

THE SUBURBAN AREAS OF TOURIST AND RECREATION RECEPTION IN THE OPINION OF USERS. A COMPARATIVE CASE STUDY

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KEYWORDS

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ABSTRACT

The aim of this study is to indicate possible directions of socioeconomic development of suburban communities of Wrocław and Legnica, understand the aims and directions of tourist migrations as well as the assessment of tourist offer, recreational and tourist services and tourist products of the area. The research was carried out in 12 suburban communities of Wrocław and Legnica in the 2012–2013 period. As a result of the research it has been established that the aims of tourist research are mainly leisure, sightseeing and sport activities. Most commonly visited areas and tourist-recreational centers are primarily areas of attractive natural environment and sport and recreational centers. The respondents have good and very good opinions of the tourist offer of both areas. Unfortunately, the share of outstanding tourist products in suburban communities of Wrocław and Legnica, indicating at their competitiveness in comparison to the neighboring cities and other communities, is very small. A significant discrepancy between the proposed further directions of development of tourist and recreational offer of the areas has been observed.

Introduction

Suburban areas of cities should be attractive destinations for tourism and recreation for the inhabitants, both of cities as well as suburban communities. Managing and developing assets and tourist-recreational infrastructure of these areas should be inspired by their social, cultural, natural and economic conditions. Tourist policy of such communities should result from specialist

and professional studies and the expectations of its beneficiaries, that is tourists, inhabitants and socioeconomic entities.

In the majority of strategic SWOT analyses in the studies of self-government units from direct vicinity of cities one can notice that they consider the vicinity and economic power of neighboring cities as their strength.¹ There are, however, known cases of Polish communities, which, in spite of such location and significant economic potential, including tourist potential, remained stagnant in the recent years. Solutions in this respect of communities, counties and provinces are usually a reflection of their social and cultural identity, but at the same time they follow the rules of rational financial management.²

The currently observed situation in this respect proves that in many cases of self-government units the agreed direction of development was rational, both in the initial stage of their functioning as well as today. There are, however, examples of areas where the economic and social transformations can be defined as sudden and dynamic, usually conditioned by their location and the influence of policy and development directions of neighboring cities, thus being not very rational and logical.

Both in spatial, infrastructural and socioeconomic planning, suburban communities need to correlate their strategic directions of development not only with regional and county guidelines, but also with the policy and economy of neighboring cities, since it is quite often that the self-governments create tourist or sport and recreation products unsuited for their area and they can not be in the slightest extent identified with it.

In Poland tourism on the self-government level has been recently a top priority issue, setting the image and identification of communities on the regional, national and international scale. The recognition of self-government units through the prism of their economic power, investment attractiveness and tourist-recreational potential has become the most important landmark of quality of their socioeconomic policy.³ In the case of suburban communities of large cities it is especially important, as they usually have small structural resources, mainly tourist assets, and they have now long been merely the “bedrooms” of large cities. Moreover, most often the regional policy in terms

¹ R. Faracik, *Turystyka w strefie podmiejskiej Krakowa*, Uniwersytet Jagielloński, Kraków 2006; B. Meyer, D. Milewski (eds.), *Strategie rozwoju turystyki w regionie*, Wydawnictwo Naukowe PWN, Warszawa 2009; M. Sołtysik, *Uwarunkowania i modele międzysektorowej polityki turystycznej w podmiejskich gminach Legnicy i Wrocławia*, Studia i Monografie nr 116, AWF, Wrocław 2013.

² S. Liszewski, *Możliwości i kierunki rozwoju turystyki w Dolinie Odry*, Uniwersytet Łódzki, Łódź 2003; M. Marczak, *Skuteczność działań władz samorządowych Pomorza na rzecz rozwoju turystyki*, Zeszyty Naukowe Instytutu Ekonomii i Zarządzania Politechniki Koszalińskiej nr 12, Koszalin 2008; M. Sołtysik, S. Toczek-Werner, *Modele kooperacji międzysektorowej wspierające rozwój turystyki w gminach podmiejskich*, “Handel Wewnętrzny” 2009, vol. 55, nr 6, pp. 296–306; A. Tucki, A. Świeca, *Policy and Tourism Development as Exemplified by the Lublin Region (Southeast Poland)*, „Tourism Review International” 2013, Vol. 17, No. 2. Cognizant Comm. Corp., pp. 131–135.

³ R. Pawlusiński, *Samorząd lokalny a rozwój turystyki. Przykład gmin Wyżyny Krakowsko-Częstochowskiej*, Uniwersytet Jagielloński, Kraków 2005; A. Panasiuk, *Polityka turystyczna w oddziaływaniu na branżę turystyczną*, Prace Naukowe Uniwersytetu Ekonomicznego we Wrocławiu nr 259, Wrocław 2012; A. Przybylska, *Stymulowanie rozwoju turystyki na przykładzie wybranych gmin w dolinie Odry*, Bogucki Wydawnictwo Naukowe, Poznań 2012; M. Mika, *Założenia i determinanty podtrzymalności lokalnego rozwoju turystyki*, Instytut Geografii i Gospodarki Przestrzennej, Uniwersytet Jagielloński, Kraków 2014; M. Sołtysik, P. Oleśniewicz, D. Ilnicki, W. Fedyk, *Zróżnicowanie udziału sektora społecznego w rynku turystycznym i sportowo-rekreacyjnym podmiejskich gmin Dolnego Śląska*, Zeszyty Naukowe Uniwersytetu Szczecińskiego, Ekonomiczne Problemy Turystyki nr 2, Szczecin 2014, pp. 215–232.

of supporting the development of economy, including tourism and recreation, has decidedly strayed away from the real needs of their self-government institutions, social and economic institutions and finally the inhabitants of the communities. Thus, there is a need to research the offer (sport, tourist, recreational and cultural) and present and future directions of development of tourist policy of suburban communities of large cities and finding out whether it suits the real needs of its beneficiaries – inhabitants, tourists and visitors.

Methodological and organizational foundations of the research

A stock-taking, expert and poll research that was carried out in the 2012–2013 period in 12 suburban communities of Legnica and Wrocław in the Lower Silesia revealed essential correlations between their current tourist policy and socioeconomic, spatial and infrastructural factors.⁴

The research has shown that there is significant differentiation of inter-sector tourist policy in the suburban communities of Legnica and Wrocław, conditioned by or correlating with such factors as: demographic and social potential, structure of tourist and recreational space, state of tourist and recreational resources, the evaluation of tourist attractiveness and satisfaction with tourist, sport and recreational services, quality and recognition of tourist products, state of inter-sector cooperation, strategic and operational directions of development of tourism and recreation, as well as organizational and financial policy.

As a result of the research, it has been established that the state and directions of current tourist and recreational policy in the suburban areas of Legnica and Wrocław are a derivative of the size and structure of their natural and cultural potential as well as social determinants.

Taking into account the stipulations of the research it has been acknowledged that the opinions of tourists and visitors are most important both in the diagnostic as well as the forecasting stage. They are helpful in assessing the effects of pro-tourist activities in communities, planning further actions and adjusting the conditions for the reception of tourists. The opinions of tourists and visitors to the suburban areas who are usually the inhabitants of neighboring communities and cities, can be a source of important information for the people and institutions managing these areas as well as the entities operating there. This information concerns strategic and operational directions of their tourist, and, to further extent, socioeconomic activities.

The aim of the research, an integral part of the Lower Silesia research, is to establish, in the cognitive and utilitarian context, the directions of socioeconomic development of suburban communities of Legnica and Wrocław that may be the result of pro-tourist and pro-recreational activities of their managers. These directions have so far been set by, among others, opinions and assessments of main users – tourists and visitors. Understanding the aims and directions of tourist migrations, the assessment of tourist and recreational offer and services, accompanying the choice of destinations, may be a premise for the growth of investment attractiveness of these areas.

⁴ M. Sołtysik, op.cit.

It may lead to their activation and growth in entrepreneurship, thus boosting their socioeconomic development.

The following measures have been selected and described to fulfill the aims of the research:

- the aims of migrations and most often visited centers of tourist migrations in the suburban areas,
- offer as well as quality of infrastructure and tourist and recreational services in the visited communities,
- outstanding tourist and recreational products in the suburban communities and their competitiveness with the products from neighboring communities and cities,
- the directions of tourist offer and socioeconomic policy towards the development of tourist and recreational function of the suburban communities.

The research has been carried out amongst the tourists and visitors to the selected suburban communities of Legnica and Wrocław. The suburban communities where the research took place have been selected according to two criteria: they are in the direct neighborhood of a city (it usually generates tourist migrations onto suburban areas) and there is a transport route, usually national or international, running through the community (it usually shapes the size and dynamics of tourist flow between the agglomeration and its surroundings). Thus the following communities have been selected:

- 4 communities of the suburban zone of Legnica: Krotoszyce, Kunice, Legnickie Pole, Miłkowice (Legnica County),
- 8 communities of the suburban zone of Wrocław: Czernica, Długoleka, Kały Wrocławskie, Kobierzyce, Siechnice (Wrocław County), and Oborniki Śląskie, Wisznia Mała (Trzebnica County) as well as Miękinia (Środka Śląska County).

The results of the research are subjected to statistical analysis, taking into consideration classification, summary and fractional typologies, according to the zone criterion.

The poll research has been carried out by direct interviews with respondents. Taking into account methodological issues, the research has been carried out on 1,139 inhabitants aged 15 and more, permanently living in the researched suburban zones, and on 1,200 tourists and visitors. Furthermore, the research has been carried out in the zones and centers of the biggest concentration of tourist migrations, buildings where sport, recreational, cultural and entertainment activities are undertaken as well as in the seats of communities, selected non-government organizations, enterprises and structural public units. In order to select a representative sample of tourists and visitors, a comparative structure of subsets and sections was used.⁵

⁵ K. Mazurek-Lopacińska, *Badania marketingowe. Teoria i praktyka*, Wydawnictwo Naukowe PWN, Warszawa 2011; T. Pilch, T. Bauman, *Zasady badań pedagogicznych. Strategie ilościowe i jakościowe*, Wydawnictwo Akademickie ŻAK, Warszawa 2001; S. Juszczyk, *Metodologia badań empirycznych w naukach społecznych*, AWF, Katowice 2001.

Research results

Amongst a number of significant issues describing and explaining the development of tourism and recreation in the suburban areas of two most significant agglomerations of the Lower Silesia, the aims of tourist and recreational migrations are considered the most important ones. Six main aims of migrations are as follows: leisure, sightseeing, health, sport, business and religious (Figure 1).

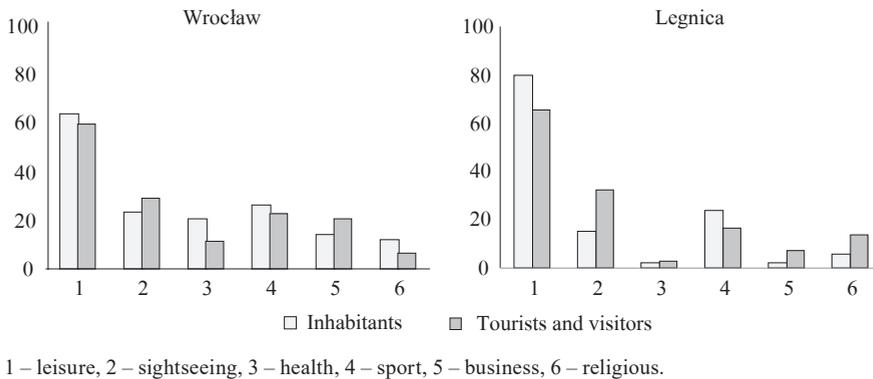


Figure 1. Aims of migration of inhabitants, tourists and visitors to suburban areas of Wrocław and Legnica

Source: own research.

The aims of migrations of tourists and visitors to both of the discussed suburban zones are similar, however there are some discernible differences resulting from the character of central cities of these zones. The aim of tourist migrations of inhabitants, tourists and visitors onto the suburban areas of Wrocław and Legnica is first and foremost leisure (60–80% of responses). In the case of Wrocław’s suburban areas most commonly visited communities (70% answers and above) by the inhabitants are Miękinia and Oborniki Śląskie. Also the tourists most commonly indicate Miękinia, then Wisznia Mała and Czernica. In the case of Legnica’s suburban zone, the inhabitants choose all four communities as their tourist destination, while the tourists choose mainly Kunice and Miłkowice communities. A bigger share of leisure migrations to the Legnica zone results from the presence of water bodies serving as watering places (especially the Kunickie Lake), as leisure time by the water is one of the most popular ways of spending Poles’ free time. There are less natural water bodies around Wrocław, but the area abounds in palaces and churches, which have been restored in the recent years and turned into stylish hotels (for example the residence hotels such as Prężyce, Samotwór, Ślęza) or private residences (for example Gosławice), thus a bigger share of sightseeing migrations of inhabitants to Wrocław suburban zone.

The second most popular aim of migrations is different: for the inhabitants of both suburban areas it is sport (accordingly 26% answers in the Wrocław zone and 23% in the Legnica zone), but for the tourists and visitors it is sightseeing (29 and 32% accordingly). A bigger significance

of health and sport tourism in the Wrocław suburban area is a result of the fashion for a healthy lifestyle, which is more pronounced in large cities; it also results from the need to get away from everyday stress and change of surrounding. One must remember, however, that there are no health resorts in the area, in spite of the fact that some people deem Oborniki Śląskie to be one. It used to have an official health resort status before World War II, though. The typical spatial “health resort” layout of the place, including some historical buildings, is still visible in the east and north-east part of the town. In the Legnica suburban zone the most commonly visited communities (by tourists and visitors) for sightseeing were Legnickie Pole and Miękinia. It is somehow surprising to see the lesser importance of sightseeing tourism in the case of Wrocław suburban zone, because it is here where more anthropogenic attractions are located, especially palaces,⁶ which have been recently restored. But maybe the offer of Wrocław itself and its anthropogenic attractions is so strong that the tourists and visitors to the suburban zones do not find the suburban ones to be as attractive. There are, however, undoubtedly more wild nature reserves around Legnica.

In the vicinity of Wrocław, being an important economic center of the south-eastern Poland and promoting itself as a business and conference center, the business aim of migrations is definitely more important than in the Legnica zone. Most business tourists (around 30% of arrivals) visited Oborniki Śląskie, Kobierzyce and Długołęka communities.

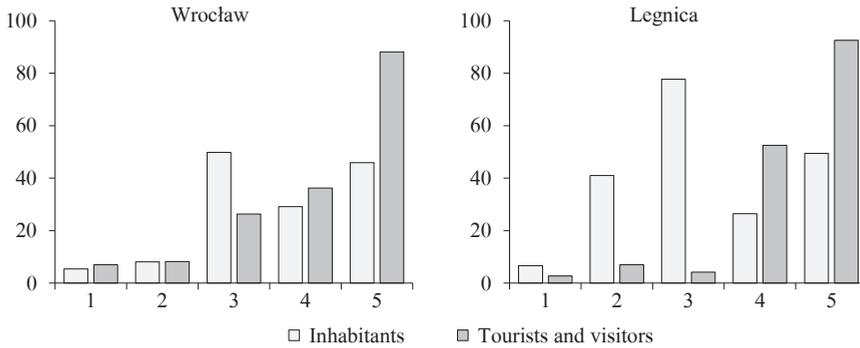
In general, religious aims are less important in both suburban areas, although there are exceptions: the Legnickie Pole community was the destination of 45% of religious visits of tourists and visitors. The importance of religious tourism in the area may be strictly connected with the existence of the Benedictine abbey in Legnickie Pole, which is a regionally important religious and pilgrimage center.⁷ There is also a sanctuary in the Kąty Wrocławskie community, in Sośnica, but its rank is much smaller and rather local.

The sort of visited centers, areas and tourist-recreational installations was the next analyzed issue. The researchers singled out five types of visited centers (Figure 2). There are discernibly big differences in their utilization by the inhabitants, tourists and visitors.

The inhabitants of the analyzed areas used above all the sport and recreational centers and attractive natural environment areas, and to a lesser extent shopping and service centers and public utility places. Amongst the tourists and visitors the most important destinations were attractive natural environment areas (forests, water bodies, parks), and, to a lesser extent, public utility places and service centers. It correlates with the previously presented main aim of tourist migrations (which is leisure). A bigger share of natural environment destinations (among other nature reserves) and organized leisure centers among the tourists and visitors to the surroundings of Legnica is a result of their relatively greater number. In the vicinity of Wrocław rural areas dominate, especially in the southern part.

⁶ J. Czerwiński, *Dolny Śląsk – przewodnik*, Eko-Graf, Wrocław 2009.

⁷ J. Wyrzykowski, J. Marak, B. Mikułowski, *Turystyka na Dolnym Śląsku i Śląsku Opolskim*, Stowarzyszenie na Rzecz Promocji Dolnego Śląska, Wrocław 1999.



1 – culture and entertainment centers (events), 2 – cultural centers (historical monuments, contemporary culture), 3 – sport or recreational center, 4 – shopping and service center, public utility place, 5 – attractive natural environment.

Figure 2. Tourist and recreational centers most often visited by inhabitants, tourists and visitors in the suburban zones of Wrocław and Legnica

Source: own research.

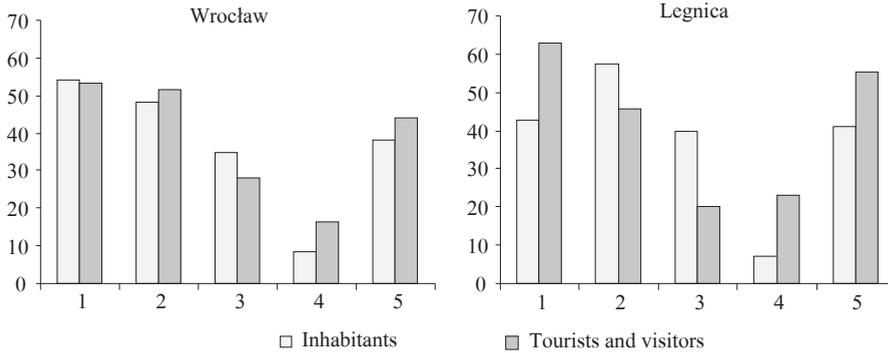
In the case of the Wrocław suburban zone also staying at sport and recreational centers is of importance – it is noticeably bigger for tourists and visitors (26.4% and only 4.3 in Legnica’s zone). It corresponds with the aims of visits (sport aims are more important in the Wrocław than in the Legnica suburban zone); furthermore it is a result of a better developed sport and recreational infrastructure in the Wrocław suburban zone.

The Legnica’s suburban zone is more popular as a shopping and service destination (52.5% in Legnica’s surroundings and 36.3% in Wrocław’s surroundings). It may result from a less pronounced central role of Legnica itself and the attractiveness of Legnica’s surroundings for the inhabitants of the city in terms of shopping.

In both researched areas there is a low level of participation in the cultural and entertainment events and visits to cultural centers (with the exception of the Legnica zone with Legnickie Pole). Here we can see a discordance with the declared aims of visits – more people declared that they migrated for sightseeing purposes.

The kind of services used by the inhabitants, tourists and visitors was a result of aims of migrations and visited tourist-recreational centers (Figure 3).

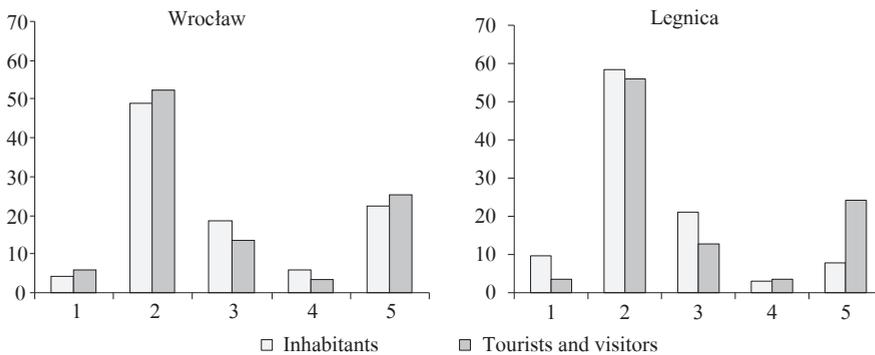
Both the inhabitants as well as tourists and visitors used to a large extent (40–60%) a wide array of tourist, sport, recreational and gastronomy services. There is a discernibly bigger participation of inhabitants (around 15–20%) in cultural services, which may be a result of their insufficient promotion outside the closest vicinity – the information about cultural events may have a meager spatial range. Also, one can notice a bigger degree of using accommodation services among the tourists (10–15% more than the inhabitants), which may result from the fact that the inhabitants of suburban zones may sleep at their friends or family homes.



1 – tourist, 2 – sport and recreational, 3 – cultural, 4 – accommodation, 5 – gastronomy.

Figure 3. Types of infrastructure and services used by the inhabitants, tourists and visitors to the suburban zones of Wrocław and Legnica

Source: own research.



1 – very good, 2 – good, 3 – bad, 4 – very bad, 5 – no opinion.

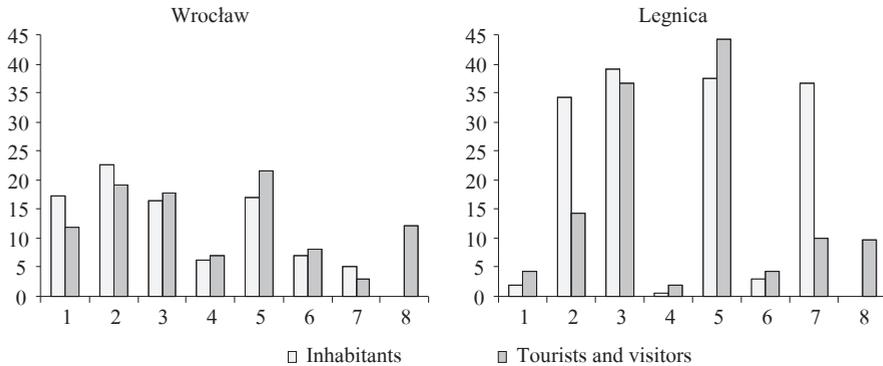
Figure 4. Assessment of tourist offer of suburban zone of Wrocław and Legnica by inhabitants, tourists and visitors

Source: own research.

The inhabitants of the researched areas, tourists and visitors have also been asked to evaluate the tourist offer of the visited area. More than half of the respondents (53–68%) from both groups evaluate the offer as being good and very good, both in the Wrocław as well as Legnica zones. It is perhaps worth noticing that there is a slightly bigger share of “very good” opinions in the case of the Wrocław zone, balanced by the bigger share of “good” opinions in the Legnica zone.

There are also quite many „no opinion” answers (more than 20%) from both researched groups in the Wrocław zone and tourists and visitors from the Legnica zone.

Tourist products are also part of a tourist offer of an area. They distinguish a given area from other areas. The respondents from both groups have given quite varied answers that are grouped into 7 categories in the case of inhabitants and 8 categories in the case of tourists and visitors (Figure 5).



1 – sport and recreational centers, 2 – valuable natural environment areas, 3 – cultural, entertainment and leisure centers, 4 – local foods, folklore, 5 – material culture objects, religious centers, 6 – accommodation, gastronomy, shopping centers, 7 – cultural, sporting, recreational, entertainment events, 8 – tourist penetration routes.

Figure 5. Outstanding types of tourist products according to the inhabitants, tourists and visitors to the suburban zones of Wrocław and Legnica

Source: own research.

According to the inhabitants of the Wrocław suburban area, the most distinctive products of their area belong into four categories. These are: valuable natural environment areas (23%), then sport and recreational centers (17%) as well as material culture objects and religious centers (17%) and finally cultural, entertainment and leisure centers (16%). The same groups are deemed important by the tourists and visitors; they also distinguish tourist penetration routes as important (these are, for example, tourist trails and bicycle trails). Basing on these answers one cannot, however, distinguish clear-cut, dominating groups of tourist products, as the span of the answers is small (18% in the case of inhabitants and 19% in the case of tourists and visitors).

In the case of the Legnica suburban zone, the respondents give much more varied answers. According to the inhabitants, it is distinguished by the products of cultural, entertainment and leisure centers (39%), material culture objects and religious centers (37%) and cultural, sporting, recreational, entertainment events (also 37%), and finally valuable natural environment areas (34%). The remaining groups of products are given only 1 to 3% of responses. For example, only to a very small extent have the respondents paid tribute to the offer of local foods (wines, juices); the situation is somewhat better in the case of the Wrocław suburban zone.

According to the tourists and visitors to the Legnica suburban zone, two categories of tourist products stand out: material culture and religious centers (44%), and cultural, entertainment and

leisure centers (37%). This time the span of answers is large: 38% in the case of inhabitants and 42% in the case of tourists and visitors, which can be a proof of a better promotion of these products.

The biggest differences between the two zones can be seen in the case of products of (1) cultural, entertainment and leisure centers and (2) material culture objects and religious centers. In both cases these products are much more commonly indicated by the respondents in the Legnica zone (accordingly 36.8% Legnica zone versus 17.9% Wrocław, and 44.3% versus 21.5%). A bigger importance of the first group of products can be a result of the presence of several well managed recreational centers close by water bodies (the Kunickie and the Koskowickie Lake). Such centers, not necessarily located by the lake, also exist in the vicinity of Wrocław, but they are located further away, beyond the researched area (Wzgórza Trzebnickie, Dolina Baryczy, Masyw Ślęży). It is true that suitable recreational areas do exist around Wrocław as well, but they are not as well managed; it is also hard to point out the best ones. The second group of products, that is material culture objects and religious centers, is somehow surprisingly underrepresented in the Wrocław area responses, as it is here where more cultural heritage buildings exist; part of them is being restored and promoted as tourist products. Probably in the case of the Legnica zone, the Legnickie Pole abbey and Krotoszyce palace are most significant tourist products in this category. Also, in the opinion of inhabitants, the Legnica suburban zone stands out in another category of tourist products, that is cultural, sporting, recreational, entertainment events.

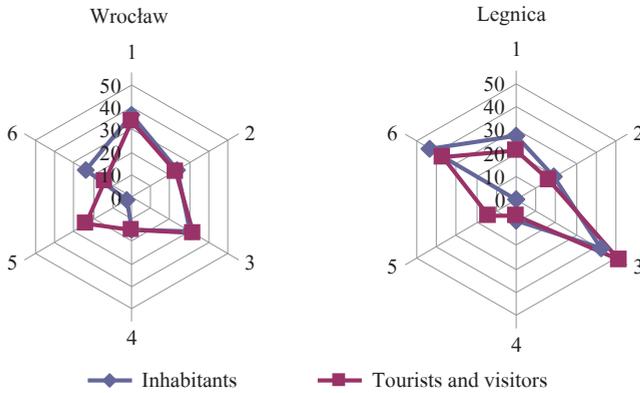
It is significant that in the Wrocław suburban communities the respondents are not able to point out clearly any outstanding tourist product. It may be explained by the lack of interest, inadequate promotion of these products, or – surprisingly – by their better understanding of what a tourist product really is. In fact, there are only a few fully developed tourist products in the surrounding areas of Wrocław and Legnica. In the case of Wrocław we can notice a strong contrast between a highly developed tourist offer of Lower Silesian capitol and its neighboring communities. Tourist products do, however, get created, in the areas surrounding Wrocław. For example eco–museums (in the Zabor Wielki village within the Miękinia community) or the Topacz castle in Ślęza near Bielany Wrocławskie. In the surroundings of Legnica certain products are being created as in the Battle of Legnica theme.

The Wrocław suburban zone has the advantage over the Legnica zone in the remaining categories of tourist products, but the difference is rather small. It is mainly the result of better infrastructure development in the Wrocław area.

The inhabitants, tourists and visitors have finally been asked to suggest further directions of development of tourist and recreational policy and offer of the visited suburban areas. A wide array of answers has been collected and grouped into six categories (Figure 6).

In the case of the Wrocław suburban zone the inhabitants have selected answers from four out of six groups (more than 20% of answers). The need to provide better accessibility to sport, recreational, cultural and entertainment events is deemed most important, followed by aiding and promoting the offer of varied forms of tourist activity – it is the opinion of both inhabitants and tourists. Least important for the inhabitants is to intensify inter-sector financial and non-financial

actions towards the development of tourist and recreational function of the area (2.6%), while tourists and visitors found it a quite important issue, calling for further actions.



1 – providing better accessibility to sport, recreational, cultural and entertainment events, 2 – investing in modern tourism and recreation facilities, 3 – aiding and promoting the offer of varied forms of tourist activity, 4 – better information on local attractions as well as tourist and recreational products, 5 – intensification of inter-sector financial and non-financial actions towards the development of tourist and recreational function, 6 – enhancing the process of adjustment and management of valuable natural environment areas and cultural heritage objects for tourist and recreational purposes.

Figure 6. Suggested directions of the development of tourist offer and tourist- recreational policy of Wrocław and Legnica suburban zones

Source: own research.

The respondents of Legnica suburban zone gave more varied answers. In their opinion it was most important to enhance the process of adjustment and management of valuable natural environment areas and cultural heritage objects for tourist and recreational purposes (42.2% inhabitants; 36.3% tourists and visitors) and aiding and promoting the offer of varied forms of tourist activity (41.6 and 50.6% accordingly). Similarly as in the Wrocław zone the inhabitants do not find it relevant to intensify inter-sector financial and non-financial actions towards the development of tourist and recreational function of the area, while the tourists and visitors – have found it important.

These results correspond with the main aims of visits to both areas where in the case of the Wrocław area it is relatively more important to play sports and the Legnica area – leisure and sightseeing.

Conclusions

The results of the comparative study of users' opinions on the researched suburban communities allow to form several important conclusions. The respondents assess the current state

and perspectives of pro tourist development of the researched areas, and it may be a basis for setting actual and future directions of investments and public actions for the tourist and recreation entities. It may have a significant meaning in constructing their pro tourist identity and competitive position.

The study has shown that the two researched areas differ in their adjustment to the reception of tourist and recreational migrations. One may also draw several conclusions from the opinions of both researched groups of respondents:

1. Primary aims of tourist migrations of inhabitants and tourists to both suburban areas are leisure, sightseeing and sporting activities (participants, fans).
2. Both inhabitants as well as tourists to the researched areas indicate firstly areas of attractive natural environment as their destination. It is followed by sport and recreational centers. However, the answers vary in percentage depending on the suburban zone.
3. The inhabitants and tourists used to a large extent a wide array of tourist, sport, recreational and gastronomy services, but there is a discernibly bigger participation of inhabitants in cultural services.
4. In both suburban zones the respondents assessed their tourist and recreational offer mainly as “good and very good”.
5. The respondents could not clearly state if there are any tourist products that may decide on the level of competitiveness in the researched communities in comparison to the neighboring city and other communities. There is, however, a discernible difference between the Wrocław and the Legnica zones. In the case of Legnica zone around 40% of the tourists and inhabitants indicate material culture objects, religious centers and cultural, entertainment and leisure centers as tourist products of the area. In the case of Wrocław there is no leading group of tourist products; around 20% of the respondents indicate material culture objects and valuable natural environment areas.
6. There is a discernible discrepancy of tourists’ and inhabitants’ proposals of further development of tourist and recreational offer of the visited suburban areas and actions leading to their strengthening. In the case of the Legnica zone it is mainly (1) aiding and promoting the offer of varied forms of tourist activity and (2) enhancing the process of adjustment and management of valuable natural environment areas and cultural heritage objects for tourist and recreational purposes (both options have received almost half of the answers). In Wrocław there is no leading answer; the respondents indicate actions and directions belonging to four out of six groups, mainly (more than 30% of answers) providing better accessibility to sport, recreational, cultural and entertainment events, and aiding and promoting the offer of varied forms of tourist activity.

The issue of assessment of attractiveness of assets and character of tourist products or the level of development of functions of tourist destination is currently often discussed by researchers, both in the theoretical and empirical aspect. It is because the results of such studies are significant for managing a sustainable development of the tourism sector, especially if they are based on multi-faceted assessment of its users – in this case these are the inhabitants, tourists and visitors.

One should emphasize that the suburban areas of tourist and recreational reception that are under a strong influence (positive and negative) of large cities,⁸ need multi-aspect and deepened research, such as the one presented in this study.

The methodology of the presented research might be used not only for researching suburban communities, but also to assess other types of self-government units, irrespectively of their spatial location or owned pro tourist assets, as well as making comparative analyses that are necessary in securing sustainable development of a region or a country.

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⁸ M. Sołtysik, op.cit.

PODMIEJSKIE OBSZARY RECEPCJI TURYSTYCZNO- -WYPOCZYNKOWEJ W OCENIE INTERESARIUSZY. KOMPARATYSTYCZNA ANALIZA PRZYPADKU

SŁOWA KLUCZOWE

strefa podmiejska, polityka turystyczna, produkt turystyczny, oferta turystyczno-rekreacyjna, obszar recepcji turystycznej i wypoczynkowej.

STRESZCZENIE

Celem niniejszego opracowania było określenie możliwych kierunków rozwoju społeczno-gospodarczego gmin podmiejskich Legnicy i Wrocławia, zrozumienie celów i kierunków migracji turystycznych, a także ocena oferty i usług turystyczno-wypoczynkowych i oferowanych produktów turystycznych. Badanie zostało przeprowadzone w 12 gminach podmiejskich Wrocławia i Legnicy w latach 2012–2013. W wyniku zrealizowanych badań ustalono, że cele migracji turystycznych na te tereny są głównie wypoczynkowe, krajoznawcze oraz związane z aktywnością sportową. Wśród najczęściej odwiedzanych obszarów i ośrodków turystyczno-wypoczynkowych w gminach podmiejskich, wskazywano w pierwszej kolejności tereny o wyróżniających się walorach środowiska przyrodniczego oraz ośrodki sportowo-rekreacyjno-turystyczne. Ocena skali i jakości oferty turystycznej obu stref podmiejskich kształtuje się na dobrym poziomie. Niestety, udział wyróżniających się produktów turystycznych w gminach podmiejskich Legnicy i Wrocławia stanowiących o konkurencyjności tych obszarów, w odniesieniu do sąsiadującego miasta lub innych gmin wiejskich jest niewielki. Zaobserwowano ponadto znaczącą rozbieżność ocen mieszkańców i turystów w zakresie kierunków rozwoju oferty turystyczno-wypoczynkowej odwiedzanych obszarów podmiejskich oraz proponowanych działań prowadzących do jej wzmocnienia.