalitions, forums, alliances, task forces and public-private partnerships (Bramwell, Lane, 2000), but also clusters and networks (Farsani, Coelho, Costa, 2014; Nordin, 2003; Novelli et al., 2006).

Case studies analysed below examine how collaborations can be built and maintain in tourism. Hence the research focuses on the conditions for building the relationship that is really long-lasting and has the effect on the development of a tourist destination. This paper sets out to analyse the forms of collaborative strategies which can be adapted by cultural visitor attractions. So, first the notion of collaboration is discussed together with its different forms and benefits provided. The differing approaches to collaborative strategies are analysed which sets the basis for the procedure of research upon collaborations in tourism. Finally, two case studies are discussed within the frames of features proposed and the conclusions are drawn based on the comparison between these two examples. The research was conducted from December of 2015 to February of 2016, based on secondary data, completed by interviews.

Collaboration and its forms in tourism

According to Wood and Gray (1991, p. 146), "*Collaboration* occurs when a group of autonomous stakeholders of a problem domain engage in an interactive process, using shared rules, norms and structures, to act or decide on issues related to that domain". Five key characteristics of the collaboration proces were outlined by Gray such as: the stakeholders are independent; solutions emerge by dealing constructively with differences; joint ownership of decisions is involved; the stakeholders assume collective responsibility for the ongoing direction of the domain and collaboration is an emergent process where collaborative initiatives are „emergent organisational arrangements through which organisations collectively cope with the growing complexity of their environments" (1989, p. 236). While the term collaboration is commonly used in the academic tourism literature, in government and practitioner circles the term *partnerships* is popular, and these embrace many collaborative forms. Collaborative interaction is considered to involve face-to-face dialogue, and this

is a feature distinguishing it from some other types of participation in policy-making (Carr et al., 1998 cited after Bramwell and Lane, 2000). Although collaborative planning interpretations have been criticised, they answer the reality of increasing neo-liberal public management philosophies where governments are increasingly diminishing their responsibilities (Dredge, 2006). In tourism, the collaborative planning idea has received increasing attention with works of Bramwell and Lane (2000), Bramwell and Sharman (1999), Jamal and Getz (1995) and others.

The most intensive and institutionalised form of collaboration is *tourism cluster*, which constitutes an array of linked industries and other entities in competition, providing complementary products, such as accommodation, attractions and retail outlets. Although they exist in the market independently, it is thanks to collaboration that they not only add value to themselves but also provide a final holistic tourist experience, usually in the form of a package. This is why this structure has gained the term of 'diagonal cluster' (Michael, 2003; Staszewska, 2009; Wang, Fesenmaier, 2007). Clusters are usually located around tourist assets whereas the key factor in their development is the scope of stakeholders which should encompass local authorities, supporting institutions, scientific and research institutions with local small and medium enterprises (Borkowska-Niszczota, 2015a).

The last term to be mentioned is *network*. However, one of basic differences between cluster and network is that networks can occur among firms situated anywhere, whereas clusters usually refer to a core of firms in a more limited geographical area (Farsani et al. 2014; Nordin 2003).

Wood and Gray's (1991) definition of collaboration is especially useful as it encompasses the diversity of partnership forms in tourism planning that are found in practice. There is, therefore, a whole range of different solutions that can be analysed and compared. For example, the definition makes no assumptions about the scope and **nature of the issue or problem domain** which means that these tourism-related issues can be either broad and strategic or focused on specific concern. The **intended outcomes** of collaborative arrangements can also differ, with the objective sometimes being to develop a strategic vision or a plan for a destination, and in other cases to implement some practical measures. The definition also makes no assumptions about **which stakeholders** will participate, how much power they may have, how representative they may be, or about the total number of stakeholders that are involved[1]. Are there participants from government, business and non-profit sectors, and from national, regional and local policy arenas? (Bramwell, Lane, 2000). In that respect, analysis can regard: form of initiation, the structure and size, involvement of coordinator, the number of horizontally related sectors. Further, the definition does not limit their **duration or time-scale** nor the **intensity of relations**, although collaborative processes usually require at least several interactions (Bramwell, Lane, 2000). The collaboration may cover different forms and these activities can also become the point of analysis. The **activities or domains** within collaborative strategy can include 5 basic formulas which are: the attraction product and visitor management (coordination of strategies, innovative thematic packages, joint activities and events); pricing and

[1] E.g. a study of participants in tourism and outdoor recreation alliance in the United States found that they mentioned the diversity of the participating stakeholders as a factor in the alliance's effectiveness (Selin, Myers, 1998, cited after Selin, 1999).

revenue generation (joint ticketing, joint bying from suppliers, caterers and print agents); promotion (collaborative advertising, branding, joint development of Internet web-sites); distribution and booking channels and research staff (collaborative research studies, share information and benchmark attractions) (Fyall et al., 2001).

Additional points made by Borkowska-Niszczota (2015a) which can be analysed in order to differentiate and classify those alliances are: source of funding at the early stage of development, organisational and legal form of activity, phase or cycle of life. Some research follows the idea that the tourism partnerships **evolve** over time, e.g. Jamal and Getz (1995) propose a three-stage model, including problem setting (identifying key stakeholders and issues), direction setting (identifying and sharing future collaborative interpretations; appreciating a sense of common purpose) and implementation (putting the resulting policies into practice, monitoring progress and ensuring compliance with collaborative decisions), which may or may not be required, depending on the nature and objective of the collaboration (1995).

The difficult task arises of how to evaluate the success of a partnership since it can be done on a number of levels. According to Long and Arnold (1995, cited by Bramwell and Lane, 2000) it can be done on at least three levels. First, against the goals: did the partnership accomplish its objective? Second, in relation to indirect benefits: are there other benefits not directly related to the central issue (e.g. job creation)? And, third, in relation to the processes of collaborative working: how well did the process of partnering work?

The benefits of collaboration in tourism

The main reasons for collaboration are as follows: counteracting the negative competition effects on a given market, reduction of costs of actions undertaken, the common use of resources. Collaboration allows to supplement resources and competencies with those held by other market participants (suppliers, customers, competitors), thus increasing the competitiveness of the exchange partners, both at a given moment and in the longer term (Gardzińska, 2012). In this regard the mutual dependence of internal (for entities forming a cluster) and external (for the region) benefits seems important. The internal processes such as improving quality of tourism services, generating innovation, developing and marketing new services and goods can strengthen the tourist attractiveness of the region (Borkowska-Niszczota, 2015b). Synergy is a major generator of added value in tourism, i.e. formation of extra quality which is not a sum of values contributed by individual stakeholders of regional tourism economy (Bednarczyk, 2014). E.g. clustering may enhance the growth of market size, employment and product and in context of tourism may create a localised chain whereby a sub-products 'produce' the overall tourism product. Therefore, the clustering brings benefits for both the region and tourism enterprises themselves (Firley, Rożek, 2012) (Figure 1).

Strong competitive position of clusters may be associated with the creation of common strategy as the basis for further action, eg. marketing, brand building, creating a corporate identity and ensuring an attractive form of advertising. As a result, regions are better recognized and acquire new customers (Sikora, 2012). Furthemore, the cluster can produce an effect of cumulative

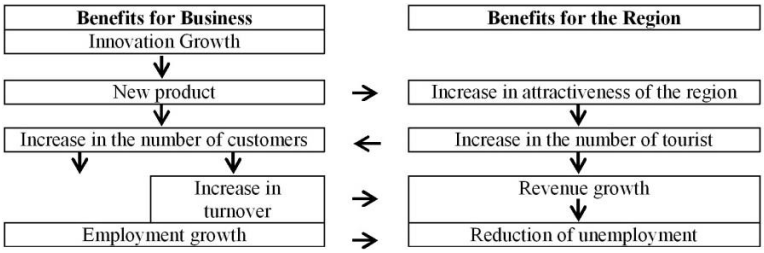

Figure 1. Benefits that result from the cluster's operation

Source: Kusa, Peszko (2006), p. 182.

attraction, which describes relationships of appeal between attractions. These relations are stronger if the individual attractions are dissimilar, however, still complement each other with their theme (Weidenfeld et al., 2010). Within destinations compatibility between attractions, which is the measure of the effect that one business has upon an adjacent or proximate business (the degree to which businesses interchange customers) is an essential element for sustaining their appeal and contributes to a destination's unique character (Fyall et al., 2001).

Case studies

Recently, increasing opportunities for socio-economic development of Polish tourist regions have become more dependant on collaboration of actors who create regional tourist product. Therefore, varied forms of collaboration such as local/regional tourist organizations, local action groups, partnerships, clusters or the like have been gaining increasing popularity.

Two examples of collaboration in tourism have been selected on the basis of the research through the secondary data. Both developed within the territory of Lower Silesia region. Majority of reports places this region high among Polish voivodeships based on its competitiveness, attractiveness for investors, entrepreneurship indicator as well as on its innovative potential (Kocowska, 2007; Majewski, 2007; Szostak 2010). Lower Silesia has already entered European ERRIN network, it also disposes of Regional Strategy of Innovation, and uses the Structural Funds. It also belongs to the top three most attractive touristically Polish regions (Bąk and Matlegiewicz, 2010). It is also a third most frequently visited region in Poland[2]. The localisation near borders with Germany and Czech Republic makes it easily accessible for incoming tourists. It is tourism that is cited as one of two main priorities for development of Lower Silesia in the horizon of 2020 based on its high potential of natural, cultural and spa attractions (*Nowa Strategia*…, 2013). Additionally, according to the research, the understanding of importance of tourism in the Lowersilesian subregions has been growing in recent years together with the knowledge of how to build linear tourist products based on collaboration of local governments and tourist businesses (Fedyk, Dołęga, 2009).

[2] After Mazovieckie and Malopolskie, with 2,416 mill of arrivals at tourist accommodation establishments with 510 thousands of non-residents in 2014 (www.stat.gov.pl).

According to Polish Tourist Organisation the priority aspects of Lowersilesian voivodeship tourism development are: city breaks, cultural tourism, leisure in mountainous areas and business tourism (*Potencjał i gradacja*…, 2008). Two first mentioned -above forms of tourism have been selected as research themes by authors, therefore two heterodox examples each representing one of them have been studied.

Tourist card in Wroclaw

Tourist city card concept has been gaining a growing popularity among tourist destinations worldwide. The main reason for collaboration of entities who create such tourist product is the synergy effect in order to create new tourism offer, more efficient promotion and distribution, better management and monitoring of tourism traffic. From the attraction providers point of view it encourages visitors to visit more venues than they might otherwise do and reduces negative effects of a competition on a given market. The value and premises of tourist passes varies from one city to another. Once a city-card programme is set up, the income from sales is pooled between the participating actors in a complex calculation involving visitor numbers, admission prices and prevailing public-transport fares. On the other hand, most city cards provide visitors with wide range of advantages, such as: reduction of their expenditures (free or discounted admission to attractions, reduced public transport tariffs, discounts at shops, accommodation establishments, cafes and restaurants, etc.); flexible operation time adjusted to typical duration of visitor stay in the city (mainly from one to three days); more intense experience; priority access (with a city card visitors can jump the line); free sightseeing souvenirs (e.g. guidebook or map). As a result, cities gain better recognition and acquire new visitors.

Tourist cards, with different success, are available in big Polish cities such as: Cracow (krakowcard.com), Warsaw (warsawpass.com), Tri-City (gdansk4u.pl/kartaturysty) or Poznan (poznan.travel/pl/c/poznanska-karta-turystyczna). Wroclaw however, third most popular tourist destination in Poland[3] with over one million of tourists in 2014 (30% non-residents) doesn't offer tourist card, although it had a try in establishing tourist pass, named OpenWroclaw while being one of the host cities for EURO 2012, so the 14th European Championship for men's national football teams organised by UEFA (Table 1).

City spent 2,5 million PLN in order to establish OpenWroclaw. 150 thousands of cards were planned to be distributed in the beginning, but only 550 cards were sold. Finally none of the goals were achieved and the project was closed. Despite well-recognized and well-functioning in many cities worldwide product of a tourist pass, high tourist potential of Wrocław, clear benefits of such collaboration and confirmations of representatives of City Council of Wroclaw that the tourist card will be renewed, the city still doesn't offer tourist pass.

[3] After Warsaw (3,068 mill) and Cracow (2,284 mill) (www.stat.gov.pl).

Tabble 1. Collaboration characteristics of OpenWroclaw

Collaboration characteristic	Tourist card in Wroclaw (premises)
Initiator	City of Wroclaw
Leader	Forum Medicum Association (winning the tender for tourist pass implementation)
Stakeholders	As a target: 130 tourist attractions; 250 accommodation, food and beverage establishments; 250 branded distribution points; Info Points network
Nature of the issue or problem domain	Creation of integrated product dedicated to residents and tourists, making travel through the city more efficient and improving accessibility of cultural, sport and recreation facilities
Intended outcomes	Using the chance of increased tourist traffic during Euro, integration of Wroclaw's entities engaged in tourism sector
Activities or domains	The attraction (both product and visitor) management - innovative thematic packages; pricing and revenue generation - joint ticketing; joint distribution and booking channels
Sectors of stakeholders	Participants from government, business and non-profit sectors, and from national, regional and local policy arenas
Type of the destination	City, well developed and long-established international tourist destination
Volume of the tourist traffic	1,010 million of tourists (310 thousands of non-residents) (in 2014)
Duration	Started: in May 2012, closed in February 2013

Source: own elaboration based on available interviews in local newspapers, OpenWroclaw and Forum Medicum documents.

Table 2. Assumptions and their execution in case the OpenWroclaw project

Main assumptions	Examples of the execution
– Valid for 24, 48 or 72 hours	– Particular length of cards was available
– Available in packages: 1) Culture, 2) Culture & Fun, 3) Culture, Fun & Sport	– Small difference between offers in different packages
– Competitive price	– Too expensive (24h packets for 58 – 109 PLN)
– Free entrance to 130 tourist attractions and discount system in 250 accommodation and food and beverage establishments	– Unwieldy system of implementation; less than 130 agreements signed, mainly based on discounts, free entrance only to museums and view points
– Function of a digital wallet	– The agreement with PKO SA was signed
– Integrated with Wroclaw URBANCARD	– Not integrated with Wroclaw URBANCARD
– Info Points network	– Only one Info Point in Centennial Hall opened
– Card monitoring	– Not implemented
– Official www: http://openwroclaw.pl	– Website neither properly designed, nor translated; even though Wroclaw planned to renew the idea, the site doesn't work any longer
– As a target 250 branded distribution points (places of tourist traffic concentration and URBANCARD distribution points)	– Only 4 distribution points opened (Aquapark, Centennial Hall, Airport, Tourist Info in the Market Square); delayed signing of the agreement; most potential distributors not interested in the project
– Participation in the project – paid, dependant on the number of visitors with the tourist pass in particular tourist venue	– System of payment not fully accomplished (not clear)

Source: own elaboration based on available interviews in the local newspapers, OpenWroclaw and Forum Medicum documents.

Therefore, the system of the OpenWrocław has never been fully accomplished and actually was abandoned already at the start of implementation phase (Table 2). On the one hand, lasting not even one year, this example of collaboration didn't have an opportunity to implement the policies

into practice, but on the other, the mistakes made already in both problem and direction setting were too serious to make it truly efficient.

The authors assume that the OpenWroclaw collaboration failed mainly because the project was directly related to the EURO 2012 and initiated by the city council, which organised the tender, but did not displayed enough attention to the professional qualifications of the winning party, as appropriate for the task to be fulfiled. Second failure was on the side of the leader since the association Forum Medicum wasn't familiar with tourism business and premises of collaboration among tourist entities[4]. Third problem resulted from the way the project of collaboration was launched, which made it a top-down initiative, which didn't arise from the needs of potential stakeholders, therefore tourist entities weren't motivated to take part in it and didn't see the clear goal for the participation in the project (benefits for individual stakeholders weren't clearly specified). Since the city has already been a long-established destination, the collaboration was probably not perceived as essential for the further existence of individual tourist enterprises on a local market.

Palaces and Gardens of Jelenia Gora Valley Foundation

Struggling for customers turns the destination towards forcing its tourist entities to create a unique offer that will not be perceived by tourists as a mass product. The tourist product attracting recently more interest from visitors is cultural tourism (Gryszel, Jaremen, Rapacz, 2010). The Jelenia Gora Valley is an excellent example of cultural tourism potential, with significant aggregation of unique monuments with magnificent historic and cultural value, surrounded by gardens and parks, with impressive scenery of the neighbouring mountains of Karkonosze and Rudawy Janowickie.

In the area of around 100 square kilometers the natural and cultural heritage of Jelenia Gora Valley comprises 27 historic palace or manor and park complexes and other former residential buildings, which belonged to the Dukes of Silesia, royal Prussian Family (Frederick William III and William IV) and most famous aristocratic families (i.a. Radziwill, Czartoryski, Schaffgotsch, Hohenzollern). Neglected, without proper conservation they fell into decay after the Second World War (with few exceptions). It is only recently that they have attracted attention of entrepreneurs and developers after byuing started renovation works transforming those residences into present hotel establishments. Soon, the collaboration between the owners was initiated (Table 3).

The authors distinguish two main types of tourist product development in the region, that are cultural tourism and luxury accommodation establishments. Strict collaboration between tourist entities has concerned especially joined promotion of the region and cultural tourism development (Table 3). Despite the fact that particular entities differ considerably on the ground of their condition (some are luxury hotels, others are in ruin or need a general renovation), ownership status, owners purpose, they collaborate to develop and promote the region as a complex unity. All entities benefit from the economies of scale, branding, knowledge exchange, sharing tourist resources.

[4] It was established to integrate, support and develop medical community; e.g. in the application form Forum Medicum used definition of "guest" not "tourist".

Table 3. Collaboration characteristics of Palaces and Gardens of Jelenia Gora Valley Foundation

Collaboration characteristic	Palaces and Gardens of Jelenia Gora Valley
Initiator	Historic Landscape Protection Center with dr Andrzej Michalowski as its director at the beginning, later Institute of National Heritage in Warsaw
Leader	The Palaces and Gardens of Jelenia Gora Valley Foundation
Stakeholders	Private owners of palaces in the region, public administration, local government, heritage preservation and conservation authorities, national and foreign associations, science, education and cultural units, entrepreneurs etc.
Nature of the issue or problem domain	Conservation and promotion of the historic palace or manor and park complexes and other former residential buildings in the Jelenia Gora Valley, in particular: conservation and planned land management, promotion of cultural tourism, spreading the knowledge and idea of conservation and restoration works of local monuments and natural resources, documentation of cultural and natural heritage, development of pro-ecological attitudes, creation and promotion of local identity and initiatives, research, education and editorial activity
Intended outcomes	Focused on promotion of the Jelenia Gora Valley as a tourist destination
Activities or domains	– The attraction (both product and visitor) management, conservation of the cultural and natural heritage, tourism infrastructure development; application „Palaces and Gardens Valley" – mobile guide for mobile phones, Trail of Palaces and Gardens of Jelenia Gora Valley, revitalization and adaptation for sightseeing of Palace and Garden in Bukowiec, cultural trail based on natural and cultural heritage on the both sides of Nysa River; establishing of Culture Park of Jelenia Gora Valley (2008), 11 of cultural and natural heritage actors added to the list of Polish Historic Monuments (2011), attempts to be accepted as a UNESCO World Heritage Site – Promotion and popularization of both cultural and natural heritage of the Jelenia Gora Valley through wide range of festivals, exhibitions, editorial and education undertakings, collaborative advertising, branding, joint development of Internet web-sites – Collaborative research studies, share information: e.g. conferences, editorial undertakings
Type of the destination	New destination on a tourism market, developed only after change of ownership and mass renovation works in many of palace and park complexes
Volume of the tourist traffic	99 thousands tourists (including 9 thousands of non-residents)*; 85,5 thousands in Jelenia Gora City (23 thousands of non-residents) (in 2014)
Duration	Since 2005, still existing, with promising prospects for future collaboration

* According to statistic data for LAU2 in the Jelenia Gora Valley (www.stat.gov.pl).

Source: own elaboration based on http://www.dolinapalacow.pl, https://bdl.stat.gov.pl/BDL, the policy statement of the foundation, reports of the foundation available at: http://bopp.pozytek.gov.pl, http://sprawozdaniaopp.mpips.gov.pl.

Majority of the most important cultural heritage monuments are adapted for accommodation establishments: Bukowiec, Paulinum Palace, Castle in Karpniki, Łomnica Palace, Staniszów, Wojanów. Despite the competition (similar profile of the business activity, close location, same market segment) they decided to bet on collaboration as the paramount goal, which leads to the reduction of the negative competition effects, reduction of costs of collaborative actions taken, the use of resources at the disposal of a partner. Moreover, other heritage sites with different functions (e.g.: Teplice Zdroj palace housing a branch of Wroclaw Technical University; Palace in Myslakowice as both primary and middle school; Palace in Ciszyca, Karpniki Oak Palace or Wojanow -Bobrow Palace as private establishments) enrich and supplement the offer. Beyond the main function of luxury accommodation they offer food and beverage, thematic sightseeing tours through the region (e.g. Local alcohols in Jelenia Gora Valley), geocaching, renting recreation equipment, spa & wellness, temporary and permanent exhibitions (e.g. Łomnica displays permanent exhibition „Palaces

and Gardens of Jelenia Gora Valley"), concerts. Some entities established their own foundations (Staniszów, Łomnica). Synergy, collaboration and local identity seems very natural and engaged in the area, Jelenia Gora Valley Foundation should be understood as a good example of famous statement: *act local, think global*. This collaboration is mainly based on mutual trust between the parties, their joint goal and engagement, strong local leader and opportunities to share good practice. And the synergy effect of collaboration in case of Palaces and Gardens of Jelenia Gora Valley Foundation was essential to bring tourists into the region despite the strong competition of Jelenia Gora, Karkonosze or even Wroclaw.

Conclusions

Given case studies may lead to further research on the strategies of collaboration in the field of cultural tourism. At this stage, however, we can identify the most important characteristics that can determine the success or failure within the framework of the collaboration undertaken by tourist entities, mainly tourist heritage attractions.

The analysed strategies of collaboration were divided by the following features: the initiator of cooperation, cooperation leader, stakeholders, the way of cooperation initiation and character of cooperation. Essential question was, what strategic actions on cooperation get partners closer to the success on the tourist market and the use of benefits from the synergy effects.

Taking the way for initiating of collaboration into account, the bottom – up approach is more effective (eg. Palaces and Gardens of Jelenia Gora Valley). This approach considers real market needs. Measurable effects of collaboration in the form of market success usually appear in a long time perspective (a few dozen years). Along the way, there appear so called social effects, e.g. greater confidence to partners or greater openness and willingness to take a risk concerning further cooperation. It is therefore essential for creating competitive tourist products. What should not be underestimated are also the synergies arising from the complementarities of goods and services, cooperating entities and joint promotion of tourist products.

Very often there is a trap in initiating collaboration by public authorities, whose main motive is the opportunity to benefit from public funding (eg. EU or national funds). In this case, the so called top-down approach, there are no real market needs and motivations of partners, collaboration turns out to be occasional, and the main theme becomes finances that are "for use" (e.g OpenWrocław).

The main difference between the strategies adopted by tourist entities in two case studies under research is the type of entities engaged. According to theory it seems that common projects that bring together tourist entities from various sectors, focusing on the tourism (cross-sectoral cooperation) should be more effective. However, still the succes depends more on the whole multiplicity of internal and external factors as in case, where despite multi-sectoral collaboration in case of the OpenWrocław Card, project generally ended in failure, but mono-sectoral collaboration in the Palaces and Gardens of Jelenia Gora Valley displays now many signs of success, both for those involved and for the whole tourist destination. Therefore, this is first of all the kind of approach (top- down or down-top) that has got the basic inluence of a succes according to the research.

The basic question that arises concerns forms of collaboration, which give a chance to succeed in the cultural tourism. There are many forms, however theoretical concepts on this issue do not bring a clear decision. Generally, the phenomenon should be called as a partnership, which may take the different forms, starting from strategic alliances (collaboration in a predetermined purpose), ending with collaboration in clusters as the most institutionalized ones. From the view point of a lasting synergies benefits arising for both tourist entities and for the region, the most welcome form of collaboration is tourism cluster understood as a geographical concentration of entities (tourist and not directly tourist) working together with the aim of tourist destination development. It should be noted that relationships in these clusters do not concern only collaboration but also competition and coopetition, the last one understood as a combination of them two. The benefits of collaboration, however, are much more visible, both in terms of tourism business and the region. It seems that the Palaces and Gardens of Jelenia Gora Valley Foundation, although it still lacks certain features of a cluster, has already developed collaboration in the direction leading towards cluster, which would become the its final and most efficient form.

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FORMY WSPÓŁPRACY STOSOWANE PRZEZ KULTUROWE ATRAKCJE TURYSTYCZNE NA DOLNYM ŚLĄSKU – RZECZYWISTOŚĆ CZY MARZENIE PRZYSZŁOŚCI?

SŁOWA KLUCZOWE

strategie współpracy, związki partnerskie, atrakcje turystyki kulturowej

STRESZCZENIE

Współpraca między organizacjami staje się nieodzownym elementem funkcjonowania współczesnego sektora usług turystycznych. Z jednej strony wzmacnia ona same organizacje, z drugiej pozwala rozwijać i promować konkurencyjne przewagi regionu turystycznego na rynku międzynarodowym. Autorki artykułu określają na bazie literatury możliwe formy takiej współpracy, a następnie analizują dwa wybrane przykłady w odniesieniu do atrakcji turystyki kulturowej na Dolnym Śląsku. Analiza porównawcza pozwala określić słabe i mocne strony każdej z form i może stanowić punkt wyjścia do dalszych badań w celu wskazania rekomendacji dla sektora atrakcji kulturowych w turystyce.

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BRANDING IN THE ACTIVITIES OF EUROPEAN OF NATIONAL TOURISM ORGANIZATIONS (NTO)

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Keywords | branding, brand, branded products, national tourism organizations, promotion

Abstract | An analysis of the selected aspects of activities taken within the framework of branding by European national tourism organizations (NTO) is the main purpose of the article. The branding activities of 39 national organizations that function on the territory of Europe were the subject of the analysis. In particular, theoretical deliberations concerning understanding of branding in the national and foreign literature of the subject were presented in the study. The main criteria were characterized based on which national tourism organizations were selected for the research. The selected aspects of the practical use of branding by the NTO examined (including the scope of activities taken within the framework of branding, perception and identification of branding by the organizations examined with various issues, the use of branded products in promotional campaigns) were all presented. In the study, a research hypothesis was accepted, namely that branding plays an essential role in the activities of the present-day national tourism organizations, and its rank and scope of use is constantly increasing. Because of this, it is becoming one of the key activities undertaken by the organizations of this type.

Introduction

Although the notion of branding has been functioning for a relatively short period now in the literature of the subject, branding has been fairly recognized as a very effective way to obtain a possibly improvement of quality, and to increase the rank and effectiveness of the selected tourist sectors. Within the last two decades, branding has become a very important element to shape

a marketing approach consisting in the cooperation of many heterogenic stakeholders who should cooperate to achieve the desirable result (Green, 2005).

The term of "branding" is very often identified with the brand, which is not legitimate. This is a certain narrowing of a notion which does not present the entire process of the creation and impact of the brand. The creation of a brand on the market should not be considered merely as actions that are limited to names and symbols. It requires the use of many functional and tool strategies, whereas properly understood branding is in reality a synonym of marketing but with respect to the brand.

An analysis of the selected activities taken within the framework of branding by 39 European national tourism organizations (NTO) is the main purpose of the article. In the study, a research hypothesis was accepted namely that branding plays an important role in the activities of the present-day national tourism organizations; its rank and scope of use is constantly increasing. Because of this, it is becoming one of the key activities undertaken by the organizations of this type.

Notion of branding in the literature

Due to the interdisciplinary and multifaceted nature of branding, and its real effectiveness and market efficiency, numerous authors took up this issue (including Aaker 1991, 1997, 2002; Anholt 2002, 2003a, 2003b, 2005, 2006, 2007, 2009, 2010; Anholt, Spaven 2009; Ashworth 2010, Boyle 2003; Cliffton, Simmons 2004; de Chernatony, McDonald 2003; Dinnie 2008; Fan 2006; Gabrielsson 2005; Govers 2009; Govers, Go 2009; Kavaratzis, Ashworth 2006; Majewski 2000, 2007, 2012; Marczak 2012, 2013a, 2013b; Morgan 2004; Pike 2002, 2004a, 2004b, 2008, 2009; Pike, Page 2014; Richie, Richie 1998; Tesławski 2013; Żemła 2009, 2012). It should also be emphasized that interest in this issue may follow from the fact that branding possesses a universal nature. It can be used both in relation to an enterprise and a tourist destination (e.g. a region or a country) and its tourist products. However, in the latter case, there is a widespread belief that first a given tourist destination should possess a product(s) so that one could commence building brand awareness. In national and foreign literature that deals with the subject, branding is defined various ways (Table 1).

The review presented of the definitions of branding emphasizes the multifaceted nature of this notion and its widespread use in the brand building process. Regardless of the differences in the definition of the notion of branding which are indicated by the authors referred to above, a number of problems connected with this issue can be observed. It becomes evident that e.g. in tourist economy the notion of branding is not synonymous. C. Blain, S.E. Levy and J.R.B. Ritchie (2005) are among those who have carried out studies in this area with a group of 409 DMOs – Destination Management Organization (chiefly from the United States and Canada). The results obtained explicitly demonstrate that the term of branding is interpreted in various ways by decision-makers. The most frequent formulations and key words provided in connection with this notion include the following: image (33.3%), recognition/identification (21.1%), differentiation (17.7%), cohesion (15.5%), communication (14.4%), guests' emotions (11.1%), creation of expectations (11.1%).

Table 1. Definition of branding according to different authors and sources

No.	Author (authors, source)	Definition
1.	S. Anholt	Process or procedure of designing, planning and communication of the name and the region's identity to build and/or manage its reputation
2.	A. Czubała, A. Jonas, T. Smoleń, J.W. Wiktor	Name, notion, sign, symbol, figure, melody or a combination of these elements created to denote the service (product) and making it distinctive from those by competitors
3.	K. Dinnie, M. Fola	It is perceived as a means for the diversification of brands in the eyes of target customers
4.	M. Hereźniak	The process of representation and conscious collection of values that make up reputation
5.	J. Kall	Active and consistent presentation of advantages that distinguish a given brand, its products and services from competitive ones
6.	M. Łuczak	The process of designing, planning, building and communication of the brand: its identity, name, symbolism or value: to build reputation and the image
7.	P. Kotler, D. Gartner	It may be treated as a "serious tool to create the diversity of products" and a "representation of the promise of value from the customer's perspective"
8.	M. Mazurek	It comprises a set of marketing activities aimed at the creation of an appropriate name, symbol, logo and graphic sign
9.	S. Pike	It is perceived as the core of marketing, the core of marketing strategies and aiming at increasing the brand's value in the awareness and the minds of customers
10.	A. Rausch	Within the framework of *branding*, three levels of activities are distinguished, i.e. creative, managerial and communication
11.	S. Saraniemi, M. Ahonen	The connection of the perception of the brand on the market by customers with "unique selling proposition" (USP) that characterize a given brand
12.	World Tourism Organization, European Travel Commission	It constitutes the "DNA" of every tourist destination

Source: author's own study based on: Anholt (2007); Czubała, Jonas, Smoleń, Wiktor (2012); Dinnie, Fola (2009); Kall (2001); Kotler, Gartner (2002); Łuczak (2010); Mazurek (2008); Nyvoll Antonsen (2010); Pike (2004); Rausch (2009); Saraniemi (2008).

However, the research carried out with 43 members of European Travel Commission (ETC) and by the World Tourism Organization in the year 2008 demonstrated that the notion branding is first of all associated with a set of values (18%), with the competition of identity (17%), with the idea of the area of tourist reception (17%), with the image (13%), with the logo (9%), with the product (7%), with stylistics (7%), with sound (6%) and with the marketing campaign (6%) – Handbook… (2009).

Selection of national tourism organizations to be included in the research

The main criteria which were taken into consideration in the selection of national tourism organizations to be included in the research are as follows:

- the functional criterion: the main functions attributed to national tourism organizations were accepted as the basis for verification: in the first order, attention was paid as to whether the promotion of a given country on foreign markets is included in these tasks,
- the economic criterion: possession of an autonomous financial budget (regardless of the percentage share of funds from the state budget, private sector or other sources) by a given NTO was accepted as the basis for verification,

– the organizational criterion: distinguishing of a given NTO in the organization structure of the institution it is directly subordinate to (e.g. a ministry or another government institution that supervises a given NTO) was accepted as the basis for verification.

For the purpose of the verification of the number of those NTO institutions that take the above-mentioned criteria into considering, the main assumption was accepted, namely that it is only those entities which meet at least one of these criteria are accepted in the research, whereas in such a case, this criterion must be the realization of tasks by a given NTO in the area of the widely understood promotion of a given country on foreign markets. This activity should be included in the statute (or another official document) of this organization. It should also be emphasized that a failure to meet the remaining criteria by individual NTO entities does not mean that these organizations do not possess their budgets or that they do not function within the framework of specified organizational structures. The reason for this may be difficulties connected with obtaining official and credible information on this matter.

It was demonstrated based on the accepted criteria that there are 46 typical NTO entities that operate on the central (national) level and realize the chief objectives that are assigned to this type organizations (including promotion of a given country on foreign markets) currently function in Europe. 39 organizations (84.7% of population) were finally covered by the analysis, cf. Table 2.

Table 2. National tourism organizations qualified for the research according to the accepted criteria

No.	Country	Name of NTO	Implementation of statutory tasks in the area of the promotion of the country on foreign markets	Possession of autonomous budget	Distinguishing of a superior entity in the organizational structure
1	2	3	4	5	6
1.	England	Visit England	+	+	+
2.	Austria	Österreich Werbung	+	+	+
3.	Belgium	Visit Flanders	+	+	+
4.	Bosnia and Herzegovina	Tourism Association of FB&H	+	–	–
5.	Croatia	Croatian National Tourist Board (CNTB)	+	+	+
6.	Cyprus*	Cyprus Tourism Organization (CTO)	+	+	+
7.	Montenegro	National Tourism Organisation of Montenegro	+	+	–
8.	Czech Republic	CzechTourism	+	+	+
9.	Denmark	Dansk Turistrad	+	+	+
10.	Estonia	Enterprise Estonia	+	+	+
11.	Finland	Finland Tourist Board (MEK), Visit Finland	+	+	+
12.	France	Atout France	+	+	+
13.	Greece	Greek National Tourism Organization (GNTO)	+	+	+
14.	Spain	TURESPANA	+	+	+
15.	The Netherlands	Holland Marketing (NBTC)	+	+	+

1	2	3	4	5	6
16.	Ireland + North Ireland	Tourism Ireland	+	+	+
17.	Ireland	Failte Ireland	+	+	+
18.	North Ireland	Norther Ireland Tourist Board (NITB)	+	+	+
19.	Island	Visit Iceland, Promote Iceland	+	+	+
20.	Liechtenstein	Lichtenstein Marketing	+	–	–
21.	Luxembourg	Luxembourg National Tourism Organization	+	+	–
22.	Latvia	Latvia Tourism Development Agency (LTDA)	+	+	+
23.	Malta	Malta Tourism Authority (MTA)	+	+	+
24.	Monaco	Department of Tourism and Conferences (DTC)	+	–	–
25.	Germany	Deutsche Zentrale für Tourismus (DZT)	+	+	+
26.	Norway	Innovation Norway	+	+	+
27.	Poland	Polska Organizacja Turystyczna (POT)	+	+	+
28.	Portugal	Turismo de Portugal	+	+	+
29.	Romania	Romania Tourism	+	+	–
30.	Serbia	Serbia National Tourism Organization	+	+	–
31.	Slovakia	Slovak Tourist Board (STB)	+	+	+
32.	Slovenia	SPIRIT Slovenia	+	+	+
33.	Scotland	Visit Scotland	+	+	+
34.	Sweden	Visit Sweden	+	+	+
35.	Switzerland	Switzerland Tourism	+	+	+
36.	Wales	Visit Wales	+	+	+
37.	Hungary	Hungary National Tourism Organization (HNTO)	+	+	+
38.	Great Britain (whole)	Visit Britain	+	+	+
39.	Italy	Italian Government Tourist Board (ENIT)	+	+	+

Explanations: „*" – Cyprus was taken into consideration in the analysis in spite of the fact that this country is commonly considered as an Asian country. Nevertheless, for many years now, it has been conducting large-scale activities for the promotion of European tourism while being among others a member of the European Travel Commission (ETC); "+" – the element occurs; "–" – the element does not occur or no reliable information on this topic was found.

Source: author's own study based on the *Annual Report and ...* (2011); *Annual Report...* (2013, 2014); *Annual Report...* (2012); *Annual Report...* (2011); *Annual Report...* (2010); *Annual Tourism Report...* (2013); *Annual Report 2013/2014...* (2014); *Informe...* (2015); *OECD Tourism...* (2010, 2012, 2014); *UNWTO Annual...* (2014).

Selected aspects of the use of branding by the NTO entities examined

The analysis carried out demonstrated that among the NTO entities examined, a vast majority (92.3%) use branding in practice, whereas it is only 7.7% of the organizations analyzed that do not take any activities in this area (Figure 1).

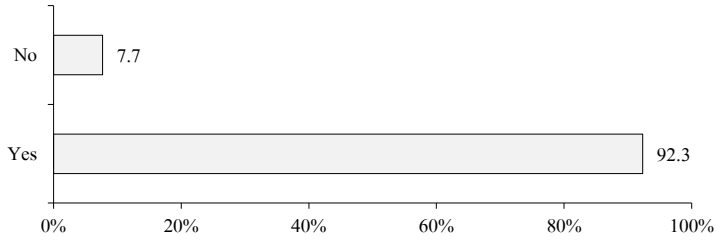

Figure 1. Use of branding by the national tourism organizations examined

Source: author's own research.

The analysis carried out also permitted the author to define the geographical range of the activities taken by European NTO in the area of branding. When analyzing the phenomenon examined, it can be clearly seen that a vast majority of those organizations that operate in Europe (91.7%) realize branding on the global tourist market, while few of these (8.3%) limit their activities in this area to the continent only (Figure 2).

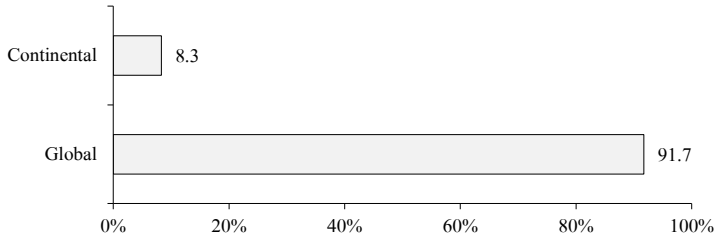

Figure 2. Range of activities within the framework of branding which are taken by NTO entities examined

Source: author's own research.

The results of studies (including those by Blain, Levy, Ritchie 2005; ETC, 2013), presented in the first subsection, demonstrated that the notion of branding is not unambiguous. Branding is quite frequently identified with various issues (including the image, identification, distinguishing, a specific set of values, competition of the identity of the tourism reception area, the idea of the tourism reception area etc.). The analysis carried out by the author demonstrated that for European NTO entities, branding constitutes first of all the image (50% of indications), it reveals differences between competitive tourism reception areas (27.8%), is an identification of the tourism reception area and visual elements (25% of indications each) as well as the understanding of the tourism reception area and the promises fulfilled by a given tourism reception area (22.2% of indications each); cf. Figure 3.

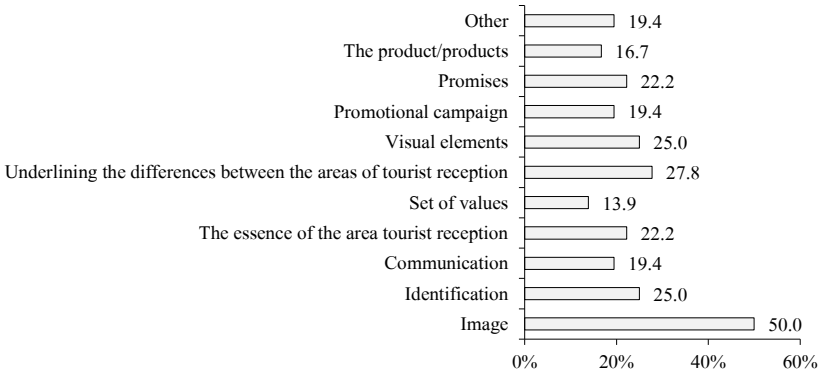

Figure 3. Identification of branding with other issues by NTO entities examined

Source: author's own research.

The use of various branded products in promotional campaigns is one of the main aspects of the realization of branding by the NTO examined (Figure 4). Such branded products as: natural values (60.5%), various events (55.3%), individual types of tourism (39.5%), culture, monuments and regions (34.2% of indications each).

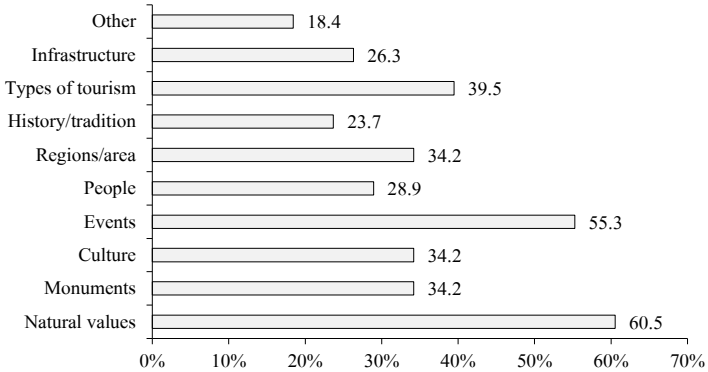

Figure 4. Types of branded products used by the NTO examined in promotional campaigns

Source: author's own research.

The analysis carried out demonstrated that branded products very often constitute the core of promotional campaigns realized. However, their natures and impact ranges differ. The structure of these products is also quite diversified. The examples of the use of specific branded products by national tourism organizations are presented in Table 3.

Table 3. Examples of branded products used in the promotional campaigns of selected NTO entities

No.	Country	Name of NTO	Promotional campaign that make use of branded products
1	2	3	4
1.	Austria	Österreich Werbung	Brand: "Vacation in Austria": Austria is presented as a unique country in three aspects, i.e.: – a blend of tradition and modernity that forms a unique relation (mainly cultural diversity) – Austrian life style (cordiality, pleasant attitude to guests, connoisseurship of tastes) – varied topography and climatic conditions that are favourable to leisure activities
2.	Croatia	Croatian National Tourist Board (CNTB)	Promotion of tourist products based on the following leading motives: sun and sea, maritime tourism, health tourism, culture tourism: including UNESCO heritage, business tourism, sports tourism: including golf, cycling tourism, ecotourism, mountain tourism, qualified tourism, event tourism: including festivals

3.	Cyprus	Cyprus Tourism Organization (CTO)	– Promotional campaigns that use the following types of products: ferry voyages, qualified tourism, windsurfing, sailing, diving, recreational tourism, agritourism, natural values, pilgrimage tourism, gastronomy, events
			– "LoveCyprus" promotional campaign: the year-long island (2007)
			– Campaign on the Internet portal: HeartCyprus.com – "HeartCyprus" – jointly undertaken with the tourist branch and aimed at a virtual presentation of tourist attractions
			– Promotional campaigns realized on individual markets:
			  – Great Britain: presentation of the possibilities to take up golf on the island
			  – Ireland: weddings, honeymoons in Cyprus
			  – Germany: golf
			  – Switzerland: mountain cycling
			  – Greece: cultural education

4.	Czech Republic	CzechTourism	– Marketing activities to raise awareness related to the potential of national tourism – Tourism and continuation of material cultural heritage – "*Czech Specials*": discover the taste of the Czech Republic, campaigns to promote the Czech cuisine (e.g. year 2002: "Year of the Czech cuisine")
5.	France	Atout France	Promotional campaigns that use branded products such as e.g.: Castles of the Loire, the Eiffel Tower, the Louvre, the French Riviera, the French Alps
6.	Spain	TURESPAÑA	– Zear 1998: "*Bravo Spain*" campaign: increasing the competitiveness of Spain on the international tourist market – "Visit Spain, visit Madrid": a campaign using the brand of the "Real Madrid" Club and its footballers to promote the country and its capital city

7.	Ireland	Failte Ireland	– Leading products include the following: leisure tourism in individual counties, city tourism, cultural tourism: festivals, castles, galleries, cuisine natural values: including gardens, national parks, sights of nature
			– the USP (the *Unique Selling Proposition*) for the promotional activities of Ireland is based on three values, i.e.: friendly people, wet weather, GMO free cuisine
			– Campaigns realized:
			  – year 2013: "*Derry-Londonderry*" – "Town of Culture"
			  – year 2013: "*The Gathering Ireland*": including a mobile app: "collection of gestures", studies of family histories
			  – year 2013: "*Jump into Ireland*": realized in two dimensions, i.e. for young people: "socially energizing…" and for elderly people: "culturally curious…"
			  – year 2012: "Titanic's Year": a number of events connected with the "Titanic"
			  – year 2011: "House of Champions": use of the tourist potential after the success of the leading golfer, i.e. R. McIlroy

1	2	3	4
8.	Germany	Deutsche Zentrale für Tourismus (DZT)	Two main lines of products: – tourism in towns: culture, events – leisure tourism They are introduced with the use of the so-called topics of the year, e.g.: – year 2000: "Listen and experience Bach" – year 2008: castles, parks and gardens – 2009: "Active Vacation in Germany": life style, hikes and cycling trips" – year 2010: "European Capital City of Culture – Ruhr.2010, Cities of culture in Germany" – year 2011: Health vacation in wellness &spa in Germany"
9.	Poland	Polska Organizacja Turystyczna (POT)	– Year 2010: marketing campaign: "Let's Promote Poland Together": including a voyage of the "Fryderyk Chopin" sailing ship to European seaports, e.g. in Sweden, Denmark, Germany, the Netherlands, Belgium, France and Great Britain. This campaign was realized under the working title: "*Chopin the Course* – Sea of Offers" – Year 2010: national marketing campaign: "Beautiful East – Discover How Close It Is" entitled "*The Beautiful East*" using a number of branded tourist products that function in eastern Poland – 2011–2012: activities promoting the EURO 2012 organization in Poland
10.	Portugal	Turismo de Portugal	– Promotional campaigns based on the leading products, i.e.: sun and sea, health and looks, leisure in cities, landscape of culture (including UNESCO heritage, events) cuisine, ecotourism, natural values, golf fields, maritime tourism, business tourism. – Promotional campaign "Life in Portugal: aimed at encouraging foreigners to reside in this country
11.	Serbia	Serbia National Tourism Organization	– Marketing campaign „Active on the Danube": depiction of the Danube as all-European tourist product, depiction of the natural, cultural and historical variety of the Region of the Danube – Presentations of Serbia in many cities in Germany (for the representatives of tourist industry)
12.	Slovenia	SPIRIT Slovenia	Leading products in promotional campaigns: nature (including caves, forests, climate, varied lie of the land), numerous health-resorts, variety of wine, culinary and ethnological culture of the country, possibility to go in for various forms of tourism
13.	Italy	Italian Government Tourist Board (ENIT)	– Leading products in promotional campaigns: history, culture and arts, faith and religion, nature: richness of natural values, city tourism – Campaigns realized: – 2012–2013: "Cultural tourism for visually disabled people" – year 2013: „Year of Faith"

Source: author's own study based on www.atout-france.fr; www.austriatourism.com; www.croatia.hr; www.czechtourism.cz; www.failteireland.ie; www.germany-tourism.de; www.italia.it; www.pot.gov.pl; www.serbia.travel; www.spiritslovenia.si; www.tourspain.es; www.turismodeportugal.pt; www.visitcyprus.com.

Such branded products as: tradition, culture, history, folk customs, cuisine, natural values, anthropogenic values (monuments), elements of tourist infrastructure, various events (concerts, festivals, sports events), individual types of tourism or widely understood environment-friendly actions are most frequently used as the objects of promotion.

Conclusions

The present article covers selected aspects of the use of branding by European national tourism organizations. It was demonstrated among others that branding constitutes one of the most important areas of the activities of modern national tourism organizations (NTO). Undoubtedly, it

is one of key elements for competition between tourist destinations. However, it should be clearly emphasized that this is a long-term and multi-dimensional process, one which involves a number of aspects related to the functioning of the present-day areas of tourist reception. Furthermore, it involves the aspects of the functioning of various social groups. As mentioned previously, the brand currently constitutes an extremely essential element of competition between regions while simultaneously being an indicator for tourists of the quality level of services offered in a given area. For this very reason, activities undertaken within the framework of branding are becoming the most important element that remains under the control of those who manage tourist reception areas. It is the activities of national tourist organizations that are of particular importance here. They are responsible for the promotion of national destinations on the international market.

By making references to the research hypothesis accepted in the introduction, it was demonstrated that a vast majority of the European NTO entities examined perceive branding as an essential part of the promotional campaigns realized, while it should be clearly emphasized that branding is very often identified with other issues (including the image, differences between the individual areas of tourist reception, visual elements, promotional campaigns), which is not well justified. Nonetheless, a vast majority of the NTO entities examined (92.3%) use branding in practice. This is demonstrated by the global range of the activities taken within the framework of branding by 91.7% of the organizations examined and a wide range of various branded products which are used in promotional campaigns.

To sum up the current deliberations, it should be emphasized that branding constitutes the most important tool in the marketing of tourist reception areas by contributing to an increased competitiveness between destinations. However, it should be clearly emphasized that branding cannot be treated as a remedy for any problems connected with the development and promotion of tourist reception areas. Branding is not able to satisfy everybody. What is more, makes an attempt to do so, the effects are not satisfactory.

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BRANDING W DZIAŁANIACH EUROPEJSKICH NARODOWYCH ORGANIZACJI TURYSTYCZNYCH (NTO)

Słowa kluczowe

branding, marka, produkty markowe, narodowe organizacje turystyczne, promocja

Streszczenie

Głównym celem artykułu jest zaprezentowanie wyników analizy wybranych aspektów działań podejmowanych w ramach brandingu przez europejskie narodowe organizacje turystyczne (NTO). Przeanalizowano działania brandingowe 39 krajowych organizacji funkcjonujących na terenie Europy. W szczególności w opracowaniu przedstawiono teoretyczne rozważania dotyczące pojmowania brandingu w krajowej i zagranicznej literaturze przedmiotu, scharakteryzowano główne kryteria, na podstawie których dobrano narodowe organizacje turystyczne do badań, a także przedstawiono wybrane aspekty praktycznego wykorzystywania brandingu przez badane NTO (m.in. zasięg działań podejmowanych w ramach brandingu, postrzeganie i utożsamianie brandingu przez badane organizacje z różnego rodzaju zagadnieniami, wykorzystywanie produktów markowych w kampaniach promocyjnych). W opracowaniu przyjęto hipotezę badawczą zakładającą, że branding odgrywa istotną rolę w działaniach współczesnych narodowych organizacji turystycznych, a jego ranga i zakres wykorzystywania stale wzrastają, co powoduje, że staje się on jednym z kluczowych działań podejmowanych przez tego typu organizacje.

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THE QUALITY OF LIFE OF THE RESIDENTS OF TOURIST RECEPTION AREAS ACCORDING TO SELECTED INDICATORS

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Keywords | tourist reception areas, macroeconomic indicators, tourism, quality of life

Abstract | Abstract: Tourism as a branch of economy in many countries is a significant element stimulating economic growth. At the same time, it can indirectly affect the living conditions and life standard of the country's residents. This paper attempts to identify the relationship between the economic situation of countries which are tourist reception areas and the financial situation and quality of life of their residents. The analysis covered a group of countries where tourism makes the highest contribution to generating the GDP. To this end, the authors have analysed selected macroeconomic indicators and social development indicators using a dynamic approach. In order to obtain objective results selected methods of statistical analysis were used. The results were confronted with those of international studies.

Introduction

According to the World Tourism Organisation (2015 International Tourism Results and Prospects for 2016, UNWTO), tourism has become one of the fastest growing economic sectors in the world. The growing number of international tourist arrivals (which in 2015 exceeded 1.2 billion) results (on a global scale) in an increasing number of jobs, growing income from tourism

and development of tourist facilities (connected with the growth of investment activity) (Besana, Bagnasco, 2014).

However, it must be emphasized that many researchers have still sought to answer the question whether it is tourism that promotes economic activity or whether economic activity leads to a growth in tourism (Antonakakis, Dragouni, Filis, 2015, p. 142). This is particularly noticeable in theoretical considerations resulting in the following hypotheses: tourism-led economic growth TLEG, economic-driver tourist growth – EDTG and bidirectional causality BC, no-causality NC (Chatziantoniou et al., 2013). Attempts at verifying the above-mentioned hypotheses by numerous researchers (including Dwyer et al., 2004) indicate that the relationships (and their magnitude and direction) existing between tourism and the economic development of a specific area are determined by multiple factors and change with time (Antonakakis, Dragouni, Filis, 2015).

Without doubt, in some countries tourism can determine the economic growth, which is manifested in the high share of tourism in the specific country's GDP (Gross Domestic Product). In countries where the economy is strongly dependent on tourism (countries at the medium stage of tourist monoculture, countries dependent on revenues from tourism), the contribution tourism makes to the GDP exceeds 30% (Jasiński, 2008). These are mostly post-colonial countries which became independent in the second half of the 20th century and changed their economic profile by transforming it into a tourism-based economy thanks to a favourable geographical situation, and climatic and natural values (Jasiński, 2008). Most of them, as a result of "tourist colonization" (Jędrusik, 2003) turned into tourist reception areas based on the 3 S (sun, sea, sand).

GDP is a key macroeconomic indicator of the wealth of a particular country. However, in many cases this is not directly reflected in the financial situation of its residents, nor in the level of social development and well-being of the people (Besana, Bagnasco, 2014; Beslerova, Dzuričkova, 2014). Studies carried out in developing countries, where the tourist market is a large source of income, estimate that 55–75% of expenditure on tourism in the reception countries returns to developed countries in the form of import expenditure or income of businesses and foreign workers (Blake, Arbache, Sinclair, Teles 2007, after McCulloch, Winters, Cirera 2001, p. 248; Jędrusik, 2003), describing the models of tourist colonization, has indicated that in two out of three types of colonization, foreign investors in the tourism industry of the specific country siphon the earnings outside and make no contribution to the local economy. This happens in the isolation model (where tourism business is completely isolated from the local community) and the parasitic model (where external investors constitute serious and efficient competitors for the local community involved in tourism business on a small scale).

Thus, one should consider to what extent the population of those countries whose economies are largely tourism based (reflected by the high share of tourism in the GDP and high percentage of employees working in tourism) makes use of earnings from this branch of economy. Also, it seems important to ascertain to what extent the high level of employment in tourism (residents' income from work in tourism and related industries) is reflected in the actual spending of households on goods and services. It could also be considered whether income from tourism in countries specialising in tourism is allocated to the development of the national labour market, and social

and technical infrastructure, measured by access to education, the labour market and health care. In other words, it should be considered whether countries with a high contribution of tourism to the GDP are characterised by an increase in the quality of life of their residents measured according to the human development index (HDI). Here, it should be emphasized that the term "quality of life" is investigated at many levels by researchers from various fields and countries, which is recounted by Trzebiatowski 2011 and Haron, Osman et al., 2015. Therefore, a definition presented by the World Health Organisation (Beslerova, Dzurickova, 2014 after ISOQL, 2008) was adopted for the purposes of the study. It makes reference to "a life which reflects how people perceive their place of life, in culture and value system where they live and where they make a relationship to objectives, standards or interests".

Results

This study aims to capture the relationship between the economic development of tourism-based countries and the quality of life of their inhabitants.

In order to correctly identify whether and to what extent the aforementioned relations exist the k-means clustering approach was applied, dividing countries into three groups. The first group consisted of countries characterised by a high number of tourist arrivals with a low contribution of tourism to the GDP and low level of employment in tourism. The second group comprised countries with a low ratio of tourist reception and a high contribution of tourism to the GDP and a high level of employment in tourism. The third group was formed by countries with a low ratio of tourist reception, low contribution of tourism to the GDP and a low level of employment in the tourism industry. As a result of statistical analysis, the second group – of interest to the present authors – involved 12 countries and dependent territories: Antigua and Barbuda, the Bahamas, Barbados, Belize, Cape Verde, Dominica, Fiji, Macao SAR, China, Maldives, Seychelles, St. Lucia, and Vanuatu. All the above-mentioned countries are characterised by a very large contribution of tourism and leisure to the GDP (from 32% to nearly 90%).

A relationship between the development of tourism (which plays a significant role in the economy) and the financial situation and the quality of life of residents of the above-mentioned countries was propounded. To this end, indicators referring to the tourism industry such as: the contribution of tourism to creating the GDP, the percentage of employees working in tourism and the number of tourist arrivals to the specific country were looked at. The quality of life of the residents was examined using a synthetic index – HDI, which is defined as the geometric average of three dimensions – longevity, education and standards of living (Blancard, Hoarau, 2013, p. 624), as well as the GDP per capita and the level of spending on goods and services by households.

In order to capture the existing relations a dynamic analysis was performed. Thus, statistical data refers to the period 2000–2013. In order to verify the research assumption mathematical and statistical methods were used – among other things, the dynamics of change was calculated, the above-mentioned k-means approach was applied and selected indicators were correlated. The relationship between variables was also estimated using regression analysis.

Countries subject to detailed analysis are island locations (except Macau – a dependency of China, and Belize in Middle America). Maldives, Fiji, Cape Verde, and Seychelles are independent countries. Belize, St. Lucia, Dominica, Antigua and Barbuda, Barbados, and the Bahamas, despite having regained their independence in the 1970s, are still a part of the Commonwealth and are to some extent dependent on the Monarchy of the United Kingdom. On the other hand, Macau is a special administrative region of China, with a separate legal, administrative, economic and monetary system.[1] The above-mentioned island countries are members of the organisation of Small Island Developing States. In terms of economy, the associated states are characterised by a high dependency of the economy on import and high volatility of economic growth, limited opportunities for the private sector and a proportionately large reliance of their economies on their public sector (UN-OHRLLS, 2011, Small Islands Developing States, p. 2). Taking into account the values of the Tourist Penetration Index (based on receipts from tourism measured per capita), at the beginning of the 21st century, Fiji, Vanuatu and Cape Verde were among the least tourism-developed countries (i.e. "the low end or beginning stage of the resort cycle", McElroy, 2003, p. 237).

Other island states were in the group of intermediate tourism-developed countries "characterized by very rapid visitor growth and hotel and infrastructure construction" (McElroy, 2003, p. 238).

In order to answer the questions posed at the beginning of this paper, a number of useful indicators referring both to the economic situation of the countries and the financial situation and the quality of life of their residents were analysed. These include: Travel & Tourism Total Contribution to GDP, GDP per capita (at fixed 2005 prices – US Dollars), Household Consumption Expenditure (GDP by Expenditure, at fixed 2005 prices – US Dollars), Total Contribution of Tourism to Employment, and Human Development Index.

The dynamic analysis of the indices (between 2000–2015) made it possible to determine certain differences as illustrated in Table 1. In two countries (Fiji and Seychelles) the growth dynamics can be observed for all the selected indicators. In the first of them, a large increase in the number of tourist arrivals was observed along with a growing share of tourism and leisure in the GDP and employment in tourism as well as increasing household expenditure. Also, the GDP per capita is growing. In the case of the Seychelles, a large increase in the number of arrivals was associated with an average increase of the remaining indicators (about 30%). In both cases the positive dynamics of changes in HDI is insignificant (1.39%).

Taking into account the number of tourist arrivals in 2000–2013, out of the analysed countries only two were characterised by negative dynamics (the Bahamas and Barbados). In other countries the growth ranged from several percent to more than 330% for Cape Verde. The highest increase in employment in the tourism sector in 2000–2015 was recorded in Cape Verde (ca. 150%). In five countries a decreasing level of employment in this sector of the economy was observed – from 5 to more than 26%.

[1] Here, it should be emphasized that the authors had difficulties finding reliable data concerning indicators necessary for the purposes of analysis in this region. Therefore, they decided not to take it into account in further analyses.

Considering the financial situation of the residents of the analysed countries it can be concluded that in nearly all cases an increase in household expenditure was observed: the highest in Dominica (137%) and Fiji (98%). In the investigated period the dynamics decreased insignificantly in the Maldives (–0.4%) and in Cape Verde (10%) only. In the period under discussion, the GDP per capita increased in 10 countries, and only in the Bahamas was a 13 per cent decrease in this ratio recorded. The last selected indicator connected with the quality of life of residents is the synthetic HDI. Among the selected countries, only in one case – Vanuatu – was a decreasing trend observed in this indicator. Other countries either maintained a stable position (Belize, Dominica) or recorded small increases (by a maximum of 5.33% in the case of Barbados).

Table 1. Dynamics of changes in selected indicators in 2000–2015

	Number of arrivals 2013 (2000 = 100)	Travel & Tourism Total Contribution to GDP 2015 (2000 = 100)	Total Contribution to Employment 2015 (2000 = 100)	Household consumption expenditure (constant 2005 prices – US$) 2013 (2000 = 100)	GDP per capita, constant 2005 prices – US$) 2014 (2000 = 100)	HDI 2014 (2000 = 100)
Antigua and Barbuda	17.9	2.2	–18.1	58.1	9.0	0
Bahamas	–11.7	22.2	–5.3	27.7	–13.3	2.6
Barbados	–6.6	4.6	0.6	39.4	6.1	5.33
Belize	50.0	66.2	69.2	47.8	15.4	0
Cabo Verde	337.4	149.7	153.5	–10.8	63.5	4.84
Dominica	11.4	43.9	42.4	137.7	27.1	0
Fiji	123.8	49.6	49.8	98.4	18.6	1.39
Macao SAR, China	174.5	58.3	103.0	no data	232.6	no data
Maldives	140.9	–28.9	–26.6	–0.4	13.7	2.9
Seychelles	76.9	26.9	29.4	34.5	36.4	1.32
St. Lucia	18.1	–10.9	–6.7	no data	2.2	no data
Vanuatu	89.7	–15.7	–15.6	31.8	2.4	–4.84

Source: own elaboration based on www.knoema.org (15.01.2016).

The authors correlated the selected indicators in their search for relationships between economic development based on tourism and the quality of life of the residents. The analysis of correlations is characterised by variability in different periods of the study. Initially (2000) the correlation between multiple characteristics was significant. The strongest relationship occurs between the number of arrivals and the number of employees in the tourism and leisure industry (0.93) and the contribution of the tourism and leisure industry to the GDP and the level of employment in tourism (0.91). The number of arrivals and the GDP per capita (0.86), household expenditure and the GDP per capita (0.77) were also highly correlated, whereas a high negative ratio was recorded for the relationship between HDI and employment in tourism (–0.73).

The number of relations characterised by a high and very high level of correlation decreased at subsequent time intervals. For 2010 there was a significant relationship between characteristics such as: employment in tourism and contribution to the GDP (0.93), and the number of arrivals and

household expenditure (0.86). The least significant relationships between the characteristics were observed in the last period of the study. Only the number of tourist arrivals and household expenditure (0.72) were highly correlated. Since GDP per capita is a part of the synthetic HDI, the authors decided not to take the result of the correlation of the two characteristics into account.

As a result of the multiple regression analysis in the studied group of countries certain relationships were discovered between independent/predictor variables referring mainly to the condition and structure of the economy and dependent/criterion variables represented by the quality of life of the residents measured by HDI and the level of household expenditure. A positive correlation was found to exist between the number of tourist arrivals and household expenditure throughout the analysed period (Figure 1).

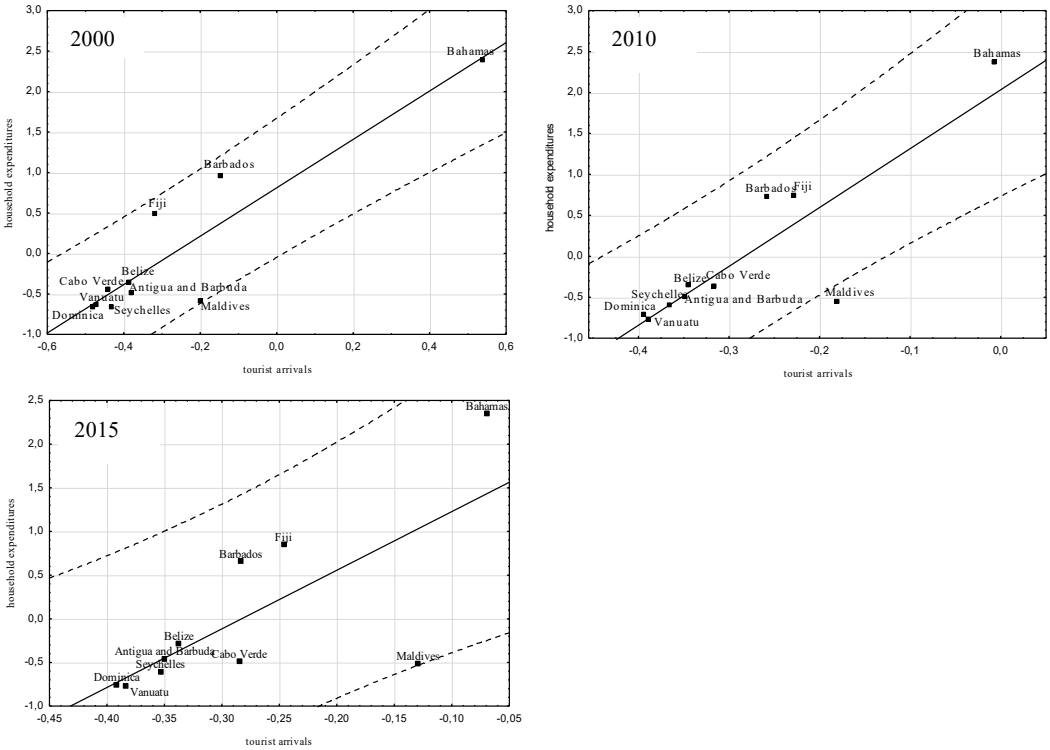

Figure 1. Scatter plots illustrating the relationships between the number of tourist arrivals, household expenditure in countries with a high contribution of tourism to the GDP in 2000–2015

Source: own elaboration.

The continuing increase recorded in the number of tourists arriving to the analysed countries and consequent spending in the reception countries contributed to improving the financial situation of the population (which is reflected by the growth in GDP per capita throughout the analysed

period). Thus, compared to 2000, both in 2010 and in 2014 the options of spending household income on purchasing goods and services increased. This is most visible in the case of three countries – the Bahamas, Barbados and Fiji.

However, the development of the tourism industry in the studied countries did not directly translate into a rapid increase in the quality of life of their residents in 2000–2015. At the beginning of the analysed period (2000) this relationship was negative. The increase in employment in tourism (and also the development of the tourism industry) did not immediately bring about an increase in the HDI in the group of countries. Only in 2010, when the level of employment in the tourism industry increased, did HDI (measured by access to education, health care and the living standards of people) start showing an upward trend. This was particularly visible in Antigua and Barbuda, and to a lesser extent in the Bahamas and Barbados. The trend weakened in the last year analysed – 2014 (Figure 2).

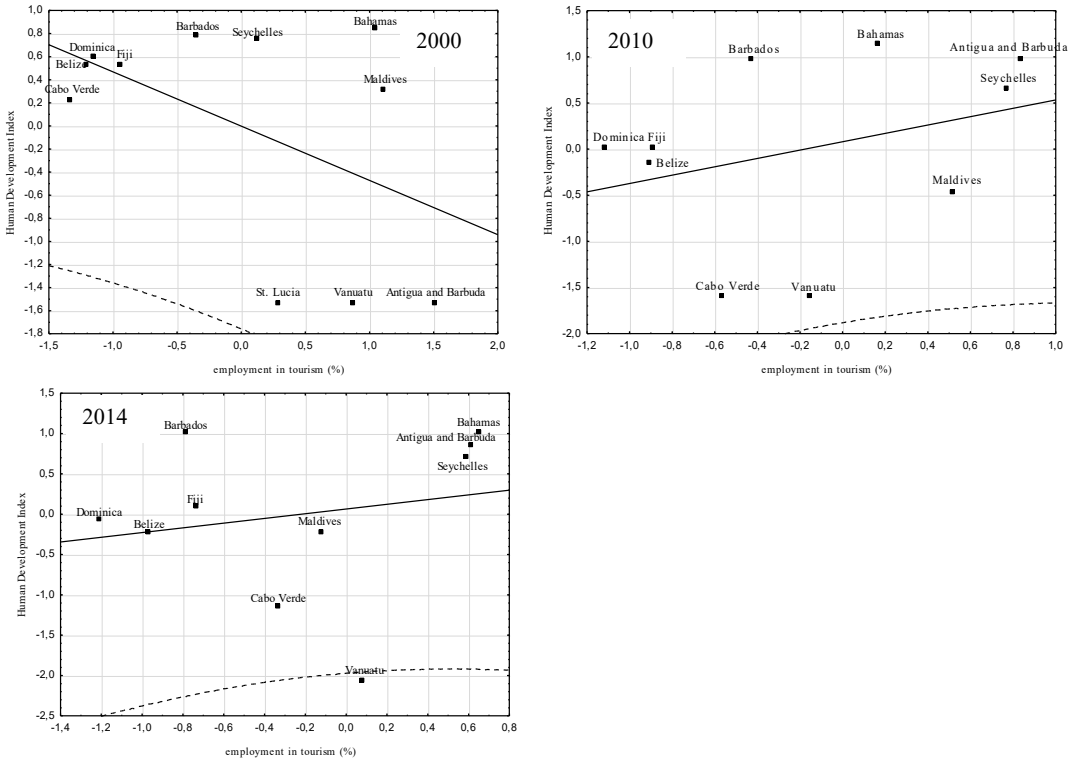

Figure 2. Scatter plots illustrating the relationships between the contribution of tourism to employment and the human development index (HDI) in countries with a high contribution of tourism to creating the GDP in 2000–2015

Source: own elaboration.

Discussion and conclusions

Previous studies (e.g. Blancard, Hoarau, 2013; Shareef, Hoti, 2005; Schubert, Brida, Risso 2011) concerning the effects of the development of tourism on the economies of countries which are tourist reception areas point to relationships between their economic growth and the increased growth rate in the demand for international tourism (Schubert, Brida, Risso, 2011, p. 377). This is confirmed for the countries analysed in this paper.

The analysis of relationships between the selected indicators of economic and social development and the contribution of the tourism industry to shaping the national economy follows the statement by Chou (2013) that "the speedy growth of tourism causes an increase in household income and government revenues through multiplier effects, improvement in the balance of payments and growth in the number of tourism-promoted government policies" (p. 226). However, it seems that gradual improvement in the economic situation of the analysed countries (as observed in the period 2000–2010) is not fully reflected in an improved quality of life of their residents. The authors attribute this phenomenon, among other things, to the specific nature of SITE countries (Small Island Tourism Economies). According to Shareef, Hoti (2005, p. 561) "the absence of reliable institutional frameworks in SITEs makes the distribution of income more uneven and results in higher levels of poverty". This can lead to a decrease in the amount of funds allocated to the development of social facilities (e.g. education, health care, culture) and technical infrastructure (contributing to improvement in the living conditions of the people).

(translated by mgr Magdalena Dolny)

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Jakość życia ludności w obszarach recepcji turystycznej w świetle wybranych wskaźników

Słowa kluczowe

obszary recepcji turystycznej, wskaźniki makroekonomiczne, turystyka, jakość życia

Streszczenie

Turystyka jako gałąź gospodarki w wielu krajach stanowi istotny element przyczyniający się do rozwoju ekonomicznego. Jednocześnie pośrednio może wpływać na warunki i poziom życia ludności. Niniejszy artykuł jest próbą znalezienia zależności pomiędzy sytuacją gospodarczą krajów będących obszarami recepcji turystycznej, a sytuacją ekonomiczną i jakością życia ich mieszkańców. Analizą objęto grupę państw o największym udziale turystyki w tworzeniu GDP. W tym celu autorki analizują wybrane wskaźniki makroekonomiczne i wskaźniki rozwoju społecznego w ujęciu dynamicznym. W celu uzyskania obiektywnych wyników posłużono się wybranymi metodami analizy statystycznej. Otrzymane wyniki skonfrontowano z rezultatami badań międzynarodowych.

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CERTIFICATES AS A WAY TO REGULATE FUNCTIONING OF TOURIST ENTITIES ON THE SPA & WELLNESS SERVICES MARKET

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Keywords | certificate, SPA & wellness services market, barriers for functioning of tourist entities

Abstract | Goal of the paper is to describe certificates of hotel objects operating in the market of SPA & wellness services as a way of its functioning. This paper is based on analysis of literature, many-years observances of the authors as well as results of questionnaires conducted in 20 SPA & wellness objects located in Lower-Silesia health resorts. There were identified two barriers: no categorization of the SPA & wellness objects as well as unambiguity of interpretation of law provisions regarding competences of the personnel. A way to limit them is certification which is a way to regulate functioning of the SPA & wellness market.

Introduction

SPA & wellness services development is related with many industries of the economy, among others, tourism, health sector, SPA cosmetics manufacture, manufacture of SPA & wellness treatments devices, culture and general art as well as household accessories which, on the grounds of SPA & wellness, philosophy constitute quickly growing SPA & wellness market.

Goal of the paper is description of certificates of hotel objects operating in the market of SPA & wellness services as a way of its functioning. Because of wide range of businesses classified as a SPA & wellness, scientific field was limited only to services rendered by hotel objects within the tourism sector. This segment of the market is a chance to revive this industry in many fields of tourist reception, mostly in health resorts and to improve financial situation of tourist enterprises.

This paper is based on analysis of literature, many-years observances conducted by the authors as well as results of questionnaires conducted in 20 SPA & wellness objects located in Lower-Silesia health resorts.[1]

General characteristics of the SPA & wellness services market

From point of view accepted in the paper in order to determine research area, the SPA & wellness market is a segment of tourist services market (and the last one is part of general tourism market). The tourism market can be defined as a general exchangeable relations between persons and institutions announcing needs related with tourism and which have funds to pay, and persons and institutions which satisfy the needs in question for a particular fee (Rapacz, 1998, p. 10). Hence, such a defined tourism market is a main area of determination of goals regarding SPA & wellness services, their consumption and exchange, as well as determination of actions supporting its efficient functioning including proper operation of supplying and purchasing entities.

Entities offering the SPA & wellness services on the tourism market can be considered companies rendering professional services, based on a water and tradition of Asian cultures as well as biologic recovery devices and equipment, intended to provide client with relax, powers recovery and spiritual and mental growth of a consumer – tourist. Demanding entities/individuals are mainly women which/who desire leisure or business climate in variety of seasons but mostly during summer/winter holidays as well as extended weekends and festivals.

Market of SPA & wellness services rendered to tourists is characterized by certain specific features in relation to other consumption markets arising from specificity of services which are subject-matter of the exchange. Among them the most important ones are[2]: intangibility (no material form, a client cannot see and try before a purchase), usefulness (a purchaser can check a service – Its quality during consumption), complexity and completeness (the services in question are associated by other services e.g. night accommodation and material goods), heterogeneity (every service is unique for both, a service-provider and a consumer) and local nature (a consumer must approach a location where a service is rendered within a particular area of tourist reception). Very frequently, the services in question because of medical nature are classified as health care and SPA services. More and more frequently, services rendered by SPA & wellness objects in the tourism market are symbolic and refer to emotional elements such as experiences and feelings. The services are, to some extent, ideas, dreams and imaginations in an awareness of a consumer. A significant

[1] Questionnaires were conducted by dr A. Mroczek-Czetwertyńska.

[2] Other properties are: higher constant cost of rendering them, limited seasonality, non-separation and no possibility to store the services.

information is also share of social funds, e.g. provided by companies, to co-fund health stays in health resorts and consequent support promoting a demand for SPA & wellness services. The aforementioned properties of the services make that final costs come close to zero and their usability/price ratio is very unclear.

In SPA & wellness objects there also takes place a phenomenon of higher average revenues because of packs including, e.g. accommodation, catering, biologic recovery services as well as sports and recreational services. Development of such packs is related to determination of prices for a few complementary goods. One should pay attention to the fact that prices combinations (price of a pack) in fact reduce the price competition and affect negatively a transparency of the market and they enable enterprises to *overtake consumer's rent.* It means that there is no full information on the market (information asymmetry) which causes large uncertainty among market participants regarding demand and supply decisions. Acc to T. DiLorenzo (2011, pp. 249–255) asymmetry of the information is the most frequently considered in a context of non-optimal allocation of resources which is caused by market inefficiency and occurrence of transactional costs. It is connected with no information or deformed information on prices and quality of a subject-matter of potential transaction on the side of a purchaser or behavior of a purchasers as a reaction to marketing actions performed by the offering party. Existence of it is related with so called *moral hazard*. It is a theory which states that a person/entity protected from risk can behave in a way different than it would do if it was exposed to a full risk (Dembe, Boden, 2000, p. 257). In other words, the moral hazard means situation when there appears an increase in consumption of services when distribution of a risk results in lower marginal costs of such services (Folland, Goodman, Stano, 2010, p. 153). The moral hazard causes a trust crisis on the tourism market which, in turn, promotes a system risk and hence, there is stimulated use of the market regulation mechanisms/tools.

The following circumstances of the moral hazard in the field of tourist consumption can be showed:

- surplus of consumption, e.g. excessed consumption of water, towels, cosmetics in a hotel room or over-consumption of meals and alcoholic beverages in the offer of the *all-inclusive* nature,
- over-consumption of health tourist services (included in a common health insurance), causes limited access (three-year waiting) for those of tourists, health condition of who would require an immediate reaction,
- great pressure on new, more effective infrastructure elements, e.g. SPA & wellness, which frequently results in exceeded tourist absorption of a particular tourist reception area.

Generally speaking, the moral hazard stimulates negative external effects which consist in transferring of costs of over-consumption into other tourists, or costs of improperly estimated risk is transferred into other subjects of the tourism market.

Uncertainty at the side of the demand causes a risk of purchase and simultaneously – a need to counter-act of a purchaser's risk. Since information asymmetry causes unfavorable consequences for reliable entrepreneurs rendering SPA & wellness services (negative selection) they send signals on services. Acc to signaling theory of M. Spence (1973, p. 355), entities having unverified

information should make efforts which enable uninformed entities to form up opinions on a subject-matter of a contract. One can enumerate three groups of actions which are intended to prevent information asymmetry between a bidder and a purchaser. Every such a group of operations refers to other type of a tool meaning trust, authority or a trial (Table 1). They are intended to promote a contract between a service provider and a client. A bidder is ready to incur (costs of) them in order to reduce uncertainty of a purchaser which can persuade him/her to give up coming. To some extent, costs incurred by a bidder can be considered to be costs of advertising. A potential purchaser of SPA & wellness services, which were partially made available, can decide not to purchase them even if a pack suits his/her preferences. It can happen since just polling of a SPA & wellness service meets his/her needs preliminarily and he/she does not need to purchase them. Hence, application of this strategy is related to a risk of a bidder.

Table 1. Strategies of uncertainty liquidation for purchasers of SPA & wellness services

Strategies of uncertainty liquidation for purchaser by:	Circumstances and forms of a strategy	Affection by:
Polling	Rendering of some of SPA & wellness services by e.g.: – tourism fairs, – prizes in form of accommodation vouchers – possibility to use single services, – advertisement.	Test
Review	Review of SPA & wellness services (SPA & wellness hotels) by experts: – opinions presented in a press, – loyalty programs, – opinions of visitors.	Authority
Reputation	Work over a brand which makes a quality of SPA & wellness services: – highly-trusted brand, making a positive associations, – positive feelings arising from previous consumption.	Trust

Source: own work on the grounds of Kotler (2006), pp. 111–116; Varian (1998).

Tendencies at the tourism market of SPA & wellness services – practical illustration

Travels for health reasons into Poland has been more and more popular recently, particularly, from a moment Poland joined the EU. SPA & wellness services market has been growing up regularly attracting tourists from more wealthy countries. However, despite serious increases (by 75% in 2013 in relation to 2012), still rate of visits for heath purposes is poor (8%). A key one and definitely the most profitable segment in the health segment is Germany, which generates 55% of revenues (Figure 1).

Despite relatively low expenditures a lot of Germans travel to Poland for health purposes (75% of this type of visits). Opposite to the Germany is Russia, citizens of which use medical and cosmetic services very rarely, however, during such visits amounts they spend per capita are much higher which, consequently, makes Russians keep 20% share in the segment of health visits. Holland, Great Britain, Sweden and over the sea countries are next important markets (totally 18%

share). Poles, for heath purposes also willingly participate in and constitute the most important segment of the health (recovery) tourism. Improvement or maintenance of health, as a goal of a travel in 2013, was enumerated by 4,5% of domestic tourists (*Turystyka i wypoczynek...*, 2014, p. 58). One should also pay attention to the fact that average spending of Poles for health travel belongs to the highest ones in relation to other tourist goals and equals to PLN 1 445.

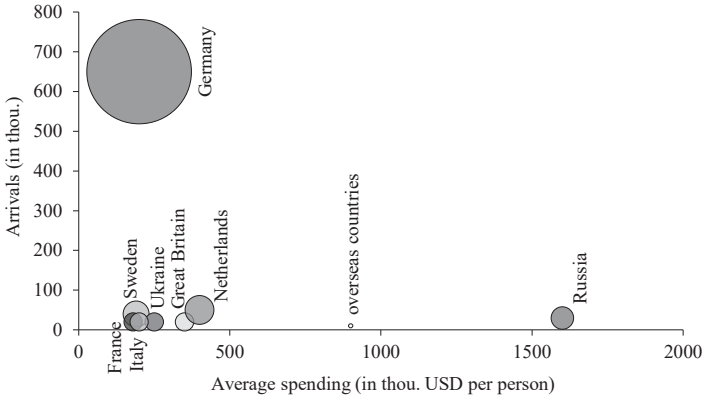

Figure 1. The most important markets in the segment of health travels into Poland.

Source: Jańczak, Patelak (2014), p. 53.

Interviews with managers and directors of hotel objects offering SPA & wellness services enabled to identify the most substantial barriers arising from functioning of this market. In the respondent's opinion, apart from limited financial means these are mainly:

- no common and mandatory categorization of objects rendering SPA & wellness services,
- non clear interpretation of law regulations regarding rights to perform SPA & wellness services.

Since there are no binding categories there occurs a phenomenon of common transfer of unreliable information on attributes of SPA & wellness services. It causes differences in services offered on the market. Objects with weaker SPA & wellness infrastructure attract potential clients (the most frequently inexperienced ones) by attractive prices and at the same time they offer poor quality services. The second phenomenon emphasized by respondents is a misuse – by hotel objects – the SPA & wellness term which confuses clients and makes they disagree to dishonesty of entrepreneurs. Negative phenomena existing in this market and related to disproportions between offer of SPA & wellness hotels and objects, which offer just a few services, seem to promote implementation of necessary regulations. In the respondents' opinion they will eliminate weak entities/objects, offer of which is not professional, and they will make order at the presently very chaotic market. More than 60% of managers of hotels offering biologic recovery emphasize justification of a system of SPA & wellness objects categorization following law regulations regarding hotels

and other objects rendering hotel services. The remaining respondents state that categorization will cause unnecessary growth in bureaucracy.

Other significant problems which hampers operations in this market is ambiguity regarding interpretation of legal regulations enabling to determine competences of cosmetologists and aesthetic medicine doctors as well as no regulations regarding sanitary requirements imposed on offices. Since years there has been open discussion regarding an issue whether or not a cosmetologist is entitled to perform certain treatments in SPA & wellness hotel's treatment zone. Referring to standards of education background acquired at majors in the area of cosmetology, a person graduating from a major in question is not entitled to render health treatment services (he/she is not a person performing medical occupation) (Rozporządzenie Ministra Nauki i Szkolnictwa Wyższego… 2007). Also Polish Association of Aesthetic Medicine and Anty-Aging in 2014 published its opinion (PTMEiAA, 2014) that treatments related to issues continuity deterioration e.g. supply of a botulinum toxin or injection of implants in form of hyaluronan are healing products (Ustawa z dnia 6 września 2001 r. Prawo farmaceutyczne, 2001) and supply of them constitutes a medical service (Ustawa z dnia 15 kwietnia 2011 r. o działalności leczniczej, 2011) which can be performed by doctors only (Ustawa z dnia 5 grudnia 1996 r. o zawodzie lekarza, 1997), under circumstances necessary to render medical services. However, in fact the reality looks very different. Rules have been regularly violated and information on services is supplied to clients to a limited extent. Similar problem occurs in case of determination of competences of physio-therapists and masseurs when it comes about classifying them within a group of medial professions and acquisition of rights to render SPA & wellness services.

Certificates as a tool limiting main barriers of functioning on the SPA & wellness services market

The most frequently applied certificate in Poland in the SPA & wellness industry is *Deutcher Wellness Verband.* Since 1994 this association has been assessing and certifying objects in Germany and other European countries, including Poland (worth of mentioning is information that no Czech, Slovakian or Hungarian object holds such a certificate). SPA & wellness objects can apply for 2 types of standards that is *Premium-Qualitait* and *Special-Qualitat*. First of them is awarded to hotels whose owners agree on an anonymous test based on a three-day visit of an auditor considering 750 criteria in the field of quality. If an object meets 60% of criteria it obtains a good grade (*gut*), when the result is within a range from 75 to 89%, an object is awarded a very good grade (*sher gut*), and above 89% – it is excellent (*exellent*). Subject of assessment is spacious and technical infrastructure, wellness, human factor, orientation to a client, competences of employees. Subject-matter of the assessment, apart from wellness services there are also catering and hotel services. *Special-Qualitat* is based on 200 the most frequent criteria and certification is open. This certificate is awarded at the *basis level* and *medical level.* The audit covers catering, wellness services, professionalism of the personnel and relation of services quality to their prices (Topczewski, 2007, pp. 16–18). The certificate is valid two years. In Germany there is more than 1000 of SPA & wellness facilities and just half of them, acc to *Deutcher Wellness Verband,* meets minimal

requirements. In Poland such certificates were awarded just to 5 facilities, including 3 ones belonging to Dr Irena Eris, in Wzgórza Dylewskie (*exellent*) in Krynica-Zdrój and Polanica-Zdrój (*sher gut*), as well as to Hotel Malinowy Zdrój in Solec-Zdrój (*Medical-Qualitat*) and Hotel Villa Park in Ciechocinek (*Basis- Qualitat*).

Other appreciated certificate in Europe is *Best International Health* awarded from 2009 by TUV Rheinland. In 2012 the standard was based on Polish law which enables performance of proper hygiene policy and policy of safety of users of SPA & wellness facilities in Poland. Experts developed a set of 300 criteria including, among others, surrounding of an object, SPA equipment, qualifications and experience of employees. TÜV Rheinland recommends to couple the SPA quality system with certification in the area of environment and quality management in order to acquire an integrated management strategy. Awarding of the standard takes place at 6 stages: secret audit "Secret client", review of documentation, certifying audit enabling application of the system documentation in real conditions, issuance of the certificate, audit of supervision enabling to maintain and to optimize process of improvement and renewal of the certificate.

On the basis of foreign organizations also in Poland there has been established a system of certification of hotel objects offering SPA & wellness services and its founder is consortium of Germanischer Lloyd and Comfortum Group. Since 2008 Polish objects are awarded Spa Quality Standard certificates in 4 categories: *Luxury Spa*, *Prestige Spa*, *Comfort Spa* and *Basic Spa*. An essential idea of certification is encouraging existing objects to enhance their catalog of services constantly and to increase quality of offered SPA & wellness services (Comfortum, 2014).

Verification is free and it takes place at two stages. First section gives consideration to minimal requirements, which result in rejection of objects, which abuse the SPA term. For objects meeting the criteria there is awarded *Basic certificate*. Hence, an object is entitled to use the logotype of the certificate in its promotional materials and entitles it to make efforts to get the remaining certificates. Minimal requirements from *Basic* level regard these elements of the offer which prove complexity of the SPA & wellness catalog.

In an object applying for a certificate there is conducted an audit. It is a multi-stage operation based on previously prepared factors, auditors' opinion and results of review of documents. On such basis the Comfortum Group makes a decision on awarding of a certificate with determination of its level: *Comfort*, *Prestige* and *Luxury*. Additionally, there can be prepared a list of tasks which a facility must meet to get a higher standard. Also this certificate is awarded for 2 years.

The certification is complex and it means it is impossible to get a certificate just for a part of SPA & wellness, when nigh accommodation services or catering services do not meet required conditions. In 2015 just 11 hotels in Poland got this certificate. *Basic* certificate was awarded to: Hotel Zamek na Skale – Lądek-Zdrój, Hotel Szablewski – Środa Wielkopolska, Hotel Lubicz – Ustka, Hotel Jelenia Struga Resort SPA – Kowary, and *Prestige*: Willa Hoff Wellness & SPA – Trzęsacz, Malinowy Dwór hotel Spa – Świeradów-Zdrój, Hotel Medi SPA Biały Kamień – Świeradów-Zdrój, Hotel Diament – Ustroń, Hotel Natura Residence – Siewierz, Hotel Malinowy Zdrój – Solec-Zdrój and Kormoran Wellness Medical Spa – Rowy.

Apart from certificates which objects with SPA & wellness may apply for, there are awarded prizes for the best entities. As an example one can mention a contest under the name *Prestige Spa Awards* organized by Comfortum Group, a *Best Hotel Award contest* by Polish Tourism Organization as well as prizes awarded by websites – Booking.com, TripAdvisor.com, etc.

One should notice that a small number of entities renew previously obtained certificates. It can be a result of high costs of the procedure (e.g. audit *Deutcher Wellness Verband* exceeds EUR 2 thousand) and long-lasting procedure which hampers customer service and makes personnel overloaded. In order to identify real reasons there were conducted phone talks with five managers of enterprises, which did not renew the certificates. It turned out that main reason for giving up of the previously awarded standard there were disproportionate incurred financial means and organizational efforts in relation to obtained market effects. They mentioned they expected advantages within a short time in order to satisfy German travel agencies and German tourists. Moreover, evolution of promotion strategy resulted from ownership changes or changes of structure of tourists visiting the SPA & wellness objects under examination.

Conclusions

From afore-described surveys it results that many objects, which have been leaders of the hotel objects in Poland, also have certificates confirming quality of their SPA & wellness services. Special attention should be paid to objects of Dr Irena Eris that is hotels – Malinowy Zdrój and Malinowy Dwór.

It seems that in situation of no clear and common categorization of the objects of SPA & wellness nature, described certificates constitute a signal of high quality of rendered services in the biological recovery objects and consequently, they limit risk of a client. Because of number of criteria regarding social factors, previously described certificates also liquidate negative impact of unambiguity of provisions regarding skills of personnel and functioning on the market. Classifications of SPA & wellness objects are based on varied criteria and their assessment causes a chaos in terms of interpretation of results of accreditation. Certificate awarding by private associations and organization generates high costs of obtaining and fulfillment of business groups' goals instead of social goals. From interviews it results that objects, which hold certificates, observe great growth of acknowledgment in the market and respect of the entities as well as great growth in revenues from business. It means that awarding of prizes to objects and acquisition of certificates by entities is advantageous for them and for their clients. Implementation of certificates enables proper regulation of SPA & wellness services market because of leveling of information asymmetry and limitation of a negative selection.

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Certyfikaty sposobem regulacji funkcjonowania podmiotów turystycznych na rynku usług Spa i wellness

Słowa kluczowe

certyfiakt, rynek usług SPA & wellness, bariery funkcjonowania podmiotów turystycznych

Streszczenie

Celem artykułu jest zaprezentowanie wyników analizy certyfikacji obiektów hotelarskich na rynku usług SPA i wellness jako sposobu regulacji jego funkcjonowania. W artykule wykorzystano analizę literatury, wieloletnią obserwację własną autorek i wyniki wywiadu kwestionariuszowego przeprowadzonego w 20 obiektach SPA i wellness zlokalizowanych w dolnośląskich uzdrowiskach. Zidentyfikowano dwie główne bariery: brak kategoryzacji obiektów SPA i wellness, a także niejednoznaczność interpretacji przepisów dotyczących kompetencji personelu. Sposobem na ich ograniczanie jest certyfikacja będąca sposobem regulacji funkcjonowania rynku usług SPA i wellness.

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STAGES OF VACATION PLANNING BY THE ACADEMIC YOUTH IN 2015

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Keywords | university students, plan a trip, themes departure

Abstract | In 2015, most of university students chose to have a vacation in their home country (75.1%). Before students decided where to go on vacation they had identified their needs. In doing so they took into consideration opinions of other people (friends – 35.9%, family – 26%) or information provided by different sources (the Internet – 79.7%). The departure on vacation was preceded by long lasting preparations: month long (20.4%), three months long (18.2%) and one year long (1.5%). This stage of arrangements was spent on taking actions to increase the quality and comfort of a vacation (46.5%), saving time (52.6%) and decreasing the costs (50.4%). Upon choosing to go on vacation most students were motivated by the desire to satisfy their needs for relax (51.0%). Another factor determining the choice of vacation destination was esthetics of the destination place (59.3%) and recommendations of friends (53.8%). Young people stated that they did not want to have a company of different groups of tourists, mainly school children(30.3%), families with children (20.6%) or elderly people (17.8%).

Introduction

Participation in tourist traffic, along with its demographic, economic and spatial determinants, is an important field of research including different sciences which deal with tourism. Such sciences as: tourism geography, sociology, psychology, pedagogy, economy and other sciences (Parzych, 2010, p. 37) focus attention on this issue. According to J. Wiechoczek (2015) nowadays tourists are more demanding, more rational, conscious, cautious and responsible in their market

choices and, at the same time, more they are more cooperative. Tourists are characterized by mobility and they search more actively for attractive and exceptional experiences. Young people are an important group of tourists whose expectations are usually precisely defined. Their needs, desires, habits and economic situation should provide important information for leisure time managers, especially those who develop their product for these particular customers. Therefore, the assumption of this work is to study attitudes of young people in terms of their preferences in spending leisure time in the summer.

The research goal was to find information on the subject how the university students prepare for vacation relax, especially to what degree they take into consideration opinions of other people while planning their vacation trips. It was also important to find out what makes them choose a given tourist offer as well as determine whether logistic, complex preparations for a vacation have an influence on its overall organization. Due to the fact that students tend to be mobile and choose different types of leisure activities, doing research on the needs and preferences of this specific social group seems to be important from the marketing point of view.

Research method

The tool used in this research was a survey questionnaire. Questionnaires were distributed among the students, in lecture halls, and were collected right after they had been completed. This kind of data collection technique is called a random survey because of the way it is distributed, completed and returned to the researcher. Its content was clear and transparent and it included information how to complete the form. Respondents were asked 23 detailed questions concerning their vacation in 2015 ten of which were used for the purposes of this study (the surveys were carried out at the turn of 2015–2016 from October to January). The first question was about personal details of the respondents (gender, age, place of residence), the second question was supposed to provide information on what motivated them to choose a given tourist offer (price, recommendation, their own needs and requirements, esthetics, safety or atmosphere of the destination place). There, they could mark 5 answers: ‘definitely yes’, ‘yes’, ‘definitely no’, ‘no’ or ‘does not matter’. Moreover, students were asked whether while choosing their vacation destination they took into consideration opinions of other people (family, friends, the Internet, were driven by others or no suggestions, if yes give what suggestion) and how long before the departure they had started the arrangements (one earlier, half a year earlier, a few days earlier, no planning). Additionally, an answer was provided to a question whether students who had planned their vacations in advance - stuck exactly (day by day) to the their plans (yes, no). In light of those question it was relevant to ask whether complex preparations for a trip have an influence on: quality of the relax, prevention from conflicts with fellow tourists, time saving, cost reduction, journey comfort, better time management and closer relations with the family. Here again, like in the second question it was possible to choose one option: ‘definitely yes’, ‘yes’, ‘definitely no’, ‘no’ or dos not matter’. It was explored (using Pearson correlation coefficients r) whether there was a relationship between responses given in this area, that is, to what degree the variables affecting the overall holiday planning were

correlated. In the next question 7 respondents were asked whether going on vacation students wondered if in the destination places they had chosen there would be present some groups of tourists (seniors, families with children, school youth, social groups, foreigners, the disabled), in company of whom their relax would not be good enough. Students could also identify other groups of tourists or say that no other tourists would disturb them. The questionnaire also included a question about a transport means they had chosen to reach their vacation destination and the information source they had used to find information about the place of destination they were going to (the Internet; teletext; travel agency; leaflets; tourist magazines; did no enquiry, did no enquiry because they always spent vacation in the same place; others - details to be provided).The last question 10 was supposed to diagnose where they had spent their vacation in the previous year (in the home country, in European countries, outside Europe).

For some reasons 214 out of 250 questionnaires have been analyzed. Some questionnaires were completed only partially (14), whereas the remaining ones were not completed at all (12) or were not returned (10). The research predicted such situations as a survey is a technique which does not guarantee 100 % of questionnaire return although it does guarantee (unlike other survey techniques, e.g. interview questionnaire) anonymity, thus psychical comfort to provide honest answers even to sensitive questions (Sołoma, 2002, pp. 150–153).

The obtained results have been compared with the results obtained by the author at the turn of 2014–2015 (from October to January), on the subject of vacation planning by students. The comparison will provide the possibility of formulating conclusions on how previous expectations and assumptions were met during the vacation.

Results and Discussion

53.7% males (115) and 46.3% females (99) took part in the survey. Those people represented the age group of 24 and less (89%). People aged 25–29 accounted for 7.1% of respondents, those aged 30–34 accounted for 2.8%, and the others aged 35–39 for 1.1%. Students came usually from urban agglomerations (68.6%), rather big ones, with the population more than 150 thousand (51.4%). Those who came from smaller towns, with population less 20 thousand people accounted for 21.5% of respondents. Rural origin was declared mostly by women (61.4%). The most respondents represented Kujawsko-Pomorskie Province (83.6%). The others represented: Wielkopolskie (5.1%), Mazowieckie (4.3%), Pomorskie (3.7%), Warmińsko-Mazurskie (2.8%) and Podlaskie (0.5%).

In 2015, academic youth rarely took advantage of tourist agents' offers (41.6%). However, having compared this data with the author's earlier research (Cichowska, 2015, p. 721) it can be observed that this kind of offer was bought by 12.6% respondents, that is, more than were expected. Then 29% of respondents declared a purchase of a tourist offer, whereas 26.6% did not take it into consideration. The surveyed people preferred to make their own holiday arrangements (58.4%), with the use of different transportation means in order to reach the chosen destination. A large group of respondents decided to go on vacation in their own cars (65.4%). There were also

people who used air transport (15.9%) or used public transport means: PKP[1] (11.2%) and PKS.[2] Self-organized vacations are very popular among Poles as according to the statistics of the Ministry of Sports and Tourism they account for as many as 65%. The travels arranged entirely or partially by travel agents account for approximately 25%.[3] These tendencies are also confirmed by the report from national tourist market research, according to which 6 in 10 Polish tourists organized their vacations on their own, and in order to travel from their residence places to holiday destinations they used their own cars (81%) (*Report...*, 2014, pp. 2, 3).

The most important factor determining the choice of vacation destination was to satisfy the respondents' needs to relax. They decided to choose 'definitely yes' (51%) which made it the most important motif of choosing the type of vacation. Also the answer 'yes' was often chosen in this respect (43.9%) (Table 1). This aspect was also given priority in the survey carried out in 2014–2015 (Cichowska 2015) (50.7%).

Table 1. Respondents' motives for vacation planning in 2015

Types of motives	Answers in % total				
	Definitely YES	YES	Definitely NOT	NOT	DOES NOT MATTER
Price	35.2	**50.3**	1.5	7.5	5.5
Recommendation of acquaintances	16.1	**53.8**	2.5	16.6	11.0
Satisfying their needs of relax	**51.0**	43.9	1.1	2.5	1.5
Esthetic of the location	29.2	**59.3**	2.5	3.5	5.5
Safety of vacation destination	24.2	**51.5**	4.0	9.6	10.7
Atmosphere of vacation destination	41.1	**50.8**	0.0	3.5	4.6

Source: own study.

Considering the next argument for choosing a holiday destination it can be observed that students (though their determination was not as strong as in the first case) stated that esthetics of the destination place was significant as well (59.3%). This is reflected by the fact that they paid attention to the holiday environment including the accommodation place and its surroundings. Friends' recommendation played an important role as well (53.8%). They were of the opinion that vacation destinations should be checked and recommended. On the one hand the opinion of friends and colleges let them avoid unnecessary disappointment and stress accompanying planning vacations even at its initial stage. It needs to be emphasized that recommendations and references play a very important role on the tourist market and is a powerful marketing tool. According to students, another important factor affecting the choice of holiday destination is safety (51.5%). This reflects big awareness of young people who attach more and more importance to the accommodation, food quality, hygiene or sports facilities. Certainly, in the era of terrorism, the respondents pay more

[1] Polish Railway.

[2] Polish Car Transport

[3] http://podroze.onet.pl/plaze/gdzie-polacy-jezdzili-na-wakacje-w-2015-najlepsze-w-biurach-podrozy/17799j (19.02.2016).

attention to safety aspects, especially considering a travel abroad. The atmosphere of the destination location was highly esteemed (50.8%) as well as the price (50.3%). It can be concluded that a quiet location with unique atmosphere can ensure successful vacation for young people. Thus, this had to be included in vacation planning.

According to C. Marcinkiewicz (Marcinkiewicz, 2003, p. 109), the motivation to buy a certain product or service is of economic and non-economic character, strong or weak. The author points out that motives to do shopping as well as needs are socially conditioned but they can also be induced by e.g. advertising activities. At the same time these motives are used by tourist agencies for development of appropriate offers that can meet tourists' needs and affect assessment of the tourist service (Betyn, 2013, p. 33).

Analyzing respondents' answers (83%) to the question whose opinions they took into consideration, especially in choosing their holiday location, it can be found that this was the opinion of their friends which was valued most (35.9%) and of family (26%). These numbers were significantly lower than those declared earlier (respectively 54.7% and 46.7%) (Cichowska, 2015). Decisions concerning a purchase of a market product are usually a resultant of opinions of family members, the smallest though the most important set of individuals directly affecting each other and having common goals, have a significant influence on consumption decisions (Marcinkiewicz, 2003). It is similar with friends with whom one spends a lot of time. In the third place (like in the case of argumentation of motives) the opinion of colleges and acquaintances was taken into consideration (21%). In turn, 17.1 % of the respondents were driven by the Internet suggestions, whereas 17% did not take any advice on this subject. Apart from opinions of different persons, the respondent also used information from additional sources. A sizeable group (87%) followed news on the subject of the holiday destination chosen by them mainly online (79.7%). Others visited travel agencies (7.8%), read tourist magazines (5.3%) and leaflets (1.9%), or obtained information from books and cell phone applications (5.3%). Apart from people who took the trouble to find some information, there were also people who did no research on this subject (10.5%). There were also respondents who used to spend vacation in the same places and did not find it necessary to search for additional information (2.5%).

The above study on the subject of inspiration for choosing vacation destinations seems to be consistent with the analyses carried out by the Polish Tourist Organization (*Report*, 2014).

According to them, like in the author's own research, tourists tend to search for information in two sources: the Internet (76%) and opinions of the closest environment (63%). Travel agents (21%) and tourist press (13%) were rare choices. Perhaps reluctance to plan a vacation with the help of a travel agent is connected with a vision of its bankruptcy which is suggested by the research carried out by the Research Institute IPC (*Consumer*..., 2013, p. 11). As many as 51.7% of the surveyed 18–24-aged respondents expressed such a fear.

The carried out surveys revealed that 92.3% of students planned their vacations in advance. A great majority (35.4%) said that they had started arrangements for a summer vacation one month prior to the departure which for 24.5% of respondents was enough time to prepare well for a vacation. Three months were needed for 20.4% people, and a half a year for 18.2%. Only three

respondents (1.5%) started preparation as early as one year before going on vacation. Those who planned their trips well in advance did not consider in detail every day of their vacation relax. Only 14.1% of the surveyed decided to do so. Analyses carried out one year before showed that at that time students declared that they had taken actions to prepare for a vacation one month (37%) and three months earlier (29.6%). However, fewer respondents (15%) expressed an opinion that they needed only a few days to make all necessary arrangements connected with a vacation trip. What is interesting, only 9.9% of respondents (Cichowska, 2015), that is, 4.2% less than those who really had done this, declared to have started arrangements for vacation one year earlier. This implies that students' awareness of importance of details has grown and will let them avoid loss of time and choose activities according to their preferences.

It turned out that young people are rather tolerant to other tourist groups and they do not mind spending vacation in their company (54.1%). Nevertheless, there happened to be some more sensitive respondents for whom this aspect was important (45.9%). They were clear that it was school children whose company they would rather try to avoid (30.3%), families with children (20.6%) and elderly people (17.8%). Additionally, 14.4% of the respondents indicated foreigners, 6.2% social groups, and 2.7% the disabled. There were respondents who were against smokers and alcohol abusers as well as followers of other religions (8%).

Most of the surveyed (190) agreed that complex and logistic arrangements for a vacation trip improved the quality and comfort of their holidays (46.5%) persons marked 'definitely yes', and 42.7% 'yes'). A significant group of students said that their earlier preparations had a positive influence on time saving (52.6% 'yes', 28.2% 'definitely yes') and reduction of vacation costs (50.4% 'yes', 31.4% 'definitely yes') (Table 2). An earlier prepared schedule made it possible for the young people to avoid travel problems (163 persons) and make the best use of vacation activities (172 people). In the first and second case, mainly the answer 'yes' was given (50.3% vs 46.5%). Additionally, minimization of any conflicts and arguments with people in whose company the respondents were having their vacations had significance as well. They did not agree though on the subject whether their actions preceding the vacation trip were good for their family relations. Although the majority said 'yes' (37.5%), there were also students who stated that such plans were of no significance for them (27.7%).

Table 2. List of factors affecting complex, logistic vacation arrangements

Types of factors	Answers in % total				
	Definitely YES	YES	Definitely NO	NO	DOES NOT MATTER
Vacation quality and comfort	46.5	42.7	2.9	0.9	7.0
Minimizing conflicts, disputes with holidaymakers	32.4	43.7	6.5	8.0	9.4
Time – saving	28.2	**52.6**	7.0	4.6	7.6
Lowering the cost of holiday	31.4	**50.4**	5.6	5.6	7.0
Avoidance of problems with transport	26.3	**50.3**	7.0	7.0	9.4
Better use of time for various recreational activities	34.3	**46.5**	1.9	4.6	12.7
Closer relationships with family	22.2	**37.5**	4.6	8.0	27.7

Source: own study.

Comparing the obtained results with the results of the author's earlier research it can be observed that, according to students, good logistics contributes to more effective and more efficient management of holidays, hence better adjustment of the tourist offer to the needs of customers. A year before students stated that the earlier they made complex arrangements for a vacation trip the better they used their time for different recreational activities (52%) and avoided transport problems (51.8%) (Cichowska' 2015). After real trips in 2015 it turned out that the entire vacation arrangements positively contributed to its quality and comfort. Nevertheless, according to the carried out Pearson correlation r the overall planning of a holiday trip is closely associated with time saving and avoidance of travel problems (strong dependence r = 0.998). Similarly, a strong dependence was found for time saving and holiday costs reduction (r = 0.994). Given so high significance of coefficients it can be concluded that, for young people, efficient arrangements for a holiday trip, thus avoiding stressful situations, is of primary importance. A fairly strong dependence was also found for better management of time to be spent on different activities with tightening family bonds (r = 0.841), which can mean that by planning a vacation in advance students used time more effectively which was also reflected by tightening family bonds. These, in turn, revealed moderate relations with the comfort and quality of the relax (r = 0.683). Thus, good quality of holiday recreation does not necessarily have a positive effect on tightening family bonds though certainly higher quality of travel services provides more comfort and less complications during a holiday.

Eventually, 75.1% of the respondents spent vacation in Poland which was less by 10.9% as compared to the analyses carried out in Poland by the Center of Social Opinion Research (CBOS) (Badora, 2013, p. 7) and the result was higher by 7.1% than the one obtained by KPMG (Holiday..., 2015, p. 2). The remaining respondents went to European countries (22.8%) and outside Europe (2.1%). In case of trips abroad the obtained results were higher than the ones presented by CBOS and lower than by KPMG. According to statistic report, respectively 15% and 32% of Poles had their vacation abroad. Here, it needs to be stressed that according to the assumptions of the „*Marketing Strategy of Poland in the tourist sector for the years 2008–2015*" (*Marketing*..., 2008, p. 75) special campaigns encourage Poles, especially young people, to spend vacations in Poland. Such actions are supposed to improve statistics concerning the share of Poles in the national tourism as well as raise poor awareness of the role of tourism in the national economy and boosting entrepreneurship. Although tourist trips abroad are an important sign of social globalization, in Poland despite conditions provided by the Polish market, it is observed that the number of such trips grows slowly (Włodarczyk, 2014, p. 291).

Summing up, it should be said that monitoring tourist activities of students allows to provide answers to many questions connected with tourist trips, their frequency, motives, types of arrangement, tourist destinations and others. It also lets define the influence of many factors on the level of the tourist activity (Delekta, 2014, pp. 25–35).

Conclusions

Young people treat planning their vacation very seriously. They can identify their own needs and the motivation behind them. They realize that vacation destinations recommended by their acquaintances and friends will not only be safe but will meet their expectations. The survey has shown that young people are prone to suggestions of the family and friends. They are also inspired by the Internet which is currently the primary source of information. Planning of vacation trips by young people was reliable and responsible, which is reflected by the amount of time spent on arrangements of those trips. As many as 70% of students needed from one month to one year to prepare for their holidays. Logistic and complex arrangements preceding the trips allowed to achieve all the set goals. They aimed at improving comfort, time saving, cost reduction and avoidance travel problems. The preferences of young people in relation to other holidaymakers (mainly school children, families with children and the elderly), provided the basis to formulate conclusions that the market of tourist products should be modified in order to avoid conflicts and, though the problem was discerned by a group of 45.9% of the surveyed people, its solution at this research stage would be a risky task to do as it requires further and more detailed analysis. It is not known yet whether the choice of groups of tourists indicated by students was connected with a lack of tolerance, or other factors. The choice of a destination country, for most students, was probably connected with limited finances. Foreign trips were chosen by 57 people, 10 of whom went outside Europe.

The carried out survey has proved that the arrangement process, preceded by a proper plan can have a positive impact on the vacation trip and avoidance of stressful situations.

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Etapy planowania wypoczynku wakacyjnego przez młodzież akademicką w 2015 roku

Słowa kluczowe

młodzież akademicka, planowanie podróży, motywy wyjazdu

Streszczenie

Młodzież akademicka w 2015 roku wypoczywała przede wszystkim w kraju (75,1%). Zanim studenci wybrali miejsce wakacyjnego urlopu, najpierw zdiagnozowali swoje potrzeby i oczekiwania, sugerując się jednocześnie w swoich wyborach opinią różnych osób (przyjaciół – 35,9%, rodziny – 26%) lub informacjami zaczerpniętymi z rozmaitych źródeł (internet – 79,7%). Wyjazd na wypoczynek poprzedziły długotrwałe przygotowania: miesięczne (20,4%), trzymiesięczne (18,2%) i roczne (1,5%). Ten etap logistycznych i kompleksowych starań podniósł przede wszystkim jakość i komfort wypoczynku (46,5%), pozwolił zaoszczędzić czas (52,6%) i obniżyć koszty wyjazdu (50,4%). Najważniejszym motywem wyjazdu dla studentów było zaspokojenie własnych potrzeb związanych z odpoczynkiem (51,0%). W swoich wyborach sugerowano się też estetyką miejsca podróży (59,3%) oraz rekomendacją znajomych (53,8%). Młodzi ludzie nie preferowali w swoim otoczeniu rozmaitych grup turystów, głównie młodzieży szkolnej (30,3%), rodzin z dziećmi (20,6%) i seniorów (17,8%).

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THE CONCEPT OF SMART HOTELS AS AN INNOVATION ON THE HOSPITALITY INDUSTRY MARKET – CASE STUDY OF PURO HOTEL IN WROCŁAW

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Keywords | hotel, smart organization, intelligent enterprise, ICT

Abstract | Market observation indicates the development of a new model for running a business in hospitality industry, referred to as smart hotels. This model is specifically distinguished by the new information and communication technologies. The concept of smart hotels is relatively new and can be regarded as an innovative solution in tourism. The presented article discusses the essence of a smart hotel category and identifies the attributes of an intelligent hotel. The theoretical discussion based on the subject literature in the theory of organization and management, as well as hospitality business economics and management was also illustrated using the case study of PURO hotel in Wrocław. The necessary information was collected from both secondary and primary sources. The most important information gathering method was interpersonal in-depth interview with the aforementioned hotel's manager.

Introduction

In modern economy, the symbol which is knowledge, only these enterprises stand the chance of success which are capable of collecting, multiplying and applying this knowledge successfully. The continuously expanding capital of knowledge results in the emergence of intelligent enterprises, taking full advantage of their staff creativity. It is emphasized that smart enterprises win their market advantage owing to the application of new information and communication technologies

(ICT), even though one should remember that technological innovations do not represent the only factor of success.

Hospitality industry represents, beyond any doubt, one of these economy sectors which take an increasingly intensive advantage of the available ICT. They play a particular role and are regarded as the key factor of intelligent (smart) hotels' effective functioning. They not only allow improved management effectiveness and higher efficiency of functioning, but also facilitate achieving such service level which, in the times of technological advancement in everyday life, can result in much batter satisfaction of the demanding guests.

The purpose of the presented article is to explain the essence of a *smart* hotel category and to identify the attributes distinguishing an intelligent hotel from other entities, which do not function based on this particular business model. The study takes up an attempt to present the definition of a *smart* hotel. In order to achieve the above-mentioned objective the review of the subject literature in the theory of organization and management, as well as hospitality business economics and management, was conducted. The theoretical discussion was illustrated using the case study of PURO hotel in Wrocław. The necessary information was collected from both secondary and primary sources, whereas the study and analysis of scientific and information providing publications constituted the data collection methods, supplemented by market observation and interpersonal in-depth interview with the aforementioned hotel's manager.

The essence of smart hotels' concept

The attempt to define a *smart* hotel category requires explaining the significance of the term *smart* and presenting the essence of economic categories created using the word *smart*. The discussed term, which originates from English, means clever, intelligent, ingenious and slick. Currently this term is used more and more frequently in the context of new technologies and devices, referred to as *smart technologies* and *smart devices*. The objects of everyday use become "smart objects". They are related with each other in a network, they react to changes in their environment, they continuously interact with their users (Federal Office for Information Security, 2006). If a particular device is assigned the *smart* attribute it means that it is easier to use, steer or program. Therefore, its functionality is better for its user. It is also more friendly and intuitive in usage. It is frequently characterized by a higher level of safety and cost effectiveness, which means that such device generates lower costs and results in higher benefits than the solutions deprived of the *smart* attribute.

The term *smart* is also used in the field of economic sciences and especially in management sciences. Initially it was associated with the development of the management by objectives concept, which emerged in the 50s of the 20th century. It implies high effectiveness of achieving goals on condition of defining them strictly according to the specific rules, marked by an acronym S.M.A.R.T (i.e. specific, measurable, agreed, realistic and time bound). In the 90s of the 20th century the word *smart* was linked with such terms as: organization and its specific case – an enterprise. Therefore such categories appeared as a *smart organization* (Matheson, Matheson, 1998; Afsarmanesh, Camarinha-Matos, 2000), and *intelligent enterprise* (Quinn, 1992). In the discussed

concept the *intelligent* attribute is assigned to an enterprise the development of which is based on knowledge, its continuous multiplication, advancement and application in the process of value creation for a client.

On the grounds of economics, while analysing the essence of a *smart organization,* the resource-based theory of an enterprise and intellectual capital theory can be used. According to the first of them out of all available production factors it is the intellect which remains the most important resource of a company (Quinn, 1992), deciding about the efficient implementation of other resources. Similarly to above concept, in the theory of intellectual capital, people, their knowledge, involvement, entrepreneurialship and creativity are recognized as the crucial factors in creating added value and the key capital of an enterprise, which decides about the possibilities of developing and launching innovations. Thus, having in mind both of the above-mentioned theories an intelligent, smart enterprise, based on the capital of knowledge is more competitive, i.e. presents better opportunities of growth and development.

Creation, capitalization and knowledge dissemination (Brilman, 2002), also represent the attributes of the so-called "learning' organizations, hence, an intelligent enterprise is a "learning" organization. It relates its future development to the processes of ongoing improvement and upgrading qualifications, skills and competencies of all its employees. A learning enterprise constructs its potential on the grounds of five pillars (so-called P. Senge's disciplines), i.e.: personal mastery, systems thinking, mental models, shared vision and team learning (Senge, 2000).

Knowledge represents the application of information (Brilman, 2002) in company functioning. Hence, multiplying knowledge requires permanent exchange of information between company employees and also between a company and its environment. Hoping for easier access to knowledge, faster diffusion of tacit knowledge (Kowalczyk, Nogalski, 2007), an opportunity to take advantage of other's knowledge and also about others, smart enterprises frequently represent nodes in the network of cooperation systems. Multilateral cooperation relations between the network components result in numerous benefits. The causative factor takes the form of access to the accumulated potential of network members' knowledge, collective use of the available resources, as well as generating synergy effects as a result of cooperation.

Collecting information and transforming it into productive knowledge is currently supported by ICT and especially by the Internet. An intelligent enterprise is very absorptive of technical and technological advancement. Therefore, they swiftly implement modern IT solutions in their structure, systems, processes, products and services. Following the rule that success in the network economy is possible for those who take advantage of ICT processes in their companies' functioning (Grudzewski, Hejduk, 2011), both regulatory and real processes are carried out in an enterprise using *Business Intelligence* tools and applications, *Big Data* analysis processing methods, cloud and mobile solutions of business analytics, data visualization or possibilities offered by the *Internet of Things.* The listed solutions, on the one hand, increase the level of decision accuracy, improve the effectiveness of management, enhance the profitability of performance but, on the other, enrich positive experiences of intelligent enterprise clients.

In the light of the above mentioned remarks it should be adapted that the idea of an intelligent enterprise is characterized by an integrated approach. An enterprise is perceived here as a knowledge-based, learning, open, networking organization, following the rule of sustainable development in its operations and also implementing at least some of its management processes in virtual space, thus taking advantage "wherever possible" of the achievements of technical and technological progress, especially in the area of information and communication technologies.

Returning to the term of a *smart hotel* it is worth paying attention to the fact that it is used more by practitioners than theorists.[1] It is usually encountered in the subject literature and in the opinions of hospitality industry specialists. Thus, the idea of *smart* hotels does not stand for a theoretical concept, created as a result of scientific thought development, describing the functioning of a hotel enterprise. Instead, it is rather a practical business model which adapts new information and communication technologies in the hospitality business. In accordance with its assumptions, hotel competitiveness depends on supporting its operations by applying technological solutions. Therefore, a *smart* hotel category is closer to that of smart technologies than a smart organization. In the attempt to define the analysed term the standpoint of practitioners was mainly considered in the presented study and thus it was adopted that a *smart hotel* represents a technologically integrated system of hospitality services provision, the functioning of which is based on new information and communication technologies, either on their own or along with a small participation of a human being, responding to the signals coming from internal and external environment and adequately adjusting their activities. The attributes of such hotel are as follows: the availability of broadband Internet, the implementation of smart technologies and smart devices, effective policy aimed at the Internet and ICT dissemination and also the organizational units responsible for the implementation of new ICT (so-called technological centres) and a relatively high level of the available ICT. Smart hotels have their significant input in the research and development of knowledge related to ICT implementation in hospitality industry. They are ahead of other facilities in terms of implementing environmentally friendly systems, which facilitate the accomplishment of sustainable development goals. Smart hotels exceptionality consists in an extensive transformation of the approach towards running a hospitality business. The idea of smart hotels' construction is currently carried out in many places worldwide, in Europe and also in Poland. They emerge in response to market needs, both in terms of its demand and supply. Several well-known examples of smart hotels can be quoted here: The Upper House in Hong Kong (the guests receive iPod Touch at check-in, loaded with the set of games, music and information about the hotel for their own use); Novotel München Messe (the guests are greeted by both the real and a virtual receptionist, the hotel provides information and communication systems equipped in touchscreens, using which guests can easily find tourist information they need; Crowne Plaza in Copenhagen (owing to the application of new technologies, has become neutral in terms of CO_2 emission, the entire energy used in it originates from renewable sources (e.g. bicycles propelled by the power of muscles of the guests working out

[1] On the grounds of tourism economics the term smart appears in the context of a tourist enterprise, whereas in the context of tourism destination as – *Smart Tourism Destination* (Buhalis, Amaranggana, 2013).

in the hotel fitness club[2]), Blow Up Hall, Poznań, the hotel guests receive iPhones, instead of keys or cards, using which they enter their rooms. The above listed hotels represent the examples of an effective implementation of new information and communication technologies in their functioning. These facilities call themselves *smart* or are referred to as such by their environment.

Information-communication technology ICT in hotel industry

According to G. Weigel (2004) ICT means the entire spectrum of technologies designed to access, process and transmit information in relation to text, sound, data and pictures. ICT covers the whole range from traditional, widely used devices such as radios, telephones or television to more sophisticated tools like computers or the Internet and merges information technology with communication technology. ICT encompasses any medium to record information (magnetic disk/tape, optical disks – DVD/CD, flash memory and arguably also paper records), technology for broadcasting information (radio, television) and technology for communicating through voice, sound and pictures (microphone, camera, loudspeaker, telephone and cellular phones) (Januszewska, Jaremen, Nawrocka, 2015). *ICT have been transforming tourism globally* (Buhalis, Law, 2008).

Table 1. Components of ICT according to the four hotel operational domains

ICTs Group	Components of ICTs Group
General/back office ICTs	Building automation systems/Building management system; Property management system; Convent management system; Marketing and sales system; Management and decision support system; Human resource management system; Purchasing system; Financial and accounting system; Decision support system ; Wireless internet connection area; Customer relationship management system; Security system; Business center; Generating report and update statistics system; Teleconference system; ATM (the cash access automatic teller machine)
Room division ICTs (front office desk & housekeeping)	Telephone and fax systems; Web site and e-mail systems; Global distribution system; Guest account management system; Check-in/check-out system; Central reservation system; Room status and housekeeping management system; Customer database system; Statistic and report system
Food and beverage (F&B) division ICTs	Electronic point of sale system; Stock and inventory systems; Conference and banqueting system; Menu management system; Table reservation system; Order entry systems; Sales and catering system; Food & beverage report system
In-room ICTs	In-room telephone system; Electronic locking system; Energy management systems; Automated wake-up system; Voice mail system; In-room internet access line/wireless; In-room entertainment system; In-room electronic safety boxes

Source: authors' compilation based on: Sirirak, Islam, Khang (2011); Siguaw, Enz, Namasivayam (2000); Sigala (2003); Law, Jogaratnam (2005); Prakash (2007).

In hotel industry the result of implementation of ICT is higher efficiency of the guests' experiences generating process. ICT gives a wide range of tools to improvement of the service quality and the customer satisfaction. So they have become fundamental elements of value generating strategies in the

[2] One hotel guest riding a bike at an average speed of 30 km/h is able to produce about 100 watt hours of electric power in 60 minutes.

hotel industry (Gretzel, 2011). ICT supports also process of automation of operations and self-service in the hotels, resulting in reduction of production and distribution costs. ICT uses in the accommodation sector are varied, and the extent to which ICT is used and the form of its application are linked to the type of accommodation provider (luxury hotel, budget hotel, B&B etc.), the segment of guests, the size of the operation, its ownership and its location. Hotel ICTs are predominantly categorized into four groups (Table 1).

ICT application by Puro hotel in the light of empirical research

As it has already been mentioned, case study research method was used in the course of the research process for the purposes of the presented study. The process of case study formation was divided into steps, in which each consecutive phase should result from the previous one. The most important step was collecting information for the purposes of case study development. Since the quality of gathered materials has impact on the conclusions. The answers were investigated not only during a direct interview with the hotel manager, but also based on the analysis of data collected from different sources, such as: direct observations, press releases and the content of the Internet portals. The description constituted the basic technique for analysing the collected empirical materials. The main source of information takes the form of a personal interview. The basic objective of the conducted research was to present the practical dimension of a smart hotel concept based on Puro Hotels group. Two research questions were put forward:

1. What are the characteristics of a smart hotel which decide about its distinctiveness on the hotel market?
2. What are the determinants of ICT application in a hotel as well as the resulting advantages?

In Poland there are about 300 hotels, mainly four- and five star ones, which can be referred to as leaders in terms of applying innovative technological solutions in hospitality business (Wind Mobile, 2015). One of them is the chain of Puro Hotels. It was originated by Genfer Hotels company owned by a Norwegian group Genfer operating in the shipbuilding sector and real-estate trading. The investor's idea was to establish a chain of smart hotels in which, as a result of ICT technology and self-service system application, the time of customer service will be maximally shortened, along with ensuring a favourable quality – price ratio. Currently, the chain of Puro hotels owns four, 3*–4* facilities: in Wrocław, Cracow, Poznań and Gdańsk. The construction of the first smart Puro hotel was initiated in 2010 in Wrocław. Fifteen months later a five-storey building was opened offering 102 rooms. Its name comes from Spanish. The word "puro" – "pure" – is supposed to symbolize simple solutions and the application of self-service system for its guests (PWS ProMedia, 2011). The offer of Puro chain is mainly addressed to the younger generation of clients, brought up in the "era" of the Internet and social media. It was already at the facility designing stage when the investors asked the Internet users to provide them with guidelines helpful in developing a hotel designed in accordance with the guests' expectations. The potential clients could report their requirements and preferences at the hotel profile on Facebook, later used in the course of Puro hotels construction. Following such comments the chain of Puro hotels implemented innovative solutions

and ICT applications in each of the hotel units. The implemented technologies had to meet three basic conditions: firstly, to be safe for both the hotel guests and its staff; secondly, to have properly functioning communication and to be integrated with BAS/BMS systems (Building Automation Systems/Building Management Systems – computer integrated systems for managing building, steering, controlling and reporting the condition and changes of all facility components, such as e.g. heating, ventilation, fire protection, alarm, monitoring system, etc.) and thirdly, present high functionality level – the systems cannot remain just an attraction, but primarily are supposed to serve both hotel guests and staff in order to meet their needs at a high level. By means of using adequate ICT tools a hotel offers unique solutions in terms of automation systems and buildings' management consisting in the integration of: monitoring and lightening control of the building, hotel sound system, heating, air-conditioning and ventilation, visualisation of alarm situations, remote steering and monitoring via the Internet, managing integrated installations in the building.

CMS (Content Management Systems) and PMS (Property Management Software) have also been integrated in the hotel. The first refers to content management, i.e. its flexible forming and presenting on websites, as well as other computer systems requiring communication with a user. It allows those professionally unprepared to put content into such services and systems and receive a response to the introduced changes. CMS is used in Puro hotel to manage the content of devices available to guests (e.g. tablets). Based on the system guests can adjust all parameters affecting their comfortable stay in a hotel using just one interface. It also provides for the two-way communication between the hotel guests and its staff, allowing information viewing about an object and sending them to the front office, internal telephone calls, self-check-out, as well as ordering services (e.g. cleaning, room service).

Property Management Software (PMS) – the second of the computer management systems distinguished by Puro hotel represents the set of integrated software which have direct impact on the functioning of many hotel departments, e.g.: accounting (account management, income management), sales and front desk (booking management, customer base management), marketing (price management, customer base management), front desk and housekeeping (guest room management). PMS system is also capable of communicating with other systems, e.g. access control system (hotel locks), PBX system (telephone exchange), food and beverage systems, conference and banqueting service systems, fiscal systems, Spa & wellness systems, financial and accounting software, BAS/BMS systems and hotel TV systems (Głowa, 2011). Puro hotel offers one of the most advanced models of hotel TV systems with the built-in *AllShare* network solution, ensuring easy and intuitive connection of mobile devices owned by the guests, such as: smartphones, tablets or notebooks and displaying their content on a big screen.

The implementation of the above described ICT solutions in the Puro hotel located in Wrocław would not be possible without the cooperation with High-Tech sector companies, e.g. with: Samsung Electronics Poland, Procom Systems, Software Mind and kkvlab.

Among the major advantages resulting from ICT application in Puro hotel its manager Ł. Piekarski listed the following:

- automation of the majority of hotel procedures (e.g. check-in, check-out),

- reduced number of staff (in case of standard solutions a hotel offering 102 rooms would have to employ about 40 workers, Puro hotel in Poznań employs only 16, employment rate per room = 0,16),
- lower operating costs,
- shortened service realization time – online booking with the text message system (after booking confirmation the guest receives a text message with the basic data about the booking made),
- reduced risk of making mistakes,
- higher customer satisfaction,
- higher efficiency and easier internal communication of staff,
- automation of documents and information circulation (SharePoint Online program) and data archivization,
- management board concentration on continuous improvement of the carried out activities, rather than the operating ones,
- upgraded room standard,
- lower room price – resulting from energy savings and employment reduction the price in Puro Hotel is comparatively lower than the price in the same category hotels.

As R. Askevoldm, the executive director of CEO Puro Hotels, mentioned in one of the interviews "The company philosophy allowed creating a new business model in hospitality business, which provides very good conditions of resting for an affordable price as a result of concentrating on the issues most important for the guests, along with the awareness that the higher automation of solutions, the lower the hotel functioning costs and in consequence lower price of the hotel service offered" (*Nowoczesna Firma*, 2010).

ICT implementation in Puro hotel operating and strategic activities would not be possible without all the competencies and knowledge of its staff about the new technologies and opportunities they offer in the area of better efficiency of the performed tasks. The staff of the analysed facility is characterized by high working capacity and skills in using high-tech tools supporting the provision of services. ICT implementation in Puro hotel functioning also results from the creativity and entrepreneurship of its managers. All these solutions are used to follow the global trends on the hotel market, meet customer needs and reduce costs (Wolna-Samulak, 2012).

The strategy of processes automation and controlling operations using computer systems, as well as their consistent implementation adopted in the analysed enterprise resulted in Puro hotel being currently recognized not only as the leader in high-tech sector, but also in terms of prices and customer service quality. It was reflected in many awards granted to the analysed hotel. In 2011 it was awarded the statuette – Construction of the Year 2011 (RE-Bau, 2012). In 2012 it was nominated for the prestigious European Hotel Design Award in the category "The best newbuilt hotel" (Hotelinfo24.pl, 2011) and took the second place as the most beautiful public utility building in the 12th edition of the competition *Beautiful Wrocław* (www.wroclaw.pl, 2015), moreover, it was distinguished as the Top Hotel Debut (Rydlewska, 2014). A year later it received the main prize Top Hotel 2013. In the third edition of the Hotel of the Year plebiscite, held in 2014 and organized by the HRS

booking portal, Newsweek weekly and Forbes magazine, Puro Hotel won in the category 'chain of the year' for the unique, on Polish market, concept of self-service hotels (HRS Poland, 2014).

In the interview carried out for the purposes of the presented study the manager of Wrocław facility additionally emphasized that the new trend of smart hotels, initiated in Poland by the Puro group, will be subject to ongoing improvement, modernization and development.

Conclusions

The problems related to smart hotels' functioning have been receiving an increasing coverage in the subject literature, with the main focus on ICT application in hospitality industry. So far the concept of smart hotels has been functioning primarily as a practical formula for running a hospitality business, which has not yet received any in-depth scientific description or the commonly adopted definition. In its practical aspect, the application of ICT in operating and strategic activities of a hotel is recognized as the fundamental attribute of smart hotels.

The results of studies carried out for the purposes of the presented article's goal realization provide grounds to conclude that: ICT application in Puro hotel results in measurable advantages for both an enterprise and its clients. For this reason the new technologies are implemented wherever possible and used in all functional areas. The proper functioning of ICT tools in a hotel and the resulting advantages maximization require the integration of ICT technologies implemented in an enterprise, whereas the development of BAS/BMS or PMS systems allows such integration to a larger extent.

The usage of smart technologies in hotel helps to be a smart organisation. The analysis of ICT implementation advantages in hotel Puro shows the significant impact of ICT on its business model. The components of such business model are:

- a main target of enterprise is to maximize profit by the use ICT,
- a key resource of enterprise is the personnel equipped with ICT for gathering information/increase knowledge and efficiently performing their tasks,
- a meaningful share of ICT in creating value for the customer.

The smart organization idea implementation in hotels' functioning has positive impact on their image and distinguishes them from their competitors, which is confirmed by the media interest in Puro hotel and its numerous awards received in various competitions.

The results of research allow to confirm that the concept of smart hotel is not only a marketing trick. It is a new business model in hotel industry.

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Koncepcja smart hoteli jako innowacja na rynku hotelarskim – studium przypadku hotelu PURO we Wrocławiu

Słowa kluczowe

hotel, *smart organization*, inteligentne przedsiębiorstwo, ICT

Streszczenie

Obserwacja rynku wskazuje na rozwój nowego modelu prowadzenia biznesu w hotelarstwie, znanego pod nazwą *smart* hoteli (hoteli inteligentnych). Wyróżnikiem tego modelu jest zastosowanie w działalności nowoczesnych technologii informacyjno-komunikacyjnych. Koncepcja *smart* hoteli jest stosunkowo nowa i może być uznana za innowacyjne rozwiązanie w turystyce. Celem prezentowanego artykułu jest wyjaśnienie istoty kategorii *smart* hotelu i wskazanie na jego atrybuty. Rozważania teoretyczne prowadzone w oparciu o piśmiennictwo z zakresu teorii organizacji i zarządzania, a także ekonomiki i zarządzania hotelarstwem, zilustrowano również studium przypadku wrocławskiego hotelu PURO. Niezbędne informacje pozyskano zarówno ze źródeł wtórnych, jak i pierwotnych. Najistotniejsza metodą gromadzenia informacji był interpersonalny wywiad pogłębiony z menedżerem wspomnianego hotelu.

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CONSUMPTION BEHAVIOURS IN THE MARKET OF TOURIST SERVICES. MOTIVATIONS AND NEEDS FOR HOLIDAY TRIPS OF TOURISM AND RECREATION STUDENTS

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Keywords | consumption behaviours in tourism, motivations and needs in tourism

Abstract | The aim of this article is to identify students' holiday trips. Particular attention is paid to the issue of needs, motives and tourist behaviours of this social group. Students as a specific community due to limited financial resources, while having a relatively large amount of free time, are an important market segment of tourist trips. Recognition of this specificity is important both for the people involved in the organization of tourism, as well as those providing services necessary for the operation of tourism.

Introduction

Tourism is today one of the most important sectors of mass consumption, being at the same time an important element of lifestyle of wealthy societies. Therefore, it becomes important to study consumer behaviours in the market of tourist services, which in addition to the cognitive aspect, has an important practical significance. This research allows on one hand to determine the size and structure of demand for goods and tourist services allowing to adjust the offer to the

existing needs. On the other hand, the study makes it possible to deliberately control the behaviours of buyers. Holiday trips are a great way to meet various human needs and are taken due to a number of individual motivations.

The needs and motivations of tourist trips

The needs are characteristic of human nature. Defining the need, it can be assumed that it is the state of the body caused by lack (or harmful excess) of something that is necessary for the life of the individual, due to its biopsychological structure and/or due to its operating in the society. Such a state violates the psychophysical balance of an individual causing discomfort (tension), which in return motivates a person to take action aimed at removing it (Kieżel, 2010, p. 33). Another very narrow definition identifies the need for a particular product as a tendency to use or possess this product (O'Shaughnessy, 1994, p. 23–24). In order for the need to be satisfied, it must be realized first. The cause of awareness of the need may be: lack of product, obtaining information about new products, disclosure of the new needs, changing of the financial situation, as well as changing expectations for the product (Rudnicki, 2010, p. 16).

The most fundamental way of classifying needs, divides them into general needs (needs) and specific needs (wants) (Foxall, Goldsmith, 1998, p. 186–187), in literature sometimes also referred to as primary and secondary needs. The first, having an abstract nature, do not apply to specific items, but the conditions of human existence. The second, are on the other hand, a desire for certain goods and services aimed at satisfying the primary needs (Kieżel, 2010, p. 34), Primary sources of needs include: physical (biological) requirements of the human body, spiritual properties of the individual and the fact of social life. Despite the fact that consumers have a similar structure of needs, it must be emphasized that in the case of individuals the same needs gain a different hierarchy. They are affected by such factors as time, circumstances or socio-cultural conditions. We can talk about the hierarchy of needs when following their priority (ordering), in accordance with the criteria of urgency to satisfy them (Kieżel, 2010, p. 37). In addition, human needs are constantly changing. This is due to their limitlessness, and the fact that they are soon followed by the development and modification of ways of satisfying them. It is therefore difficult to make an unambiguous classification of needs. An attempt to organize the sphere of needs is presented in Table 1.

Considering the subject of needs from the point of view of consumer behaviour, you should to be aware of the consumption needs. The specificity of consumer needs depends on their economic nature. It is worth mentioning that it is difficult to designate a clear boundary between consumption needs and other needs, because basically every need may be seen at economic and non-economic level (Kieżel, 2010, p. 35). It is worth noting that the needs provoke consumer behaviours in the market, prompting the need for action. On the other hand, motives are the reasons for people's actions and they influence certain consumer behaviour.

A motive is every experience stimulating a person to act or refrain, favouring or refraining from an action. Every human deed is usually determined by a team of individual motives. These factors start a targeted action which is defined as motivation. In other words, motivation is a process

Table 1. Classification of needs according to selected criteria

According to their source				
– Biological	– Biogenic	– Physiological	– Congenital	– Real
– Psychological	– Sociogenic	– Emotional	– Acquired	– Enveloped
– Social		– Intelectual		– Apparent
		– Spirytual		
According to the intensity of feeling (of urgency)				
– Basic needs				
– Higher level needs				
According to their nature				
– Primary needs				
– Secondary needs				
According to the subject				
– Individual needs				
– Group needs				
According to the object (in relation to the means of satisfying them) examples:				
– Nutritional needs				
– Needs for clothing				
– Housing needs				
– Needs for education				
– Needs for treatment				
– Needs for recreation				
– Needs for communication				
– Cultural needs				

Source: Kieżel (2010), p. 36.

of regulations, controlling human activities, so as to lead to a particular purpose (Reykowski, 1992, p. 157). According to F. Rheinberg, on the other hand, motivation is activating the current focus of the act of living on positively assessed target state (Rheinberg, 2006, p. 18). For a man in order to voluntarily take any action certain conditions must be met: there must be a factor initiating the action, the action must have a value, or it should serve the value, certain external conditions should exist which according to the individual allow for the implementation of specific activities (Zdebski, 1996, p. 84). In the case of motivation of tourist behaviour, there must be something that attracts tourists, as well as something that pushes the tourist to travel. In the literature there are different classifications of motives and motivation in tourism. The summary of the most common factors influencing travel by the tourist are presented in Table 2.

Table 2. Factors influencing the decision to travel

Authors	Classification of reasons for travel
1	2
G.M.S. Dann	The factors leading people to tourist activity (push factors) Factors influencing the choice of destination (pull factors)
E.J. Mayo, L. Javis	Themes of education and culture Themes of relaxation and enjoyment Themes of ethnic heritage Other motives

1	2	
J.M. Crompton	Escape from the surrounding world	Socio-psychological factors
	Experience and evaluation of each other	
	Relax	
	Prestige	
	Coming back	
	Strengthening family ties	
	Making social interactions	
	Innovation	Attraction factors
	Learning	
R.W. McIntosh, Ch.R. Goeldner	Physical factors	
	Cultural Factors	
	Interpersonal factors	
	Factors of status and prestige	
V.T.C. Middleton	Cultural, psychological, educational themes	
	Physiological and related to physical culture themes	
	Social and ethnic themes	
	Themes related to fun and entertainment	
	Religious Themes	
	Themes related to work	
K. Przecławski	Themes related to:	
	The desire to be present in a given country, region or locality	
	The desire to leave habitual residence for some time	
	The desire to spend a certain time with someone outside their place of permanent residence	
	The desire to make new friends, gain new friends	
	The desire to remain in line with stereotypes, with the standards adopted by the environment to which one belongs	
	Meeting emotional and aesthetic needs	
	Meeting the needs of creativity	
	Meeting the biological needs	
	Practicing tourism in general (for family, commercial, worship, conference, sports, studies and other reasons)	
W.W. Gaworecki	Social motivations	
	Family or tribal motivations	
	Personal or selfish motivations	

Source: Kozioł (2012), pp. 46–47; Rudnicki (2010), pp. 48–49.

The needs and motivations of student trips

The research was carried out among students of Tourism and Recreation at the University of Lodz. It took the form of an anonymous survey, which was conducted among 252 students. The questionnaire was developed in such a way to obtain information about the needs and motivations which guided students when deciding on their tourist trips. It was also important to identify consumer and tourist behaviours characteristic of this social group.

The researched student group, was asked to identify the main needs and motivations that guided them in making tourist decisions (Figure 1 and 2). Among the most popular needs of student tourist destination, has been those related to recreation: peace and quiet (27.5%), staying away from people (4.9%) and social and cultural needs: a desire to experience new cultures/people (15.7%), the desire of entertainment/events (7.8%). Subsequently, the surveyed students pointed to

the physiological needs: recovery of psychophysical strengths (24.65%) and spiritual needs: contact with nature (19.6%).

The motivations for travel choice of the students surveyed turned out more diverse than the needs. The most common motivation was leisure away from home (20.8%). Subsequently, young people pointed out admiring beautiful landscapes (11.2%), experiencing something new (10.8%) and escape from their surroundings (9.3%). Equally frequent proved such motivations as discovering new places (8.9%), meeting new people (8.5%) and participation in social activities (8.1%). A much smaller role in deciding on tourist trips for the students surveyed had such factors as escape from the noise and pollution (5.8), participation in sport (3.5%), improvement of health (3.1%) and exploring nature (3.1%). In turn, the least indications received motivations related to the improvement of physical fitness (2.3%), other (2.3%), trend (1.9%) and coincidence (0.4%).

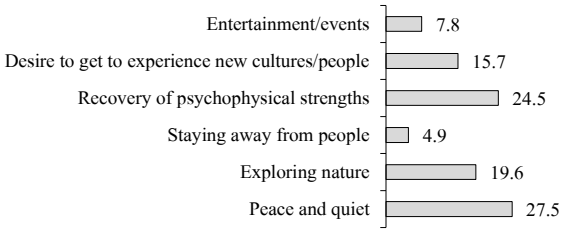

Figure 1. The need for tourist trips (%) (results do not add up to 100%)

Source: own study based on research.

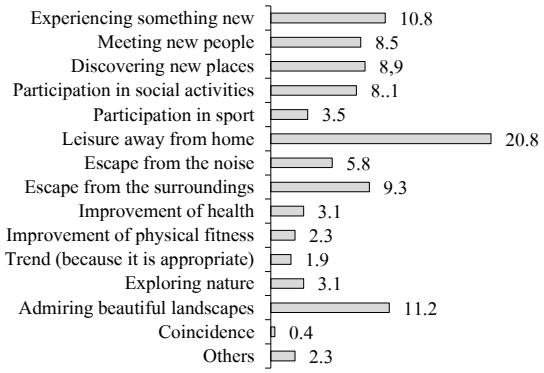

Figure 2. The motivations of tourist trips (%) (results do not add up to 100%)

Source: own study based on research.

Consumer and tourist behaviours

Identification of consumer behavior in the tourism market is extremely important for the creators of tourist service. Consumer behaviour (or consumption behaviour) represents one element of the wider human behaviour. Consumer behaviours are defined as a coherent whole activities, actions, proceedings relating to the choices in the process of meeting the needs of the consumer in certain social, cultural and economic circumstances (Kieżel, 2003, p. 17–18). Another definition specifies consumption behaviour as the way in which the consumer prioritises needs, chooses the goods and services for their satisfaction and uses possessions (Pohorille, 1980, p. 490). According to another definition, consumer behaviour relates to thoughts, feelings and actions that people take in the process of consumption, as well as environmental factors, that affect those thoughts, feelings and actions (Peter, Olson, 2002, pp. 6–7). On the other hand, F. Hansen treats consumer behavior as all the actions in the perception of consumers that make up for preparation of decision on product selection, making this choice and consuming (Hansen, 1972, p. 15).

In the case of tourist behavior, the distinction is made on the basis of the specific tourist needs. According to T. Żabinska tourist behaviours rely on identifying the needs of tourism in general consumer needs, then acceptance, and consequently the decision: general (division of household budget), modal (the choice of how to fulfill the needs among the many alternatives) and specific (final purchase, or choosing a specific good or service) (Żabińska, 1994, pp. 29–31). Another definition considers tourist behaviours as all activities and actions taken by consumers with certain psychophysical predispositions related to choices in the process of meeting the needs of tourists in certain economic, social, demographic, and geographic conditions. The subject of tourist behavior is the consumer - the tourist, while the object is the process of satisfying the needs of tourists, which takes place during the event and tourist travel and is related to the use of the utility value of tourism products in the space of tourism. It is worth noting that this process is conditioned economically, socially, demographically, culturally, politically, legally, etc. (Niemczyk, 2012, p. 100).

In the case of tourist behaviour among young people, the analysis can be done in a broader context. Tourism for this social group is undoubtedly a good tool for personality development, lifestyle changes upon contact with nature. In addition, it serves regeneration of psychophysical strengths and allows relaxation and recreation (Gierczyk, Ocieczek, 2001, p. 70). According to K. Żelazna, referring to the tourist behaviour of young people one could use a model composed of four stages, the so-called model of consumer behaviour and buyer of tourism services (Żelazna, 2012, pp. 28–31):

1. The first stage – the disclosure of the tourist needs, including physical and spiritual needs.
2. The second stage – the active search for information that is limited to manufacturers and sellers of tourist events, their own experience, the experiences of family or friends and the use of: the Internet, television, radio, advertising and promotional materials.
3. The third stage – consumption, that is, the use of selected tourist offer.
4. The fourth stage – the collection of experiences and consolidation of impressions on the tourist offer.

The study group of students opts for tourist trips usually once (39.2%) or twice a year (32.9%). Almost 30% of respondents travels frequently, but these are mainly shorter, weekend trips, which in this group of respondents represent 40.8% of all tourist trips. A weekly or two-week departure is taken respectively by 31.6% and 18.4% of respondents. Trips longer than two weeks are 9.2% of the total number of trips and are mostly trips that combine both leisure and compulsory training which is the condition for completing a degree in the field of Tourism and Recreation. In the case of student mobility, a very large part (40.8%) is spontaneous trips. These are usually short trips, initiated by a group of friends. The planned trips represent 59.2% and are mostly longer holiday trips. The length of trips is usually dictated by financial considerations (57%) and the length of leave (40.5%). Another factor influencing the length of stay given by the students is apprenticeships (2.5%). Figure 3 shows the distribution of student tourist trips in a calendar year. The results are not a surprise, for months the most popular are holiday months July (31%) and August (31.7%) and June (12.7%) and September (9.5%). There are also popular departures associated with May outings (4.8%). In turn, the winter months are related with New Year's Eve and ski trips.

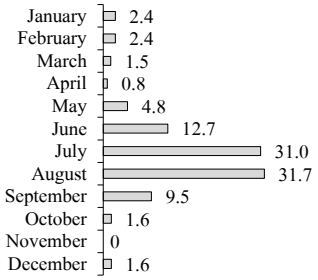

Figure 3. The term of tourist trips (%) (results do not add up to 100%)

Source: own study based on research.

For tourist trips students usually choose the company of friends and acquaintances (73.1%). Trips with the family are less popular (24.7%) among this social group. Only 2.2% of young people have decided on a solo trip. A characteristic feature of student mobility is also a way of organizing the trips. The majority of respondents (83.7%) arranges trips by themselves. Trips bought at a travel agency are taken by 10.1% of the surveyed students and it must be emphasized that these are rather longer trips, spent with family. Only 6.2% of the respondents decided on a trip organized by another intermediary. In this group, the most popular destination turned out to be sports camps.

It should be noted that transport plays a very important role in meeting the needs of practicing tourism. First of all, it acts as a mean of communication, which allows tourists both reaching and moving at a tourist destination. In this context, the choice of means of transport for a potential tourist seems very important. There are many criteria for this choice, and the most important are: objectives and types of tourist travel, the quality characteristics of the mean of transport, the cost of travel, distance and geographical location of the destination (Gosik, Zimon, 2014, p. 43).

Students usually arrive by car at the holiday destination (60%). Trips by rail and bus were chosen by respectively 15.8% and 10.5% of respondents. Flying by plane was picked by 9.5% of respondents and other forms of transport by 4.2%. Among other forms there were mostly bicycle trips and hitchhiking. In the case of a holiday destination chosen by students the most popular were the sea (25.9%). Urban tourism appeared to be equally popular among the young. The city as a destination was indicated by 25.3% of people (Figure 4). Another choices were mountains (16.7%), rural areas (12.3%) and lakes (13%). Forests (6.2%) proved to be the least popular.

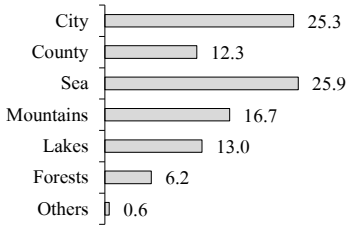

Figure 4. Place of rest during tourist trips (%) (results do not add up to 100%)

Source: own study based on research.

When choosing a holiday destinations the researched group of students usually followed the suggestions of family or friends (35.6%). Further, respondents pointed to coincidence (18.4%), the need to get to know (13.8%) and family reasons (12.6%). Other motives that served surveyed students were social reasons (8.1%) and habit (6.9%). Only 2.3% of respondents pointed to health reasons and others, and among others, the most common reason was internships (Figure 5).

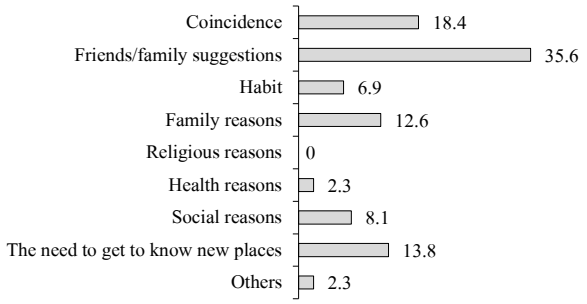

Figure 5. The main reasons for tourist trips (%) (results do not add up to 100%)

Source: own study based on research

In the case of the examined group of students the most common place for accommodation turned out to be private accommodation (24.2%) and the house of family or friends (23.2%). These

results are not surprising, since this is accommodation, which requires the least financial investment, which in the case of students is a very important issue. Further indications were related to hotel and guesthouse. These bases of accommodation were used most often by respondents who spent holidays with their family. The resort and agritourism was pointed out respectively by 9.1% and 6.1% of students (Figure 6). Other responses were camping (4.1%), camp site (4%) and the motel (3.1%).

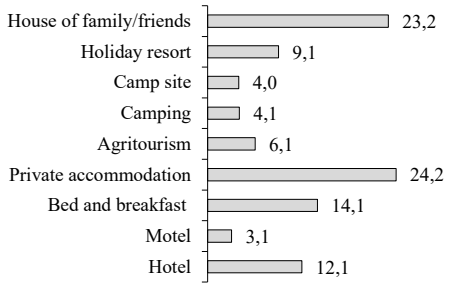

Figure 6. Accommodation used during travel (%) (results do not add up to 100%)

Source: own study based on research

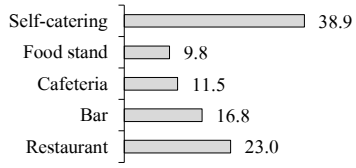

Figure 7. Catering respondents used during travel (%) (results do not add up to 100%)

Source: own study based on research.

Indications used for the catering base (Figure 7) are related to the nature of the accommodation. Most of the surveyed students chose a self-catering holiday (38.9%). Those who stayed in the hotel and bed and breakfast enjoyed the meals in the hotel's restaurants and cafeterias. Bars (16.8%) and food stands (9.8%) were also popular.

Conclusions

The research have shown that students' holiday trips are characterized by certain specifics resulting from the nature of this social group. Almost 30% of respondents choose to go away more often, but for a shorter, weekend trips. This is because of economic considerations, as well as the fact that at present a large number of students combines studying and working part-time. On one hand, having their own funds they can afford frequent trips, on the other hand they are dependent

on the length of leave and the course of study. It turns out that the students usually leave during the summer months. They choose friends and acquaintances to be their travelling company. The most popular destination among young people is the sea, but they are equally eager to cultivate urban tourism. Students usually leave under the suggestions of friends or family. They sleep usually in private houses or in the houses of family / friends, and they choose a self-catering holiday. The main need for mobility of students is the need to rest. On the other hand, considering the motivations that drive them to the decision to leave, the most important is the desire to rest, but also curiosity, the desire to meet new people, as well as the desire to get to know and explore new places and cultures.

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Zachowania konsumpcyjne na ryku turystycznym. Motywacje i potrzeby wyjazdów wakacyjnych studentów kierunku turystyka i rekreacja

Słowa kluczowe

zachowania konsumpcyjne w turystyce, motywacje i potrzeby w turystyce

Streszczenie

Celem artykułu jest identyfikacja wakacyjnych wyjazdów studenckich. Szczególną uwagę zwrócono na zagadnienie potrzeb, motywów i zachowań turystycznych tej grupy społecznej. Studenci jako specyficzna społeczność z racji ograniczonych nakładów finansowych, a jednocześnie z dużą ilością wolnego czasu, stanowią ważny segment rynku wyjazdów turystycznych. Rozpoznanie tej specyfiki ważne jest zarówno dla osób zajmujących się organizowaniem turystyki, jak i świadczących usługi niezbędne dla obsługi ruchu turystycznego.

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TWO GENERATIONS OF BACKPACKERS. IDENTIFYING THE MULTISECTIONAL STRUCTURES OF BACKPACKING TOURISM PARTICIPANTS IN POLAND

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Keywords | alternative tourism, backpacking, the elderly, travelling, Poland

Abstract | Backpacking is still an unrecognised issue in Poland. A survey research performed in years 2013–2014 was to identify the demographic profile of the Polish backpackers. The representative group was chosen with the purposive sampling method. The identity and demographic criteria were assumed basic for the selection. The respondents were 100 representatives aged 18–25 years and 100 people aged 60–75. A survey questionnaire was applied to identify and describe the multilayer structures of the backpacking movement in Poland. The paper presents results reflecting the socio-demographic aspects of the Polish backpacker tourism among the young and elderly generations.

Introduction

Backpacking constitutes an element of the model of alternative and unconventional tourism, and, therefore, of the niche tourism. The backpacking movement in the world emerged in the early 1980s. However, if one assumes drifting to be the prototype for backpacking (Cohen, 2003), it can be stated that the latter already has its own universal traditions: both historical and psychosocial

(Aitchison, 2003; Jarvis, Peel, 2005; Pearce, 2006; Fischer, Rostami, Peet, Dean, Debattista, Allen, 2010; Tomazos, 2015).

The idea of backpacking is also present in the Polish travelling experience, although it appeared relatively late in Poland. Until 1989, because of the political situation, hindering free border crossing, any individual travelling initiatives were restricted. The socialist authorities introduced passport and foreign currency limitations, which efficiently made passing the borders of the Polish People's Republic impossible. The territory of tourist activity was narrowed down to the countries being part of the Council for Mutual Economic Assistance, e.g. to the areas of the Soviet Union, Bulgaria, Czechoslovakia, Romania, Hungary, the German Democratic Republic (Gaj, 2006). When the marshal law was introduced in Poland in 1981, all instances of tourist movement were absolutely blocked. The borders were closed, and any tourist travelling forbidden. Also, the activity of travelling agencies was suspended. The political freedom to undertake tourist journeys emerged as late as in 1989, whereas the economic one – by the end of the 1990s. Poland slowly began to be open for information on various types of travelling that had already been developing in industrialised countries for a long time. At the beginning of the 21st century, backpacking emerged in Poland. After about 10 years, it became a distinguishable form of travelling, with its own methodology, style, and model, although it still remains a very unpopular and niche phenomenon. It presents a new and unrecognised issue also from the scientific point of view. Out of the research set that refers directly to the topics concerning the Polish backpacker tourism, one can point among others: Dłużewska (2004); Wiza (2013, 2014); Patyra, Dłużewska (2015); Jabłonkowska (2013, 2014). Clear, in-depth analyses are still lacking.

The purpose of the research presented in the paper was to identify and describe the multilayer structures of the backpacker tourist movement in Poland against the background of known foreign references, with emphasis laid on comparing two tourist groups: younger and elderly ones.

The described study is a continuation of research carried out in years 2011–2013 concerning the types of alternative tourism in Poland. The results will allow for gathering knowledge on the new (multiple) forms of travelling undertaken, among others, by Polish individual tourists. The article constitutes merely an introduction to the study issues.

Material and methods

The adopted research tool was a survey questionnaire. The authors used the basic paradigm of the questionnaire that had been employed by Jabłonkowska (2013) in the diagnosis of the Polish backpacker environment in previous years; the questionnaire was slightly modified for the needs of the present research. One type of questionnaire was constructed for both study groups. It was adjusted to the specificity of the performed analysis: edited in the Polish language, it included questions concerning the respondents' socio-demographic features (e.g. sex, age, profession, place of residence, financial status, education).

The study was conducted between October 2013 and June 2014. As it was not possible to perform comprehensive research (because, among others, of the lack of any quantitative research in

the field of the Polish alternative tourism), the authors had to narrow the study to a sample chosen with the use of the purposive sampling method. It was acknowledged that a representative group would consist of people fulfilling two basic criteria at the same time: the identity one (they should admit their own participation in backpacking tourism) and the demographic one (allowing to locate the respondents in a group of either young people, within the age range of 18–25 years, or elderly people, aged 60–75). The respondents were recruited from websites and forums devoted to alternative tourism, as well as by means of social inquiry with the snowball sampling method.

The author realises that the presented survey research does not measure the whole population of the Polish backpackers. It seems extremely difficult to recruit a representative group of respondents with the use of randomization in the Polish research area, as the Polish backpackers still constitute a niche group to a significant degree, and they are extraordinarily scattered. There are no places allowing for a direst contact with them, which hinders collecting a random group in conditions that would make polling available.

Initially, 104 young people and 108 elderly people were recruited to the research. After the frame classification, which focused on the necessity to fulfil two criteria at the same time: the identity one and the demographic one, 200 people were included in the research (100 aged 18–25 years and 100 aged 60–75 years[1]). Equal number of respondents were left to the analysis in each research group, which assured compatibility. The polling was carried out in direct contact (35 young people and 32 elderly people), by telephone (18 young people and 50 elderly people), and via e-mail (47 young people and 18 elderly people).

The socio-demographic analysis comprised four modules, which especially characterise the type of travelling, according to foreign sources that present the contemporary state of backpacking research. These are: the demographic module (age, sex, place of residence); the relational module (marital and family status); the educational module (educational degree); the professional module (professional and financial status).

The result analysis was performed with the use of the statistical packet PQStat ver. 1.4.2.324. The relations between the distribution of questionnaire answers and the group of respondents were analysed with the chi^2 test and the Fisher exact test. The probability at the level of $p < 0.05$ was assumed significant, and the probability at the level of $p < 0.01$ was assumed highly significant.

Demographic conditions of the Polish backpackers

Age category analysis

All the studies performed abroad so far emphasise features characteristic of backpacking (the classifying features). It is pointed out that this type of tourism is practiced especially by young people, most often at the age of 18–33 years (however, the age group of 22–27 years seems particularly

[1] Seniors, brought up in the traditions of tramping tourism, were also recruited. According to Cymańska-Garbowska and Steblik-Wlaźlak (2011), among others, both types of travelling present a methodological identity in the culture of the Polish tourism.

active in the field). Backpacking is markedly popular among those who have already reached an education level but still have not gained an established position on the job market or, after several years of working experience, have not yet entered the following stage, described as 'life stabilization'. Sørensen (2003, p. 851–854) points out that backpacking is most often undertaken by people in the so-called transitional periods, brought about by the need to 'break away from the routine before it is too late'. However, a rapid statistical change in the age structure of backpackers can be observed in the recent years. The movement is being joined by the elderly in a more and more noticeable way. A report from 2006 informs about a rise in the activity of elderly backpackers by 4%, especially those travelling in Southern Africa (ECI Africa, 2006); the Ministry of Tourism report from 2009 points at a 10% higher participation of elderly backpackers in journeys in Australia and New Zealand (Backpacker sector New Zealand, 2010).

This unusual phenomenon reorganises the previous theories, extending the analysis realm by a new factor – an elderly person. In the 1990s, Pearce (1990) anticipated that backpacking would undergo constant changes. This is, according to Cohen (2011), a natural implication of the social changes in backpackers' self-perception. Backpacking is beginning to be perceived more as a way of life. Therefore, it is not characterised by the age of participants any more but – according to Sørensen (2003) – by their self-consciousness of travelling.

The analysis of the data collected by the author during the research performed among the Polish backpackers allows to show the validity of the thesis put forward by Sørensen (2003); what is more, it makes the thesis more precise, assuming the division into the two age groups. Figure 1 presents the age of the respondents, split into three sections, which reflect the transitional periods according to Sørensen. Young people (respondents) are ascribed the segment of early adulthood (after the maturity examination): 18–19 years of age; the segment of arising independence (graduates from bachelor degree studies and youth with learned profession): 21–22 years of age; and the segment of adulthood (graduates from master degree studies or people after the first years of working experience): 23–25 years of age. In the case of the elderly (respondents), the following segments were distinguished: the early retirement segment: 60–64 years of age; the segment of early old age: 65–69 years of age; and the pre-senile segment: 70–75 years of age (Steuden, 2011).

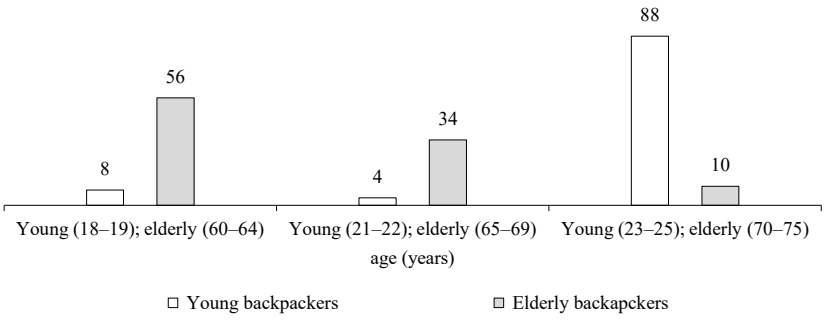

Figure 1. The structure of the examined sample of the Polish backpackers according to age (%).

Source: own construction.

A highly significant ($chi^2 = 121.76$, df = 2, $p < 0.0001$, Fisher exact test $p < 0.0001$) dependence of backpacker activity on the age group was observed. The backpacker activity in the particular age groups demonstrates inverse proportionality (Figure 1).

With the passage of years, the demand for backpacker tourism rises among young respondents and decreases among the elderly ones. The most numerous group of young backpackers are the 'young adults', aged 23–25 years (the third segment, 88%); the most numerous group of elderly backpackers are the 'early retirement' segment, aged 60–64 years (the first segment, 56%).

Backpacker tourist activity with reference to sex

In the international research literature, the category of sex in backpacker tourism has not been precisely defined. The results published so far are variable. Their diverse value does not allow to grasp the backpacker activity in the context of sex determination (e.g. Loker-Murphy, 1996; Murphy, 2001). However, Sørensen (2003) tries to point in his research at a noticeable difference emerging from studies performed among the backpacker environment in the developing countries. Here, Sørensen observes an increased activity in the male population (60/40).

Nevertheless, the research among the Polish backpackers does not provide evidence for straightforward opinion-forming declarations (Figure 2).

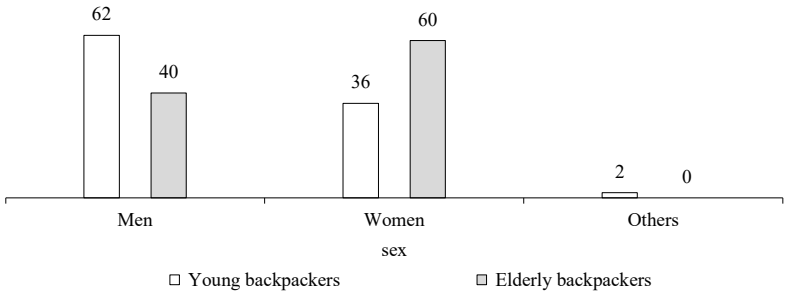

Figure 2. The structure of the examined sample of the Polish backpackers according to sex (%)

Source: own construction.

A highly significant ($chi^2 = 12.74$, df = 2, $p = 0.0017$, Fisher exact test $p = 0.0007$) dependence of sex distribution on the research group was observed. The majority of young respondents are men, whereas the majority of elderly respondents are women.

The results presented in Figure 2 allow for a conclusion that there is a certain inverse proportionality within the age categories. Among the respondents of the young generation, the number of men prevails with reference to the general number of the analysed subjects by as much as 26%. Among the elderly respondents, the number of women prevails by as much as 20%. The proportions

change with age: the older the respondents of the Polish (backpackers), the bigger participation of women in the type of alternative tourism under discussion.

Agglomeration tendencies in the development of backpacking

The international studies concerning backpacker tourism present the subject with reference to nationality, pointing at the remarkable activity of backpackers from North America, Australia, Asia, and Western Europe (especially from Great Britain, Ireland, Germany, or Scandinavian countries) (Sørensen, 2003; Pearce, Murphy, Brymer, 2009). The activity analyses related to specific countries do not provide information on the respondents' place of residence; however, backpackers' declarations mentioned in the papers include phrases indicating their city agglomeration origin (e.g. Wilson, Ateljevic, 2008).

In the group of the Polish backpackers taking part in the questionnaire, a highly significant dependence was observed between the place of residence and the study group, which could modify the opinions put forward in the world literature so far (Figure 3). The vast majority of respondents live in big cities. In the city classification, the division according to dimension classes was applied. Thus, big cities (over 100,000 inhabitants), medium cities (20,000–100,000 inhabitants), and small cities (under 20,000 inhabitants) were distinguished.

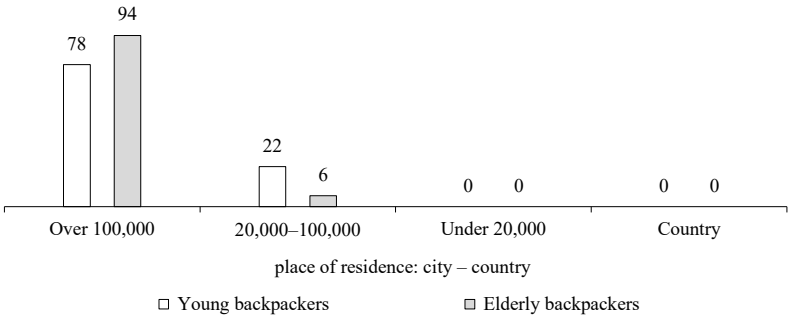

Figure 3. The structure of the examined sample of the Polish backpackers according to the place of residence (%)

Source: own construction.

A highly significant ($chi^2 = 10.63$, df = 1, p = 0.0011, Fisher exact test p = 0.0018) dependence of the place of residence distribution on the research group was observed. In both age groups, inhabitants of big cities prevail, although in the group of elderly respondents-backpackers the predominance turns out higher than in the group of young respondents-backpackers.

The basic place of residence of the questionnaire respondents were cities with a considerable socio-economic potential, referred to as big ones. As many as 94% of the elderly respondents included in the research and 78% of the young respondents come from these cities. None of the respondents pointed at a city of under 20,000 inhabitants or a country as their place of residence.

Smaller centres in Poland are characterised by the so-called depopulation, resulting from unfavourable migration of the inhabitants, which is especially emphasised in demographic studies. The migration movement, oriented towards big urbanised centres, seems to be conditioned not only by the own economic and industrial development dynamics of the cities, but also by the scale of possibilities offered by cities to their inhabitants. The obtained result can therefore prove that backpacker tourism, both in the case of young respondents and elderly ones, is the type of tourism that meets the social and economic needs of people focused on their own development and self-realisation.

The marital and family status of the Polish backpackers

MacCannell (1992) notices that tourism develops, among others, on the basis of the emotional needs of people who, faced with the experience of social relations marked by artificiality and triviality in the local (or sometimes family) environment, look for real sensations, sincere relations, communities open to universal values and inter-cultural dialogue in remote geographic and cultural spaces. It therefore seems justified to suggest, as Riley (1988) already wrote, that backpacker travelling constitutes tourism of emotional crossroads. And it is not the question of a contemporary form of drifting. Backpackers, wherever they go and whatever their emotional reasons are to leave their family sites, always have the idea of coming back in mind (Sørensen, 2003).

Introducing the marital and family status analysis of tourists (both young and elderly) into the research on the Polish backpacking was supposed to indicate if there existed the motif, mentioned, among others, by Riley (1988), of the emotional crossroads or transitional periods associated with family experience in the Polish two backpacker generations (Sørensen, 2003).

The marital and family status of both young and elderly respondents was analysed (Figure 4).

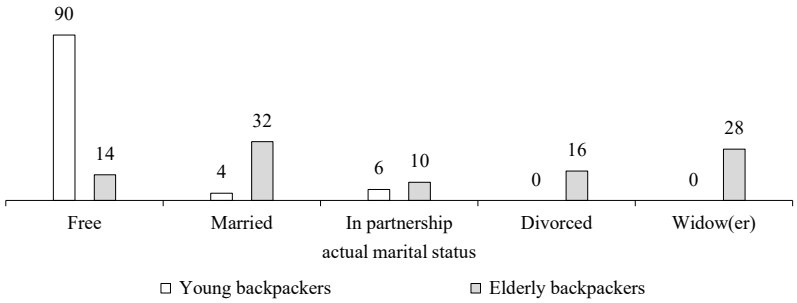

Figure 4. The structure of the examined sample of the Polish backpackers according to the actual marital status (%)

Source: own construction.

A highly significant ($chi^2 = 122.32$, df = 4, $p < 0.0001$, Fisher exact test $p < 0.0001$) dependence of marital status distribution on the research group was observed. The free status consists the

dominating category in the group of young respondents; the most frequent answers in the group of elderly respondents refer to being married or being a widow/widower.

The vast majority of young respondents do not declare relational commitments legitimised by marriage. They are self-reliant, independent, unhampered. Among young respondens-backpackers, 90% of respondents point at the free status, only 4% are married, and 6% share their lives with a partner. In a question supplementing the basic questionnaire issues, young backpackers emphasised that they did not want to enter stable relations or family responsibilities (80%), did not feel mature enough to take vital decisions (67%), still had time for responsibilities (79%), wanted to take advantage of the time space between the completion of the education process and the necessity to take a job (90%), had to do something for themselves (66%). All young people in the study declared the lack of children. Out of this age group, 49% share their household with the parents, 10% share their household with the spouse or partner, and 41% earn a living on their own.

Respondents from the elderly generation represented a different point of view in this issue. Out of this group, 32% subjects are married, 28% are widowed, 16% are divorced. Living in an informal partnership relation is declared by 10%, and 14% represent free status.

Even if the analysis of marriage and family relation attitude of the young respondents allows one to agree with the foreign researchers' suggestions which refer to taking advantage of the so-called transitional periods by backpackers, the thesis dos not prove true in the group of elderly respondents in Poland. Here, relational factors dominate. The elderly specified their questionnaire answers by pointing out that their marital or family situation did not impact their choosing backpacker type journeys as they did not feel limited in this matter (71%), they travelled with the consent and approval of the spouse/partner (40%), they did not have family responsibilities which would hinder or restrain realising their travelling aspirations (70%), the time of duties in their lives had already passed, and they could enjoy their lives now (88%), they had arguments with the closest family and the journeys helped them compensate for the hardship of bearing negative emotions (7%), they had too little time to wait for realising their travelling aspirations any longer (89%).

Family responsibilities of elderly people (respondents) do not determine their free time or restrict their choices as for the way of spending it. Seniors-respondents travel, freely filling their retirement time, and realise their tourist needs that have not been satisfied before (first, for political reasons, then for family reasons, associated to a high degree with the Polish socio-cultural and economic conditions of the 20th century) without the pressure of constant duties. Elderly backpackers' journeys, besides the issue of the limitations resulting from the transitional periods, seem to be a suspension 'in between'. The only pressure, not openly discussed, but remaining effective in the elderly people's self-consciousness, is the race against death. Among senior respondents, 12 people pointed very clearly that 'to be in time' was their important life responsibility.

The capital of the Polish backpackers' academic education

According to Richards and Wilson (2003), backpackers are educated people. Out of the respondents participating in the research, 70% declared belonging to an academic community, and

some of them stated that they studied two faculties simultaneously. Sørensen (2003) claims that backpackers are often characterised by an outstanding level of education as compared with the mean level in their family countries. In the case of younger backpackers, in turn, who have not graduated from a university yet, continuing academic education can be observed after the journey. Niggel and Benson (2008), as well as many other researchers in the field, emphasised that there existed a dependence between backpackers' educational level and their preferred type of tourism. A kind of inter-relation between these factors can be noticed: education provides knowledge and skills necessary to plan, organise, and realise journeys; backpacking, on the other hand, opens the perspectives to understand and value various aspects of human life and human culture.

This specific parallel is also confirmed by the results of the analyses performed among the two groups of respondents (Figure 5).

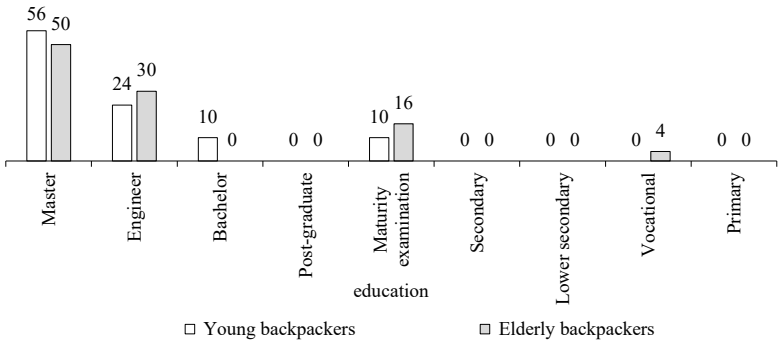

Figure 5. The structure of the examined sample of the Polish backpackers according to the education level (%)

Source: own construction.

A highly significant ($chi^2 = 16.39$, df = 4, p = 0.0025, Fisher exact test p = 0.0010) dependence of education level distribution on the research group was observed.

In both groups, the level of academic education turned out rather high. A master degree was declared by every second respondent in both the young group (56%) and the elderly group (50%). In the other segments the results were similar, too. An engineer degree was pointed at by 24% of the young people and 30% of the elderly. Every tenth respondent from among the researched backpackers gains their backpacker experience after the maturity examination. It can be observed that the lower age limit in active backpackers is decreasing all around the world. In the present research, however, no such phenomenon was perceived. In the community of the studied seniors, merely 16% completed their maturity level education. The only inconsiderable difference between the two groups can be recognised at the level one but last. Among the young respondents, there was no person with practical vocational education; in the elderly group, this kind of education was declared by 4% of the respondents.

The results of the presented research point at some dependence between the choice of the type of alternative tourism (backpacking) being discussed and higher education in the group of respondents. The most significant justification for the inter-relation of education level and backpacking is the motivation that connects both elements, constituting an inspiration for undertaking tourist activity within. The desire to broaden one's general knowledge (in various areas, such as culture, geography, nature, politics, religion, history), to engage in social relations, to experience a wide range of adventures and self-realisation, to verify one's own capabilities – is basically conditioned by the level of education and the need for self-development, one of the factors of extending education.

Economic and occupational conditions of the Polish backpackers

Professional qualifications

In the foreign sources, no detailed analyses of backpackers' professional situation is provided. Foreign studies are limited to selected segments of demographic assessment, mainly because the target group was chosen from among students and people not old enough to have any professional experience yet.

The research performed among the Polish group of backpackers also demonstrates that people under the age of 25 years most often have not graduated from a university yet or are in the so-called transitional period at the moment (Figure 6).

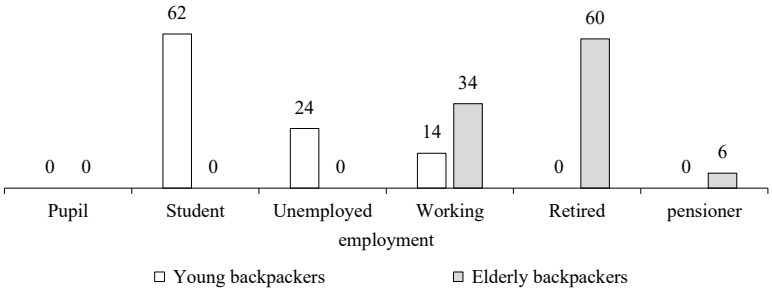

Figure 6. The structure of the examined sample of the Polish backpackers according to employment (%)

Source: own construction.

A highly significant ($chi^2 = 160.33$, $df = 4$, $p < 0.0001$, Fisher exact test $p < 0.0001$) dependence of employment on the research group was observed.

The most numerous group among the young respondents were students (62%), among seniors – the retired (60%). Both students and retired people comprise more than a half of the respective age group. Their engagement in the type of tourism called backpacking is not associated with the necessity to adjust to a strictly defined time of employee leave. Temporary independence (both in

the study period and during retirement) favours longer journeys, and travel calendar arrangement according to the needs, without any limitations.

The research did not indicate, however, if the respondents classifying themselves as students are students of a university and employees at the same time. In the complementary questionnaires, retired backpackers emphasised that they did not involve in additional professional responsibilities because they wanted to assign the last period of activity given to them, as well as the retirement benefits, worked out through the lifetime, for travelling (75%), for personal development (59%), for exploration and discovering (87%), for being active (81%), for themselves (41%). Young respondents revealed astonishingly similar perception of the advantage of responsibility-free time value with reference to backpacker travelling. They are, too, on the threshold of activity, yet on the opposite pole – the initial one. They want to assign the last period of professional and social independence for travelling (91%), for getting to know other cultures (87%), for adventure (94%), for verification of their own capabilities (61%), for fun (45%).

Among the senior respondents, there was a group (slightly over 1/3, 34%) of people still active in the professional field (60% in the private sector, 11% in the sector of trade and services, 29% in the sector of education). Out of the elderly respondents, 6% were pensioners.

The professionally active young representatives of the researched backpacker community (14%) declared various places of employment (most often temporary): 71% in the trade and services sector, 29% in the tourism and recreation sector.

No unemployed person was found among the senior respondents; among the young ones, only 24% were unemployed.

The financial situation

One of the basic features the are indicated to define backpacking is the low cost, associated in the foreign literature of the subject with the economic situation of this tourism type participants. It is emphasised that backpackers' limited financial resources favour decisions to choose this alternative tourism type, providing the possibility of inexpensive travelling. Therefore, backpackers prefer inexpensive accommodation, inexpensive means of transport, inexpensive food etc. This is why O'Reilly (2006, p. 1005–1006) maintains that the specificity of individual travelling would be much better reflected by the term 'budget travelling', not 'backpacking'.

In the Polish reality, inexpensive travelling does not basically result from economic motives, which is proved by the results of the respondents' financial situation study in the two research groups. The results are illustrated in Figure 7. In order to achieve a reasonably objective outcome, the authors employed the indices of a monthly income per one person in the family (net income). The backpackers' individual income was not taken into consideration, as these data would not reflect the actual situation: many people aged 18–25 years make a living with the help of scholarships, parents' support, and other sources of financial means (e.g. seasonal work, odd jobs).

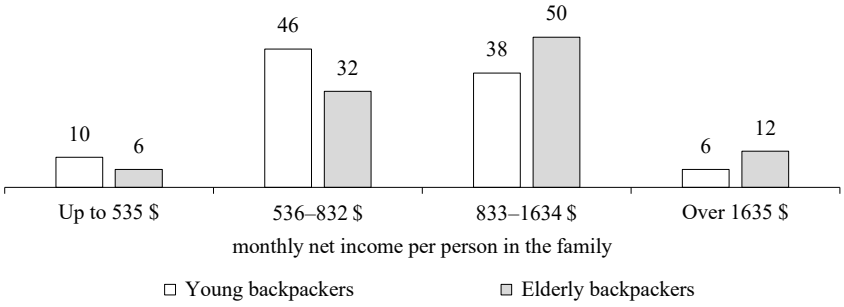

Figure 7. The structure of the examined sample of the Polish backpackers according to the financial status[2] (%)

Source: own construction.

No significant ($chi^2 = 7.15$, df = 3, p = 0.0673, Fisher exact test p = 0.0694) dependence was observed between the assignment to a group according to the income level and belonging to a research group according to age.

Many surveyed backpackers were classified in the monthly financial range between 833 and 1634 USD per person (38% of the young respondents, 50% of the elderly ones). This result implies that a vast majority of backpackers, declaring participation in low-cost tourism, do not belong to the worst-paid group. As few as every tenth person out of the young respondents and even fewer from among seniors had their place in this segment of people living within the limits of the so-called national minimum wage[3]. When counted together with the percentage of respondents whose monthly income does not exceed 832 USD per person, the total contribution of young backpackers with this income level turns out higher as compared with backpackers declaring medium or higher income level (56% vs. 44%); in the elderly group, the proportion is opposite (38% vs. 62%). Although the group with the highest income is relatively not very numerous (6% of the young respondents and 12% of seniors), it should be noted that they constitute almost 1/5 of all the surveyed backpackers.

Conclusions

Broadening of the research on backpacking being carried out throughout the world, in a wide context and at an exceptionally high level, with a new study area – Poland – enables complementing the knowledge on backpacking. The performed survey allowed to describe the backpacker tourist movement in Poland, with a special emphasis on comparing two groups of backpacker respondents: young and elderly ones. The presented paper, comprising the survey among the elderly backpacker sector, seems to be ahead of foreign research.

[2] Counted according to the exchange rates of Narodowy Bank Polski (National Polish Bank) of November 19, 2014, 21:45 (1$ = 3.3655 PLN).

[3] Since January 1, 2014 the minimum net wage in Poland equals 369 $ (80%, i.e. 295 $ in the first year of work).

In the socio-demographic context, the results allowed to outline several factors, which, although appear to differentiate the two surveyed age groups, remain common for them in a sense – at least in the studied plane. When analysing the age groups of both young and elderly respondents (participants of backpacker tourism), one can observe that neither the very early stage of entering adulthood nor the very late phase, associated with crossing the threshold of senility, is specific for backpacker activity. Among the surveyed subjects, most people travel at the age of 23–25 years (the age of opening active maturity) or 60–64 years (the age of its coming to an end).

It is not possible to establish a special participation of one sex in backpacking, as both men and women travel. One can, however, notice a juxtaposition tendency in the configuration of both surveyed communities. The younger the research group, the less the participation of women; the older the group, the bigger their travelling activity.

Backpacker journeys (regardless of the age group) are mainly the domain of respondents living in cities of over 100,000 inhabitants. City agglomerations seem to develop travelling motivations, as well as provide the essential tourist background (free access to transport, intellectual, and social infrastructure).

Statistically, with reference to both surveyed groups (young and elderly), backpacking is a type of tourism of educated people, without family or professional responsibilities, and – if of those connected with business, the setting is mainly services or the private sector.

The last of the presented issues referred to the backpackers' financial situation. The vast majority of foreign studies emphasise the low-cost trait of backpacking. In the Polish reality, this feature should not be perceived in the light of the respondents' poverty, but through the reference to their choices. As it seems, it is not any shortage that induces the choice of budget travelling, but the willingness to change the economic status for a holiday.

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Dwa pokolenia backpackerów. Identyfikacja wieloprzekrojowych struktur uczestników turystyki backpackerskiej w Polsce

Słowa kluczowe

turystyka alternatywna, backpacking, seniorzy, podróże, Polska

Streszczenie

Backpacking w Polsce jest zagadnieniem wciąż nowym i nierozpoznanym. Aby znaleźć odpowiedź na pytania o profil demograficzny polskich backpackerów, przeprowadzono od października 2013 do czerwca 2014 roku badania. Do wybrania grupy reprezentatywnej posłużono się metodą celową. Za podstawowe kryterium selekcji przyjęto kryterium tożsamościowe oraz demograficzne. Wybrano 100 osób z przedziału wiekowego pomiędzy 18. a 25. rokiem życia oraz 100 osób – pomiędzy 60. a 75. rokiem życia. Celem badania była identyfikacja i opis wieloprzekrojowych struktur uczestników backpackingu w Polsce. W artykule zostały zaprezentowane wyniki ukazujące społeczno-demograficzne aspekty polskiego backpackingu młodego i senioralnego pokolenia.

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ADAPTATION OF HOTEL ESTABLISHMENTS FOR BUSINESS TOURISM IN POLAND

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Keywords | business tourism, hotel establishment, offer

Abstract | This paper presents an overview of the issues related to the readiness of Polish hotel establishments to develop business tourism services. The main purpose is to evaluate the adaptability of hotel facilities to support business tourism in Poland. It presents the results of a survey, carried out amongst managers of selected hotels serving business customers across Poland. The results indicate that business tourism in Poland has development opportunities. However, for its effective utilisation, hotel establishments should develop their resources in terms of both quantity and quality.

Introduction

Progressive economic development, as well as market globalization, contributed significantly to the development of one type of tourism, business tourism, which is defined in the literature as business travel. The statistics from the Global Business Travel Association shows that global business travel spending hit a record amount in 2015 with $1.25 trillion USD. Future forecasts point to a further increase: 6.9 percent in 2016, 6.0 percent in 2017, 6.4 percent in 2018 and 5.8 percent in

2019 (GBTA, 2015). UNWTO (2015) statistical data indicates that business and professional travel represents 14% of total global inbound tourism.

Tourism should be an important part of the Polish economy, but the statistics clearly show that Polish tourism potential is not fully utilized. According to the WTTC (2015, p. 3) report the contribution of travel and tourism to GDP in Poland in 2014 amounted to: a direct contribution of 1.7% and a total contribution of 4.4%. The direct tourism and travel sector generated 1.7% of total employment, but overall this sector only generated 4.3% of total employment (WTTC, 2015, p. 4). So, it can be assumed that tourism in Poland, including business travel, needs a continuous process of adaptation to the high expectations of business customers. Business travellers require enterprises to achieve modern business service models and appropriate standards of tourism services. Therefore, there is a necessity for proper adaptation of tourist accommodation establishments.

This article primarily presents the aspects related to business tourism, with special regard to the quality and quantity of facilities for business travellers in tourism hotels. The purpose of the study is to evaluate the adaptability of hotel facilities for business tourism in Poland. Thus, it attempts to verify the research hypothesis: Polish higher standard hotels are well prepared to offer business travellers good standards. In order to verify the hypothesis an overview of the statistical data is presented, with the results of a survey, carried out amongst managers of selected hotels serving business customers across Poland.

Business tourism – selected aspects

In the twenty-first century business travel became an important form of tourism. "Business travel covers goods and services acquired by persons going abroad for all types of business activities" (UNWTO, 2008, p. 74). Davidson and Cope (2003, p. 3) suggest that "individual business travel comprises the trips made by those whose employment requires them to travel in order to carry out their work". Swarbrooke and Horner (2001, p. 3), beside the definition of tourism travel introduce the concept of tourism business. It is "the broader term which encompassed all aspects of the experience of the business travellers". Huang (2015, p. 1–2) emphases that "business tourism denotes the activities of persons travelling away from their usual place of environment for the primary purpose of work or business interests", but with exclusion of "all forms of commuting to work and regular working journeys in their local areas".

Weeden and Boluk (2014, p. 189–190) suggest that it is necessary to consider and compare business and leisure travel, because the boundaries between these categories can often be blurred. They specify two main differences between them, in respect of the decision-making process for the choice of final destination. Firstly, "business travel most often will only take place in urban areas, while leisure travel can be focused everywhere". Secondly, business travel "relates to the decision-making process behind a trip", because the employer usually makes decisions and pays for the travel. The business tourists may be people from various fields of science, business, members of various organisations, etc. They may be business owners, board members, employees or scientific staff (Sidorkiewicz, 2011, p. 22).

There are several main forms of business travel. Huang proposes the division of this form of tourism into: general business travelling ("off-site face-to-face meetings with business partners"), incentive trips (for employees' rewarding and motivation) and participation in large scale business events, including: conferences, conventions, exhibitions, and trade shows (Huang, 2015, p. 1–2). Celuch (2015, p. 37) distinguishes the division of business travels on: congresses and conferences, corporate events, incentive events and trade fairs. The main types of business tourism are presented and defined in Table 1.

Table 1. Typology of business tourism

Business tourism	
Conferences	Business meeting up to 200 participants
Congresses	Business meeting over 200 participants
Trade fairs, exhibitions, events for clients	Organised for the purpose of presenting or sale of products of the company
Incentive travel, meetings, events	Events, travel, meetings, incentive for employees which are a reward or motivation for a better job
Integration events: internal and external, for employees and for key clients	They allow to increase the frequency and intensity of contact between the actors and the cooperation between them.
Gratifying events	They are a form of reward for the employees and often their families
Corporate meetings	The aim is to discuss important aspects of the company
Training travels	Aimed at broadening the knowledge of employees, learning travels
Business trips	Business trips of single or more employees – domestic or international

Source: on the basis: Iwan (2012), p. 27.

Beaverstock *et al.* (2009, p. 195) distinguish the main forms of international business travels as: intra-firm travels (divisional and regional meetings, closing and opening new business units, solving problems outside the company), inter-firm (client relations, supplier relations, entrepreneurial explorations and negotiating deals), journeys connected with external stakeholders (local and national government-relations, media, chambers of commerce, etc.), and finally – learning travels (trade fairs, conventions, conferences). This classification of business travel can be transposed directly to the domestic tourism market.

However, business tourism has specific characteristics which distinguish it from other forms of tourism. Business travels take place during the implementation of work obligations, for the realisation of primary commercial purposes. Journey participants (especially workers "posted" to a location) usually cannot influence the choice of travel direction and their place of accommodation. The demand for this tourism offer is less dependant on seasonal changes. A characteristic is that business tourism is less sensitive to the level of prices, especially in high standard hotels. These conditions can determine the high profitability of tourism enterprises and their specialisation.

Accommodation facilities and their adaptation for business tourism in Poland: insights from data source

Business Travel plays a key role in the whole tourism industry, because of the profitability of this segment of tourism. Swarbrooke and Horner (2001, p. XIV) indicate the growing importance of business tourism, because of a "higher level of per head spending, than other types of tourism". Thus, business travellers are the main customers of most airlines and hotel chains, and business travels are the main form of tourism in many cities.

Statistical data from 2014, show that in Poland, a total of 18,820 business meetings and events were held. Table 2, shows how this number has been increasing since 2009, especially in the main business tourism categories. It is clearly visible that the number of corporate events and trade fairs increased until 2011, also that congresses and incentive events increased until 2012. After this period of time, the number of business tourism events and meetings began to decline in 2013, except for the corporate events. 2014 was a year of slow rebound in business tourism in Poland.

Table 2. Number of meetings and events according to their category in the years 2009–2014

Category	2009	2010	2011	2012	2013	2014
Congresses/conferences	2,127	6,420	9,873	10,622	9,186	10,318
Corporate events	1,221	9,669	10,715	4,657	6,202	5,558
Incentive events	295	903	4,051	5,305	2,029	2,272
Trade fairs	357	1,008	2,421	1,716	693	672
Total	4,000	18,000	27,060	22,300	18,100	18,820

Source: Celuch (2015), p. 37; http://www.poland-convention.pl/en/news/ premiere-of-the-report-poland-meetings-and-events-industry-2015 (20.02.2016).

In order to demonstrate the potential of business tourism in Poland, it is important to analyse the accommodation establishment statistics. The number of accommodation places in Poland is still growing. Although, it was reported, that between 2003 to 2005, saw the largest decrease in the number of beds. However, in 2011 it can be seen that a sharp increase in the number of accommodation facilities had started (Figure 1).

The Central Statistical Office (GUS) base of accommodation in Poland indicated in 2014, that there were in general 9,885 establishments. This number includes 3,646 (36.8%) hotels and similar establishments (including: hotels, motels, boarding houses and other hotel facilities), and 6,239 (63.2%) are other establishments (excursion hostels, shelters, youth shelters, school shelters and holiday centres). Hotels are the most numerous group of tourist accommodation establishments in Poland, and their numbers are increasing (in 2014 the number of hotels was 2,250 and this number increased by 6.8 percent compared to 2013).

The GUS report from 2013, enables to analyse the level of Polish accommodation establishments with specific adaptation for business tourism. 97 percent of 9,775 accommodation establishments were equipped for conferences, with conference rooms at that time. In the group „hotels

and similar establishments" 66.6% (3,485) of units were adapted for business tourism, but up to 81.5% (2,841) hotels were prepared to conduct a conference or meeting. In the second group „other establishments", 72.9% of training-holiday establishments and 26% holiday centres were adapted to organise conferences and meetings.

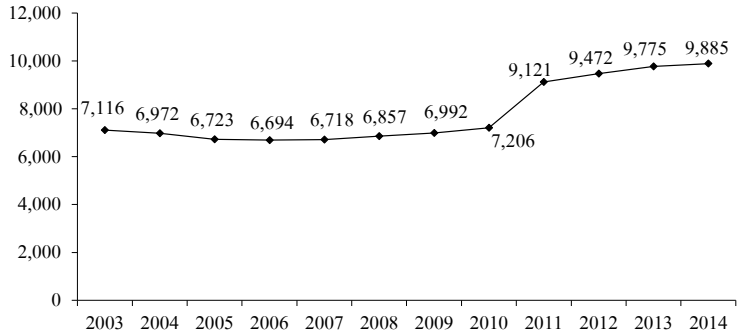


Figure 1. Tourist accommodation establishment in Poland (2003–2014).

Source: GUS (2011), p. 2; GUS (2013b), p. 83; GUS (2015), p. 126.

The percentage of hotels implemented the equipment which is necessary to offer business tourism services is presented in Figure 2. The results clearly show an inadequate level of facilities currently provided at an appropriate level, for business tourism services. The results clearly show an inadequate level of facilities to provide business tourism services at an appropriate level. The owners of current and future accommodation establishments should adapt their facilities to business tourism. Provision of this type of equipment could also improve other forms of Polish tourism service.

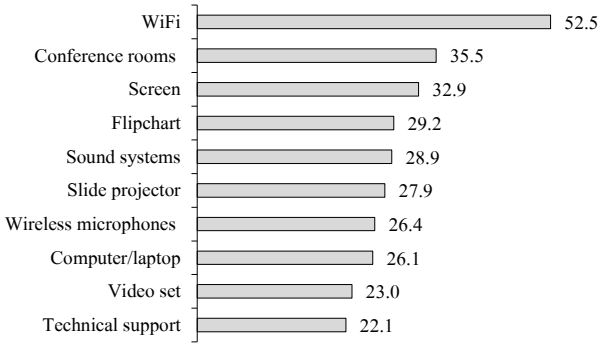


Figure 2. Percentage of accommodation establishments in Poland with conference and meetings equipment in 2013

Source: GUS (2013a), p. 5.

These facilities will have more and more importance, and thus accommodation enterprises will have to compete for business customers, which could potentially bring them bigger profits. From year to year the number of both bed places and support facilities (suitable for business meetings) are growing. Poland has a big opportunity to develop this form of tourism. The globalisation, economic development and central location in Europe promotes the development of business tourism in Poland.

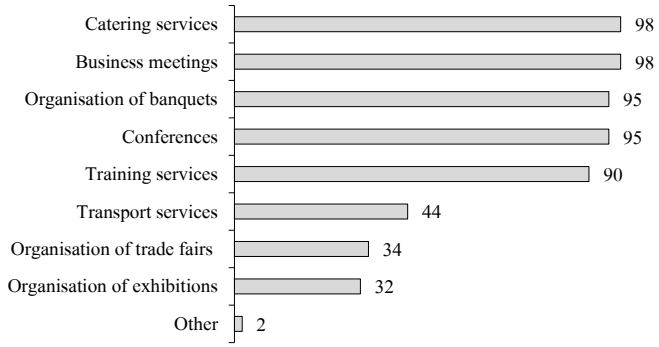
Levels of preparation of Polish hotels for business tourism, in the opinion of industry representatives

To achieve the objective and verification the hypothesis, established in the introduction, a questionnaire survey was conducted between 29.04.2014 and 13.05.2014. In this section, there were used information contained in the bachelor thesis: A. Byrdziak, *Perspektywy rozwoju turystyki biznesowej w Polsce*, written under the supervision of author of this paper, ATH, Bielsko-Biala 2014. The survey was sent to managers of accommodation facilities dealing with the organisation of business tourism, using e-mail and the Internet portal. The study covered hotels located in Poland, which offer services for business customers, and which organise business meetings.

The overall number of hotel facilities in Poland in 2014 was 2311. The sample study population was 261 hotels of 4 and 5 star quality that provide business tourism services through the website www.mice.pl. Every third unit was randomly selected from the list which equated to 104 hotels for the survey, this represented 40% of the population. 41 of these questionnaires were received back, which was 39% of the original research sample.

Amongst the correctly completed respondents questionnaires, the vast majority were located in city centres (59%), whilst significantly fewer (22%) were located on the edge of the city, and 20% for the city itself. Among the respondents 51% had been operating for 6 to 10 years, 32% had functioned for 5 years or less, while 17% were over 10 years old. The vast majority were 4 star hotels, representing 85% of the sample, while 15% were 5-star. Regarding size, the largest percentage of respondents had less than 50 rooms (32%) and 32% had from 51 to 100 rooms. 15% of hotels had 101 to 150 rooms, 5% of hotels offered 151–200 rooms, 12% 200 to 300 rooms, and finally 5% of the respondents had over 300. Among the respondents, 44% were representatives of small companies (up to 50 employees), medium-sized enterprises, from 51 to 250 employees, also made up 44%, and 12% of hotels were large companies, employing more than 250 people.

The actual survey contained 22 questions. This paper presents only some of those questions, in order to achieve the intended research objective, also from the point of view of business tourism services offered by the surveyed hotels (Figure 3). Almost every researched hotel offered: catering services (98%), organisation of business meetings (98%), organisation of banquets (95%), conferences (95%) and training services (90%).



Respondents could choose more than one answer.

Figure 3. Business tourism services offered by the surveyed hotels (%)

Source: results of survey research.

Of the surveyed hotels less than half (44%) offered transport services to their customers. Only a third of the hotels offered the option to organise exhibitions and fairs. Only 2% of respondents added that they organised incentive and integration events. Almost all respondents offered the main facilities and services for business customers. On the other hand, the majority of respondents declared their willingness to introduce new products to its business offer (Table 3).

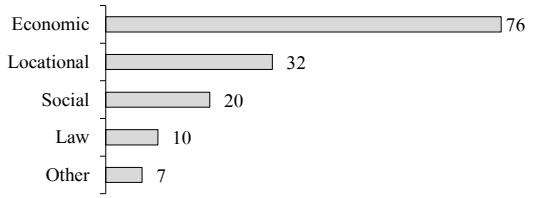
Table 3. Business tourism services – offered, not offered and implementable (%)

Services	Offered	Not offered	Implementable
Conferences	95	2	2
Congresses	51	34	15
Trade fairs	44	46	10
Exhibitions	46	39	15
Incentive events	88	7	5
Corporate meetings	100	0	0
Trainings	100	0	0
Consumer events	88	10	2

Respondents could choose more than one answer.

Source: results of survey research.

For the largest group of respondents (76%) economic barriers were the key factor limiting the development of this kind of tourism (Figure 4). The next place was taken by locational barriers, indicated by 32% of respondents. Social aspects were the most important barriers for 20% of the surveyed hotels. Much less, only 10% of respondents recognised legal barriers as the most important limitation. 7% of "other" responses were concerned with the lack of city support for business tourism development.



Respondents could choose more than one answer.

Figure 4. Barriers to the development of business tourism in Poland, in the respondents' opinion (%)

Source: results of survey research.

The results of the research indicate that every researched higher standardised hotel had at least one conference room and the equipment necessary to conduct main forms of the business meetings. The majority of the forms of business tourism (conferences, congresses, incentive events corporate meetings, training, consumer events) was available in the researched hotels. Less available are services connected with fairs and exhibitions. Business meetings usually last from 1 to 3 days, most rarely more than a week. Each of the surveyed hotels had the necessary equipment to carry out business meetings. Business clients had the opportunity to choose from different standardised rooms. More than half of the surveyed hotels sold services for 1,000 to 10,000 business customers per year. Most of the hotels have on the area of their activities other competing company specialising in the organisation of business meetings. Most hotels do not belong to any organisation of entities in the industry specialising in business meetings, but other researched hotels belonged to the Convention Bureau.

Conclusions

Business tourism in Poland has many development opportunities. The statistical data and research results show that accommodation establishments in Poland are quite well prepared to handle business clients. The ongoing process of globalisation determines the need for further development of business tourism in Poland. Modern trends in these services, often the organisation of business trips, as well as increasing contacts between participants in business matters, forces the industry into continuous improvement. However, the biggest threat to the development of business tourism is the insufficient promotion of this form of tourism abroad. Business tourism is dominated by other European countries, because they are more competitive. However, this research indicates that business tourism can greatly contribute to the development of not only tourism itself, but also many branches of industry and economy in Poland. Finally, the purpose of this paper is achieved and the hypothesis is confirmed, subject to the limitation that only high standard hotels were researched.

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Przystosowanie obiektów hotelowych dla potrzeb turystyki biznesowej w Polsce

Słowa kluczowe | turystyka biznesowa, obiekty hotelowe, oferta

Streszczenie

W artykule przedstawiono przegląd zagadnień związanych z poziomem przygotowania polskich obiektów hotelowych na potrzeby rozwoju usług turystyki biznesowej. Głównym celem jest analiza oferty obiektów hotelowych wspierającej rozwój turystyki biznesowej w Polsce. Przedstawiono wyniki badań ankietowych, przeprowadzonych wśród menedżerów wybranych hoteli obsługujących klientów biznesowych na terenie całego kraju. Wyniki wskazują, że turystyka biznesowa w Polsce ma szanse rozwojowe, jednak dla jej efektywnego wykorzystania, obiekty hotelowe powinny rozwijać swoje zasoby zarówno pod względem ilościowym, jak i jakościowym.

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INTEGRATION IN TOURISM DISTRIBUTION CHANNELS AND BARGAIN POWER OF TOUR OPERATORS OVER ACCOMMODATION ESTABLISHMENTS: TUI AND THOMAS COOK CASES

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Keywords | tour operators, mergers in tourism, vertical-horizontal integration, tourism marketing, sustainable tourism marketing, accomodation establishments

Abstract | Nowadays, large international tour operators, play an important role in tourism distribution channels. They can significantly affect international tourism flow and dominate accomodation establishments and other businesses particularly in mass leisure tourism. Through mergers and acquisitions in tourism industry market structure also changes.
This study is supported by secondary research focusing on mass tourism distribution channels and the pricing problems arising between tour operators and accomodation establishments. First of all, vertical and horizontal integration in tourism industry is stated through TUI Group and Thomas Cook Group cases which are two of the largest tour operators in Europe. Afterwards, bargain power of tour operators over accommodation establishments is tried to expose. In conclusion, some recommendations are given in the light of literature.

Introduction

After fifties, due to changes in economic, socio-cultural, and political life such as shorter working weeks, increase in revenues, liberalization of economies and politics, development in infrastructure, and superstructure like new transportation, communication, and accommodation facilities, the middle and lower income level public were able to afford holidays. The number of international tourist arrivals rose from 25 million in 1950, to 435 million in 1990, 675 million in

2000, 942 million in 2010, 1.1 billion in 2013, and 1.14 billion in 2014 (UNWTO, 2012; UNWTO, 2013; Scowsill, 2015). Cheap package tours are an important driving force in this increase.

Fifties are accepted as the beginning of mass – mainstream tourism and usually called as sun- sand – sea (3S) tourism. Mass tourism is usually organized by tour operators as package tours –nowdays particularly "all inclusive package tours". Due to the sheer quantity and standardisation of package holidays, tour operators generated economies of scale and lower prices for tourists, who started to arrive in mass numbers (Sard et al., 2002, p. 4). In European tourism market more consumers showed interest into package tours, particularly due to lower prices, ease of purchase, tour operator's guarantee. Over time, large international tour operators had central position in tourism industry and started to influence and dominate the market. There is enough evidence to state that large international tour operators have market power in both the tourists' country of origin and in mass destinaton markets (Sard et al., 2002, p. 27). On the other hand, it can be argued that large international tour operators play an essential role in promoting the destination to and delivering tourists from international markets (Klemm, Parkinson, 2001, p. 367). Even, they can effect the image and market structure of a destination.

Distribution Channels and Integration in Mass Tourism

The primary distribution functions for tourism are information, combination and travel arrangement services (Buhalis, Laws, 2001, p. 8). Large international tour operators promote national and international tours for prospective tourists, provide information, combine tourism services such as transport, transfers, accomodation and sell to end users or market to travel agents as a package tour. Potential of international mass tourism increases over time. For example, 60–80% of all bookings in the UK and Germany are made through travel agencies (Cook, 2016). Due to financing and organizational powers, tour operators represent one of the most powerful and most influential shareholders in the tourism industry. They have a strong influence on international flows from main generating markets to various destinations (Cavlek, 2002, p. 479; Sard et al., 2002, p. 4). Table 1 shows Europe's largest tour operators in 2012.

Table 1. Europe's largest tour operators – 2012

Rank	Name of the tour operator	Revenue (billion Euro) in 2012	Headquarter of the tour operator
1.	TUI	18.3	Germany
2.	Thomas Cook	11.3	England
3.	Kuoni	4.8	Switzerland
4.	DER Touristik	4.65	Germany
5.	Costa (cruise firm)	3.1 (2011)	Italy
6.	FTI	1.8	Germany
7.	Alltours	1.6	Germany
8.	Club Med	1.5	France
9.	Alpitour	1.0	Italy
10.	Hotelplan	0. 975	Switzerland

Source: FVW (2014).

In 2015, Kuoni Group's tour operating businesses have been sold to the owner of German operator DER Touristik for an undisclosed sum. The takeover includes Kuoni UK together with tour operations in Switzerland, Scandinavia and the Benelux region (Davies, 2015). By this acquisition, DER Touristik became the third largest tour operator in Europe.

20/80 rule applies in the industry: 20% of the enterprises represent app. 80% of total turnover. There is an increasing degree of concentration, both in the subsector of tour operators and travel agents (De Blust, 2009, p. 31). As many scholars agree (Sard et al., 2002, p. 6; Perignon, 2009, p. 10; Gustavo, 2013, p. 16) both German and British tour operators, particularly TUI Group and Thomas Cook Group dominate European tourism market. These, Europe's two leading leisure travel groups, which have combined market shares of more than 50% in major source markets such as the UK, Scandinavia, Netherlands and Belgium, and more than 30% of the German market, are well ahead of other major tour operators (FVW, 2014). In 2007, Europe's four leading tour operators consolidate into two after TUI and First Choice Holidays and MyTravel and Thomas Cook mergers German-British combination (Blitz, Atkins, 2014). Major players like Thomas Cook Group and TUI Group are expanding their activities in emerging markets such as e.g. China, Russia and India. Developing a global strategy is driven by a strong need to reach larger volumes, so better deals with e.g. accommodation and airline companies can be negotiated (Perignon, 2009, p. 10).

Both horizontal and vertical integration strategies are to be found within the sector (Klemm and Parkinson, 2001, p. 369; De Blust, 2009, p. 32). Tour operators generally try to maintain their long term profitability and existence through horizontal and vertical integrations. TUI Group and Thomas Cook Group might even merge, creating a giant and saving plenty of money. Alternatively, one of these two big boys might marry a low-cost airline, linking cheap flights with cheap bed (The Economist, 2011).

Methodology

This study is supported by secondary research focusing on mass tourism distribution channels and the pricing problems arising between tour operators and accomodation establishments. First of all, vertical and horizontal integration in tourism industry is mentioned by TUI Group and Thomas Cook Group cases that are two of the largest tour operators in Europe and the world. Afterworth, bargain power of tour operators over accommodation establishments are tried to be explained. In conclusion, some recommendations are given in the light of literature.

TUI Group and Thomas Cook Group Cases

TUI Group is the largest tour operator and Thomas Cook Group is the second largest tour operator in Europe. They follow integration strategies both vertically and horizantaly. They have many sub-brands or control many other brands by contracts.

TUI Group

TUI Group is Europe's leading travel group. The three sectors TUI Travel (tour operating, online sales, high street outlets, airlines and incoming agencies), TUI Hotels & Resorts and the cruise ship business form the World of TUI (TUI group, 2014). TUI AG entered the Tourism market in 1997 with the acquisition of one of Germany's leading tourism companies Hapag-Lloyd. Further tourism acquisitions followed and the company started to exit from its industrial businesses. Acquiring some of the biggest names in European tourism including, Thomson, Fritidsresor and Nouvelles Frontières and shareholdings in the hotel groups RIU and Magic Life, TUI AG created one of the world's leading tourism groups (TUI Group, 2016).

In 2000, TUI acquired Thomson Travel Group plc (the UK's market leader for package holidays) and the group was renamed TUI AG in 2002 (Tutor2u, 2007; TUI Group, 2014).

In 2007 TUI AG and another British package-holiday company First Choice Holidays merged their tour operating business to create Europe's largest tour operator as a new force in the European travel industry. The new company, to be called TUI Travel, would have annual revenues of more than £12 bn and 27 m customers. It operates in 20 countries, serving more than 200 destinations (Walsh, 2007; Tutor2u, 2007; The Economist, 2011; Blitz, Atkins, 2014).

The deal has formed a business with over 300 hotels, 136 aircrafts and 1,800 shops across Europe selling holidays to 30 million customers in hundreds of countries. Shares in the newly created company, which has taken the TUI Group name (Denton, 2014).

One of cornerstones of TUI optimising vertical integration within the Group, achieving cost efficiency and restructuring unprofitable business units (TUI AG, 2015, p. 8).

TUI Group – overview. Key figures financial year 2012/13 (TUI AG, 2015, pp. 8–11; TUI Group, 2015)

One of the world's leading international leisure travel groups:

- more than 30 million customers from over 30 source markets,
- operating in around 180 destinations across the globe,
- Pan-European airline group with more than 130 aircraft. Five tour operator-airlines flying more than 140 state-of-the-art medium- and long-haul aircraft,
- approx. 1,800 owned retail shops in continental Europe, the UK & Ireland,
- top online portals in Europe,
- approx. 55,000 employees,
- inbound travel services & Accommodation OTA brands,
- market leaders in cruise handling and accommodation wholesale,
- 12 m offline customers and 25 m room nights sold,
- world's largest provider of specialist and experiential travel,
- delivering range of unique experiences,
- over 90 brands.

TUI Hotels & Resorts – At a glance (TUI AG, 2015, p. 16; TUI Group, 2015)

- no. 1 leisure hotelier in Europe with around 300 Group-owned hotels in its own portfolio under premium brands such as Riu and Robinson with 210,000 beds in 24 countries,
- most hotel companies with local partners,
- focus on four star category (about 60%),
- high occupancy rates (80%) as there is access to the customers and direct distribution of TUI Travel.

TUI Cruises is a joint venture (50/50) between TUI AG and the US-shipping company Royal Caribbean Cruises, cruise fleet of 13 ships (TUI AG, 2015, p. 33)

TUI Travel – Mainstream sector

Market leader across Europe no.1 in UK, Netherlands, Belgium, France, Germany, Austria, no. 2 in Nordic (Scandinavia), no. 3 in Switzerland, Poland (TUI Group, 2016).

TUI Group Brands

TUI Group owns more than 90 brands. Some of them are as follow (TUI Group, 2016).

Tour operators: Many strong tour operators with leading positions in their own domestic markets are clustered under the roof of the TUI Group. In Germany they include TUI Deutschland, 1–2-FLY, airtours and Wolters Reisen, in the UK Thomson and First Choice. TUI operators are also among the leading national brands in Austria, Poland, Switzerland, Denmark, Finland, Norway, Sweden, France, Belgium, the Netherlands, Russia and the Ukraine.

Airlines: There are six proprietary airlines in the TUI Group operating 136 medium- and long-haul aircraft, including the largest fleet of the latest Boeing Dreamliners. The airlines are TUIfly, Thomson, TUIfly Nordic, Jetairfly, Corsair and ArkeFly, serving more than 180 destinations around the world.

Hotels: TUI Group operates over 300 hotels of its own with 210,000 beds in 24 countries. The facilities run by our brands are located in top-class settings in the holiday-making regions – offering a variety of hotel formats with high standards of business performance, service quality and environmental management. The Group's hotel portfolio includes such well-known brands as Riu and the premium-market Robinson Clubs.

Cruises: TUI Group gears operations to the specific desires of different customers. Hapag-Lloyd Cruises, with four ships, is the leading provider of expedition and luxury cruises in the German-speaking market.The joint venture TUI Cruises offers premium voyages. The fleet currently consists of four vessels. Thomson Cruises has five liners serving the British market. TUI Cruises has even ordered four more ships.

Growth Strategy: TUI Travel PLC has now merged with TUI AG to become TUI Group. Having established a healthy financial footing for the Group over the last 18 months, we are now launching the next phase of oneTUI. In the next few years we intend to expand our portfolio by altogether 60 new hotels and four new ships (TUI Group, 2016).

Thomas Cook Group

Thomas Cook is the world's oldest travel firm and the best known name in travel. Thomas Cook began his international travel company in 1841 (Cook, 2016). He created and launched many novelties in tourism industry. Today, Thomas Cook Group plc is one of the world's leading leisure travel groups, with sales of over £9 billion and more than 20 million customers. The group is supported by c. 27,000 employees and operates from 17 countries. It is number one or two in all its core markets (Tutor2u, 2007; The economist, 2011; Cook, 2015).

In March 2001, Thomas Cook was acquired by C&N Touristic AG, one of Gernany's largest travel groups. Within a matter of months, C&N Touristic AG had changed its name to Thomas Cook AG and launched a new logo and brand identity.

On 19 June 2007, Thomas Cook AG a German-owned travel firm, took over MyTravel, a British rival, to create Europe's second-biggest package-tour firm and formed Thomas Cook Group plc.

In October 2011, when Thomas Cook amalgamated its UK high street travel and foreign exchange businesses with those of the Co-operative Group and the Midlands Co-operative Society to create the UK's largest retail travel network of over 1200 shops.

On 1 October 2013 Thomas Cook officially unveiled its new unified brand to the world. The 'Sunny Heart' and 'Let's go!' tagline will form an important part of Thomas Cook's future plans.

As part of rolling out the Sunny Heart Thomas Cook Group has taken the opportunity to concentrate his brand investment, reducing the number of brand labels from 85 to just 30 (Cook, 2015).

Thomas Cook offers cheap package holidays, city breaks, villa holiday, match break, cruise, luxury holiday of a lifetime or simply just cheap flights and hotels (Cook, 2014).This group has seen a large wave of mergers and acquisitions over the years, resulting in a highly concentrated market (Jenkins, 2009, p. 26). Thomas Cook benefit from an omni-channel distribution system for his products, which include retail stores, websites and call centres, as well as third-party travel agents. Access to such a wide variety of distribution channels enables the firm to maximise customer reach and provides choice to his customers (Cook, 2015).

Thomas Cook Group Brands

Thomas Cook has a wider choice of brands so costumers can satisfy all their needs with a Thomas Cook holiday. Whether they are looking for cheap package holidays, city breaks, villa holiday, match break, cruise, luxury holiday of a lifetime or simply just cheap flights and hotels Thomas Cook has a brand specifically dedicated to it.

Master Brand: Thomas Cook

Aligned Brands: Ving, Tjäreborg, Spies

Endorsed Brands: Condor, Öger Tours, Bucher Last Minute, Airmarin, Airtours, Tourvital, Pegase, Neckermann

Stand Alone Brands Examples: Urlaub Shop, Uguatoi, Club 18–30, Cresta, Directholidays.co.uk, Elegant Resorts, Jet Tours, The Co-operative Travel, Escapades, Hotels4U.com, Manos, Thomas Cook Style Collection, Thomas Cook Signature, Thomas Cook Stores (Cook, 2014).

Bargain Power of Tour Operators over Accommodation Establishments

Tourism industry becomes increasingly competitive and based around a distribution system dominated by multinational tour operators. Their ability to negotiate low prices for hotel rooms is not dependent on their ownership of hotels, but on their powerful bargaining position, vis-a-vis individual or group hoteliers (Tapper, 2001, p. 353). Particularly low and middle income consumers show a growing tendency towards all inclusive package tours partly due to the lower prices that tour operators are able to offer and organize all programme. In summary, the more tourists a tour operator is able to bring, the greater market power it has and thus it is more able to negotiate lower prices with the supply side, above all with hoteliers (Sard et al., 2002, p. 27). Table 2 shows techniques used by tour operators in order to reduce prices at accomodation establishmetrs.

Table 2. Nine Techniques Used by Tour Operators in Order to Reduce Prices at accomodation establishmetrs

1. Timing of negotiating contracts-bargaining during low occupancy periods
2. Misquoting customer satisfaction surveys
3. Directing/Misleading tourists to certain properties
4. Short release period which does not allow adequate time for selling unused rooms
5. Over-contracting and renegotiating of prices after low coverage of contracts
6. Structural destination seasonality circle
7. Alter/misleading image for destinations and properties
8. Play hotels and destinations against each other
9. Oligopsony (few buyers) at destinations

Source: Buhalis (2000), pp. 113–139.

Accomodatian establishments' reasons to work with tour operators

Particularly in mass leisure tourism tour operators are important intermediaries for accomodation establishments. Because:

- Hoteliers want to sell as many bed-nights in advance and also obtain payment in advance. Tour operators provide this opportunity to accomodatian establishments.
- Unless tour operators, accomodatian establishments are not sure of being able to fill their establishments throughout the season.
- Particularly in emerging destinations, a lot of accommodation establishments are erected without any planning. They usually have lack of knowledge and capability to market their establishments themselves.
- Accomodatian establishments neither have fianancial nor organizational power to market their establishments to potential customers.
- Mass tourism customers prefer to buy their holidays from tour operators which sell tours much cheaper, also arranges transport, transfers, activities and any extra services that might be needed.

Conclusion and Recommendations

Large International tour operators are powerful intermediaries in the tourism industry, whose role in the development of tourist destinations is subject of controversy. They are for the most part, profit seeking companies for whom the long-term sustainability of a particular destination is secondary, to their business objectives. They direct potential customers and in any negative situation they may easily change accomodation establishments and/ or destinations which they market. The long term effects of which have been largely negative for those in the destination area (Klemm, Parkinson, 2001, p. 367). Some examples of tour operator strategies and their effect on destinations can be given as Table 3.

Table 3. Tour operator strategies and their effect on destinations

Strategy	Impact	Solution
Vertical	Access to potential tourists via travel agency network is difficult	Use smaller operators Local marketing association
Branding	Resort name not featured Wrong or limited image	National campaings in major target markets Negotiate with tour operator over name and image
Over capacity in resort	Low room rates High-rise development out of scale with local environment	Local planning to control pace and scale of development Long- term sustainablity must be main criterion
Late confirmation and late payment	Cash flow problems Unpredictable tourist numbers Poor hotel sales Wrong mix of tourists	Negatite beter contract terms Develop other markets so that not wholly dependent on large tour operators

Source: Klemm, Parkinson (2001), pp. 367–375.

Although all inclusive package tours are the most growing segment of mass tourism, are not sustainable and worthwhile for accomodation establishments, other local etreprises, and host communities. Because, large international tour operators are able to dominate and direct local enterprises and destination. Besides, in this system economic leakages are in maximum level. Large tour operators from tourist sending developed countries gain more than host companies, owing to foreign investment, tour operators, air transport, export goods and organizations etc. To be able to benefit more from tourism industry, accomodation establishments, other host businesses, and destination organisations must develop sustainable tourism marketing strategies. For example; they have to create alternative, genuine, authentic tourism products to attact high income level tourists. They must develop their own marketing agencies, tour operators, airways etc. Sustainable, community based tourism politics must be developed and implemented.

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Integracja kanałów dystrybucji jako okazja wzmocnienia siły turoperatorów wobec obiektów noclegowych – studium przypadku TUI i Thomas Cook

Słowa kluczowe

touroperatorzy, fuzje w turystyce, integracja pionowa, integracja pozioma, marketing w turystyce, zrównoważona turystyka, obiekty noclegowe

Streszczenie

Duże międzynarodowe grupy touroperatorskie odgrywają ważną rolę w turystycznych kanałach dystrybucji. Mogą one znacząco wpływać na międzynarodową turystykę; zdominowały obiekty zakwaterowania oraz inne firmy, zwłaszcza zajmujące się masową turystyką wypoczynkową. Dzięki fuzji i przejęciom w branży turystycznej, zmienia się także struktura rynku. Badania przedstawione w artykule poparte są badaniami wtórnym i koncentrują się na masowych kanałach dystrybucji usług turystycznych i problemach dotyczących kształtowania cen między organizarorami turystyki a obiektami zakwaterowania. W artykule przedstawiona jest przede wszystkim integracja pionowa i pozioma w branży turystycznej na przykładzie TUI i Thomas Cook Group, największych touroperatorów w Europie.

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IMPACT OF THE GLOBAL FINANCIAL CRISIS ON THE INDUSTRY OF FESTIVAL, CONCERT AND CLUB TOURISM IN POLAND

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Keywords | events, economy, tourism, financial crisis

Abstract

The essence of problem presented in this article is to verify hypothesis referring to 2008 financial crisis negative influence on the tourism industry, related to musical events in Poland. The analyzed data range include the period from 2003 to 2014 and 2007 to 2014. The introduction presents theoretical basis of 2008 financial crisis. First part of paper contains the analysis methods. The second chapter reveals numerical investigation results. The statistical researches was based on data collected from the Central Statistical Office in Poland. In third part, author discusses the subject with investigators in similar areas of interests and concludes the work results.

Introduction

"Financial crises are situations in which are undergoing rapid changes in the financial markets. Negative transformations are connected with insufficient financial liquidity, the insolvency of market entities and reduced production" (Szymański, 2001, pp. 119–120). In consequence of changes resulting from the crisis is the crash of the financial market functions which are related to the inefficient allocation of capital funds.

Economic impasse of United States of America was caused by the granting of mortgages for people who could not afford to repay them. As a result of the sale of structured bonds by European banks, the crisis moved into the Europe. Thanks to it the bond market collapsed, banks were being held the securities and due to a drop in demand could not sell it own assets.

In the early stages the crisis avoided the Polish economy, so the actual impacts were felt only in 2009. Polish banks reduced lending. There has been speculation which made the zloty lower. What is more, there were financial problems of some companies with currency options (Forsal.pl, 2009).

Troublesome consequence of crisis was to reduce lending to businesses and individual customers. This was caused by a lack of confidence in the global financial system. Polish banks have tightened its own lending criteria, the main reason of lending policy was to regain the confidence of customers which decreased domestic demand in the country (also consumer). Apart from the negative consequences of the financial crisis that influenced on corporations involved in organizing musical events, the effects of the crisis changed the tourism economy which means "the activity of economic entities, which do not create typical tourist products" (Panasiuk, 2008, p. 24). The functioning of these companies is not dependent on tourism but it is additional operation, although in some cases it may happen that at a certain time (tourist season) those benefits are predominant. The tourism product in a narrower sense is everything that is bought by the tourist customer. In the broader sense it is everything he does during the travelling and staying in touristic place. Therefore, a reduction in tourist traffic not only in the tourism industry of music events but in the whole sector causes depletion of society (Altkorn, 1994, pp. 97–98).

Data and research methods

To read the relationship between the impact of the financial crisis and its reaction on the tourism industries of the festival, concert and club music events in Poland, the researcher used the basic statistical indicators. They describe the measure of central tendency, analyze the dynamics and variability of individual phenomena and estimate the correlations between variables. Basic instruments used in the statistical analysis:

- analysis of the dynamics of phenomena: the absolute increase, the absolute chain increase, the relative increase, the relative chain increase,
- measures of location: the arithmetic mean,
- measures of variation: the standard deviation, coefficient of variation (Wawrzynek, 2007, p. 37),
- dependence measures: Pearson correlation coefficient (Pearson, 1895, pp. 240–242),
- Pearson correlation matrix, the multiple correlation coefficient (Buda, Jarynowski, 2010, p. 2).

In the study of the effects caused by the financial crisis on the industry of tourism festival, concert and club music events in Poland, was used data from the Central Statistical Office in Poland (in the studied years): average monthly gross wage, the rate of inflation and the phenomena

associated with these forms of activity, assuming invariance other economic and demographic factors. Access to records from the years 2003–2014 allows to observe changes in the studied cases that negatively affected the tourism industry.

Results

Statistical analysis was carried out in the group: the cultural centers, clubs and community centers at years 2003–2014. The Central Statistical Office shares data about the number of the artistic groups, events, participants, performances of amateur and professional groups, figures for the music clubs on Polish territory.

By examining data on the number of artistic groups (in comparison to 2007) in the period 2003-2014, it is noted that their number is growing till the year 2009. After 2009 there was a breakdown in the trend of phenomenon. In 2011 the number of artistic groups fell down by –19% and in 2012 by –12%. Analyzing the number of events in 2003 and 2005 in comparison to 2007 it can be noticed that their number was increasing to 2009. The rapid growth of the phenomenon occurred in 2009. The number of events in 2011 was decreased by 12% and in 2012 by 7% comparatively to the base year 2007. From 2003 to 2009 (against to 2007) the number of participants was being increased during the events. In 2011 and 2012 the number of participants was dropping by 9% and 6% (Table 1).

Table 1. The absolute increase including the number of artistic groups, events, participants in Poland at years 2003–2014 (base period adopted in 2007)

Specification	2003	2005	2007	2009	2011	2012	2013	2014
Artistic groups	15,533	17,382	17,454	18,302	14,092	15,330	15,514	15,656
Increase (%)	–11	0	–	5	–19	–12	–11	–10
Events	208,447	208,853	209,984	237,929	185,714	195,070	206,091	221,173
Increase (%)	–1	–1	–	13	–12	–7	–2	5
Participants	30,213,027	32,283,418	33,612,049	34,455,370	30,750,339	31,483,578	38,106,066	40,303,742
Increase (%)	–10	–4	–	3	–9	–6	13	20

Source: own study based on CSO data, http://stat.gov.pl/bdl.

The graph below (Figure 1) shows the percent change in the analyzed phenomena over the years 2003–2014 in comparison with the base year 2007. It is a graphical representation of the table previously considered in order to show better effects of research. The figure shows that in 2009 the number of artistic groups, parties and participants of the events was growing. From 2009 to 2011 it is observed a considerable decrease in studied phenomena.

In order to confirm the relationship of the analyzed phenomenon the correlation coefficients were investigated between the number of artistic groups and the number of events, the number of artistic groups and the number of participants of events in Poland at years 2003–2014. The above factors are about 0.8774968 and 0.88061997 which means a strong relationship. If the condition

number of artistic groups increase the number of events will increase while the number of artistic groups will decrease, the number of parties decrease and vice versa. The rise of amount of artistic groups cause the increase in the number of participants during the events, a decrease of artistic groups will generate a loss in the number of participants at the events and vice versa.

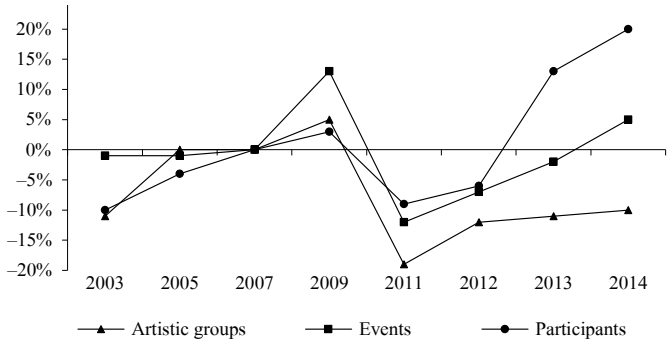

Figure 1. Graphic illustration of the percentage variability of the number of artistic groups, events, participants of the events in Poland at years 2003–2014 (base period adopted in 2007)

Source: see tab. 1.

Testing the Pearson correlation matrix was obtained an indicator equal to 0.05. In consequence the study shows that the degree of correlation between the number of artistic groups, events and participants at the events in Poland is very high. This means that an increase or reduction in amount of the mentioned above phenomena will cause analogue reactions on the other. Additionally, thanks to the multiple correlation coefficients examination the presence of the strong relationship was confirmed between the measured trait.

The number of performances of the amateur artistic groups fell down in 2009 by 14% and in 2011 by 28% (in comparison to 2007). The highest decrease in the number of participants during the events with performances of amateur groups compared to the base year was confirmed in 2011, it was equal 35% (Table 2). In 2009 comparatively to 2007 the decrease was smaller, it was 19%.

Assuming 2007 as the base year it can be observed it was smaller number of performances by professional groups in 2011 by 13% and 9% in 2012. From 2007 to 2009 it was noticed an increase in the number of performances by 7%. This was related to professional actions of the groups, and early booking deadlines of the shows by stakeholders. Very large reduction in the figure of participants during events with the participation of professional groups performances, up by 19% was taken in 2011 (compared to 2007). Comparatively fewer participants (17%) were participated in performances in 2012. The lowest decline in artistic groups performances was observed in 2009 equal to 4% (Table 2).

The year 2007 is the year of largest number of club events in Poland (2012). In the following years 2009, 2011 and 2012 it was found a decrease in the number of events by 27%, 43% and 46%

(in comparison with the base year). The number of participants decreased gradually from 2007 to 2012. The lowest numerical status of the people involved in the events recorded in 2012, it was equal to 691 850 participants, it was up to 50% less comparatively with 2007. Statistical data from 2011 is not much different from that of 2012. In 2011, 48% of participants were disappeared from club events in comparison with the base year. In 2009, the number of events in relation to 2007 was decreased by 31% (Table 2).

Table 2. Single base relative increases (on a constant basis), of the number of amateur groups performances in Poland in the years 2007–2014 (the base period adopted in 2007)

Specification	2007	2009	2011	2012	2013	2014
Number of amateur groups performances	49,689	42,860	36,001	36,767	36,023	35,324
Increase (%)	–	–14	–28	–26	–27	–29
Number of the participants with participation of amateur groups performances	9,901,997	7,981,047	6,479,440	6,544,567	6,314,146	5,617,295
Increase (%)	–	–19	–35	–34	–36	–43
Number of professional groups performances	23,687	25,428	20,526	21,469	21,061	21,427
Increase (%)	–	7	–13	–9	–11	–9
Number of participants with participation of professional groups performances	11,124,817	10,628,352	8,982,252	9,228,489	7,558,979	7,692,904
Increase (%)	–	–4	–19	–17	–32	–31
Club events	15,555	11,419	,8789	8,392	8,071	7,805
Increase (%)	–	–27	–43	–46	–48	–50
Number of participants during the club events	1,379,761	948,393	714,594	691,850	619,743	654,670
Increase (%)	–	–31	–48	–50	–55	–52

Source: see tab. 1

An important category in the examination of the impact of financial crisis on tourism and musical events industry is income which means "the primary obstacle limiting the ability to achieve objectives and needs of man" (Oyrzanowski, 1995, p. 241). Financial income determines the maximum that can be spent on the purchase of goods and services. On the broader to meet the needs that can be afforded with increasing income.

In researches of gross income of Polish citizens, it is necessary juxtaposition with the expected inflation rate. It was noted that over the years 2007–2012 the prices of products and services increased by 20%. In 2009 it was observed an increase of 8%, in 2010 by 11% and in 2011 by as much as 16% (compared to 2007). In order to compare the price level of 2003 and 2012, the growth rate calculations were performed on prices of goods and services in the period 2001–2006 compared to the base year 2001. In 2006 compared with 2001, prices rose by only 10%. In 2012 compared to 2007 it was 20%.

Data on the rate of inflation was applied for the period corresponding to a gross income of the Polish population. It was assumed that the rate of 100 in 1998 has been treated as 100 PLN, that a potential buyer wants to spend on a ticket to go to the concert. The same ticket which in 1998 cost 100 PLN in 2012 increased its value to approx. 168.5 PLN. The assumptions include the fact that

it is a gross salary. Net income is impossible to calculate due to the fact that not all Polish citizens are covered by one tax rate. In 1998, a ticket to the concert cost 100 PLN (hypothetically) in 2002, the same ticket could be purchased for approx. 127 PLN. If in 2002 the entire salary was allocated for buying a ticket it would be affordable only for 17.6 tickets. Until 2007, the increase in wages has enabled the purchase of five tickets more, the price of the ticket in 2008 was equal to 145 PLN. From 2008 to 2012, it could be afforded to buy about 22 tickets.

Discussion and conclusions

Considering the observations which included the number of artistic groups, events and amount of participants in events, it was noticed that between 2003 and 2009 it was an upward trend. In 2011 there was a noticeable decline in all the above-mentioned phenomenon (comparatively to the base year 2007).

From the analysis of dynamics conclusions can be drawn about regarding increases or decreases the value of the phenomenon. By examining the number of performances of amateur groups, it was found that the greatest decrease in comparison to 2007 took place in 2011 and it was equal to 28%. At the same time, the number of participants in the events with the participation of professional groups has decreased compared to 2007 by as much as 35%.

The most important part of the research process was to identify a factor that influenced the reduced figures on the previously discussed phenomenon in late 2009–2011. The reason for the crisis in the tourism industry music events in Poland could be unfavorable ratio of increase in the gross income of the citizens to higher prices of goods and services market.

Analysis of the average monthly gross wages and inflation showed that from 2008 to 2012 it could be afforded a similar amount of goods and services. It is worth adding that the amount of goods and services that can be purchased rose from 2003 to 2007 and continuously since 2008 it has seen its stabilization.

In the literature, there are a huge amount of positions which analyze the 2008 financial crisis impact on a different tourism sectors. An interesting subject approach was presented by M. Borza, who demonstrates a significant role of tourism services prices in tourist arrivals case. During the crisis time, prices of services should be reduced, it could stimulate the tourist traffic (Borza, 2010).

Investigating the 2008 financial crisis impact it is worth to take a closer look on smaller territorial units. Particularly interesting are less developed regions. In case of crisis situation, the areas which support domestic tourists suffer the most. Those regions should be assisted through economic policy instruments. The recovery of less developed territories is much more difficult than areas which are hosting foreign tourists (Papatheodorou, Arvantis, 2014, p. 201).

One of crisis solutions could be suitable tourism offer preparation, focusing on niche tourism, which has become increasingly popular and it is not exploited (Manolică, Roman, 2011, pp. 418–423). Therefore, financial and organizational support, directed toward local artists and projects could effectively stimulate markets. Tourism growth creates new jobs and leads to infrastructure development (Kapiki, 2012, pp. 19–30).

Interesting way in order to deal with crisis situation is presented by V. Urban and I. Verhaegen, who claims that a very important factor in tourism expansion is the offered quality of services. In comparison to the compensate crisis negative effects, the tourism services standards should be increased. Moreover, appropriate marketing and advertising techniques to promote the attractions, events and tourist regions should be implemented. Important role in tourism development act the organizational sphere which optimally valorizes tourism potential (Urban, Verhaegen, 2011, pp. 195–196).

The unique research approach is to compare data describing phenomenon quantitatively with the stock market indicators. Macao gambling tourism analysis revealed a strong dependence of the Hang Seng Index with entertainment tourist sector incomes (Chan, 2011, pp. 328–329). On this basis, the possibility of forecast changes in tourism is concluded. Similar analyzes enable the rapid reaction possibility, in order to rescue tourism sectors in the future.

Referring to published article titled Tourism, Festivals and Cultural Events in Times of Crisis on March 30, 2012, developed under the leadership: Lise Lyck, Phil Long and Allan Xenius Grige from the Copenhagen Business School it has been noted that in some countries, festivals and events were seen as a tool to accelerate the development of the economy (France, Canada) (Lyck, Long, Grige, 2012, pp. 3–5). The results show that the financial crisis had a significant impact on the Polish economy and in particular the tourism sector services related to the tourism industry of music. Referring to introduction of the work it can be concluded that enterprises due to lack of liquidity associated with the granting of the loans appeared stagnation in creating new goods and services. Because of the crisis, many companies have given up from creating forms of music tourism to other business instead. The other corporations made the cost lower. Thanks to it the attractiveness of tourism music industry was also reduced.

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Wpływ globalnego kryzysu finansowego na branżę turystyki festiwalowej, koncertowej i klubowej w Polsce

Słowa kluczowe

wydarzenia, ekonomia, turystyka, kryzys finansowy

Streszczenie

Istotą problemu pracy była weryfikacja hipotezy dotyczącej negatywnego wpływu „kryzysu finansowego 2008" na branżę wydarzeń turystyki muzycznej w Polsce. Badania dotyczyły lat 2003–2014 oraz 2007–2014 i przeprowadzono je na podstawie danych Głównego Urzędu Statystycznego w Polsce. We wstępie przedstawiono przyczyny wybuchu kryzysu finansowego w 2008 roku; w pierwszej części opisano wykorzystane metody badawcze zjawisk liczbowych, a w drugim rozdziale – wyniki analiz statystycznych. W trzecim rozdziale autor podjął dyskusję z poglądami zajmujących się analogiczną tematyką naukowców oraz przedstawił wnioski dotyczące wyników badań.

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PREFERENCES AND MOTIVES OF CONSUMER BEHAVIOR IN THE PROCESS OF PURCHASING TRAVEL INSURANCE

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Keywords | travel insurance, tourist market, motives, preferences

Abstract

Insurance companies pay attention to their current and potential customers. The variety of offered services such as travel insurance causes the confusion of the customer and uncertainty of what he wants and what is expected. The task of the insurance company is to make customer aware of the need to purchase an insurance contract, preparation and presentation of the offer, and then sell the offered service. But to succeed in this field, needed is knowledge of individual customers and their preferences and motives of action. In the article are presented and discussed results of a survey conducted during the period October - December 2015 about preferences and reasons of choosing travel insurance services by individual customers.

Introduction

Insurance services market is very competitive. Insurance companies are fighting for customers to surpass in offering a broad package of travel insurance and proposing good conditions of an insurance contract. Insurance companies are currently implementing the tasks associated with building trust, creating the image and make the intangible services insurance distinguishing characteristics, which involve paying more attention to "packaging" service than the service itself.

The "packaging" of insurance services includes: the people, appearance of outlets, range, availability of services, flexibility in customer service, innovation (Internet, call centers), and the prestige of the insurance company or insurance package prepared specifically for the customer. For insurance companies very important is knowledge not only of marketing practice, but also about the preferences and motives of choice of services including insurance and travel insurance.

Characteristics of the tourism market and offered travel insurance

Tourism is an important and modern part of economic activity and also a part of social activity. Tourist activity is one of the indicators of the level of life and indicator of civilization development of societies. The development of tourism is an important impulse of socio-economic development of the country. Changing market of tourist services in Poland and changes in the legal environment make it necessary to constantly control the market. Currently, the trend is clearly observed, according to which tourist trips are becoming more frequent, but shorter. The preference for travel in the short distance from the house, followed by a rise in domestic tourism is increasing (The White Paper..., 2015). Challenges for the development of tourism will be: to achieve a more diversified development model by maximizing socio-economic benefits and minimize the negative effects. The tourist market has a demand side and the supply side. In the supply side are involved entities in the organization or sale of tourist events commonly referred to as a travel agent. This term is not defined as the act on tourist services, which provides 2 forms of activity related to the sale of tourist events: tour operators and travel agents (The White Paper..., 2015). The important source of data for the ministry of tourism, providing information on tour operators and travel agents is the Central Register of Tourism Organizers of Tourist Agents. Registered in the Register are now 3,878 (The White Paper..., 2015). In the demand side, customers are using the services of tourist. According to CSO data, in 2014 polish people took part in the 38.3 million domestic trips. The analysis of the structure of domestic trips in terms of destination in total, suggests that the dominant purpose of the journey was to visit relatives and friends, which accounted for more than half of all trips (52%). Trips with the purpose of tourism and recreation accounted for 38%. National tours by polish people in more than 90% are organized independently. In the time of research, polish people took part in the 10.3 million as tourists in trips abroad. The main reasons for foreign trips made by Poles were mostly willingness to sightseeing or leisure. In the case of foreign trips also dominated trips organized independently (64%) (The White Paper..., 2015).

Tourism is not a compact and homogeneous area of the economy. It combines issues dealt with different fields and branches of law. The tourist regulations consist in standards regarding, inter alia spatial planning, transport, culture, promotion, education, sports, public security, social policy, taxation, infrastructure, and environmental protection. All adjustments have a significant impact on the insurance market including standard insurance law. The standards of insurance law affect the tour operators and travel agents which are laid down general rules for the granting of guarantees and insurance required of these entities. Pursuant to the Act on tourist services applies security to clients in the event of insolvency, insurance against accidents and medical treatment abroad, as

well as the wide range offered in the travel insurance market, which are not compulsory (baggage insurance, cancellation insurance with the package, the type of assistance tourist insurance, insurance of risks associated with amateur ski sports or water sports, etc.) (The White Paper..., 2015). Insurance companies offer travel insurance not only to service company and intermediaries tourist destination, but also to individual customers. Insurance companies offer a wide range of travel insurance. Health insurance (KL) guarantees covering medical expenses among other doctor visits and hospital stay. This insurance can be extended with options for chronic diseases. Liability insurance in private life (OC) – protects against any claims of which the policy holder harmed. For sports liability there is insurance which you can expand the scope of protection of high-risk sports and extreme sports and also rescue costs (KR). Insurance sports equipment or luggage (BG). There can also be chosen an option of insurance in case of unfortunate accidents (NNW), insurance in case of death (NWS), insurance bodily injury (NWU), insurance costs of medical first aid (KPPM), and insurance costs of rehabilitation (KRH). There can be also and insurance in case of trip cancellation, canceled flights or accommodation.

Methodology and purpose of the study

A survey conducted by questionnaire, which had the seven basic questions and four demographic questions. The survey was conducted October–December 2015 in large cities of the province of Silesia (Katowice, Gliwice, Zabrze, Bytom, Jaworzno, Sosnowiec, Tychy, Bielsko-Biala). The method of survey was randomly- purposeful sampling. The criterion for selection was agreement to complete the survey.

The aim of the study was to know the preferences and motives of purchasing travel insurance. The characteristics of the respondents participating in the survey are presented in Table 1.

Table 1. Characteristics of the respondents (N = 162)

Gender				
Women 53%			Men 47%	
Age				
18–25	26–40	41–60	>60	
19%	30%	38%	13%	
Education				
primary	professional	secondary education	Higher education	
11%	19%	33%	37%	
Monthly net income household (PLN)				
Up to 1000	1001–2000	2001–3000	3001–4000	>4000
12%	19%	21%	22%	26%

Source: own work.

Test results

Preferences and reasons for choosing the services of travel insurance are related to decisions to purchase this service. Buying decisions are usually taken in a certain order logical- of the overall purchase decision, which involves the preferences in the selection of an insurance company. The study showed that the client has specific preferences when choosing an insurance company (Figure 1).

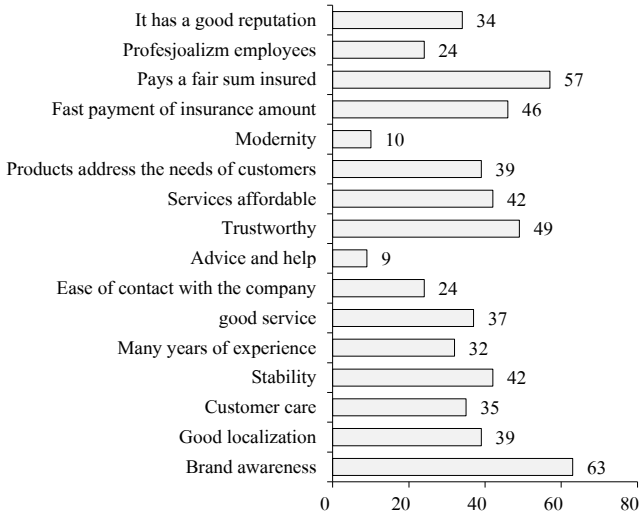

Figure 1. Preferences, which is guided by an individual consumer when choosing insurance (%)

Source: own source.

When making decisions about buying travel insurance services the client is guided by the knowledge of the undertaking and its brand, such an opinion expressed 51% of men and 56% women. The other clients' preferences when choosing an insurance where the metric data had no significant effect was fair pays the sum insured 57%, trustworthy (49%), services affordable (39%), the stability of the company (42%). Significant are also reasons for choosing an insurance company.

The analyzing of the motives for the choice of insurance regardless of sex or age of the respondents the most important is good opinion about insurance and friendly professional service (Table 2). No matter the location of the insurance. The decision of the purchase of insurance is affected by many factors that are shown in Figure 2.

Based on the research can be said that the most motivating factor to use the services of insurance is to cover costs in the event of an accident, a sense of security and fear of harm. To these affecting factors can be included: age, education, gender, and income level. A sense of security is the most common cause of insured women (38%) and those aged 23–44 (average approx. 30%) and an average financial situation (26%). In contrast, for fear of damage usually they insure themselves against men (34%) and those aged 45–64 (24%) with secondary education (29%) and higher (32%).

Motivating factor is also a kind of a tourist trip (trip active, practicing extreme sports, group trip, etc.). It is also important place of purchase travel insurance services (Table 3).

Table 2. Themes to choose insurance company (%)

	Close location	Traditional family	Friend comman	Good opinion	Friendly, professional service
			Gender		
Women	4	7	5	48	36
Men	3	6	12	49	30
			Income		
<1000	6	6	6	58	24
1001–2000	4	5	7	58	26
2001–3000	5	5	9	51	30
3001–4000	4	4	9	53	30
>4000	3	2	12	55	28

Source: own work.

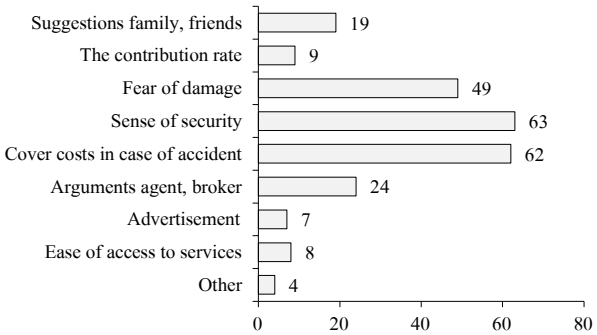

Figure 2. Factors motivating the customer to use the services of travel insurance

Source: own source.

Table 3. Place of purchase travel insurance services for individual customers (%)

Place of purchase	
Agent (mostly in the customer's home)	27.0
departament	7.9
Broker	2.2
phone	2.3
Internet	0.5
Travel agent	59.9
other	0.2
Total	100.0

Source: own work.

Customers usually purchase their travel insurance services by the travel intermediary in the process of purchasing travel services (59.9%). Often customers choose to purchase travel insurance through an agent 27% or directly at the branch of the insurance 7.9%. These are the most common customers, who organize individual tourist trips.

Table 4. Travel insurance used by individual customers (%)

	KL insurance	OC insurance	Baggage insurance	Sport insurance	Rescue insurance	Other
			Gender			
Women	63	63	29	47	15	9
Men	67	67	14	53	14	4
			Age			
18–25	49	49	22	53	32	12
26–40	58	58	12	46	33	10
41–60	59	59	10	48	36	10
>60	61	61	17	23	9	5
			Inocome			
<1000	56	56	9	23	19	9
1001–2000	51	51	10	30	28	10
2001–3000	60	60	12	38	29	11
3001–4000	61	61	14	43	32	10
>4000	63	63	14	47	35	12

Percentages are not equal 100% due to the possibility of more than one answer. (KL – cost of treatment, OC – civil liability).

Source: own work.

Customers usually buy tourist insurance policy covering medical expenses to cover the cost of doctor visits, hospital and drug costs. Together with insurance medical expenses insurance offers liability OC. Also purchased the insurance sports especially by people who practice winter sports to this option are often rebuys rescue insurance. Least likely purchased is baggage insurance (Table 4). Respondents also were asked the question if they always buy travel insurance when planning the trip. Reply always drew a only 18% of respondents. People buy tourist insurance depending on what the target of traveling and what country they are going to. If it is a holiday, rarely buys insurance in the same way if the journey is with EU countries.

Conclusions

Despite of strong competition in the market for insurance customers have specified their preferences as to the choice of the insurance. They choose mainly known brands they trust and are reliable. Customers choose to purchase travel insurance policies primarily because of a sense of security. They buy an insurance broker usually through tourism whilst enjoying purchase travel services. In cases where the customer arranges tourist trip usually individually purchasing insurance through an agent.

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Preferencje i motywy zachowań klientów w procesie zakupu ubezpieczeń turystycznych

Słowa kluczowe

ubezpieczenia turystyczne, rynek turystyczny, motywy, preferencje

Streszczenie

Zakłady ubezpieczeń kierują uwagę na swoich obecnych i potencjalnych klientów. Różnorodność oferowanych usług ubezpieczeń turystycznych powoduje, że klient jest zdezorientowany, nieświadomy tego co chce i czego oczekuje. Zadaniem firmy jest uświadomienie klientowi potrzeby zawarcia umowy ubezpieczenia, przygotowanie i przedstawienie oferty, a następnie sprzedanie oferowanych usług. Żeby jednak odnosić sukcesy w tej dziedzinie, potrzebna jest wiedza na temat klientów indywidualnych, znajomość ich preferencji i motywów działania. W artykule zostały omówione na podstawie badania ankietowego przeprowadzonego w okresie październik–grudzień 2015 roku, preferencje i motywy wyboru usług ubezpieczeń turystycznych przez klientów indywidualnych.

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TOURISM ACTIVITY IN THE THIRD AGE GROUP: ITS CHARACTERISTICS ON SELECTED EXAMPLES

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Keywords | senior tourism, tourist motivations, tourism development inhibitors, tourist offer

Abstract | The article refers to the functioning and development perspectives of senior tourism based on the opinion of two active senior sections members of an association dedicated to sport promotion. A short presentation of the association activity is followed by an analysis of the survey responses. The research was performed among 68 seniors. The questions concerned four main topics: the respondents' personal status and physical condition, the preferred forms of recreational activity, the main purposes of travelling and tourist motivations, and, finally, the most important factors inhibiting the responders' tourist activity. The group was also asked to assess the tourist offer existing on the local market in Lower Silesia, and especially to emphasise factors that should be changed.

Introduction

The ageing of the societies in the developed countries is a fact. The process has been observed for years, with a specific culmination point, at least in Europe, in the year of 2004, when the number of seniors – people aged over 65 – exceeded the number of the youngest population (under 14 years of age) with the ratio of 75.4 million to 74 million. In the recent decade, every sixth inhabitant of our continent was over 65 years of age (Alén, Domínguez, Losada, 2012), and the situation is still

dynamically changing. As Śniadek points (2006), in 2020, 25% of the European Union inhabitants will belong to the 60+ group. Every 6 seconds, the number of seniors in Europe increases by one.

Identification and explanation of the issue

Senior definition

In the context of an attempt to assess senior tourism functioning, the group that the phenomenon refers to should be determined first. In fact, some discrepancies can be observed here already. Hossain, Bailey, and Lubulwa (2003) use the term *senior* with regard to the age group of 55+, and the term *non-senior* for the group aged 15–55 years. Moreover, they divide the senior group into elder seniors (aged 65+) and younger seniors (between 55 and 64 years of age). In Alcaide's approach (2005), the senior age begins with 55 years of age. He considers this moment a significant turning point, as it is accompanied by the emergence of new, specific needs related to age. Condition changes also appear, which are predictable and refer mainly to physical complaints. Lee and Tideswell (2005), as well as Garcia and Martorell (2007) point at the age of 60 years as an important time point of changes; in the majority of people, this is when the life rhythm is modified and needs different from those present so far arise. Walker (2004) distinguishes as many as four categories of senior age: the group of people at the pre-retirement age and those who have retired earlier (55–64 years of age); the group of the retired (65–74 years of age); the group of elder pensioners (75–84 years of age); the group of people at the age of 85 or more. Dąbrowski (2006), in turn, divides seniors into three basic groups: people advanced in years (60–75 years of age); people of old age (76–90 years of age); long-lived people, i.e. those older than 90 years of age. The World Health Organisation suggests a similar classification, and the United Nations point at the age of 65 as the old age threshold (Kowalik, 2009).

Senior tourism

Senior tourism, i.e. tourism of elderly people is included, among others, within social tourism regarding people whose life situation makes it entirely or partly impossible for them to partake in tourism. This can result from economic factors, physical impairment, isolation, restricted mobility. Among these groups, as Górska points out (2010), apart from children, youth, and families, elderly people are of special interest.

Senior tourism is often mentioned in the context of tourism of the disabled. Buhalis and Darcy (2011), when discussing groups of the disabled, enumerate elderly people among them – beside those with impaired mobility or those with temporary impairment, e.g. children under 6 years of age. Age, constituting one of the impairment criteria because of the specificity of the human body functioning, is also indicated in the Spanish language literature referring to tourism. Gonzalez (2008) points at elderly people as one of the three groups remaining within the range of research on tourism of the disabled. The potential of the group with regard to tourism available in the context

of demographic changes is described by Darcy and Dickson (2009), as well as by Widawski (2010, 2011).

Tourists' motivations are diverse, and this applies also to seniors. It would be difficult to point at a single, leading reason for tourist migrations in this group. They depend, as in the case of other groups, on the economic status, education, physical condition, or habits. Among the most significant reasons, the need to rest and relax are enumerated in the subject literature (Horneman et al., 2002; Lee, Tideswell, 2005). The need to meet other people and to make new acquaintances are emphasised by Acevedo (2003) or Huang and Tsai (2003). The reasons for tourist trips in the group of seniors also include the simple need to discover new destinations, with their cultural and natural attractions that the seniors have always planned to visit (Horneman et al., 2002); visiting relatives plays an important part, too. Moreover, the number of health-related stays in resorts and spa & wellness centres is rising (Widawski, 2011).

The seniors' behaviour on the tourist market can also be specific (Alén, Domínguez, Losada, 2012). The choice of accommodation depends on the trip character and the participants' income; however, there is a demand for maintaining a minimum standard, which determines the fact if the senior benefits from the offer. The length of the senior's trip is obviously variable; the farther the journey, the longer its time, a dependence observable also in other groups. One can still note that seniors dedicate more time for tourism than the rest of the population. What is also significant is the source of information that seniors use when taking the decision regarding a tourist trip. Most often they rely on their own long-term experience as consumers of the tourist offer. They usually gather information personally from their relatives, friends, neighbours. The mouth-to-mouth model of passing information dominates. An essential source of information is also press, willingly read by the majority of elderly people (Horneman et al., 2002).

It is worth to attempt to verify, at least partially, the functioning of senior tourism in Lower Silesia on the basis of seniors' own opinions. This is why a study was performed among members of the 'FAN' Association for Sport Promotion in Wrocław who are engaged in tourism.

'FAN' Association for Sport Promotion

The Association was established in 2005 by members of the Gwardia Wrocław Sports Fan Club. At present, it unites 193 people bound with sport and recreation who want to develop their skills and share knowledge and experience. Within the Association, two sections were created which are oriented at elderly people, namely: the Active Senior Club and 50+ Footballers.

The former came into being in 2010. Now it has 86 members. The main statute aims are activating seniors, and developing and propagating elderly people's creative activity. The goals are accomplished through organising regular meetings or events of recreational and tourist character, such as: Club meetings (meetings or lectures with sportspersons or travellers, lectures on physical condition and good health), recreational events (various motor activities, such as integration games, gymnastics, dancing classes or pools, including sauna and wellness spheres), Nordic walking for 60+ seniors (since 2008). The 50+ Footballers section was established in 2014 in the initiative of

former footballers from the clubs of Wrocław. The founding meeting took place on March 20, 2014. Among other activities, there are trips: multigenerational bicycle trips (the city of Wrocław and the vicinity, planned foreign trips to Spreewald, or a trip along the Danube from Vienna through Bratislava to Budapest), and sightseeing trips to get to know the cultural and natural attractions of the region and of the neighbouring countries (the schedule for 2015 includes 11 routes).

Methodology

Research on the tourist activity of seniors from the 'FAN' Association for Sport Promotion and their socio-economical characteristic

The main aim of the research was to describe the phenomenon of senior tourism in the tourist space of Lower Silesia, on the example of a group belonging to the 'FAN' Association for Sport Promotion. The basic questions put forward in the study referred to such fundamental areas as the main motives for tourist migrations in the group being discussed, the forms of tourism preferred by seniors, and the impact of tourism on their lives.

The inquiry research was performed in the period between April and May 2015. It was anonymous in character, and the respondents were members of the 'FAN' Association for Sport Promotion. The questionnaire consisted of 16 questions. It was presented to the respondents in three ways: one part of them received the questionnaire electronically, one part were examined during the Active Senior Club meetings, and the rest were handed the questions during the work-outs of the 50+ Footballers section. In total, 68 members of the Association took part in the research. The limited generalizability of the research sample should be here stressed. It can be treated as representative for the members of senior sport associations of Wrocław. These are however survey studies being just an introduction to further complex research on specificity of Lower Silesia seniors' tourist activity.

The research group consisted of women in 63%, 37% were men. The participants were seniors over 55 years of age. When taking into account a detailed division by age, the most numerous group (31%) were the Association members aged 65–69 years. The following groups were, almost equal in number (29% and 28%, respectively), the group of younger seniors, aged 55–59 years, and the group of those aged 60–64 years. The least numerous, for obvious reasons, was the group of elderly seniors, aged 70 years or older (it constituted only 12% of the studied seniors).

The distribution by professional activity was almost equal in the group. There are slightly more (51%) people who are not professionally active any more; the rest declare some form of professional activity.

As far as the education of the researched Association members is concerned, the definitely most frequent declaration is higher education, represented by almost half of the studied seniors (49%). The following locations were secondary education (41%), vocational education (7%), and primary education (3%).

Practising tourism is bound with a specific economic status: a potential tourism participant should have certain financial resources, although it is worth to emphasise that recreation and tourism

can also be practised without bearing significant costs, if any. Therefore, rather than asking about the person's income, it would be more appropriate to find out how they perceive their economic situation; it is in fact this subjective factor that seems significant for taking financial decisions with regard to various activities, including tourist or recreational activities. This is why the respondents were asked to assess their economic status. Half of them perceive the situation as good, and another 16% as very good. One third of the participants (32%) considered their economic status to be average, and 2% evaluated their household financial status as bad. None of the respondents pointed at the 'very bad' choice. These results are symptomatic, especially in the context of the relatively bad economic status of pensioners in Poland, if measured with the average retirement benefit.

Results and discussion

A significant factor bound with senior tourism is the seniors' assessment of their health status. A vast majority of the respondents consider their health condition to be good or very good. One fourth do not declare any health problems and feel very good, and 53% perceive their health status as good. Among the remaining 22% there are those who assess their condition as average (18%), those who claim that their situation is definitely bad (1% only), and those who have problems with defining their real health status and therefore chose the answer 'hard to say' (3%). Thus the results unquestionably reveal the seniors' appropriate condition and approach to practise tourism and recreation. This is of significant importance, as bad health condition in enumerated among the main inhibitors of senior tourism development.

After the general disposition to practising tourism and recreation had been studied, the respondents were asked to point at the preferred forms of passive and active resting. Among the passive forms, reading books turned out the most popular – it was chosen by 44 people. Another activity, similar in character, was reading newspapers, pointed by 33 people. The remaining two activities were watching television and surfing the Internet: each indicated by 22 people. Only 1 person preferred the intellectual entertainment of playing chess.

Considering the character of tourism, the question about active resting seems much more significant (Figure 1).

The majority of choices referred to sightseeing trips (40 people). Cycling turned out almost equally popular. The following two forms were bound with hiking recreation: 33 people pointed at walking, 28 at Nordic walking. The groups choosing swimming and skiing were comparable in number (25 and 24 people, respectively), the latter not specifying whether they practised cross-country or downhill skiing. Mountain trips, specific because of the landform and the landscape, were pointed at by 19 people; football was chosen by 8, although one can assume this answer to be bound with the circumstances of the data collection, which took place during a football work-out of the 50+ seniors.

The question concerning the subjective assessment of the respondents' own level of physical activity can be treated as a conclusion to this part of the research. In this case, slightly more than half of the participants (53%) declare that their level of physical activity has decreased as compared

with the previous years; at the same time, they utter a need to come back to the former situation. The rest state that their present level of physical activity has not changed as compared with the previous years.

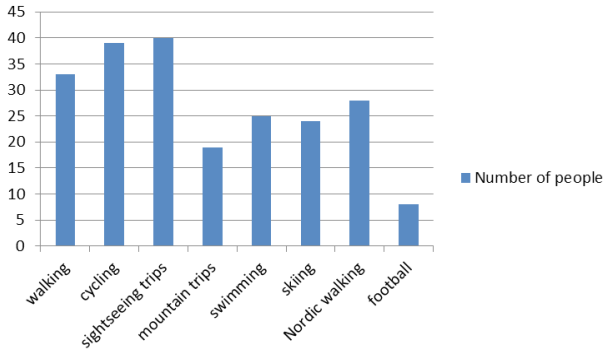

Figure 1. Forms of active resting preferred by the respondents

Source: own elaboration.

Having these data in mind, let us analyse the specificity of the tourist activity declared by the researched senior group A vast majority of the respondents travel more often than once a year. The most numerous group (53%) travel with tourist aims several times (2–3 times) a year, and ca. one third (35%) take tourist trips even more often than several times a year. This means that in the case of 88% of the studied seniors tourist trips occupy a significant part of the free time; 9% of the respondents travel not more than once a year, and 3% travel less frequently than once a year.

Taking into consideration the preferences observed in the participants, five groups of tourist trip aims were suggested: resting trips, health resort trips, sightseeing trips, visiting friends or relatives, and active tourism (Figure 2).

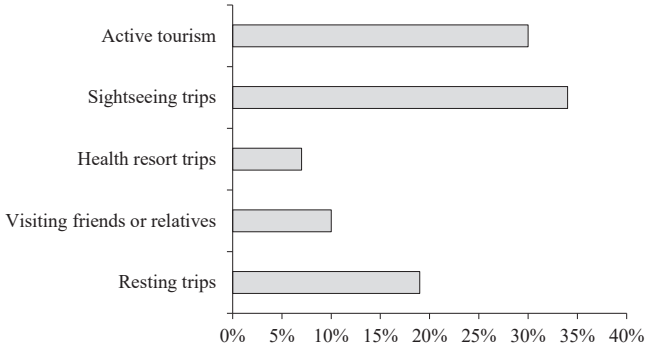

Figure 2. Aims of tourist trips in the group of respondents

Source: own elaboration.

Sightseeing trips are definitely the most popular in the researched group; they were pointed at by more than one third of the respondents. Travels bound with practising active tourism are only slightly less popular. These two aims dominate. Resting trips occupy the third position (19%). Visiting friends or relatives was declared as the tourist aim by 10% of the participants, although in world tourism these two aims are considered to be the most frequent (UNWTO Tourism Highlights, 2015). Health resort trips turned out to be the least significant (7%), which can be a little surprising if one considers the character of the studied group; on the other hand, if 78% of the respondents declare good or very good health condition, the limited preference of the health-related tourist aim should not be astonishing. The results correspond in some way with the research conducted by Śniadek (2007). Similarly one of the most popular destination of national trips were visits at relatives' and friends', sightseeing and resting visits, and (in smaller degree however) the health resort trips.

When asked about the reasons for travelling, the respondents most often pointed at their need to experience something new, one of the motivations described in the literature on the subject (Figure 3).

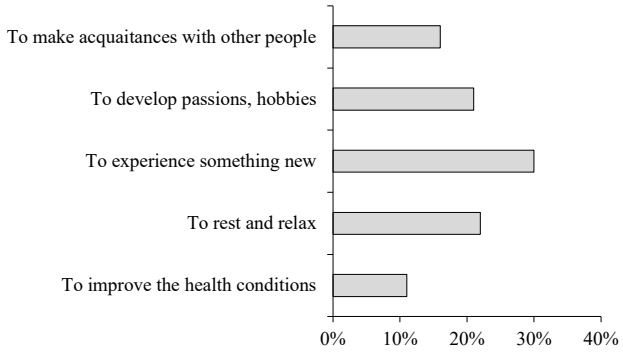

Figure 3. Motives for tourist trips in the researched group

Source: own elaboration.

This option was chosen by 30% of the respondents; the fact corresponds with a wider trend of the need to make up for the time lost in the earlier phases of life, i.e. the period of everyday routine of functioning between the household and the workplace. Among the respondents, 21% want to develop their passions, hobbies, and interests during a tourist trip. For many seniors, also those participating in the present research, this is an ideal moment to gather new experience.

Rest and relaxation are an obvious motive for tourist trips, not only in the age group being discussed. It was pointed at by 22% of the respondents, which places the motive at the second location. The following motives chosen in the analysed questionnaires were: the need to make acquaintances with other people (16%) – a motive significant in the group in which a considerable rise in the number of single households is observed – and the need to improve one's health condition, most

significant for 11% of the respondents, also comprehensible if one takes into account the specificity of seniors' physical condition.

In turn, considering the inhibitors of tourism development in the senior age group, it is worth to emphasise that slightly more than one third of the research participants (36%, the most numerous choice) declare no obstacles that would make it difficult or impossible for them to practise tourism (Figure 4).

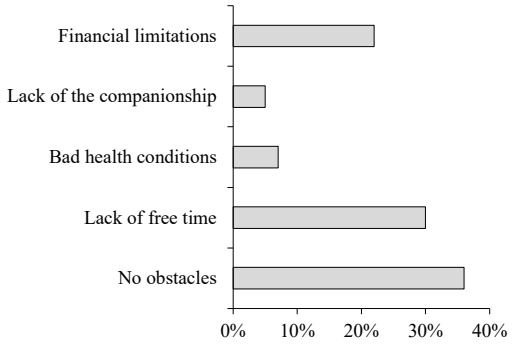

Figure 4. Inhibitors of practising tourism among the respondents

Source: own elaboration.

The second position in the rating is seemingly surprising; it refers to the first significant obstacle, i.e. lack of free time. It bothers 30% of the respondents. On the one hand, this results from a relatively high level of professional activity in the researched group, which was discussed earlier; on the other hand, it is certainly bound with family situation. The model of family functioning in the Polish society comprises, among others, the multigenerational paradigm, in which not only parents, but also grandparents take part in upbringing children; the role of seniors is especially important if their children present a high level of professional activity.

The next most frequent choice (the obstacle pointed at by 22% of the respondents) refers to financial limitations, connected with the general situation of pensioners in the Polish reality. Other obstacles are perceived as sources of difficulties in taking tourist trips to a much smaller degree. For 7% of the participants the problem consists in bad health condition, 5% declare lack of companionship as the main inhibitor.

These results do not correspond entirely with the obstacles most often pointed at by the Polish seniors. The literature indicates two main factors limiting seniors tourist activity: financial (Szpara 2015, Śniadek 2007) or health conditions (Grzelak-Kostulska, Hołowiecka, 2012; Mokras-Grabowska, 2010; Myck et al., 2009). Probably it stems from the sampling method – research was conducted on the a group of seniors of relatively high level of physical activity.

The last group of questions referred to the tourist offers that seniors took advantage of. The question if the offer addressed to the respondents was attractive was answered positively by 36

people (53%). Only 9 people (13%) denied, and the remaining 23 (34%) had no specific opinion on the subject. Asked about the source of information on the tourist offers, the seniors most often pointed at friends and relatives, who are the basic source for 39% of the respondents (Figure 5). The results correspond with other research present in Polish literature (e.g. Szpara, 2015; Skorupa, Bogacz, 2015), where the meaning of whisper marketing is stressed in promotion of tourist offer in a group of seniors.

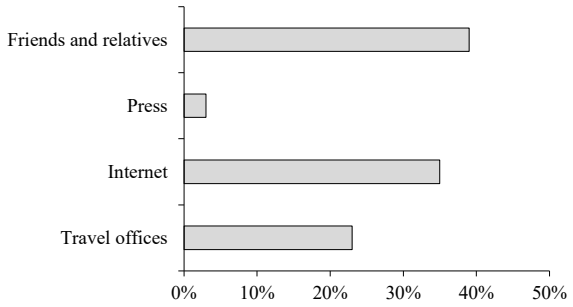

Figure 5. Sources of information on the tourist offer as declared by the respondents

Source: own elaboration.

Slightly fewer, i.e. 35% of respondents stated that Internet was their fundamental source of information, which could be surprising if one considers the distrust still aroused by the medium among elderly people. Almost every fourth respondent (23%) takes advantage of travel office services, and the smallest group of seniors rely on press in this matter.

The survey also included one open question concerning tourist offer assessment; the respondents were encouraged to determine significant elements, in their opinion, that are lacking in the tourist offer addressed to seniors. The answers enumerated lack of offers for active free time management for single seniors, as well as not considering the specific needs of the group, such as *organising nearby, not tiresome, inexpensive trips connected with sightseeing*; *concerts*; or *short-term and inexpensive trips*.

Conclusion

Attempting to grasp the research results synthetically, one should point at some dependencies. Among the respondents, the dominating level of education is higher education, which definitely influences a rise in tourist activity, practised repeatedly in a year by the vast majority of the surveyed seniors. This is not surprising, especially if the obstacles are neither financial problems (these concern as few as every fifth research participant) nor physical condition (as many as 78% of respondents are satisfied with it, with only 1% assessing their health condition as bad). Practising tourism is certainly related with taking care of an appropriate level of physical activity, which has

remained unchanged for years in almost half of the surveyed seniors. The most frequently chosen tourist forms are sightseeing trips and broadly understood active tourism.

Seniors partaking in tourist trips miss original, stereotype-breaking offers, especially as the most frequent motives for tourist trips declared by the researched members of the Association are the needs to experience something new, to develop passions, to relax and rest; improvement of health condition appears further in the hierarchy.

According to seniors, the perspectives for senior tourism development depend also on an increase in the tourist offer quality. Asked about considerable imperfections in this area, the respondents pointed at the lack of offers for seniors travelling alone or lack of financial support.

Although many details demand precise specification and improvement, the fundamental conclusion brought about by the research allows to clearly determine the perspectives for senior tourism development in Lower Silesia: the offer is already operating, the potential group of its recipients are willing to benefit from it, and, if the market adjusts to the consumers' expectations, the perspectives for senior tourism development seem promising.

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Aktywność turystyczna wśród seniorów: charakterystyka na wybranych przykładach

Słowa kluczowe

turystyka senioralna, motywacje turystyczne, czynniki hamujące rozwój turystyki, oferta turystyczna

Streszczenie

Artykuł dotyczy funkcjonowania i perspektyw rozwoju turystyki senioralnej. Analizę przeprowadzono na podstawie opinii członków dwóch aktywnych sekcji stowarzyszenia zajmującego się promocją zdrowia. Analizę ankiet poprzedza krótka prezentacja działalności stowarzyszenia. Badanie przeprowadzono na 68 seniorach. Pytania ankietowe dotyczyły czterech głównych tematów: dane osobowe oraz dotyczące stanu zdrowia, preferowane formy aktywności rekreacyjnej, główne cele podróżowania i motywacji turystycznej oraz najważniejsze czynniki hamujące aktywność turystyczną respondentów. Grupę badanych poproszono także o ocenę oferty turystycznej widocznej na rynku Dolnego Śląska ze szczególnym uwzględnieniem czynników, które warto byłoby w niej zmienić.

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PLANNING SHORT-STAY 'WEEKEND BREAKS' BASED ON THE CULTURAL, NATURAL AND SOCIAL RESOURCES OF THE SMALL TOWN

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Keywords | cultural tourism, weekend – breaks, planning sustainable tourism, small town, regional promotion

Abstract

The paper examines the way that place with a specific identity and cultural atmosphere could be used as the promotion of the site and creation the popular short-stay tourist destination. The authors briefly explained the theoretical background, concepts, marketing methodologies and effects of coordination between local government actions and tourism industry promotion. On the example of case study in Podkowa Leśna, it illustrates different activities and different issues involved, identified important determinants. Emphasizing a smart, sustainable approach, it shows how cultural tourism and culture events could be used to promote a town successfully. It shows how the local authority's policy, the private – public cooperation, the NGOs involvement, institutional structures and volunteer's enthusiasm could create a high standard of cultural offer and tourist – friendly host site. It also shows how, on the example of garden – city Podkowa Leśna, an effective management and innovative strategy could provide long term success based on cultural and social resources. In their final conclusion remarks the authors examine the relationship of cultural events and tourism growths (short-stay, 'weekend break' visits). Cultural heritage, organized sport and cultural events together with the natural values are identified as the vital determinants for the high quality experience of visitors in this destination site. The non answered question remains, if culture in future – in a broad sense of tangible and intangible forms – could be also used in the rapidly changing world for successful promotion, for sustainable development, for social and cultural harmony and economic growth. The other question to be considered in the future research study is the limit of tourism development growth at the site of high cultural and natural values, very special social atmosphere and site tradition.

Introduction

Many scholars underline the increasing role of culture and cultural attractions in enhancing the growth of tourism industry (Dallen, 2003; Page, 2003; Sigala, 2006; Smith, 2009). Accordingly to the European Union statistics there are 200 000 protected architectural monuments in the EU countries, most of high tourists interests (UNESCO, 2009). But not only tangible culture (buildings of historical meaning or museums) is important for tourist industry, intangible culture might be as well significant. The European Commission has commenced with the cooperation with the Council of Europe promotion of the European cultural heritage also in the latter aspect. For example European cycle paths, pilgrimage routes (such as "St. James Pilgrim Route"), were used to stimulate economic development, promote identity, cultural diversity and harmony. Similar activities were initiated by the Polish Tourist Organization and the Regional and Local tourist organizations in Poland (for example "Chopin 2010" cultural tourism experience).

From the part of government and local authorities the main reason for interest in cultural tourism is the need to support the development of sustainable tourism, the cultural and educational goals, which may help to protect cultural heritage visited by tourists. The other obvious reason is to increase the competitiveness of the regional tourist offer. These actions are a response to global, not only European, trends in tourism, visible both on the demand and supply side. Issues related to the many aspects of the protection of cultural heritage and development of cultural tourism were showed in many scholar publications (Dallen, 2003; Richards, 2001; Sigala, 2006; Smith, 2006).

The modern tourist, during his or her trip, is interested not only in "must – see – sights", high cultural attractions such as world famous museum (Louvre in Paris) or architectural relics (Coliseum in Rome). It was apparent in the past, that widely recognized, popular tourist attractions were at the first place the icons of global culture and these provided a focus for the mainstream of tourist activities. Today, local cultural events of rather cameral scale, charming local identity, friendly approach towards the guests are highly appreciated and seriously considered in the travel itineraries. It is example of the 4E concept of the modern tourist's motivation to travel: education, excitement, entertainment, engagement and last but not least – alternative travel experience. The 4E concept requires active involvement in the tourist journey at every stage, commitment, openness for the new experiences. There are also new forms of travelling and learning, which often derive from new technological solutions. Tourists are highly interested in participating in various events organized with the use of modern technologies such as multimedia (light-sound-image), historical productions, learn about heritage places through quests and urban games. Moreover these elements could be also successfully used for the site promotion (Gold, 1994; Hall, 1999, 2000; Inskeep, 1994; Panasiuk, 2013; Thomas, 2014; Williams, 2003).

Cultural tourism fits perfectly into these new trends in the tourism market, and a variety of cultural events could be used as a major attraction – attracting both local community members and tourists. It does not necessary mean the use of the already recognized, famous and "must – see – sights". Smaller towns and remote villages could effectively attract visitors by artistic events, historical reconstructions, and educational games. These events and the presence of tourists are

creating a new value and could promote local heritage, anthropogenic and natural values. Certainly, cultural tourism must meet a number of goals and objectives, one of which is sustainable tourism development and protection of heritage and natural resources.

Building a brand is a long – term and very complicated process, nevertheless it is connected with many other than tourism development advantages, as for example attracting potential investors (Goodall, 2014; Panasiuk, 2013). The general concept is to build a competitive brand of the site by promoting its tradition and image, culture and history. The small town or a village could be regarded as the "valuable product" shaped of tangible and intangible assets. It may include infrastructure and services, the products of local producers, as well as tradition, culture, arts, skills and customs of the inhabitants, the site uniqueness and its specific *genius loci*. All these elements could create a coherent, but also very complex product. For this reason, the so called "place marketing" is a challenging task. The challenge is not only the complexity of the product, but also different, sometimes difficult to define issues, related to various objectives of stakeholders involved (local authorities, private sector, public sector, local community members, institutions and organizations). Not helpful are too limited budgets for coordination of marketing activities and lack of knowledge how to do it, how to plan an effective strategy. The successful promotion poses a serious challenge for the local authorities, which is why they are looking for different ways to build the image and strengthening the recognition of the site. For example the uniqueness of the history and specific spatial and social character might be an important element of the promotion. Podkowa Leśna near Warsaw, the small town founded a hundred years ago and based on the idea of Ebenezer Howard's garden city, can be a specific chance of USP (so called "unique selling point").

The purpose of the paper is to present some outcomes of the research study undertaken to investigate the effect of cultural events in Podkowa Leśna on the sustainable tourism development and the successful region promotion.

Research aim and methodology

The aim of this study was to analyze the conditions for the development of cultural tourism in Podkowa Leśna, based on the existing cultural and natural values, organized events and very special social atmosphere of the garden city and tradition of the site. This paper presents some key issues related to the organization of the cultural events, their effects on tourism growth and the area promotion.

The material for the case study encompassed the selected cultural events organized in Podkowa Leśna by the local authority together with various governmental institutions and NGOs organizations in 2010–2015. To the deep insight analyzes authors qualified only the most important events, which were focused on promoting the cultural heritage values of the town. To recognize the determinants of the cultural tourism perspectives in Podkowa Leśna both quantitative and qualitative methods were used. That approach required techniques and instruments specific to the theoretical studies, document analysis as well as to the field research. During the field surveys (interview, participant observation) both quantitative and qualitative data were obtained, of primary the original

(unpublished) character. The critical study of published materials (as local government reports, plans for new policy and strategy) were the source of secondary data, providing quantitative and qualitative data. For gathering primary data (quantitative and qualitative) interview technique was used, performed *in situ,* face to face. Semi – structured interviews were carried out with representatives of local authorities (City Council in Podkowa Leśna), NGOs and cultural institutions. This material was also supplemented by the un-structured and informal interviews carried out *in situ*, face – face with the local community members and tourists during the popular cultural events. These were documented by notes and photographs taken by authors. The participant observations and interview technique were repeated many times, during different cultural events ("The European Heritage Days", "The Open Garden Festivals") in 2010–2015 (Figures 3–4). It is to be underlined that one of the authors had not only the opportunity to participate in the various cultural events, but was the active co-organizer. These personal experiences were the source of many important information concerning the opinions, comments and behaviour of participants the cultural events. To achieve the desired final results and effects and avoid critics of the case study results – the authors tried to design the research work to be consistent with the recommendations of the renowned literature on research in tourism (Cohen, 2007; Finn, 2000; Phillimore, 2009).

Research results

Three small – scale towns: Podkowa Leśna, Milanówek and Brwinów are located nearby Warsaw. All three are based on the 19c concept of the garden – city, idea developed in UK by Ebenezer Howard. This historic urban planning philosophy is so far still very attractive even today, as providing an exceptional social values, architectural quality of buildings, combined with richness of nature, both public and private gardens. The concept of a garden-city, which promotes the principle of sustainable development and consideration of environment, by many modern scholars and urban planning schools is being considered as a perfect answer and alternative to overcrowded agglomerations, where living conditions are not healthy and social ties are too weak and insufficient to provide and secure inclusion. The uniqueness of the garden – city idea was the base of formal agreement between local governments in Brwinów, Milanówek and Podkowa Leśna. Cultural and sport events were planned as an integral part of the sites promotion.

In Podkowa Leśna, the cultural centre is located in the newly restored historic building of "Casino", located in the urban park. The Centre of Culture and Civic Initiatives together with the Museum of Anna and Jarosław Iwaszkiewicz, St Christopher Church, primary and secondary schools and the Public Library are the main organizers and host institutions for cultural events. It is also worth to underline that many Podkovian residents open their homes to public and allow visiting historic residences and gardens. Moreover some of them organize concerts or literature events (as meetings with writers or musicians), these events have only cameral character. These cultural events are supported by different resources (as EU funds, Local Government in Podkowa Leśna, Ministry of Culture), but the very important collaboration help is provided from the part of inhabitants. At present the city has registered more than twenty NGOs associations and the oldest

society was founded in 1930: The Friends of Podkowa Leśna. Other societies, focused on the education and culture activities are: The Federation of Podkovians, The Garden of Arts and Sciences Society, The Green Neighbourhood Association, The Association of Singers "Canto Sonoro" and The Foundation Villa Musica. These associations regularly organize various cultural events that are co-financed from the city budget, EU funds, Ministry of Culture funds and some international institution grants (Podkańska, 2009; Urząd Miasta Podkowa Leśna, 2015).

Annually in Podkowa Leśna there are more than 150 cultural events of different scale and character. Some of them are single events, but most are being created as regular project (Figures 2–4). Possibly the most popular are the "Open Gardens Festivals" ("Otwarte Ogrody Festival"), having been organized each summer since 2005, as a three-day cultural event. The theme of events is education in the field of heritage conservation, ecology and sustainable development. It is the feast hosted usually by many private inhabitants in their private gardens, these days being opened to the public. In 2015 the 10th anniversary was celebrated and about 5,000 of visitors were present. What is important, the "Open Gardens Festival" is a showcase for the creative potential of residents and local institutions, local government and NGOs, for good cooperation between private and public stakeholders. It is to be underlined that all events are non-profit, attractions are available free of charge to visitors (Figure 2). The Podkowa Leśna initiative is a good example of effective site promotion and many other small towns near Warsaw (Zalesie Dolne, Komorów, and Józefów) have recently followed the idea.

Another popular cultural event, that is worth to be mentioned in the context of the site successful promotion, is the "European Heritage Days" (Figure 3). Ii is a cultural and educational project sponsored by the Council of Europe, developed since 1992 and aimed to increase the awareness of the local identity and the cultural heritage. Each year there is a new edition with different theme and in 2015 it was "Lost Heritage". In Podkowa Leśna it was celebrated by numerous exhibitions, concerts, presentations, competitions. Although the event is designed only for two days (Saturday–Sunday), in 2015 almost a thousand of participants took part in it. The third important cultural event organized each year in Podkowa Leśna is the "Festival of the Literary and Musical Confrontations" in the Anna and Jarosław Iwaszkiewicz Museum Stawisko. This event has been organized since 2000 and includes a series of concerts, lectures and exhibitions, which lasted from autumn to spring (coordinated with the rhythm of the school year). The annual cycle of events gathers more than a thousand of participants.

The mentioned above cultural events are only example of 150 events organized annually in Podkowa Leśna. The organization of cultural events need to engage both residents (as volunteers) and employees of public institutions. In comparison with other localities, social commitment in Podkowa is at an exceptionally high level; therefore, very valuable are the opinions of residents about the cultural offer in the city. This is confirmed by surveys that have been conducted twice in 2011 and 2014. Comparing these two years one can see the growing satisfaction with cultural offers provision in Podkowa Leśna. Most local community members and visitors were satisfied and very satisfied of the opportunity they have to participate (as a spectator) in cultural events offered by the city (75.2%), the possibility of active participation was rated as good and very good by

67.4% responders. Activities arranged by the cultural institutions were highly approved by 65.9% of responders (Mantey, 2015). This high rating of the cultural offer, approval declared by people, is extremely important, as they co-create the image (brand) of the site and region. Numerous scholars underline that so-called "word of mouth" is one of the most effective methods of promotion and reaching out for new customers. Satisfactory experience, appreciating opinions about the high level of cultural offer in Podkowa Leśna could possibly motivate Warsaw inhabitants to choose this site for their "weekend break" (Figures 2–4). The strong potential for a short stay visits and tourist development in Podkowa Leśna (weekend breaks) is determined by the following factors (Figure 1):

- natural resources and cultural heritage values,
- accommodation and catering offer,
- local transport (WKD train service to Warsaw),
- very special tradition of site, unique hospitality and charming atmosphere,
- high aesthetic values of garden – city layout, historic and modern villas architecture,
- high quality of environment components,
- numerous tourist routs, cultural events,
- information and innovative tourist products.

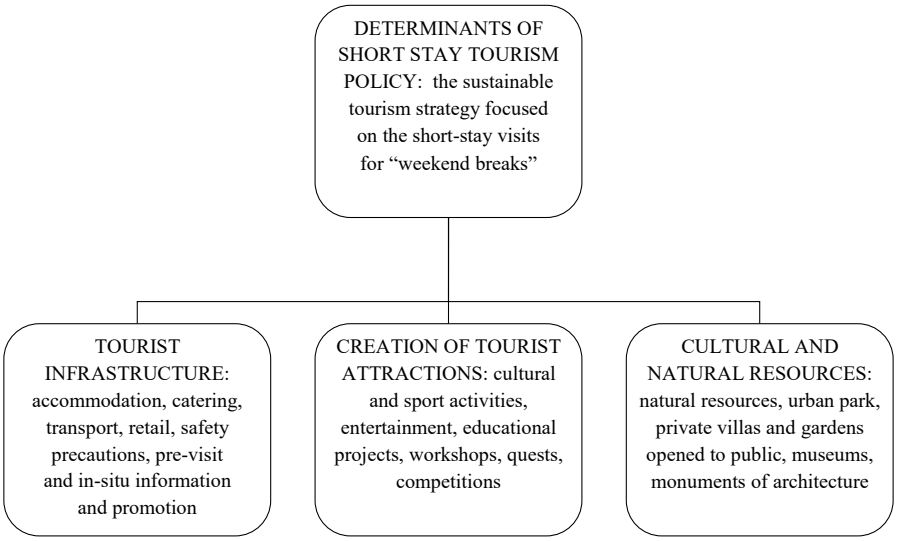

Figure 1. Podkowa Leśna possible strategy concept of tourism sustainable development (short-stay visits, "weekend breaks" concept) – the main determinants identification

Source: The presented material is the result of research conducted on the base of the grant issued by the Ministry of Higher Education and Sciences (ds-114 and ds-144 AWF), carried out by the authors at the Joseph Pilsudski Academy of Physical Education in Warsaw, Poland (2012–2015).

The non answered question remains, if these cultural events in future – in a broad sense of tangible and intangible forms – could, be also successful within the same concept. It is possible

that the rapidly changing world and society will require re-formulating the strategy to continue the successful promotion, sustainable development, social and cultural harmony and economic growth. Another research study theme to be considered in future is the question of the limits of tourism development in Podkowa Leśna, without endanger its uniqueness, the high cultural, natural values and very special social atmosphere, tradition and host community interconnections. It is already a well-known fact, that the consideration of the tourism impact on the environment and host community should be a vital part of the local and regional planning strategies (Hall, 2000, OECD, 2009, UNESCO, 2009). There is a wide range of factors to be recognised, many requiring subjective, not only objective analysis. As it is planned, the key factors to identified main determinants should be: the quality of environment, the heritage protection, the aesthetic values, the safety factors, the society identity, the local community approach towards tourist growth, the cultural and other forms of tourism environment impact. The authors are aware of the fact, that this approach will involve interpreting needs, as some elements of resource index might require a subjective judgment (as for example aesthetic values). However the methodology design for the new research project is now in progress.

Table 1. Main stakeholders actively collaborating in creating the cultural policy in Podkowa Leśna (selected organizers of the most popular projects in 2010 and 2013)

Main stakeholders	Centre of Culture and Civic Initiative in Podkowa Leśna	Municipal Library in Podkowa Leśna	Museum of Anna i Jarosław Iwaszkiewicz in Stawisko – Podkowa Leśna
Events organized in 2010 (number of participant)	118 events (11,500 participants)	7 events (700 participants)	25 events (number of participants not recorded)
Events organized in 2013 (number of participants)	127 events (17,750 participants)	9 events (number of participants not recorded)	50 events (number of participants not recorded)

Source: The presented material is the result of research conducted on the base of the grant issued by the Ministry of Higher Education and Sciences (ds-114 and ds-144 AWF), carried out by the authors at the Joseph Pilsudski Academy of Physical Education in Warsaw, Poland (2012–2015). Data based the reports of main cultural institutions operating in Podkowa Leśna (2010–2013).

Conclusions

In the recent years, the idea of cultural events as a locomotive of tourist development is gaining greater numbers of followers. Several scholars highlighted the culture, education, innovation and integrated approach as key factors to enhance the long – term competitiveness of the reception area. In many European countries the organized on small – scale cultural and sport events are popular as tourist attractions. The Garden Tri-Cities initiative (Brwinów, Milanówek and Podkowa Leśna) was designed not only to promote the cities themselves and strengthen their position in relations with other regional actors, but also to promote the idea of social and space uniqueness. The visible results of this fruitful cooperation are popular cultural, sporting and educational events, described on the example of Podkowa Leśna. These local government and local community activities are

Photo by: Anna Ostrowska-Tryzno, 2013

Figure 2. Podkowa Leśna. Example of sustainable development of the cultural tourism in the small town (short-stay visits, "weekend breaks" concept) – the "Podkowianska Kilometer Event" ("Pdkovian Ten Event"), 2015

Source: The presented material is the result of research conducted on the base of the grant issued by the Ministry of Higher Education and Sciences (ds-114 and ds-144 AWF), carried out by the authors at the Joseph Pilsudski Academy of Physical Education in Warsaw, Poland (2012–2015).

Photo by: Anna Ostrowska-Tryzno, 2015

Figure 3. Podkowa Leśna. Example of sustainable development of the cultural tourism in the small town (short-stay visits, "weekend breaks" concept) – the Lilpopa Street Open Air Exhibition (European Heritage Days, 2015)

Source: The presented material is the result of research conducted on the base of the grant issued by the Ministry of Higher Education and Sciences (ds-114 and ds-144 AWF), carried out by the authors at the Joseph Pilsudski Academy of Physical Education in Warsaw, Poland (2012–2015).

Photo by: Anna Ostrowska-Tryzno, 2015

Figure 4. Podkowa Leśna. Example of sustainable development of the cultural tourism in the small town (short-stay visits, "weekend breaks" concept) – the Open Gardens Festival, traditional pottery workshop, 2015

Source: The presented material is the result of research conducted on the base of the grant issued by the Ministry of Higher Education and Sciences (ds-114 and ds-144 AWF), carried out by the authors at the Joseph Pilsudski Academy of Physical Education in Warsaw, Poland (2012–2015).

supported by the city authorities, cultural institutions, NGOs and above all – local community members. Thanks to the extremely popular cultural events, such as: "The Open Gardens Festival" and "The European Heritage Days", many visitors are able to know more about the garden-city idea and the region (Figures 3–4).

In Podkowa Leśna the tourist offer is not very rich, but accommodation and catering services allow spending there a pleasant weekend. It is true, that not many tourists stay overnight at the site (as it is very easy to come back to Warsaw, due to the well-developed public transport service). However many visitors come back in the next weekends to take advantage of cultural and natural resources they have learnt about, to walk along tourist routs, cycle, ride a horse, visit one of few museums located there and to dine in the local charming cafes or restaurants. It seems to be a highly popular "weekend break" for Warsaw inhabitants, appreciating this natural and peaceful site, unspoiled and relaxing atmosphere, enriched by cultural heritage, cultural and sport events. However, the further research study question remains about the rational limits of future tourism development in Podkowa Leśna, without endanger its uniqueness, the high cultural and natural values, very special social atmosphere, tradition and social interconnections.

Undeniable the future of tourist product developed by the "The Garden Tri-Cities" and its perspective depends highly on governance on the local level, action plan to support sustainable and competitive tourism. The presented examples of cultural events illustrate very clearly the role of culture in creating distinctiveness for tourism in Podkowa Leśna and show how supportive

strategies between tourism and culture can make a difference. The authors hope that the presented outcomes of the research survey could help to understand better the tourism perspectives in Mazovia Region, especially in the small towns and villages, where there are not, so far, widely acclaimed tourist attractions and which face the challenge to create their tourist product brand out from scratches.

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Planowanie krótkich pobytów weekendowych i świątecznych opartych o kulturowe, przyrodnicze i społeczne walory małych miast

Słowa kluczowe

turystyka kulturowa, krótkie pobyty, turystyka zrównoważona, małe miasta, promocja

Streszczenie

Tematem artykułu jest zaprezentowanie metod kreacji atrakcyjnego produktu turystycznego małych miast, przy wykorzystani ich specyfiki kulturowej i społecznej oraz wartości przyrodniczych. W szczególności w te potencjały, jak się okazuje, doskonale wpisuje się turystyka kulturowa, krótkie pobyty świąteczne i weekendowe, nie wymagające skomplikowanej i kosztownej infrastruktury. W artykule przestawiono teoretyczne podstawy rozwoju turystyki kulturowej, metod jej marketingu w małych ośrodkach oraz znaczące efekty jakie niesie skoordynowana i konsekwentna współpraca samorządu terytorialnego z instytucjami pozarządowymi. Przykładem dobrych praktyk w tym zakresie są działania podejmowane przez samorząd oraz organizacje pozarządowe w Podkowie Leśnej pod Warszawą.

Jako pytanie otwarte autorzy tekstu pozostawiają rozważanie jakie powinny być limity rozwoju turystyki w małym mieście, tak aby zapewnić rozwój zrównoważony i nie zagrozić walorom kulturowym, społecznym i przyrodniczym oraz unikalnej atmosferze miejsca.

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DETERMINANTS AND BARRIERS TO THE TOURISM DEVELOPMENT IN KALININGRAD OBLAST OF THE RUSSIAN FEDERATION AND WARMIA AND MAZURY REGION

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Keywords | Kaliningrad Oblast of the Russian Federation, tourism, cross-border cooperation, determinants and barriers to development

Abstract | Kaliningrad Oblast of the Russian Federation is important for tourism development in the Polish border regions. The convenient location of the Kaliningrad Oblast contributes to the organization of promotion and sale of Polish tourist services.
The study contains the results of research, which aim was to identify areas with significant development perspectives for the Polish-Russian borderland. Based on survey, conducted among Russians, identified determinants of tourism development on the Polish-Russian borderland and barriers for the development.

Introduction

During the global crisis, Kaliningrad District of the Russian Federation is recognized by economists as being of great economic potential and tourism. Kaliningrad Oblast is unique among the constituent parts of the Russian Federation due to its small size and its location as an exclave with relatively open borders on the surrounding states and as Russia's western most region. Furthermore, Kaliningrad Oblast is more exposed to foreign influence than other Russian regions,

and people travel more to the adjacent countries than to Russia. Europe has a big cultural impact on the region. The development of Kaliningrad Oblast and its status depends on the general economic situation and the authoritarian political system in Russia, but more than in other Russian regions, Western countries have an impact on this development (Oldberg, 2001, p. 72).

The progressive political and economic changes have contributed to the rapid development of cooperation and building new relationships. Especially quickly this cooperation began to develop after 2012 when he started to operate a small border traffic. The cross-border cooperation between Poland and Russia concerns the exchange of commercial, service and tourism.

The development of cross-border cooperation is not a competition for the regions, but a complement or economic conditions creating the basis for their operation. This cooperation allows for close-up and associate business partners, finding new markets and the increase in trade (Białobrzeska, Kisiel, 2003, p. 104).

The study contains the results of research, which aim was to identify areas with significant development perspectives for the Polish-Russian borderland. Based on survey, conducted among Russians, identified determinants of tourism development on the Polish-Russian borderland and barriers for the development.

Factors affecting the development of border tourism

Tourism is one of the key factors of economic development for many countries and regions in the world, which produces a powerful effect on economic activities within various business areas. Tourism contributes to the national wealth by producing material values through putting tourist facilities into operation, developing infrastructure, etc. (Kornak, 1997, pp. 158–159).

Tourism is one of the most important factors of economic development. The economic benefits of tourism development relate to aspects (Kurek, 2007, pp. 409–410):

- investments in tourism infrastructure,
- development of entrepreneurship in the tourism sector or other related to it,
- creation of new employment opportunities.

Tourism policy is to determine the economic, political, social and cultural activities related to the tourism development, to achieve positive financial results, satisfaction of social needs (Wodejko, 1998, p. 170). Once largely a consequence of wars and colonization, culture change today results from international trade and finance, global media and technological flows, immigration, and business and tourism (Appadurai, 1990). Therefore, exposure to the foreign cultures requires to travel.

International tourism in the Kaliningrad Oblast started after 1990, when the region opened to foreigners. After EU enlargement the Kaliningrad region hasn't managed to fully exploit the possibilities provided by its unique nature, history and geographical position. Various issues slow down the building of the tourism industry in the region, such as undeveloped international transport connections, the small number of Western-standard hotels and visa requirements between the EU and Russia (Pursiainen, Medvedev, 2005, p. 80). In 2008, the Kaliningrad Oblast was visited by 95,000

foreign tourists. In the next years it was much less foreigners visiting Kaliningrad, there were 53,000 in 2010. Half of the foreign tourists were from Germany, 18% form Poland and 12% from the Baltic countries (Anasiewicz, Palmowski, 2014, pp. 79–86). Western tourists were scared away by the fact, that the region itself offered only a small and poor market, and its attractiveness largely depended on free access to the rest of Russia (Wenger, Perovic, 2001, p. 31). Renewed interest in tourist travels to the Kaliningrad Oblast was in 2012, when the small border traffic started between Poland and Russia. It affected the great interest traveling abroad by the Russian and Polish citizens.

The agreement on small border traffic defines the rules of crossing the Polish-Russian border, which is also the border of the European Union. Small border traffic includes part of the Pomerania and Warmia an Mazury Voivodship and the Kaliningrad Oblast. The location and socio-economic factors affect on the formation of Polish-Russian regional cooperation. This cooperation is realized on many levels, which include mainly trade and tourism.

For both Polish and Russian residents, this agreement creates many opportunities for business, tourism, etc. Moreover, interregional cooperation should contribute to removing barriers to movement of goods and services, tourism development, and trade. Joint projects are also meant to support technology and knowledge exchange. Now, the most important role in Polish-Russian relations is to exchange services. Poland is a major exporter of services in tourism, medicine and construction (Batyk, Semenova, 2013, pp. 77–85).

By 2014, cross-border cooperation between Poland and Russia favored economic integration, the development of many sectors of the economy. This integration caused a correlation between the neighboring countries, eg. in the area of implementation of joint tourism projects and tourism events as kayaking from Olsztyn to Kaliningrad. Among the benefits brought cross-border cooperation include: improving the environment, modernizing and increasing the efficiency of public infrastructure, enterprise development, increased tourism, development of better neighborly relations, increasing trade and the revival of cultural exchange.

In 2014 there was a significant crisis in regional cooperation caused by political and economic factors. Also, this crisis was very painful for the travel industry. Purchasing power of the Russian currency decreased, which resulted in less interest Polish tourist services by the Russians. The year 2014 was for the tourism business much worse than the crisis year 2009. The number of tourist trips decreased by 20–25%. In 2014, demand for foreign trips of Russian travel agencies decreased by 50–70% (*Analiza*…, 2015, pp. 134–152). The most important factor influencing the less interest Russian tourist trips was a reduction in the value of the ruble (in December 2014 a reduction of 50% relative to the dollar and euro). For many Russians, foreign trips were impossible. Even if the Polish entrepreneurs of the tourism industry, offer a variety of discounts and promotions, they can not get the sale of tourist services of that in 2012 and 2013 year. Unfortunately, the crisis continues.

The crisis in Polish-Russian relations affects not only social relations but has mostly negative affects on tourism businesses. Tourism enterprises are creating an overall quality of the total tourism product, so they are engaged in common marketing process which is not trouble-free since tourism industry is, in spite of few mainly transportation enterprises and chain hotels, mostly composed of small and medium companies (Pawlicz, 2007, pp. 257–264).

Determinants and barriers of the tourism development in the Kaliningrad Oblast and Warmia and Mazury region

The study aimed to identify the areas of greatest development opportunities for Polish-Russian borderland, determinants of tourism development and barriers to its development, conducted in 2012 among 200 residents of Kaliningrad Oblast. Respondents were chosen using random selection. The study used a method of face-to-face survey. The research tool was a questionnaire. Presented in this paper results are a part of a wider research. The study involved 50% of women and 50% men. Respondents declared higher education (30%), secondary education (21%), bachelor (21%), vocational education (19%) and primary education (9%). The largest group of respondents participating in the study were people aged 36–45 years (25.5%) and 18–25 years – 25%. Persons aged 26–35 years accounted for 17.5% of the respondents. Next groups of respondents in terms of numbers were: persons aged 46–55 years (22%) and over 55 years (10%). Differentiation also related to social status. One in five respondents had their own businesses (20%), 30% of respondents were employed, government employees – 14.5%, unemployed – 9% of students – 20% and pensioners – 6.5%.

The research shows, that the areas with the greatest perspectives for development of cooperation between the Kaliningrad Oblast and the Warmia-Mazury province are: tourism (31.8% of responses), the exchange of goods (31.7%) and joint ventures economic and social (17.5%). Polish-Russian cross-border cooperation causes little impact on technological development (5.2%), reducing the negative stereotypes (5.8%) and unemployment (8%).

Results of this study identified the determinants of the tourism development in the border regions (Figure 1). According to the Russians, tourism development in the Kaliningrad Oblast is affected by: location (22.3% of responses), the environment (15%) and transport availability (12.7%). Least the tourism development in the Kaliningrad Oblast is affected by: prices (1.3%), cultural events and sports (1.7%) and active leisure (2%).

Respondents pay attention to the lack of tourist attractions that would encourage tourists to stay in Kaliningrad Oblast. In addition, the use of the Baltic Sea (which for some Russians is still the biggest attraction) is not attractive form of tourism. The tourism product, which is the subject of supply on the tourism services market, can be diversified and it is most often defined as a package of material and nonmaterial elements that contribute to the realization of a tourist trip (Marciszewska, 2010, p. 42).

The important determinants of tourist products include tourist attractions, which should lead to the development of the tourism industry. Unfortunately, in the Kaliningrad Oblast, there are no tourist products that provide attractive leisure, and the prices of tourist services are disproportionate to their quality.

For the Russians, the most important factors affecting the tourism development in the Warmia-Mazury are (Figure 1): attractive prices of tourism services (18.7% of responses), high level and variety tourist accommodation (17.7%), spa services (11.7%) and the values of the environment (14%). The most important element of the tourist offer is accommodation, which also has additional

functions. Russians are very eager to use tourist accommodation, which in addition to the accommodation service provides extra services (Meyer, Panasiuk and Sawińska, 2013, pp. 131–145). Often, they stressed the importance of water attractions, spa facilities, cosmetic procedures, boat rides and cruises sailing. Hoteliers are aware of the growing demand for Spa service and consider it as a key way to build their competitiveness (Rapacz and Jaremen, 2013, pp. 107–121).

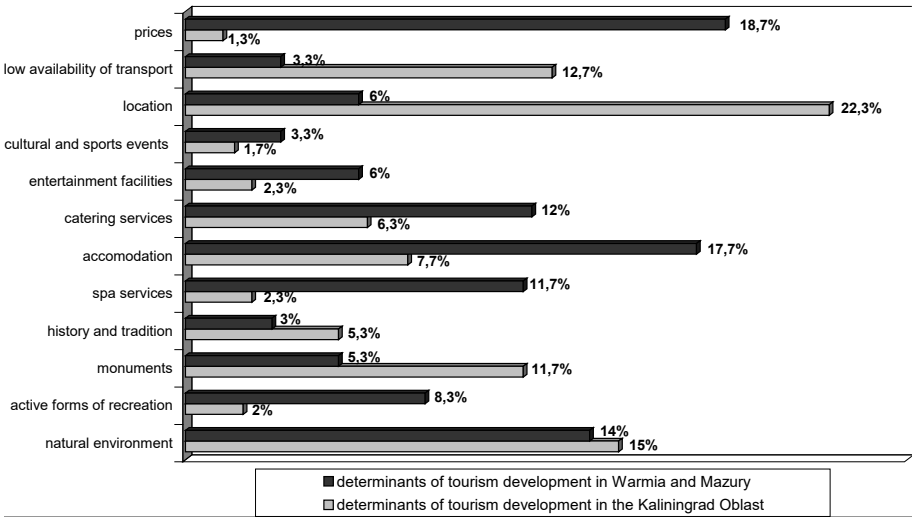

Figure 1. Determinants of the tourism development in the Kaliningrad Oblast and Warmia and Mazury region

Source: own study.

One of the tourists trends is diversification of tourist needs connected to different expectations of various tourist groups (examined from the point of view of different nationalities and societies) and a stable growth of demand for tourism services, which changes faster than the travellers growth suggests (Meyer, 2014, pp. 135–148). The Russians drew attention to the flexible creation of the tourist offer and composition it to the needs of tourists. For the offer created for their needs are the want to pay a high price. Price is considered by Russians as a tool for creating attractive tourism product. Paradoxically, the higher the price of services the higher the interest in these services is.

The Russians say, that the least impact on the tourism development in the Warmia-Mazury region are: history and tradition (3% of responses), cultural and sporting events (3.3%) and transport availability (3.3%).

The results showed the importance barriers to the tourism development in the Kaliningrad Oblast (Figure 2): high prices of services (22.7% of responses), poor quality of service (21%), low availability of communication (15%) and the lack of attractive offer tourist services (10.7%). The high prices of tourist services in connection with the low level of services do not encourage visitors from other countries and residents of the Kaliningrad Oblast to use these services.

Residents of the Kaliningrad Oblast prefer tourist trips to Poland, where they can enjoy more attractive range of services. When it comes to Russians buying local brands, consumers base their purchases primarily on price and perceived image.

Important barriers for the tourism development in the Warmia and Mazury are: visa procedures (23% of responses), language barriers (15.6%) and administrative procedures (13%). The Russians pay attention for a long time waiting for documents allowing to cross the border. Mass interest in trips to Poland, after the start of the small border traffic, caused difficulties of access to consular posts.

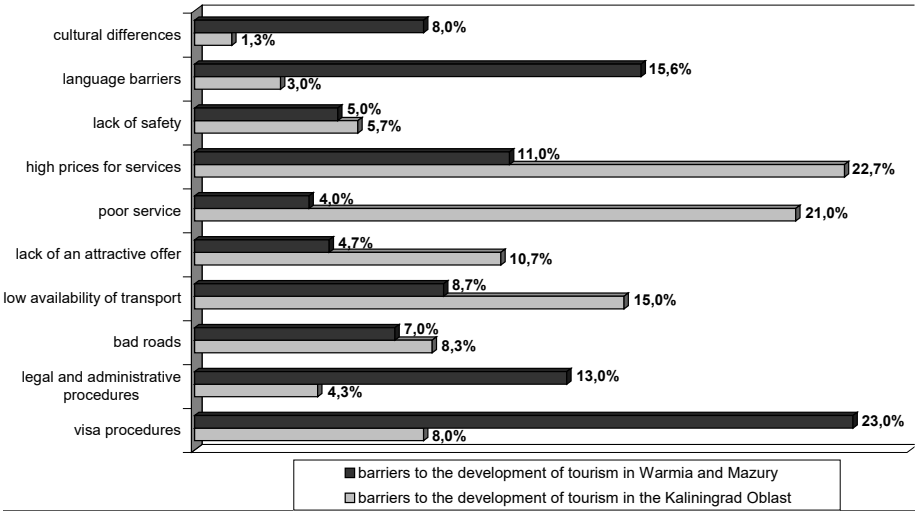

Figure 2. The barriers to the tourism development in the Kaliningrad Oblast and Warmia and Mazury region

Source: own study.

The results of these studies are encouraging for many businesses of the tourism industry to develop a service offer for Russian customers and profiling of these services to the needs of specific tourist. Since the start of the small border traffic, there was a significant increase in tourists from Russia using the hotel facilities. Hotels that provide spa services were very popular among Russians. As a result, in the border regions have built new objects with services for the Russians dedicated. The Russians were frequent guests of these objects. That situation was to the first quarter of 2014 when there was a significant reduction in the value of the Russian currency. The quality and variety of tourism services provided in Poland is still very attractive for the Russians, but the barrier is the price of these services. The consumer acculturation theory suggests that the full convergence of the Russian market with the West is rather unlikely, and as a consequence that tourism companies will have to manage more and more complex layers and categories of cultural change and consumption styles (Prime, Triers , 2012).

Conclusions

The tourism development between the Warmia and Mazury Voivodeship and the Kaliningrad Oblast are affected by many factors, both external and internal. These are mainly restrictions on border crossings, administrative procedures, disparities in economic and cultural differences. The development of tourist services will depend on the evolution of these factors.

Current relations between Poland and Russia are dominated by political factors related to the conflict in Ukraine. The future of Polish-Russian tourists cooperation and development of the border regions will depend on political events, the scale and dynamics is difficult to predict. Normally, negative experiences are in the public consciousness for a long time, it is difficult to convert into a positive experience. Back to slight stabilization in Polish-Russian relations that Polish entrepreneurs experienced in 2012–2014 will not be an easy task and it will not be soon.

For Polish entrepreneurs and manufacturers of products and services is a major challenge. Despite the unfavorable geo-political situation, they try to gain the confidence of tourists from Russia by providing its services at the highest possible level and the creation of an atmosphere of mutual trust. If they still find ways to use the media in order to offer their product or service, there is a strong potential to generate business. To create this interest efforts are needed entrepreneurs and state and local authorities.

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Determinanty i bariery rozwoju turystyki w Obwodzie Kaliningradzkim Federacji Rosyjskiej oraz w regionie Warmii i Mazur

Słowa kluczowe

Obwód Kaliningradzki Federacji Rosyjskiej, turystyka, współpraca przygraniczna, determinanty i bariery rozwoju

Streszczenie

Obwód Kaliningradzki Federacji Rosyjskiej ma istotne znaczenie dla rozwoju turystyki w polskich regionach przygranicznych. Dogodna lokalizacja Obwodu Kaliningradzkiego przyczynia się do organizacji promocji i sprzedaży polskich usług turystycznych. Opracowanie zawiera wyniki badań, których celem była identyfikacja obszarów o największych perspektywach rozwoju na polsko-rosyjskim pograniczu. Na podstawie badań przeprowadzonych wśród Rosjan, określono determinanty rozwoju turystyki na polsko-rosyjskim pograniczu oraz bariery jej rozwoju.

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HIKING TRAILS AS THE TOURIST POTENTIAL OF SZCZYTNA CITY AND MUNICIPALITY

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Keywords | Szczytna, tourism, tourist potential, hiking trails, tourist management

Abstract | The presented research highlights the tourist potential of Szczytna city and municipality located in Lower Silesia Province, close to such popular spa and health resorts as Polanica-Zdrój, Duszniki-Zdrój and Kudowa-Zdrój. Special attention was devoted to hiking trails, identified as the factors which attract and will continue to attract both tourists and the potential investors. Szczytna city and municipality offer few architectural relics of the past, historic elements of small architecture, interesting forms of nature protection, e.g.: Stołowe Mountains National Park [*Table Mountains National Park*], Peatbog in the vicinity of Zieleniec (nature reserve), Bystrzyckie and Orlickie Mountains (protected landscape area), Nature 2000 area, 8 nature monuments. All the above mentioned elements can be admired while hiking along tourist trails. Currently their length amounts to approx. 115 km in the area of Szczytna municipality. Within the framework of the conducted research over 70 km of them were analysed. The length and density of hiking trails implies high attractiveness of the studied area, therefore the places presenting extensive tourist potential were covered by the analysis. The valorisation of hiking trails was based on Wejchert's impression curve method, which allowed their evaluation. On the grounds of its results the sites adequate for new tourist investments were identified.

Introduction

Szczytna is a small urban-rural municipality located in south-western part of Poland, in Kłodzko County, geographically in the Central Sudetes. Its range covers parts of four topographical units: Stołowe Mountains [*Table Mountains*] (northern part of the municipality), Duszniki-Szczytna Depression (western part of the municipality), Bystrzyckie Mountains (southern part of the municipality) and Kłodzko Valley (eastern part of the municipality) (Staffa, 1996, pp. 236–237).

The municipality under analysis is divided into three parts: the city area, as well as eastern and western rural areas.

Szczytna is located along the international Wrocław-Prague route, which facilitates and speeds up motorised communication. Additionally, one can use the services of PKS [*Polish Car Transport Company*] and private transport from Wrocław or Czech private bus service. The regular, although infrequent, PKP [*Polish Rail*] transport offers connections Kłodzko–Kudowa-Zdrój–Kłodzko (with a option to change in Kłodzko for other directions). The nearest airport is situated in the Czech Republic in the locality of Letiště Jaromě (approx. 70 km away). Wrocław airport is located within the distnce of 107 km.

The area of Szczytna city and municipality is characterized by the following nature protection forms: Stołowe Mountains National Park, Peatbog in the vicinity of Zieleniec (nature reserve), Bystrzyckie and Orlickie Mountains (protected landscape area), Nature 2000 area (Bystrzyca Łomnicka Valley, Stołowe Mountains, Piekielna Valley [*Devilish Valley*] near Polanica-Zdrój, Grodczyn and Homole near Duszniki-Zdrój), 2 nature monuments in the city of Szczytna and 6 nature monuments in the area of Szczytna municipality (http://crfop.gdos.gov.pl/CRFOP/search.jsf, 18.12.2015; Register of nature monument in Lower Silesia Province). The municipality offers numerous historical monuments and is known for holding a wide range of cultural and sport events. It is situated close to the popular spa and health resorts: Polanica-Zdrój, Duszniki-Zdrój, Kudowa-Zdrój which, along with its natural advantages, guarantee the continuous inflow of tourists (Gonda-Soroczyńska, 2014, pp. 68–75). The close vicinity of Stołowe Mountains National Park and other nature protection forms has a positive effect on its attractiveness. The close proximity of the Czech Republic border is also significant (arrivals of many Czech tourists and the organization of trips to the Czech Republic). However, in spite of all the above mentioned advantages Szczytna has not been very popular among tourists so far, therefore new, interesting attractions or sites should be offered, acting as incentives and provoking to see and visit them – vide other tourist centres, e.g. Karpacz (Gonda-Soroczyńska, 2010, pp. 375–384). Taking advantage of tourist potential constitutes the grounds for developing the tourist function, just as it happened in the Silesian town of Ustroń (Petryszyn, Zuzańska-Żyśko, 2008, pp. 133–144).

In the area of Szczytna municipality the total length of PTTK [*Polish Tourist and Sightseeing Society*] hiking trails amounts to approx. 115 km. Over 70 km of them were analysed within the framework of the conducted research. The length and density of these trails implies high attractiveness of the analysed area, therefore the sites characterized by an extensive tourist potential were explored. Wejchert's impression curve method was chosen for the purpose of tourist trails' valorisation. In the course of field research the inventory of selected trail elements was additionally prepared.

Research purpose and scope

The primary purpose of the conducted research was to identify the tourist potential of Szczytna city and municipality, placing particular emphasis on hiking trails. The basic data about Szczytna

city and municipality were collected and the analyses of tourist facilities offered by the city were conducted. The inventory and valorisation of selected hiking trails using Wejchert's impression curve method was performed. Based on the research results, the proposals of new tourist investments' location in the sites characterised by the highest tourist potential' were presented. The provided recommendations took into account the course and attractiveness of the discussed hiking trails.

Historic monuments as the tourist potential of Szczytna city and municipality

Szczytna city and municipality cannot offer many and high quality historic advantages. Among the most important relics of the past the following can be listed: the Church of St. John the Baptist (Baroque construction from 1725 in the centre of Szczytna, with the sarcophagus tomb of Zygfryd von Hochberg the canon from Szczytna, with the altars by Michael Klahr the Elder, with the tombstone in Polish from 1850 built into the wall of the church – the traces of Polish origins on this land); the cemetery next to the above mentioned church with the first cemetery chapel from 1579; Baroque vicarage by the church, erected in the years 1721–1724 with a mansard roof covered with slate; "Leśna" neo-Gothic castle from 1838 at Szczytnik, the residence of Hochberg family (589 m a.s.l.), made from sandstone, with four towers, currently a Nursing Home; a chapel at "Leśna" castle, in one of the four-sided towers, 12 m long, 7 m wide and 8 m high with tombs of the later castle owners; Way of the Cross in the wood located to the north-east of "Leśna" castle with the Stations of the Cross carved in the sandstone rock; neoclassical palace (the building with a colonnade, the seat of the old owners of Szczytna mansion, previously a primary school, currently abandoned); the building of the former railway station constructed in the years 1890–1895, presently used as an apartment building; the Church of St. Ann in Batorów from 1456 (on the route of yellow and green hiking trails, made of stone, inside three candlesticks – candelabras made of crystal glass, probably manufactured in Szczytna glass factory); Calvary near the Church of St. Ann in Batorów (the Passion along the difficult, mountainous terrain, constructed around the 19th century and made of stone blocks with images on tinplate, presenting not very clear drawings (Wydawnictwo Towarzystwa..., 1985; Pilch, 1978, p. 339; Staffa, 1996, pp. 238–241). Attention should also be paid to the components of small architecture e.g.: the fragment of the original 16th century pillory in front of the Church of St. John the Baptist; the monument of St. Jan Nepomucen from 1723 upon Kamienny Potok [*Stony Creek*] river; the second figure of St. Jan Nepomucen from 1723 next to the drawbridge at Szczytnik by "Leśna" castle; two penitential crosses in Batorów.

Research methodology

The following research methods were used in the course of the conducted studies: observation method as the primary one and intuitive method as the secondary one.

The observation method represents the way of conducting research in the course of which observation plays an important role and the application of which does not result in local environment changes. It is focused on purposeful searching for facts and on a deliberate cognitive activity using

senses. Observation is based on the inventory and valorisation of hiking trails using Wejchert's impression curve method.

The intuitive method represents analysing concepts, assumptions, problems, projects or other elements of the broadly approached research work. It remains the ever-present and indispensable component of every research method. It is necessary to justify the problem of a working method choice, to identify the assumptions and specify the hypotheses.

The following research questions were adopted in the study: "What modifications should be used in relation to hiking trails in Szczytna city and municipality to make them more attractive than they have been so far?"; "How can the existing hiking trails' potential of Szczytna city and municipality be taken advantage of in order to locate new investments, especially the tourism-oriented ones?"

Valorisation using Wejchert's impression curve and inventory

Hiking trails in Szczytna municipality represent its important tourist asset. The research covered 7 sections of hiking trails, i.e.: [1.] red trail between the hostel Pod Muflonem [*Under the Mouflon*] and Polanica-Zdrój (8.5 km); [2.] yellow trail between Karłów and Duszniki-Zdrój (16.5 km); [3.] yellow trail: between Piekielna Góra [*Devilish Mountain*] and the hostel Pod Muflonem (8.5 km); [4.] blue trail: Wambierzyce–Szczytna section (10.1 km); [5.] green trail: Szczytna–Karłów trail (9.5 km); [6.] green trail: between Topieliska near Zieleniec and Kamienna Góra (8.7 km); [7.] black trail: between Kamienna Góra and Szczytna (9.4 km). The analysis covered the total of 71.2 km of hiking trails out of 115 km of such trails in the area of Szczytna city and municipality.

Valorisation represents the subjective assessment of a researcher, depending also on many changing external factors (e.g. the weather on the day of measurement and on the days before) (Hopfer, Cymerman, Nowak, 1982, pp. 128–142). Each of the described hiking trail sections was subject to inventory and valorisation on the exact same day. The exception is the section of yellow trail between Piekiełko [*Inferno*] and the hostel Pod Muflonem, which was divided into two days (the stages Szczytna – hostel Pod Muflonem and Piekiełko – Szczytna). Measurement points were set every 5 minutes along the way. It resulted from the approach that time represents a more precise method of observation and landscape evaluation than distance for a tourist hiking in the mountains. A hiker, when climbing up moves slower than while walking down and thus more attentively observes the landscape, which changes more slowly. The research was conducted between 22.07.2015 and 9.09.2015. It covered: the degree of landscape diversity, the level of devastation, the condition of road infrastructure, the harmony of composition, the abundance of flora and fauna, the acoustic climate, the olfactory flavours, the sense of space (Obidziński, Żelazo, 2011, pp. 109–110; Gaworecki, 2003, pp. 123–127; Gordon, 2003, pp. 116–119; Dudzińska, Świerk, Jeleniewska, Urbański, 2014, pp. 79–88; Mordwa, 2009, pp. 89–98).

Wejchert's impression curve method is a graphic method used to present the feeling of a person observing the surrounding landscape in a space-time continuum. Its main purpose was to

compare the fragments of space and to choose places where investments are either advisable or indispensable.

Points were allocated on the scale from 1 to 10, where 10 was the best evaluation. The analysed sections were evaluated based on nine components:

- the degree of landscape diversity – the level of a particular measurement section diversification. The more different landscape forms occurred the more interesting they were, the higher note was awarded,
- the level of devastation – the level of natural environment degradation. The lower it was the higher note was given,
- the condition of road infrastructure – the only component which was always evaluated equally for both parties. It resulted from the fact that the evaluation referred to the road followed by the observer, which was in the middle. The easier it was for the observer to move along it the higher note was received,
- the harmony of composition of all existing components – the level of spatial order and aesthetics was evaluated. The more attractive it was the higher not was given,
- the abundance of flora – the evaluation covered the quality and diversity of greenery. The more attractive it was, the higher note was assigned,
- the abundance of fauna – the component which evaluated the presence of animals. The more animals were observed or heard the higher note was received,
- the acoustic climate – the evaluation covered sound stimuli. Bird singing was the particularly desired one. The more positive the feelings were the higher note was awarded,
- the olfactory flavours – the evaluation was based on all olfactory stimuli. The more positive and detectable they were the higher note they received,
- the sense of space – the component which defined the sense of safety in the surrounding space. The larger the landscape walls and openness were the higher note was assigned to it.

Such components as the acoustic climate and olfactory flavours were assessed locally. The evaluation covered the site where the measuring point was placed. All the other components were evaluated on a section basis (apart from point one). The notes given e.g. in the second point refer to the entire section between point one and two. Whenever a particular point is mentioned it refers to the entire measured section.

All the above mentioned components were put together in a table, separately for the right side of the trail and for the left one. Next they were averaged and divided into places highly requiring investments (less than 4 points), requiring investments (from 4 to 6 points) and not requiring investments (more than 6 points). The places highly requiring and requiring investments were described and the examples of actions resulting in their evaluation improvement were recommended.

The results of valorisation, apart from the descriptive part, also provide the charts of Wejchert's impression curves and the graphic part.

1. Red trail: the section hostel Pod Muflonem – Polanica-Zdrój

The trail is 11,4 km long. It starts in Duszniki-Zdrój at the hostel Pod Muflonem and finishes in Polanica-Zdrój at the pedestrian precinct.

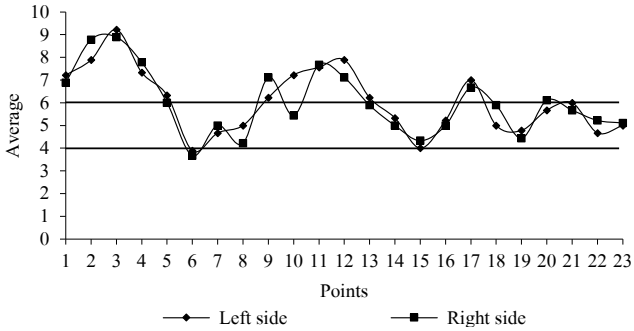

Figure 1. Wejchert's impression curve for the section of red trail between the hostel Pod Muflonem and Polanica-Zdrój

Source: author's compilation.

The course of Wejchert's impression curve is similar for both sides. Only one result, the sixth measurement point placed among trees and bushes is evaluated below 4 points (Figure 1). Having considered the particular components included in the analysed point it was agreed that its low value was mainly due to: the poor condition of road infrastructure (at this place the road is very muddy) and also the sense of space (resulting from the above mentioned surrounding trees and bushes).

Quite many measurement points were included in the range between 4 and 6 points. Among them there are the following points: 7, 8, 14, 15, 16, 18, 19, 22, 23, right sides of points 10, 13 and 21 and also the left side of point 20.

The analysed red trail was positively evaluated. It is diversified, rich in all the discussed components. If the above mentioned small investments are made, along with an improved promotion, e.g. on Szczytna website, it should be popular among tourists. It must, however, be emphasized that it is a very demanding and difficult trail, therefore adequate for tourists well experienced in mountain hiking. It is not recommended for the elderly or people with kids.

2. Yellow trail: the section between Karłów and Duszniki-Zdrój

The first described section of the trail is approx. 15 km long. It starts at Pod Zbójem [*Under the Ruffian*] (Karłów; the intersection of yellow and blue trails) and finishes at Ceglana Góra [*Brick Mountain*] (Duszniki-Zdrój). It is an easier option for starting and finishing the trail.

The course of Wejchert's impression curve is similar for both sides. Additionally, the chart clearly shows that the trail received very high notes (Figure 2). There was only one point which was qualified in the category below four points. It refers to point 13, the low evaluation of which resulted from such components as the level of devastation, the harmony of composition, the abundance of flora and fauna, the olfactory flavours and the sense of space. This section, unfortunately very neglected, remains a part of Skalne Grzyby [*Rock Mushrooms*] formation. The densely growing coniferous trees, frequently dried out, constitute the landscape on both sides. Therefore, all the above components bring about negative impressions. The suggested action to be taken here is to

arrange the bedding and take care of the trees. Points in the range of 4–6 include: the left side of 1, 2, 9 points; points 10, 11, 12, 15, 16, 19, 25, 30, 31 and 37.

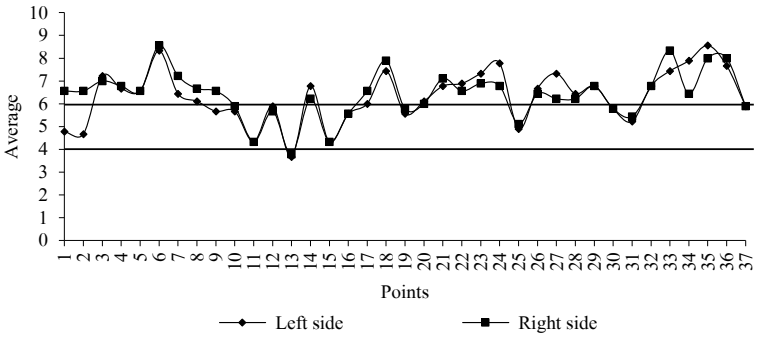

Figure 2. Wejchert's impression curve for the section of yellow trail between Karłów and Duszniki-Zdrój

Source: author's compilation.

The analysed yellow trail, along the section between Karłów and Duszniki-Zdrój, represents the third best evaluated trail. Its landscape is highly diversified and rich in many interesting elements of animate and inanimate nature. It also offers picturesque panoramic viewpoints. The trail is popular with tourists, however, only along some of its parts. The promotion of e.g. Skała Józefa [*Joseph's Rock*] on Szczytna's website seems a good solution. The entire section requires investments, however, it does offer a great potential.

The trail is not too difficult and suitable even for parents with kids or elderly tourists (The Mountain of St. Ann can turn out the only difficulty). Unfortunately, from around 25. point the trail is so neglected that hiking along it remains a true challenge. Until its condition is improved this part is recommended for experienced tourists only.

3. Yellow trail: between Piekielna Mountain and the hostel Pod Muflonem

The part of yellow trail between "Piekiełko" and the hostel Pod Muflonem, within the borders of Szczytna municipality is just over 8 km long.

The course of Wejchert's impression curve is almost identical for both sides. Additionally, just like in case of the above discussed yellow trail section, it is clearly visible that the trail received very high notes (Figure 3). It included only one point which was qualified in the category below 4 points. It refers to point 18 and its low evaluation results from such components as the level of devastation, the composition harmony of all present components, the abundance of flora, the olfactory flavours, the degree of landscape diversity, the abundance of fauna and the sense of space. This section runs through a devastated forest. Its negative evaluation is mainly due to the uncleared branches deep in the forest. The impression of bleak landscape is intensified by the fact that the previous sections were very attractive. The suggested activity in this place is to clear the brunches

and plant shrubs, e.g. bush berries. Points in the range of 4-6 include: the right side of point 9 as well as points 11 and 19.

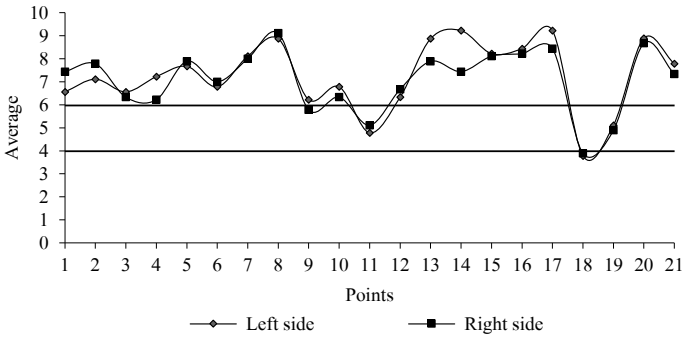

Figure 3. Wejchert's impression curve for the section of yellow trail between Piekielna Mountain and the hostel Pod Muflonem

Source: author's compilation.

The analysed yellow trail along the section between Piekielna Mountain and the hostel Pod Muflonem remains the highest evaluated trail. It is well maintained offering much diversified landscape. It includes valuable elements in terms of nature, history and culture. Moreover, apart from a few difficult places (the part near Leśna castle and the part in front of Pod Muflonem hostel) the trail is quite easy. It is suitable for parents with kids or elderly tourists.

4. Blue trail: the section Wambierzyce–Polanica-Zdrój

The trail is 28,1 km long and runs from Polanica-Zdrój to the carpark at Radkowskie Rocks. The part in Szczytna municipality is almost 9 km long.

The above presented Wejchert's impression curve illustrates that the left sides were awarded better notes more frequently than the right sides (Figure 4). The entire graph, however, presents a similar course for both sides. It is clearly visible that many values are included in the range between 4 and 6 points, but none of the values was below 4 points. The chart is quite regular with only few extreme points.

Points in the range 4–6 include: the left side of points 1 and 12; points 3, 4, 7, 13, 21; right sides of points 9, 14, 15, 17 and 18.

The analysed section of blue trail is quite regular, unvaried and thus relatively monotonous. It practically runs only through the forest and therefore it is recommended for tourists seeking tranquillity and quietness. Skalne Grzyby represent its major attraction. The level of this trail difficulty is low and suitable for all tourists.

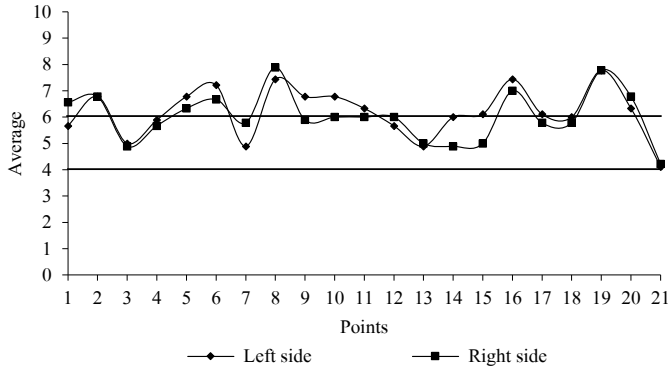

Figure 4. Wejchert's impression curve for the section of blue trail between Wambierzyce and Polanica-Zdrój

Source: author's compilation.

5. Green trail: the section of green trail between Topieliska near Zieleniec and Kamienna Góra

The green trail is 9 km long and is easier to cover from Zieleniec side towards Kamienna Góra in Polanica-Zdrój.

Wejchert's impression curve is almost identical in its course for both sides and remains quite regular (Figure 5). It is easily noticeable that the majority of values are included in the range above 6 points. There are no values below 4 points.

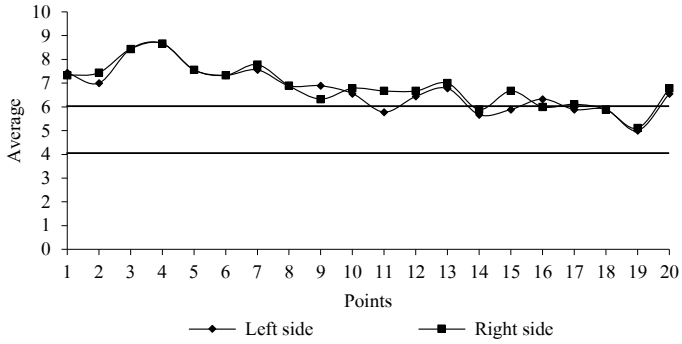

Figure 5. Wejchert's impression curve for the section of green trail between Topieliska near Zieleniec and Kamienna Góra

Source: author's compilation.

Points in the range 4–6 include: the left side of points 11, 15, 17 and points 14, 18, 19. The analysed green trail along the section between Topieliska near Zieleniec and Kamienna Góra represents

the second best evaluated trail. It is well maintained and equipped with all the components which a tourist may need. It is, in its entire length, easy to cover (the absence of footbridges or their poor condition in the area of Topieliska near Zieleniec can cause some difficulties). In spite of that it is mainly recommended for the elderly tourists or parents with kids. An actively hiking tourist will feel bored while covering it (the exception is Topieliska near Zieleniec which remains a big attraction).

6. Black trail: the section Kamienna Góra–Szczytna

It is the most recently marked out, 24 km long, trail. It leads from Kamienna Góra in Polanica-Zdrój to Wambierzyce. Almost the entire trail runs in Szczytna municipality. Its part, subject to inventory and valorisation, starts from the place behind the observation deck on Kamienna Góra and finishes in the centre of Szczytna. The section is approx. 10 km long. This stage is the easiest to cover from Kamienna Góra to Szczytna.

Wejchert's impression curve is almost identical in its course for both sides of the trail (Figure 6). There are only few places evaluated above 6 points. As many as five points (6–10) and the right side of point 12 received notes below 4 points. Points 6–10 are located in the area of Wolarz Mountain. They received low notes, practically, for each component. Even though the trail has been relatively recently marked out, it is very unattractive along the above mentioned part. Points in the range 4–6 include: points 3, 4, 5, 11, 13, 14, 17, 18 and the left side of point 15.

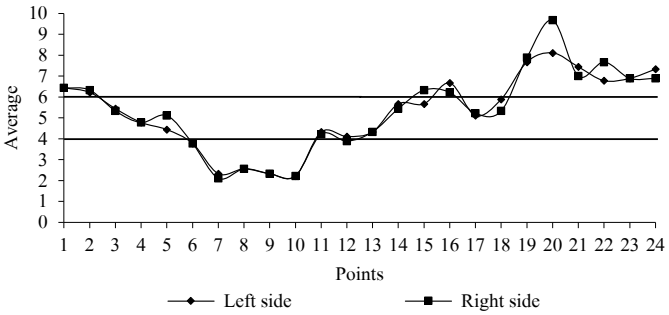

Figure 6. Wejchert's impression curve for the black trail section between Kamienna Góra and Szczytna

Source: author's compilation.

The analysed black trail is the worst evaluated one in this section. It is highly neglected and does not offer elements of interest for a tourist. Furthermore, the trail is of a shortcut character, but between points 10. and 16. leads tourists, unnecessarily, around the existing road. The low level of forestation and the terrain profile offers the possibility of its shortening. The trail is highly demanding in the area of Wolarz Mountain. It is dedicated to those tourists only who practice active hiking.

Conclusions

Szczytna City and Municipality offer quite an extensive tourist potential, still not fully taken advantage of. It consists of e.g. hiking trails which are exceptionally interesting, picturesque and abundant in numerous natural forms, attractive for a tourist. Their large number and diversity of the difficulty level allow tourists representing different age groups and physical fitness to use them. In order to locate interesting and indispensable tourist investments the primary attention should be paid to the yellow trail as the most interesting one of all the analysed trails. It also provides bigger chances for a successful investment. In case of the other trails all the existing inconveniences should be removed and new spots created, so that Szczytna could become attractive for tourists. A hiking trail, approx. 10–15 km long, is missing within the city borders, which could become an educational trail, adjusted for all tourists of different age groups, leading along the most interesting places and terrain attractions (Kurek, 2008, pp. 24–29, 42– 44; Gaworecki, 2003, pp. 26–36, 123–127).

For the purposes of the analysed hiking trails' modification the recommendations resulting from the research conducted using Wejchert's impression curve should be adapted. The tourist potential of hiking trails in the entire Szczytna municipality, by means of locating new tourism oriented investments, will soon be adequately taken advantage of through implementing a tourism activation concept. This problem will be discussed in detail in the next publication.

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Piesze szlaki turystyczne potencjałem turystycznym miasta i gminy Szczytna

Słowa kluczowe

Szczytna, turystyka, potencjał turystyczny, piesze szlaki turystyczne, zagospodarowanie turystyczne

Streszczenie

W przedstawionych badaniach zwrócono uwagę na potencjał turystyczny miasta i gminy Szczytna, położonych w województwie dolnośląskim, w bliskim sąsiedztwie znanych uzdrowisk Polanica-Zdrój, Duszniki-Zdrój i Kudowa-Zdrój. Szczególną rolę przypisano pieszym szlakom turystycznym, bowiem uznano je jako te, które przyciągają i przyciągać będą turystów i potencjalnych inwestorów. Na terenie miasta i gminy Szczytna występują nieliczne zabytki architektoniczne, zabytkowe elementy małej architektury, ciekawe formy ochrony przyrody: Park Narodowy Gór Stołowych, Torfowisko pod Zieleńcem (rezerwat przyrody), Góry Bystrzyckie i Orlickie (obszar chronionego krajobrazu), obszar Natura 2000, 8 pomników przyrody. Wszystkie te wymienione elementy podziwiać można, przemierzając piesze szlaki turystyczne, których, na terenie gminy Szczytna, jest obecnie około 115 km długości. W ramach prowadzonych badań przeanalizowano ponad 70 km tychże. Długość i gęstość szlaków implikuje dużą atrakcyjność badanego obszaru, dlatego poszukiwano miejsc o wysokim potencjale turystycznym. Do zwaloryzowania szlaków turystycznych wybrano Metodę krzywej wrażeń Wejcherta, która pozwoliła na dokonanie ich oceny. Na podstawie jej wyniku wskazano miejsca pod nowe inwestycje turystyczne.

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IMPLEMENTATION POSSIBILITIES OF A SYSTEM FOR MANAGEMENT AND MEASURING OF SUSTAINABLE DEVELOPMENT OF TOURISM IN METROPOLITAN AREAS: THE CASE OF POZNAŃ AGGLOMERATION

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Keywords | sustainable development, tourism management, competitiveness

Abstract | Contemporary tourism is facing a lot of challenges. The number of tourists , who are aware and demanding, the quality standards that are being increased, the supplies that are overused in a lot of tourist regions – these are a real problems , that tourist destinations need to face. In such conditions, it is impossible to manage tourism efficiently without any long term strategy, that sets realistic but also ambitious goals, marks out the directions of the development and measures the level of the achievement of the goals in a countable way. As the competition on the tourist market is very demanding, it is important for the destination to fallow present-day trends that promote the idea of sustainability. The theory of sustainable tourism management has been presented in the article, as well as the advantages of its introducing in the process of gaining competitiveness. Most of tourist destinations and agglomerations already has the instruments to do it, they only need to be integrated into a system, that would enable monitoring sustainable tourism development.

The biggest challenge that the global tourism sector faces is sustainability.
Tourism continues to grow exponentially – an average of 5 percent a year since 2010 – and by 2030, we expect international tourists to reach 1.8 billion.
We simply cannot ignore these facts and let the sector grow unmanaged.

UNWTO Secretary-General *Taleb Rifai*

Introduction

Contemporary tourism is a very complex phenomenon. Depending on the perspective (economical, sociological, psychological) it influences regions, cities, local societies and individuals. The scale of the phenomenon has dynamically increased, exceeding 1 billion of international arrivals in the XXI century, which generated the need of aware, strategic and long term management in tourism field.

The primary aim of the article is to present the possibilities of managing tourism phenomenon by introducing sustainable tourism indicators system. The particular objectives are indicating connections between tourism and globalization processes and emphasising the need of knowledge based management in this context, as well as pointing out the influence of sustainable management on tourism product and its competitiveness. The practical aspiration was showing existing examples of possible stakeholders group that could support introducing sustainable tourism management system on the example of Poznan agglomeration.

Challenges for tourism in the 21st century in the age of global knowledge-based tourism economy

The present-day tourism is global. There are many argument to support this. Quantitative structure and growth dynamics of tourism may be the first of them. The number of international arrivals since 2012 has surpassed 1 billion worldwide, and the growth dynamic remains steady, ensuring its further development. Data illustrating the above statements were compiled in Table 1.

Table 1. Number of international travels worldwide in 2000–2014 (in millions) and the growth dynamics of the trend (%)

Region	2000	2005	2010	2011	2012	2013	2014	Market share (%)	Development dynamics 2012–2015 (average %)
World	674.0	809.0	949.0	994.0	1,039.0	1,078.0	1,133.0	100.0	4.3
Europe	386.6	453.2	489.4	520.6	540.9	566.1	580.1	51.2	4.0
Asia and Pacific	110.4	154.0	205.4	218.4	233.6	249.7	264.0	23.3	5.8
Americas	128.2	133.3	150.1	155.5	162.5	167.5	181.6	16.0	5.2
Africa	26.2	34.8	49.5	49.5	51.9	54.5	55.7	4.9	0.3*
Middle East	22.4	33.7	54.7	49.5	50.1	48.6	51.7	4.6	5.6

* In 2015, a decrease in the volume of travel by 6.4% was observed in the African region compared to 2014, which can most certainly be associated with the threat to security due to terrorist attacks.

Source: UNWTO (2015).

The United Nations World Tourism Organisation (UNWTO) predicts an increase in the number of international arrivals up to 1.8 billion in 2030 (UNWTO, 2015 Edition). Therefore, from the quantitative point of view, seeing tourism as a global phenomenon cannot be disputed. Qualitative analysis of the phenomenon of tourism leads to similar results: the passive and mass model of tourism described as 3S (Sea, Sun, Sand) led to the development of many new and more niche kinds of tourism (cultural, active, sports, health, and extreme). The number of potential tourist destinations worldwide is difficult to define. More and more countries begin to compete on the tourism market, offering innovative products and climbing in the statistics of number of visits by tourists (United Arab Emirates, Malaysia, Thailand, China). The worldwide tourism emission market is also undergoing revolutionary changes. Just a few years ago, countries separated from the tourism market for political, economic, or other reasons now begin to hold a significant share of this market. According to current statistics of expenditure on tourism, the Chinese are the first, followed by the

Germans, the Americans, the British, and the Russian citizens (UNWTO Tourism Highlights, 2015 Edition). Globalization of tourism also means its availability from the perspective of an individual tourist: thanks to the development of technology the ability to search and compare tourist offers has become common worldwide. Thanks to low-cost airlines and long-distance ones the world is becoming a "global village", and the importance of spatial distance has decreased significantly.

To sum up reflections regarding the influence of tourism on globalization and vice versa it should be pinpointed that:

- tourism phenomenon and globalization processes are strongly related,
- globalization understood as a technological development raised the availability of tourism mostly because of the Global Distribution Systems Development and transport facilities,
- globalization understood as an internationalization or decreasing importance of traditional meaning of territory led to the appearance new tourist destinations and tourist emission regions,
- the increasing number of tourist may become disadvantage of tourism development in some destinations (cities –f.ex Venice, Barcelona, coastal regions – Andalucia Spain, island countries – Balearic Islands , national parks and reservations etc.).

These mentioned points lead to conclusion that operating on tourism market in the 21st century enforces strategic and conscious planning, based on gaining competitive advantage through comprehensive knowledge. P. Drucker said that while knowledge may not become the only source of competitive advantage, it will be the most important one (Drucker, 1999). Knowledge-based economy is creation based on using information and knowledge. The more complex the environment in which an enterprise, organization, or destination has to operate, the greater the importance of information and knowledge as well as competence in developing competitive advantage.

In recent years there has been a change in the perception of tourism product and, consequently, a change in regional tourism management. Cities and regions of today are perceived as comprehensive tourism products. A considerable challenge in the strategic approach to their growth is the competition between cities/areas for desirable social opinions and feelings (Glińska, 2011). It expresses the values represented by a given destination and the experience it has to offer (Devashish, 2011). The value may be a key word in this process – especially when the resources are converted into values.

Apart from the global nature of tourism, rational use of resources can be a significant challenge for service providers and organizers active on the tourism market. A resource in tourism can represent diverse components of environment and values. An obvious division is to distinguish natural resources (such as climatic conditions, environmental status, hydrological conditions and resources, terrain layout) and anthropogenic, or cultural resources, such as architectural landmarks and cultural events. Resources can also be divided into tangible and intangible, the latter of which often contribute to shaping competitive advantage in tourism. It can be due to the ambiance of the place, its aforementioned brand, understood as the "sum of emotional advantages" (Mikołajczyk, 2010/20111), or well-displayed local culture and identity. People are also a resource, particularly important in a service-based economy such as tourism economy. The report "Attitudes of Europeans towards Tourism" presents gathered opinions of international tourists in Europe which confirm the

importance of factors mentioned previously. The respondents named the natural features (climate, landscape, nature, etc.) as the most important factor influencing attractiveness of tourist destination (44%). It was followed by the quality of accomodation (31%), then price level and historical and cultural attractions (26% each), and attitudes towards tourists (22%). The latter parameter often seems to be underestimated, whereas in this survey tourists rated it higher than the quality of transport and catering infrastructure or facilities and amenities. Respect towards the above resources and their responsible management may determine the long-term success of a destination. The concept of sustainable development presents an idea of striking a balance between economic values (profit understood as growth), social and environmental ones, and broadly understood order (space). Sustainable tourism management requires profound analysis of the supplies of a given tourist destination in order to define the profile of tourist destination and its development paths. Sustainable tourism management in this case can be called " knowledge based management".

The concept of sustainable management of tourism in a region and the tourism product competitiveness

Modern conceptions for the growth of tourism, promoted by governmental and non-governmental, global and local organizations, unequivocally indicate that sustainable development, or – regarding the classification of types of tourism – sustainable tourism is the only path of growth for tourism in the 21st century due to its mass nature and the expectations of potential tourists. There are many definitions of sustainable tourism in literature. It is in line with the theory of sustainable growth as such, and its essence seems to be harmonious cooperation and development of tourism on three levels (dimensions) – economic, social, and environmental. Therefore, sustainable tourism is not simply care for the environment but also for long-term economic growth and social justice (Swarbrooke, 1998).

Respect to resources in a sustainable system can be achieved by such growth where meeting the needs now will not limit the capability of meeting the needs of future generations (Weaver, 2007). Sustainable growth means activities based on retaining the long-term ability to use resources, and even the protection of the latter. The development of the phenomenon of tourism to such an extent is advantageous and desirable for a region, as it can significantly affect the competitiveness of the region and the perception of its comprehensive tourism product.

In the traditional approach, the notion of competitiveness was reserved for enterprises or material products, for which objective values such as turnovers, incomes, assets, etc. could be presented. Nowadays, much attention is paid to competitiveness in a broader sense: among other things, the competitiveness of cities and regions from the poing of view of investment potential, quality of life of residents, and attractiveness for tourists as well. It seems relevant that "competitiveness of spatial patterns can be defined as the most effective use of existing resources and innovations in planning and implementation of growth directions" (Kosiedowski, 2002). This theory can be supported with the opinion of Kotler, who believes that the activity which is appropriate from the strategic point of view of entities operating in a market economy is more important than an activity yielding immediate profit (Kotler, 2005). In the above definitions, such terms as "most

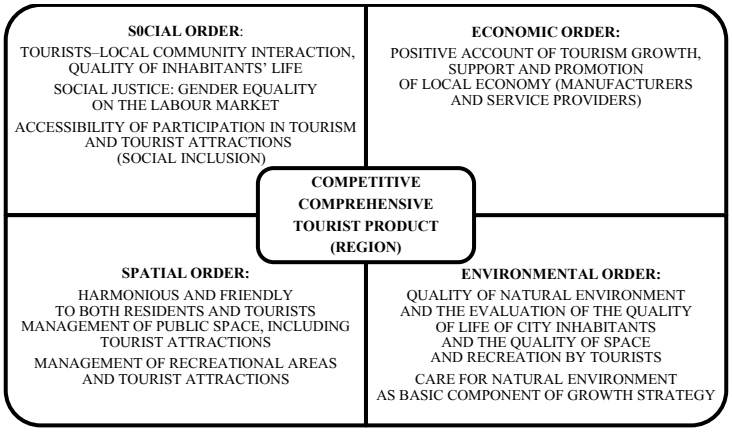

Figure 1. Pillars of sustainable growth and comprehensive perception of tourism product

Source: own research.

effective" or "long-term" seem to announce the theory of sustainable growth, the pillars of which (socio-cultural, economic, and natural environments) are the main planes on which tourism regions compete against one another. It can thus be said that achieving sustainable growth can contribute to an increase in the competitiveness of the tourism reception area, since competitive advantage is built on the relation between resources and conditions which can be taken advantage of in the given area. Thus, preservation of natural and social resources may contribute to increasing the tourism attractiveness of a region (Niezgoda, 2008). In his concept of tourist motivation factors, Professor L. Kozioł distinguishes motivators such as natural an environmental values, hygienic factors – including management of tourism and image of a destination – and demotivators which discourage tourists from a given destination, the chief of which is environmental pollution (Kozioł, 2013). This perspective becomes even more important when we analyse the priority of competitiveness of tourism destinations presented, for instance, in the model created by J.R.B. Ritchie and G.I. Crouch, in which competitiveness and sustainable growth are mutually tied with each other. In this model, priority areas are indicated, which contribute to sustainable and competitive growth of tourist destinations. Such areas include destination management, politics, planning and development, as well as multi-aspect micro- and macro-environment (Alejziak, 2009).

Management of competitive development of tourism by monitoring strategic assumptions and pillars of sustainable growth using indicator methods

A competitive tourism product on the 21st-century market is an innovative, diverse, and coherent product. It is also a product created with respect to natural and cultural environment, and the functioning local community standards. Sustainable growth of tourism in a region is associated with many issues of growth, even those which significantly affect the quality of life evaluation in both common and statistical context (OECD Indicators). Respect towards natural environment,

which is one of the aspect of the development of sustainable tourism, is desirable both from the point of view of regional growth and the every-day perception of residents' quality of life. In order to meet the above challenges at the local level, it is necessary to make rational decisions, which are more likely to succeed when they are supported by a thorough analysis based on reliable and objective information gathered through a system of indicators. An efficient tool for sustainable management of moritoring the growth of tourism in a region, suggested by the European Committee, is the European Tourism Indicator System. It was developed and published as part of the realization of the objectives to strengthen the position of Europe (European Union) as the leading tourist destination. Sustainable management of tourism enables assessign the absorbability of a given region, or the level to which tourism can be developed so that the harmony between the visited environment and tourists is preserved, in the environmental, economic, and social context. The aim of sustainable management of tourism is to achieve a broadly understood balance in the growth of tourism, retaining the most beneficial possible relation of profit and loss (inevitable in the case of mass tourism) for the potential region of tourist reception, while enabling the realization of all functions and goals planned by tourists while maximizing their satisfaction.

The concept of the ETIS system concerns the implementation of management of sustainable tourism by gathering and monitoring information based on a system of indicators, and thus diagnosing the problems in the growth of tourism, which may be an independent system or complement the system of tourism monitoring already present in the destination (such as, in Poznań, the Poznań Tourism Barometer; *Poznański Barometr Turystyczny*). Four groups of indicators can be distinguished in this system, applicable to different areas of human life and functioning of a region: destination management, economic value, effect on society and culture, and impact on the environment. Table 2 presents selected indicators and their meters in the ETIS, along with the evaluation of the usefulness of measuring sustainable growth of urban agglomerations.

Table 2. Chosen indicators of ETIS and the evaluation of their usefulness for measuring sustainable growth in urban agglomerations

Section I: Destination Management
Criteria and example of indicators: 1. Sustainable Tourism Public Policy – Percentage of the destination with sustainable strategy 2. Customer Satisfaction – Percentage of visitors satisfied with their overall experience – Percentage of return visitors (within 5 years) 3. Information and Communication – The percentage of visitors who note that they are aware of destination sustainability effort
Evaluation of the usefulness of a group of indicators for measuring sustainable growth in an urban agglomeration: The presented indicators give a general idea of the awareness of the need to implement sustainable growth strategies in tourism in a given destination and show the tourists' level of satisfaction. It is of significant value for the planning of strategic development of tourism on a complex, global market, where the quantitative approach seems to be replaced by the qualitative one. Currently, many destinations face the issue of decreased quality of tourism product due to overcrowding (Barcelona, Venice). Many destinations focus on the quantitative characteristic and defining the demographic and economic profile of tourists and their consumption model, marginalizing the issue of evaluating their satisfaction. Taking into account the fact that the European Tourism Indicator System can be flexibly developed, using the given indicators as main guidelines, their structure can be freely developed depending on the nature of the destination. It seems important to investigate the perception of activities for sustainable growth in order to possibly intensify them or make them more visible.

Continuation Table 2

Section II: Economic Value
Criteria and example of indicators: 1. Tourism Flow – Number of tourist nights per night – Number of same day visitors – Daily spending per same day visitor and tourist 2. Tourism Enterprise(s) Performance – Average length of stay – Occupancy rate in commercial accommodation per month and average for year 3. Quantity and Quality of Employee – Direct tourism employment as % of total employment 4. Tourism Supply Chain – Percentage of tourism enterprises taking steps to source local, sustainable and fair trade goods – Percentage of tourism enterprises sourcing 25% of local products
The demonstration of the role of tourism in the economic growth of a region, is the most important argument for the growth of tourism. The presented indicators objectively present the current situation and may suggest further paths for growth. They also draw attention to the frequently underestimated values on the tourism market, such as local delivery chains. The development of intra-regional cooperation to provide services for tourists and one-day visitors through the development of a local delivery chain may directly contribute to the growth of local economy. The level of employment in the tourism sector depends on the developmental level of this phenomenon in the region. It may also be an argument for supporting the development of tourism at the strategic planning level, especially in the context of preventing unemployment among young people, who are the largest percentage of workforce in the tourism services sector. The qualitative and quantitative structure of the tourists' stay at the destination, which can be described using the indicators measuring tourist flow is also highly valuable information, which may contribute to accurate profiling of a tourist product and addressing it to a desired target sector.
Section III: Social and Cultural Impact
Criteria and example of indicators: 1. Community/social impact – Number of tourists per 100 residents – Percentage of residents who are satisfied with tourism in the destination 2. Gender Equality – Percentage of tourism enterprises where the general manager is held by woman 3. Equality/Accesibility – Percentage of commercial accommodation and tourist attractions accessible to people with disabilities 4. Protecting and Enhancing Cultural Heritage, Local Identity and Assets – Percentage of residents who have positive (or negative) views on the impact of tourism on destination identity
Evaluation of the usefulness of a group of indicators for measuring sustainable growth in an urban agglomeration: Parallel to the process of regional integration in the European Union, there are activities to promote and advertise local identities, present individuality and various values, which make individual regions unique. In the global age, it seems advisable to expose the local values and, in consequence, strengthen the local cultural identity. Equal rights and equalization of opportunities can take various forms (gender, disability, age). The social policy of the European Union promotes activities leading to the inclusion of all groups to function in the society on equal rights. In Poland, there is still very much left to do in this matter. It is therefore even more significant to monitor the situation regarding accessibility of tourism services for persons with disabilities and other limitations in the region which aspires to develop its tourism function. The indicator concerning the number of tourists in comparison to the number of residents, along with the indicators of tourist capacity and absorbability may deliver invaluable information regarding the intensification of tourist flow in individual periods of time, manage the structure of the tourist flow, and diagnose possible problems, e.g., associated with overcrowding in the peak season. Sustainable growth is, simply speaking, a harmonious growth combining interests of all groups without conflict, contributing to the improvement in quality of life and not threatening this value. The resultant of indicators from this group is a good source of information for planning the strategic product growth.
Section IV: Environmental Impact
Criteria and example of indicators: 1. Reducing Transport Impact – Percentage of tourists and same day visitors using different modes of transport – Percentage using local transport 2. Solid Waste Management – Volume of waste recycled

Continuation Table 2

3. Energy Usage – Energy consumption per tourist night compared to general population energy consumption 4. Landscape and Biodiversity Management – Percentage of destination protected areas
Evaluation of the usefulness of a group of indicators for measuring sustainable growth in an urban agglomeration: At present, the care of natural environment seems not just an obvious value but also an obligation. It is one of the key components of sustainable growth. In the context of the growth of tourism, the care for natural environment is doubly important since the relation between tourism and nature is a feedback loop. Natural assets, natural environment, clean, not polluted nature, air – these are all values sought after by tourists, showing the quality and attractiveness of a tourist attraction. Thus, tourism benefits from sustainable growth in the context of ecological values. However, its mass and uncontrolled growth may greatly upset this balance. The importance of monitoring the status of the environment of a tourist destination and the effect of tourism growth on this status seems obvious and impossible to overestimate now.

Source: autor's own work based on European Tourism Indicators... (2013).

ETIS is a flexible tool which seems to analyse the most significant areas of functioning of tourism destinations. It is also the newest system of indicators for measuring sustainable growth, but obviously not the only one. For example, it is worth mentioning here the earlier project, of Scandinavian origin, the Network Evolution for Sustainable Tourism (NEST), comprised of 21 indicators; the indicator system suggested by the United Nations World Tourism Organizetion (UNWTO); sustained growth indicators advocated by the World Tourism and Travel Council (WTTC), or a similar system of indicators by OECD – the Measuring Competitiveness in Tourism. There are also many sets of indicators of sustainable growth in a general sense, not dedicated for any specific industry but rather comprehensive measurement of sustainable growth on the scale from local to nation-wide. It is enough to name here the sustainable growth indicators of the World Bank, OECD or, on the national scale the Indicators of Sustainable Growth of Poland (GUS).

Implementation possibilities for a sustainable growth management system in the Poznań agglomeration

The strength of ETIS is its form of a manual, in which the decision-makers in charge of a destination may find suggestions on the implementation procedure for sustainable management of tourism. Among other things, ETIS includes a suggestion of an executive group composition, which is on the one hand flexible and permits adaptation to the conditions of the region, while on the other provides a comprehensive membership and covers all the areas of competence monitored by ETIS. What seems of particular importance is the interdisciplinary character of the stakeholders' group. Apart from various competences (culture, nature, management), there is an added value in the form of a varied organizational character and belonging to either the private or public sector, performing both commercial and scientific activities. The Poznań Tourism Organization (*Poznańska Organizacja Turystyczna*), operating in the Poznań metropolitan area, is an association of local governments (the City of Poznań and 23 local governments of neighbouring municipalities), local government organizational units (Municipal Transport Company in Poznań), hotels and travel agents, restaurants and cultural institutions, as well as universities and enterprises. The above structure enables gathering interdisciplinary data and, in relation to ETIS, to monitor the majority of indicators of sustainable growth of tourism. Moreover, supplementing its structures with

members of the Poznań Metropoly (*Metropolia Poznań*) association could allow to increase the study area in both territorial and substantive terms (8 additional local government units).

Table 3 presents the compilation of structures in the case of the Poznań aTourism Organization and Poznan metropolitan association.

Table 3. Example of the structure of units involved in the system of sustainable structural management taking into account the Poznań Tourism Organization and Poznań Metropoly Association

Structure suggested in ETIS (stakeholders)	Members of PLOT (Poznań Local Tourism Organization)	Members of the Metropolitan Poznań Association
Private sector representative – e.g. head of local hotel associacion	Private sector PLOT members' representative	Representatives of hoteliers and travel agents operating in the metropolitan area
Destination Management Organization	Executive Board of PLOT	PLOT, Department of Tourism and Sport of the Marshal's Office, Tourist Organization of Greater Poland, local government units of the associated areas whose competences include the tasks related to tourism policy
Tourism Authority	Polish Chamber of Toruism – Greater Poland Chapter in Poznań, Greater Poland Chapter of Gastronomy	Polish Chamber of Toruism – Greater Poland Chapter in Poznań, Greater Poland Chapter of Gastronomy
Educational institution	University of Economy, Department of Tourism (PLOT member)	University of Economy, Department of Tourism Poznań University of Technology, Faculty of Engineering Mangement, Department of Entrepreneurship and Business Communication, University School of Physical Education in Poznań, Faculty of Tourism
Organization concerned with preservation of culture & heritage	Marshal's Office – Department of Culture Voivodeship Office for Protection of Monuments Cultural institutions associated in PLOT: Brama Poznania ICHOT (Gate of Poznań: Interactive Centre of the History of Ostrów Tumski), Cultural Centre "Zamek"	Marshal's Office – Department of Culture Voivodeship Office for Protection of Monuments Local government units responsible for the management of culture, Cultural institutions operating in the metropolitan area, not associated in PLOT
Local government transport department	Marshal's Office – Department of Transport, Municipal Transport Company; additionally – Ławica Airport	Local government units with competences in selected issues: according to the territory of the Poznań metropolitan area, to suppmement the members of PLOT.
Local government Climate Department	Marshal's Office – Department of Environment	
Local government water and sewage provider	Aquanet sp z o.o	
Organization concerned with protection of the local environment	Marshal's Office – Department of Environment	

Source: own research.

Conclusions

In the age of global economy, the competitiveness of a tourist reception area depends on a number of factors: natural and cultural values, ambiance of the place, quality and innovativeness of the tourism product. The theory of sustainable growth of the region, in strict terms, and

of sustainable growth of tourism in a given area set ambitious goals in the form of rational use of resources and striking a balance between economic value and socio-cultural and natural environment. ETIS, the system presented in this paper is one of many possible solutions; howevere, it is an ordered structure with a broad spectrum of indicators, which enable the observation and diagnosis of growth of tourism in a region in its various spheres of influence. Moreover, supplementing this system with already existing (like the Tourism Barometer in the case of Poznań) or new indicators (of competitiveness or innovativeness) may result in a comprehensive diagnostic and prognostic tool. The Poznań agglomeration, similar to other Polish cities, seems to already have ready-made tools at the level of institutions, which only require an integrative approach. The activity of Local Tourism Organizations, associating members from various disciplines, provides a basis for the implementation of comprehensive tools for the management of tourism in the region.

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Możliwości wdrażania systemu zarządzania zrównoważonym rozwojem turystyki w regionach metropolitarnych na przykładzie aglomeracji poznańskiej

Słowa kluczowe

zrównoważony rozwój, zarządzanie rozwojem turystyki, konkurencyjność destynacji turystycznej

Streszczenie

Współczesna turystyka staje przed wieloma wyzwaniami. Wzrastająca liczba coraz bardziej świadomych i wymagających turystów, coraz wyższe standardy jakości oraz nadużywanie nieodnawialnych zasobów w wielu regionach turystycznych – to problemy, którym muszą stawić czoła destynacje turystyczne. W powyższych warunkach, niemożliwym jest efektywne zarządzanie turystyką bez strategii o perspektywie wieloletniej, w której definiowane są realne ale ambitne cele, wyznaczane kierunki rozwoju oraz wskazywane narzędzia służące pomiarowi i analizie osiągnięcia założeń. Konkurencja na rynku turystycznym jest bardzo wymagająca, dlatego też w zarządzaniu destynacją turystyczną szczególnie istotną rolę odgrywa obserwacja współcześnie panujących na rynku trendów, spośród których szczególnie istotnym wydaje się być promowanie idei zrównoważonego rozwoju.

W artykule przedstawiono teorię zrównoważonego rozwoju w zarządzaniu regionem turystycznym oraz mocne strony niniejszego podejścia w kontekście budowania przewagi konkurencyjnej. Głównym celem artykułu jest wskazanie możliwości zarządzania zrównoważonym rozwojem turystyki przez wdrożenie systemu wskaźników zrównoważonego rozwoju. Jako cele szczegółowe wskazać należy przedstawienie zależności pomiędzy procesami globalizacji a rozwojem turystyki (i vice versa), podkreślenie potrzeby i istoty zarządzania opartego na wiedzy i informacji oraz podkreślenie wpływu zrównoważonego zarządzania na konkurencyjność destynacji.

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THE ROLE OF CRUISING TOURISM IN TOURISM DEVELOPMENT OF SPLIT

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Keywords | cruise tourism, tourism demand, tourist destination, tourism supply

Abstract

The city of Split is increasingly showing its cruising valorisation opportunities thanks to its geo-communication position, harbour infrastructure, cultural and historic heritage and the diversity of its tourism supply. Cruising tourism, as a form of modern tourism receives characteristics of strong element of tourism development in certain tourist destination. City of Split, along with some other ports in the Mediterranean, base its development opportunity also on the development of cruising tourism. It is known that cruising tourism has a positive effect on economic growth, image and development of tourist destination, while disadvantages of cruising are its' impact on local residents, stationary tourists and environment. The increase in both the number of cruise liner arrivals and tourists visiting a particular port creates the presumptions for the development of special forms of tourism supply and for its valorisation outside the main tourist season. Investing in new reception facilities in port aquatorium of the city of Split creates new possibilities for acceptance of ships with greater capacity. This creates new opportunities for increasing of cruise ships arrivals and increasing of tourist visits of Split tourist destination. Joint actions of local authorities and all operators of tourism offer can contribute so that Split tourist destination becomes recognizable as an international destination of cruising tourism. The main goal of this paper is to show the impact of cruising tourism on the improvement of brand image of Split and impact on prolongation of tourism season of Split tourist destination.

This paper particularly evaluates the contribution and impact of cruise tourism in the overall development of tourism and the positive economic effects of tourism on the city of Split.

Introduction

The development of cruise tourism has been impressive in two recent decades. The demand for cruising is now quadrupled. In 1990 there were 4.5 million passengers on cruise liners and in 2013 the number was 21.3 milion (European Cruise Council and Business research & Economic advisors).

The phenomenon of growth of the cruise market in the recent two decades is becoming increasingly complex. In cruise tourism there is a connection and correlation between holidaying and work, because it is organised on both the mainland and the sea, and under the jurisdiction of local, national and international authorities (Chin, 2008).

Cruise liners are like cities where production and consumption are carried out simultaneously, and where the location is not fixed. They are floating enclaves for holidaying – floating destinations for the travel between the ports of embarkation and disembarkation. As a result of globalisation, cruise companies look like world cities where differences are reduced among the countries with cruise tourism (Weaver and Duval, 2008).

Cruise passengers have the opportunity to consume new forms of experience ranging between the cosiness and the safety of home, yet far away from home (Chin, 2008).

Cruise liners replace the characteristics of one's own home, and the port being visited is a temporary environment with additional facilities of physical, historical, and social characteristics.

The cruising industry requires both co-ordination and integration, because it has become an important factor in the international business. The city of Split as a seaport in its natural environment, indented coast, hinterland resources and colouring, numerous cultural and historical localities of great value, with all the preconditions to develop into one more unavoidable cruising destination on the Croatian side of the Adriatic. However, to become even more attractive for the demanding cruise tourism, certain activities should be done in Split. Apart from accommodation port capacities the entire supply improvement requires certain activities to satisfy the needs of cruise tourists. In this way cruise tourism would have a higher economic effect. Improvement of the offer standard and special features that are a prerequisite for an increase in the number of arrivals of ships and visits of tourists on a cruise, cruise tourism will contribute to the higher economic impacts of tourism of Split.In addition, the city of Split will be positioned as a cruise destination in the international tourism market. This paper defines suggestions for improvement of the supply, suggestions for satisfying the needs of tourists on cruises in Split as well as suggestion for increasing the total economic impact of cruise tourism on the tourism offer of the city of Split.

Main characteristics of cruise tourism

Cruise tourism is a new form of tourism in comparison to other forms of tourism. Its development started in the mid 1960s, in parallel with the development of mass tourism. It all started when the first ship (the Oceanic), built exclusively for cruising (North America) entered the service in 1965, which is considered by some analysts to be the beginning of the modern cruise. The true development of cruising as the product for mass tourism started after the 1960s. Cruising tourism is a form of travelling on a vessel that lasts from 7 to 30 days. The vessel usually consists of accommodation facilities, catering facilities with food and beverage services, facilities for sport and recreation, entertainment facilities and visits to the locations – harbours – which in its narrow or wider area have natural and cultural and historical sights. The boat on which cruising journey takes place is considered as the primary destination, and all other destinations that are visited are considered as

secondary destinations. Cruising tourism has an impact on secondary destination because it causes social, economic and environmental effects.

The sociological effects are those effects through which cruiser tourism affects the local people. Economic effects affect the economy, the employment and the budget of the local community. Ecological effects of cruise tourism particularly emphasize the importance of sustainable tourism development and the negative consequences that this kind of tourism has on the environment.

The cruise product can be understood as the correlation of two forms of tourism on the ocean and the mainland, the 'institutional holiday' used by passenger-tourists (Britton, 1991; MacCannell, 1989; Urry, 2002).

In this way, mass tourism market of cruising is becoming a strong irresistible desire which was defined by Ritzer and Liska (1997) as four principles: predictability, efficiency, calculability, and control in everyday life, particularly of the middle class in the USA.

According to Weaver and Duval (2008) cruise tourism is characterised by specific features. Firstly, cruise tourism is becoming the mass market of tourist travel. The mass tourism growth of cruise tourism is connected to the intensive development of mass production and mass consumption, as well as of mass tourism. Secondly, specificity of the cruise market is the connection among various brands and corporations for the cruise travel. Big cruise companies use merge strategies in their future growth strategy. By diversification of their operation, cruise companies research new opportunities in emerging market segments. Thirdly, globalisation and transnationality make an impact on cruise companies, negotiate and resolve the problem of employment that goes international. Fourthly, an established information system for the cruise is an example of international business operations. Fifthly, activities of the social responsibility of cruise companies are defined. Cruise tourism clearly represents and marks the nature of development, management and marketing of cruise companies, in the globalization of tourism. Cruise companies adapt their products by the size, taste and preferences to a growing number of tourists that are going on cruising for the first time.

Cruises are getting shorter, ships are getting larger, and number of cruise lines are increasing. A cruise liner resembles a hotel complex, a tourist resort, supplying lots of services apart from accommodation such as entertainment, sports activities and the like. In a cruise travel arrangement, the ship connects the airplane (transportation) and the port of embarkation (arrival) and disembarkation (departure). This is the so-called fly-cruise concept, in fact a package tour which is cheaper, and is sold as a product of entertainment and romance (Dickinson, Vladimir, 1997). The fly-cruise concept offers the passengers new benefits.

MacCannell (1989) claims that cruise tourists, no matter what their opportunities may be in differentiating of the real and the authentic 'on stage', will always choose authenticity in the nature and in level of satisfaction of their holiday needs. The strategy of the cruise product of satisfaction in the creation of travel should be directly linked to the subjective thinking and knowledge of the cruise customer-tourist. The cruise as a holiday reflects on the feelings and knowledge of customers' thoughts on and/or expectations of the journey (Chin, 2008).

Cruise liners have supplied a model of alternative attractions as a response to mass tourism because what cruise tourists only need is the use of foreign exchange assets during their short stay in a port of call, a visit (Cartwright, Baird, 1999). Cruise liners connect the idea, function and practice, via the sea and ports, and become a 'tourist resort' of the twenty-first century (Chin, 2008).

Wood (2004) divides mass market of cruising into three segments.

Firstly, ships offering a discount are a typical supply based on the crew's kindness. Secondly, the "modern" segment is included in the supply of most cruise companies. These ships are perceived as a "floating destination" or a "floating resort". (Teye, Leclerc 1998) Their general characteristic is a wide variety of services, comfort and activities on the ship deck. Thirdly, the segment of 'awards' more and more address a higher market level i.e. of higher purchasing power consumers, and at elderly consumers. Peculiarities of 'awards' for cruising address particular destinations or ports.

Cruise supply comprises elements of a package tour, and it is in direct competition to the market of mass package arrangements of the tourist destinations themselves (Dickinson, Vladimir 1997). Cruise journeys are becoming a significant part of international tourism on a global scale.

The cruise liner per se is a certain destination. However, the cruise arrangement refers to the area where the cruise liner cruises. The cruise as a tourist destination is marked by the natural beauty of the area, its cultural and historical sights and the specific local life. From the standpoint of cruise tourists, the supply comprises the cruise liner and the supply in a destination/port of call, including its functional environment as well, plus the tourist supply of a wide range of products and attractive sites. The tourist chooses cruise liner and destinations of call (i.e. itinerary) on the basis of supply integrally offered by the cruise company. Cruise companies include destinations in their itineraries, i.e. ports of call and ports of departure, mainly based on the attractiveness of ports of call. This includes a possibility of additional income for the cruise liner company from trips and organised visits for the cruise tourist in a destination, and based on the complete characteristics of the supply in the related ports (*Studija*, 2007).

Croatia, with its supply for cruise liners visits on their international journeys, primarily addresses directly cruise companies, and only then, indirectly, the emitive tourist markets, Croatia promotes its own total tourist supply while the cruise supply is promoted by the cruise company.

Split as a cruise destination

The entire supply of Croatian destinations for international cruising comprise of: 1) the port that can accommodate a cruise liner, 2) the destination with a port nearby, which should be attractive enough for tourists' visits, 3) other destination supplies, of which the most important for a cruise company is the supply of trips and of organised sight-seeing of towns and cities (*Studija*, 2007, p. 42),

The city of Split is a part of the entire supply of Croatian destinations for international cruise journeys.

Split is the second biggest city (population of 220,000) in the Republic of Croatia. It is an important centre of industry, transportation, commerce, tourism and culture on the Croatian part of the east Adriatic coast. Tourist supply of Split and its surroundings is its rich cultural and historic heritage. The area could be called the UNESCO-region, with the core and origin of Split i.e. Diocletian's Palace, the historical core of Trogir, and the "Ager" i.e. the Stari Grad Field on the island of Hvar. Moreover there are nonmaterial phenomena such as the knight game of *Sinjska alka* in Sinj, the lace of Hvar, and the procession on Hvar called *Za križem,* and a type of singing called *ojkanje*.

Another tourist attraction of the Split area is the archaeological site of Salona, the Archaeological Museum and Meštrović Gallery in Split, the fort of Klis, the Cetina River canyon and the town of Omiš, the picturesque hinterland of *Dalmatinska Zagora* with cultural and historical sites and the local domestic contents of Sinj, Trilj, Vrlika, Imotski and Vrgorac, the Central Dalmatian archipelago with the specifities of the islands of Brač, Hvar and Vis, and the attractive Makarska Riviera and the mountain of Biokovo. Its geo-communication makes Split an important centre of maritime transport. Split is the second biggest port in Croatia and the third biggest passangers port in the Mediterranean, where both cruise and cruise-tourist transport are important and have a significant role in operations and development of the port and city of Split.

Table 1. Traffic of tourists and cruise liners on cruise journeys in the port of Split

Year	No. of calls	No. of tourists
2002	82	20,616
2003	141	46,105
2004	132	34,134
2005	183	47,315
2006	162	46,999
2007	185	99,281
2008	256	121,525
2009	232	131,833
2010	258	169,847
2011	234	181,963
2012	269	245,451
2013	235	189,107

Source: Port Authority, Split.

In the last 12 years the number of cruise calls at the port of Split has increased by more than 3 times and the number of cruise-tourists visiting Split has increased by more than 9 times (Table 1). This shows an indicative potential of the city of Split to turn into a cruise destination of a significantly higher level in the international competition than now. Regardless of the evident continuous growth of tourists on cruises coming to Split there are obvious insufficiencies and limitations to intense growth in this kind of tourism. This refers to the lack of operative coast and the ability of simultaneously docking a larger number of boats and a larger capacity for cruise liners. The location

of the port of assessment contributes to slowing down the arrival of cruise tourists to Split as it is located in the centre of town which deters accessibility to other means of transport for trips and transfers.

There is particular obstacle because there is no single concept and communal action by all relevant institutions and organisations responsible for development that could support incentives for the development of cruising tourism more strongly and its' substantial contribution to the economic impacts of tourism in the city of Split. For this, a greater level of connection among town ports, shops, cultural institutions and the entire tourist sector could create a diverse and quality supply which would satisfy a wide range of the needs of the tourist on cruises that come to Split.

It is necessary to undertake a range of measures and activities to improve conditions which would in turn improve cruising tourism in Split. In that case Split can affirm itself and become more attractive on the cruising market.

The influence of cruising tourism on the development of the tourism of the city of Split

Cruising tourism of Split, as a form of modern tourism, achieves continuous growth mainly due to demand for this type of tourism in the Mediterranean and due to good cooperation with the international cruise companies that include the port of Split in their travel programs.

However, as well as the whole development process of tourism, this type of tourism has also number of development dilemmas. This particularly applies to the role of local stakeholders in the development of cruise tourism as well as on the representatives of tourist agencies, caterers, carriers, shops, cultural institutions, social tourism organizations and local residents.

In the clarification of the role of local stakeholders in the development of cruise tourism and the role of cruise tourism in the development of tourism of Split, a specific research was conducted, which is presented in this paper. Research starts from the main hypotheses: cruising tourism does not affect the development of modern tourism of City of Split. The research was conducted in October and in November 2014, on a sample of 100 respondents, representatives working in the area of the City of Split. The most important facts of the study are listed in the following presentations (Figure 1).

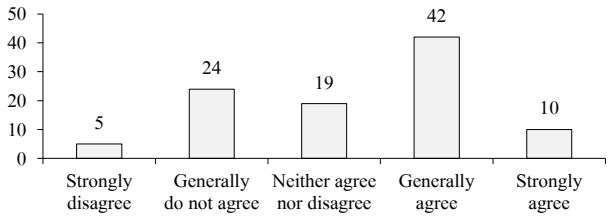

Figure 1. The assessment of cruising impact on tourism seasonality in Split (%)

Source: author's research.

More than half (52%) of respondents (42% generally agree and 10% strongly agree) accept the claim that the cruise tourism is responsible for extension of the tourism season in Split and for the creation of year-round tourist business. The increase in cruise ship visits the off season and achievement of better tourism results in May, October and November clearly shows that cruise tourism does not operate on the principle of seasonality and that affects on the extension of the tourist season of Split.

The impact of cruise tourism on the development of year-round business in Split is evident through continued operation of restaurants, souvenir shops and other facilities that provide offer for cruiser tourists, which directly influence on the employment and incomes of the local community.

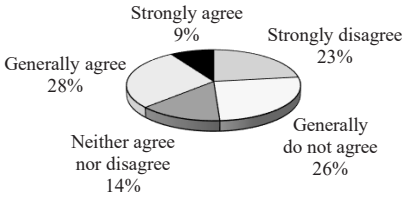

Figure 2. The impact of tourists from cruise ships on downtown that causes a reduction in number of stationary tourists and leaves a negative impression of overcrowding

Source: author's research.

According to the Figure 2, especially interesting are the answers of 100 of respondents (stakeholders in the tourism of Split) on the claim that a large concentration of tourists from cruise ships in downtown cause escape of stationary tourists and leave a negative impression of overcrowding. With the above mentioned statement, 37% of respondents agreed ("generally agree" and "strongly agree") while 49% of respondents did not agree ("generally do not agree" and "strongly disagree"). It is obvious that there is a special attitude of local stakeholders in tourism on cruise tourism (nearly 50% of respondents) and it is considered the culprit for reducing of the attractiveness of the city and a nuisance for stationary tourists and tourists of other forms of tourism. Keeping in mind the economic impacts that cruise tourism brings to cruise destinations and the possibility that these economic effects become more significant, it is necessary to introduce systematic management of cruise tourism and organization of large group tours for cruise tourists in the Split town center.

Research results indicate the division of attitudes (40% agree and 41% disagree) in terms of the claim that the city of Split has no adequate offer for tourists from the cruise ships (Figure 3). City of Split has a large number of tourist and catering facilities such as restaurants, cafes, fast food and souvenir shops, but there is not enough additional facilities. After sightseeing of the town centre, which takes 1 hour and 30 minutes, tourists from the cruise ship can have lunch or a drink that takes additional 1 hour.

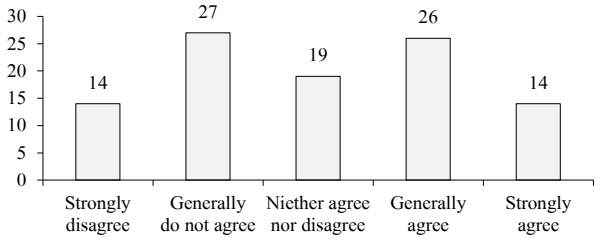

Figure 3. Inadequacy of Split's cruise tourism offer (%)

Source: author's research.

Tourists have more than 3 hours for shopping, visiting museums or walking. This is the basic offer in the town center, that may be interesting to tourists from cruisers who are visiting for the first time Split. Therefore, it is necessary to complement the tourist offer of Split with additional facilities (sales of luxury goods, an organization of special event eg. folklore) that would become attractive for cruise tourists but also create additional economic impact of cruise tourism in the the City of Split.

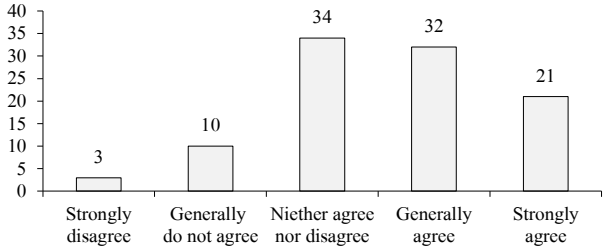

Figure 4. The possibility of the City of Split for response on trends in demand growth in international tourism (%)

Source: author's research.

Research results have proven that the City of Split, as a cruise destination, can successfully respond to trends in demand growth in the international cruise tourism (Figure 4). This confirms the completion of the project of construction of 2 external docks for cruise ships in 2016 when the port of Split will be able to accommodate more cruise ships and thus tourists. Therefore, the additional marketing activities and increase in supply are necessary to achieve the best possible satisfaction and consumption of cruise tourists during their stay in the City of Split. There is also assumption that through cruise tourism, tourist offer can get better valorisation and increase in economic effects on tourism of Split.

For relevant research in data processing through inferential statistics are being used chi-square test to try to prove the justifiability or the unjustifiable nature of the hypothesis: Cruising tourism

does not affect the development of modern tourism of the City of Split. In the questionnaire, which was the main instrument in the collection of data needed for the research, questions were designed to provide the results that are easier to accept or to reject the hypothesis.

Based on the results from the questionnaire, for proving this hypothesis, a set argument is used: Cruising tourism is the fastest growing form of tourism in the City of Split. For the observed frequencies (fo, fo1, fo2, fo3 ...) are used results of the stated questionnaire questions, while the expected frequency (ft, ft1, ft2, ft3 ...) were given by the rules of probability. Thus, the questionnaire was attended by 100 respondents, each survey question has five choices, therefore, the expected frequencies: 100/5 = 20, that is, equal probability for any answer is the frequency 20 (Table 2).

Table 2. Received answers to the questionnaire and the expected answers

Freq.	A	B	C	D	E	∑
fo	7	15	29	43	6	100
ft	20	20	20	20	20	100
∑	27	35	49	63	26	

Answers: A – strongly disagree, B – generally do not agree, C – neither agree nor disagree, D – generally agree, E – strongly agree

Source: author's research, Šaban (2015).

Table 3. The calculation of chi-square

fo	ft	fo-ft	$(fo-ft)^2$	$(fo-ft)^2/ft$
7	20	–13	169	8.45
15	20	–5	25	1.25
29	20	9	81	4.05
43	20	23	529	26.45
6	20	–14	196	9.8
				$\chi^2 = 50$

Source: author's research, Šaban (2015).

The resulting χ^2 is 50, which means that the hypothesis is not accepted (Table 3). In other words the hypothesis that: Cruising tourism does not affect the development of modern tourism city of Split is considered to be unfounded and rejected. Indeed, research shows that cruising tourism actually affect the development of modern tourism city of Split. The presented results show the fact that cruising tourism is one of the main factors of tourism development of the City of Split. However, research suggests that with the development of cruising tourism, development of the overall tourism offer needs to be harmonized, in order to obtain even higher degree of satisfaction of tourists' needs and increase of contribution of cruising tourism in the overall economic impact of tourism of City of Split.

Measures and actvities for the valorisation of split as a cruising destination

According to the Study on Sustainable Development in the Development of Cruising Tourism in Croatia, in 2017 the City of Split will be visited by 500 thousand cruise tourists. This number is 4 times bigger than in 2009 (Study, 2007, p. 148). These predictions indicate the need of increase of activities in the aim of accelerating the development of Split as a cruising destination.

The starting point for the development of cruising tourism in Split is the creation of a singular concept of development for this form of tourism in the City of Split and Split-Dalmatia County. It is necessary to define clearly all participants' activities and duties that need to be fulfilled in this developmental project. Above all, this concerns the Town Administration, County, Port and Port Authority as well as business subjects from the areas of transport, retail and the public and private sector of tourism. The geographical and geo-communicational position of the town and the port of Split, aquatorium, natural resources, coast indentation, cultural and historical heritage, the proximity of the airport, its mid position on the route of sea navigation on the Adriatic are the diversity of tourist supply are preconditions which must be activated in Split, in order to hold more attractive position on the cruise tourism market. In the existing space of the port, there is capacity to dock cruise liners. However, particular developmental opportunity would be created with construction of an external pier in the south east part of the port as well as construction of terminal for tourists from cruise ships. All this would increase the port's capacity. With construction of additional port capacities, the existing potential of the port could be used better with involvement of human resources in the transport and tourism sector. This is in particular related to the pre and post season period when tourist and other receptive capacities are used minimally.

Together with increase of docking capacity of the port, it is necessary to present a new concept of the City of Split as a cruising destination. The city centre should increase the offer in retail, shopping and hospitality services. Also, city centre should have more different cultural facilities that would attract tourists from cruise ships. Following above mentioned, the consumption of cruise tourists in Split would increase, as well as the economic effect in this form of tourism. The affirmation of Split as a cruise destination is a special duty of local travel agencies. Considering the need of cruise tourists for trips on the mainland and around the port of call, the task of local travel agencies is to organize trips that would present culture and heritage to cruise tourists. The creativity and operative sense of local tourist agencies, that can create diverse trip programmes upon would motivate cruise tourists to use agencies' services and thus contribute the increase of use of tourism offer and increase the economic effects from cruise tourism. Considering the value of archaeological localities and diversity of the cultural-historic heritage and institutions in the City of Split and its nearby surroundings (Diocletian's Palace, Salona, Trogir, Klis, Meštović Gallery, Folklore, Theatre) , it is necessary to create a plan and special operative programme that would increase their involvement in the tourism offer in cruising tourism. Also, it is necessary to create and activate special advertising activities to affirm this part of offer, so it can become one of the main reasons for cruise tourists for coming to Split.

Considering the needs of tourists on cruises, it is also necessary to set up a special programme, that would be adaptable to the cruise tourists during their stay in Split and its' area. Implementers of those activities should be tourist offices, culture institutions and organisations, travel agencies, and business subjects from hospitality, retail and transport.

Those programmes or 'products' are designed to fulfil 5 to 7 hours long tourist stay on a cruise stay in Split. Therefore, one programme would be focused on sightseeing of Diocletian's Palace, Archaeological Museum, Art Gallery, Split's Town Museum, Meštrović Gallery, Marjan Hill with a compulsory visit to the production and retail of original products for souvenirs together with wine and food tasting experience.

The other programme would thematise particular forms of culture such as discovering every corner of Diocletian's Palace and organisation of Diocletian's Days, days when tourists can experience cuisine from that time. A special programme with would also be theatre experience with the operetta production of 'Mala Floramy' or Dalmatian a cappella singing.

Even though the programme of sightseeing Salona and the town of Trogir exists, it is still a very different concept, which besides sightseeing archaeological localities and cultural-historic monuments, offers more significantly cultural experience and the opportunity to buy original products and enjoy the local cuisine. Special programmes could valorise the specifities of the Split region. One programme is related to trips to the Cetina River with its active holiday activities (canoeing and rafting) all together with the opportunity to buy original products and tasting of the local food and wine. The same programme can be located near Biokovo Mountain where the flora and fauna can be experienced, active holidaying outdoors, experiencing the contrast of sea and mountains and local cuisine and wine tourism.

Theme programmes of religious tourism can provide an incentive to satisfy cruise tourists' needs. Apart from visits to sacred sites and holy shrines in Sinj, Vepric near Makarska, Zaostrog, even a trip to Međugorje can be complemented with a programme to get to know the local wine and cuisine culture. Wine is increasingly becoming a reason for tourist trips. The centuries old tradition of wine production and viticulture can be the basis for a wine route programme and wine tasting. Wine fields in the Split region include its' hinterland and areas of Imotski, Vrgorac and Makarska.

To implement the afore-mentioned programmes, requires considerably greater cooperation of local administration, public sector, tourist offices and other economic areas. Special measures and activities to affirm Split as a cruise destination begin with effective advertising on the cruise tourism market. Split's port authority in cooperation with tourist offices and the tourism sector of the town has carried out advertising activities on the cruising tourism market. Those activities mainly refer on attending specialised fairs for cruise tourism with modest financial investment in advertising campaigns and use of specialised media. The main insufficiency of advertising campaigns for cruise tourism in Split, apart from the modest budget for advertising, is the discrepancy of common activities without a formulated marketing strategy. Because of this, particular cooperation and organisation are necessary between tourist offices and travel agency institutions, that would create programmes and products for cruise tourism and particular advertising activities for cruise tourists.

Only common activities can satisfy the needs of cruise tourists where Split as a cruise destination has exceptional developmental possibilities and in that way can become a full member of the association of European ports for cruises.

Conclusions

Cruise tourism as a part of mass tourism movements of global proportions is also focused,to a certain level, on the Adriatic coast, where Split and its' port are becoming interesting place.

In satisfying tourists' needs on cruise ships that arrive in Split, a certain structure of supply has been formed, which is not on appropriate level, neither according to diversity nor quality. Considering increase in the arrivals of cruise ships and cruise tourists over the last years, certain activities have been undertaken by the City of Split that would increase the entire offer for cruise tourism. Apart from increasing operative capacity of the port of Split, the tourist sector above all travel agencies, are undertaking certain activities to create new programmes that would satisfy the needs of cruise tourists. However, those programmes, which are aimed at stationary tourism, are only adapted partly to the needs of cruise tourists that visit Split. This mainly applies to the modest town sightseeing programme (Diocletian's Palace, museums, and galleries) and trips to the surrounding area of Split (Salona, Trogir, and the Cetina River Canyon). Given that cruise tourism creates additional incentives to the increase of spending and creation of additional positive effects on the town's economy and its' wider area's economy, it is necessary to establish a completely new concept of development of the tourist offer for this type of tourism. It is necessary to establish a model of organisation which will unite local administration, town council's organisation, port and port authority, tourist offices, business subjects from transport and retail with the particular involvement of travel agencies and the tourist sector. These interest groups should be the creators of operative developmental and marketing strategies for cruising tourism in Split. Only under these conditions, Split can improve its' position on the international cruise tourism market, and can become a full and proper member of the association of specialised European ports for cruise journeys.

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Znaczenie crusingu w rozwoju turystyki w Splicie

Słowa kluczowe

crusing, popyt turystyczny, destynacja turystyczna, podaż turystyczna

Streszczenie

Głównym celem artykułu jest pokazanie wpływu crusingu na poprawę wizerunku i marki Splitu oraz przedstawienie jego wpływu na wydłużenie sezonu turystycznego. Miasto Split wraz z kilkoma innymi portami w basenie Morza Śródziemnego ma szanse oprzeć swój rozwój na crusingu i stać się rozpoznawalne jako międzynarodowy cel wyjazdów tego typu. Wzrost liczby turystów, korzystających z tej współczesnej formy turystyki przyczynia się bowiem do rozwoju nowych form podaży turystycznej oraz wydłużania sezonu turystycznego.

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RESIDENTS' ATTITUDE TOWARD TOURISM IN ZWIERZYNIEC TOWN

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Keywords | socioeconomic impacts; resident attitudes, tourism development, factor analysis

Abstract | In recent years, tourism has been playing a more significant role in the economies of Poland, including rural areas, especially in eastern Poland. Therefore, tourism development and management are being integrated with community planning and development, including stakeholders` perception and opinion on tourism. The purpose of the paper is to examine attitudes of residents of small tourist destination toward tourism development. Factor analysis of scaled items measuring their attitudes resulted in four tourism-related factors: Negative social and cultural impact, Affirmative of tourism development, Economic and social benefits and and stronger sense of belonging, Nature and culture conservations. The results indicate that there is a relationship between residents' affirmation of tourism development and employment in tourism industry.

Introduction

Many communities encourage the development of tourism as a means to improve the quality of life for residents. The main focus of development activities usually lies in the economic benefits the industry can bring to the community in the form of tax revenues, jobs, and additional sources of income (e.g Andereck, Nyaupane, 2011). It is also accepted that the long-term success of tourism development is likely to be achieved when the local residents' views are considered and taken into

account in the development process (e.g. Lundberg, 2015). Therefore, tourism development and management are being integrated with community planning and development. Research into the antecedents of resident reaction to tourism can also help planners (Brida et al., 2010; McDowall, Choi, 2010). If it is known why residents support or oppose the tourism industry, it will be possible to select those developments which can minimize negative social impacts and maximize support for such alternatives. As such, quality of life for residents can be enhanced, or at least maintained, with respect to the impact of tourism in the community. Therefore, it is not very surprising that research on residents' reactions continues to be a topic of considerable interest (Ko, Stewart, 2002; Nuunko et al., 2010; Uysal, et al., 2012; Lundberg, 2015).

There are many studies dealing with residents' attitudes towards tourism and their associated impacts. Some of these studies have used different approaches to explore residents' socio-demographic characteristics (e.g. primarily age, gender, education and income) and their behaviours regarding the tourism industry (Brunt, Courtney, 1999; Kuvan, Akan, 2005; Lawson et al., 1998; Sharma, Dyer, 2009). These studies have spread to different destinations across various countries. However, a significant number of them have been made in the USA, that is to say, much of this research has been limited to case studies in the developed world and specifically in places where rural tourism or leisure areas is focused (Nunkoo, Gursoy, 2012). Likewise, a lack of attention to these studies in destinations such as the Mediterranean and the Caribbean, where tourism is the economic base of residents, has been observed (Pérez, Nadal, 2005).

As residents are an integral part of the cultural tourism phenomenon, they can also be a determinant of the success of a tourism destination. This potential has been underlined, since the end of the 1970s by Pizam (1978) and in the early 1980s by Brougham and Butler (1981). In the first half of the 1990s, other relevant studies about these issues were produced (Ap, 1992; Getz, 1994). A great deal of research has been carried out on the residents' perceptions of both the negative and positive impacts of tourism on host communities (McDowall, Choi, 2010; Pizam, 1978; Sharma, Dyer, 2009). These impacts can be economic, sociocultural, physiological or environmental (Nunkoo, Ramkissoon, 2011).

There are many factors involved in residents' attitudes and responses to tourism impacts. The most relevant being socio-demographics, the proximity of tourism attractions to residential areas, the local economic relevance of the tourism industry , as well as the type, scale and scope of the tourism activity (Kuvan, Akan, 2005; Sharma, Dyer, 2009; Williams, Lawson, 2001).

Many studies (Choi, Sirakaya, 2005; Kuvan, Akan, 2005; Nunkoo et al., 2010) confirm that residents who succeed in benefiting from a tourism activity tend to support its development. Those who derive little or no benefit from tourism tend to oppose to it. Relatively up to date, few research studies have been carried out in Poland on residents' perceptions of tourism impacts (e.g. Gogolewska, 1990; Komorowska, 2003; Mazurkiewicz, Kowalczyk, 2008; Tucki, Soszyński, 2012; Tucki, Vargas-Sanchez, 2012; Niezgoda, 2006, 2011). Against this backdrop, this paper is geared towards bridging the gap in polish literature by exploring the impact and attitude to tourism by local community of Zwierzyniec town. It aims to assess the residents of Zwierzyniec according to their tourism impact perceptions.

Material and research methods

The analysis covered Zwierzyniec, located in east-central Poland in the Lubelskie Province. Its tourist traditions date back to the 16th century, when the summer residence of the Zamoyski Estate was established here, and they are continued today. The tourist attractiveness of Zwierzyniec is determined by: its location in a zone with the highest values of the natural environment in the Lublin region existing recreational values; high value of the cultural environment, as well as long-standing tourist traditions of the town. It is one of the most important tourist destination distinguished by the highest tourist potential at the scale of the whole Lublin region (Tucki, 2009).

Zwierzyniec is a small town with approximately 3,400 residents (Lubelskie Province, 2013). From the late 1970's (with the establishment of the Roztocze National Park and gradual development of tourist infrastructure), services, including tourist services, have had an increasing effect on the character of its economy. The more recent increase in tourist numbers has its origins in the success of a FART film festival (since 2004). In 2014, out of a total of 309 economic entities functioning in Zwierzyniec, 176 companies providing services were recorded (57%), including 46 entities (15%) in an accommodation and gastronomy section (http://lublin.stat.gov.pl/cps/rde/xbcr/lublin/ASSETS_13p16.pdf).

According to data of the Municipal Office in Zwierzyniec, in June 2014, the town featured 83 accommodation establishments (83.8% of the accommodation base of the commune) with approximately 2000 accommodation places. Private accommodation objects were dominant (private apartments and rooms to let). Only five of them were collective accommodation ones (with 231 accommodation places). Tourism in this area is highly seasonal, concentrated in a few summer months (end June–end August), and the destinations have a large number of second home owners.

Taking into account the objectives underlined, the data collection process was performed through a questionnaire distributed between June and August 2012 to a convenience sample. We distributed 300 questionnaires and 234 were returned, which meant a response rate of 65.4% of the questionnaires handed out. Only respondents that were state residents over the age of 18 were allowed to complete the survey.

The questionnaire consists of five blocks items: personal characteristics; perception of: personal benefits, impacts of tourism and tourists; relation with tourism and tourists; perception of the local community; and attitude towards additional tourism development. Except for the first part about the socio-demographic profile of residents and the level of reliance on tourism and quality of life, statements 13–50 presented (38 items) the same response pattern: a five-point Likert scale was applied to each claim. Most of the items measured using a Likert have been extracted from the review of previous studies published by various authors, mainly those by Gursoy et al. (2002), Gursoy and Rutherford (2004), Gursoy and Kendall (2006), Vargas-Sánchez et al. (2009).

The first step was to calculate univariate statistics such as frequencies, means and standard deviations. The second step was to undertake factor analyses. Before undertaking the factor analyses, the validity of the data was tested by using the Kaiser-Meyer-Olkin test of sampling adequacy. The result of the test was a value of 0.906, which indicates that both the number of variables and

the sample size were appropriate for factor analyses. To test the reliability of the scale Cronbach α was calculated. The value of Cronbach α was 0.929, exceeding the minimum standard of 0.800 and indicating satisfactory internal consistency reliability of the scale.

To determine the number of factors the criterion of eigenvalues greater than 1 was used. In the factor model, loadings of an absolute value of 0.400 or more were considered in order to load highly enough and because it was appropriate for the number of variables and sample size.

Research results

Respondents' profiles

From the total of 234 respondents, the range age of respondents were between 30 years old to 39 years old represent 22.9% of total respondent followed by range between 40 years old to 49 years old with 21.9%. 20.2% of respondents' age was between 18 years old to 29 years old. The average age of the respondents was 53.6 years old. In actual fact, most of the youth were studying as well as working at the mainland. The respondents are made up of 54.7% female and 45.3% males. Most of the respondents possess primary and secondary level education. 7,7% of them are with a bachelor degree and 13.7% master degree. 31.2% of them were or are still working in tourism industry related jobs such as employee or entrepreneurs in the hotels, restaurants or handicraft shops, became tourist guide, as well as operating the canoeing. The majority of the respondents (66.2%) had lived in their community for over 20 years. Another 22.2% had resided in the same locality for 11–20 years. About 11.5% reported a length of residency of 10 years or less.

General data

Table 1 displays the descriptive statistics of the 36 variables. Based on a five point Likert type scale (1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, and 5 = strongly agree), the composite variable scores revealed that the four survey statements the respondents most strongly agreed with were: (a) Q25 "There are more parks and places for leisure" (M = 3.96), (b) Q29 "Tourism provides an incentive for the conservation of the natural resources" (M = 3.93), and (c) Q24 "The aspect of the locality is improved, thanks to tourism" (M = 3.87), (d) Q30 Tourism provides an incentive for the maintenance and restoration of historic buildings (M = 3.87) and Q19 Tourism is making this locality a more attractive and interesting place to live (M = 3.84). Whilst the three survey statements respondents most strongly disagreed with were: (a) Q39 "Prostitution and sexual permissiveness have increased" (M = 1.58), (b) Q38 "Alcoholism has increased" (M = 1.89), and (c) Q40 "The local labour force is exploited" (M = 1.91).

Table 1. Overall responses to perceived impacts of tourism

Impact items	Strongly disagree (% of answers) 1	2	3	4	Strongly agree 5	Mean	Std. Deviation
1	2	3	4	5	6	7	8
P13 Improvement of investment and more economic development	6.60	17.18	42.73	21.14	12.30	3.15	1.05
P14 Increased opportunities for employment	6.00	21.45	31.75	29.18	11.58	3.18	1.08
P15 Contribution to improving local people's incomes and living standards	5.15	11.58	29.18	33.90	20.17	3.52	1.09
P16 The money invested to attract more tourists to the locality is a good investment	5.12	11.96	27.35	38.46	17.09	3.50	1.06
P17 Improvement of the quality of life	7.29	11.58	33.90	34.76	12.44	3.33	1.07
P18 Greater availability of services, and of recreational and cultural activities	2.99	6.41	22.22	44.44	23.93	3.79	0.97
P19 Tourism is making this locality a more attractive and interesting place to live	3.01	5.17	24.13	39.22	28.44	3.84	0.99
P20 Tourism is promoting more knowledge of other cultures and communities	3.46	9.52	27.70	35.49	23.80	3.66	1.04
P21 The inhabitants of the locality feel more proud to belong to it (as a consequence of tourism)	4.32	6.92	23.37	32.90	32.46	3.82	1.09
P22 Improvement of the quality of service in restaurants, hotels and shops of the area	3.87	9.91	34.48	37.93	13.79	3.47	0.98
P23 The opportunities for purchasing are greater in my locality, thanks to tourism	3.87	9.91	26.29	37.50	22.41	3.64	1.05
P24 The aspect of the locality is improved, thanks to tourism	0.42	4.72	28.32	40.34	26.18	3.87	0.87
P25 There are more parks and places for leisure	0.43	3.44	23.70	44.39	28.01	3.96	0.83
P26 Improvement in the level of police protection and fire-fighting services	6.03	11.63	40.94	34.05	7.32	3.25	0.96
P27 Improvement of infrastructures (water supply, electricity, telephone, etc.)	5.72	13.21	31.71	37.88	11.45	3.36	1.03
P28 Tourism provides an incentive for the preservation of the local culture	0.42	4.29	29.61	40.77	24.89	3.85	0.85
P29 Tourism provides an incentive for the conservation of the natural resources	0.00	5.60	26.29	37.50	30.60	3.93	0.88
P30 Tourism provides an incentive for the maintenance and restoration of historic buildings	0.42	5.15	27.46	40.34	26.60	3.87	0.87
P31 The quality of public services for residents is improved	4.82	10.52	32.45	39.47	12.71	3.44	1.00
P32 House prices have increased	9.90	2.35	23.58	30.18	33.96	3.75	1.22
P33 The cost of living (prices of products and services) has increased	9.33	2.66	21.33	35.55	31.11	3.76	1.19
P34* Tourism provides benefits for only a few residents	32.28	30.94	29.14	3.13	4.48	2.16	1.05
P35 The benefits generated by the tourism activity end up with companies and persons from outside the locality	15.04	10.19	32.52	26.69	15.53	3.17	1.25
P36 Traffic and parking problems have increased.	31.03	12.93	23.70	18.10	14.22	2.71	1.43
P37 Thefts and vandalism have increased	47.18	25.54	17.74	5.19	4.32	1.93	1.11
P38 Alcoholism has increased	47.39	28.69	15.21	4.78	3.91	1.89	1.07
P39 Prostitution and sexual permissiveness have increased	67.54	17.54	7.01	4.82	3.07	1.58	1.02
P40 The local labour force is exploited	50.64	20.17	19.31	6.86	3.00	1.91	1.11
P41 There have been changes and losses in the traditional way of life and culture	47.84	20.25	16.81	11.20	3.87	2.03	1.20
42 There are problems of coexistence between residents and tourists	55.60	18.96	11.20	5.17	9.05	1.93	1.30
43 The tranquillity of the area has been lost	47.86	19.65	15.81	8.54	8.11	2.09	1.30
P44 The natural surroundings and countryside have been damaged	40.08	25.43	19.82	6.03	8.62	2.17	1.26

1	2	3	4	5	6	7	8
P45 There has been unregulated growth of urban and residential development	52.42	17.18	11.89	9.69	8.81	2.05	1.35
P46 The traditional architecture has been destroyed	50.21	20.17	12.87	8.58	8.15	2.04	1.30
P47 Environmental pollution (rubbish, waste waters, air pollution and noise) has increased	36.75	23.07	17.94	9.40	12.82	2.38	1.39
P48 The overcrowding and congestion of spaces for public use and enjoyment (beaches, countryside, town squares and streets, ...) is annoying	50.42	20.94	11.53	5.98	11.11	2.06	1.36
P49 Public health and transport services are overloaded	53.87	18.96	10.34	7.75	9.05	1.99	1.33
P50 The quality of local services has deteriorated (long queues and delays in restaurants, shops, tourist attractions)	53.87	14.22	13.79	7.75	10.34	2.06	1.38

* reverse score.

Source: own work.

Exploratory factor analysis was conducted to assess the dimensionality of the 36 items. The first factor was labelled 'negative social and cultural impact'. Factor 1 comprises 17 items (0.917 alpha), followed by 'affirmative of tourism development (0.910) and 'nature and culture conservations'. Economic and social benefits and stronger sense of belonging' was the fourth factor with a loading of 0.795 (|Table 2). The results showed that the Alpha coefficients of the four factors ranged from 0.795 to 0.917, which demonstrates that the scales of the formal questionnaire have high reliability.

Table 2. Factor analysis of residents' perceptions

Factors	Alpha Coefficient	Items
Negative social and cultural impact	0.917	Q36, Q37, Q38, Q39, Q40, Q41, Q42, Q43, Q44, Q45, P46, Q47, Q48, Q49, Q50
Affirmative of tourism development	0.910	Q13 Q14, Q17, Q18 Q22 Q23 Q26 Q27 Q31 Q32 Q33 Q35
Economic and social benefits and stronger sense of belonging	0.795	Q15, Q16, Q19, Q20, Q21, Q24, Q 34
Nature and culture conservations	0.818	Q25, Q28, Q29, Q30

Source: own work.

Table 3. Regression analysis of the relationship between variables

Model 1	Beta	t-statistic
	Concerns for **Affirmative of tourism development** Revised $R^2 = 0.078$, $F = 5.998$, $p = 0.000$	
Q9 Work involved in tourism sector	–0.237	–3.710***

*** $p < 0.10$.

Source: own work.

In order to explore the relationships between residents' socio-economic and demographic attributes and their attitudes toward tourism, multiple regression analysis was performed. Based on

the results it can be concluded that only "working in tourism industry" has statistically significant relationships in a negative direction with Factor 2. That means, people involved in tourism sector don`t see many benefits as tourism is coming into the town.

Conclusions

The aim of this paper was in bridging the gap in polish literature, by exploring the impact and attitude to tourism by local community of Zwierzyniec town. In general, the results follow the findings of the earlier research and both positive and negative impacts were found. The average profile of the respondents was as follows; female, about 53 years old with primary and secondary level education, one third working in the tourism-related industry, and with a long living in their community. The study results indicated that most respondents are not much favorable toward tourism. The results of this study illustrated that residents are aware of the benefits, as well as the problems caused by tourism. Furthermore, ranking of the mean responses for each dimension in the study showed that respondents expressed the highest level of agreement with the statements that tourism provides an incentive for the conservation of the natural resources and there are more leisure area thanks to tourism. The results showed that working in tourism industry have significantly less positive attitude towards tourism development compared to the residents not involved in that sector, which is not very typical for the research of the attitudes of local residents in other regions. But as stated in literature (Andereck, Vogt, 2000; Vargas-Sanchez et al., 2009), it is not only the level of tourism development that influences perceptions of tourism impacts, but also what type of tourism is developed (e.g. sustainable vs. unsustainable tourism). As results show, there is not much about residents` economy and the money tourism brings, which might be caused by seasonality of the services (tourism is for only 3–4 months there which are cycling, bathing, walking, kayaking). The majority of accommodation services provided as bed and breakfast and rooms to let are also seasonal one, which all might be too short so they "see" he economy benefits tourists bring. Our results show that negative impact such as alcoholism, vandalism are ranking very low, which might be explained by exploration stage of tourism development in the area and "sustainability oriented" tourists visiting the town.

The findings of this study cannot be universalized because of the unique settings of this destination. Therefore additional analysis and the related attitudes might provide valuable contributions to resident attitudes' literature in Poland and CE Europe.

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Ekonomiczne, społeczne i środowiskowe konsekwencje rozwoju turystyki. Nastawienie społeczności lokalnej do rozwoju turystyki w gminie Zwierzyniec

Słowa kluczowe

społeczność lokalna, nastawienie, rozwój turystyki, Zwierzyniec, analiza czynnikowa

Streszczenie

Ostatnie lata w Polsce charakteryzują się wzrostem znaczenia usług turystycznych w gospodarce kraju, zwłaszcza na terenach wiejskich. Zrozumiałym zatem stają się analizy skutków rozwoju turystyki tak w planowaniu przestrzennym jak i strategiach zarządzania obszarem recepcji turystycznej, uwzględniające opinie interesariuszy w tym mieszkańców. Celem artykułu jest ocena postaw lokalnej społeczności miejsko-wiejskiej gminy Zwierzyniec do rozwoju turystyki. Na podstawie materiałów z przeprowadzonych wywiadów z mieszkańcami gminy przeprowadzono analizę statystyczną. W efekcie badania pozwoliły na wytypowanie czterech czynników: Negatywne skutki rozwoju turystyki w wymiarze społecznym i kulturowym, Przychylność dla rozwoju turystyki, Korzyści społeczno-ekonomiczne oraz tożsamość lokalna, Ochrona przyrody i zasobów kulturowych. Przeprowadzona analiza korelacji ze zmiennymi socjo-demograficznymi wykazała, że istnieje statystycznie istotny związek pomiędzy zatrudnieniem w sektorze turystycznym, a postawą wobec dalszego rozwoju i wspierania turystki.