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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 two areas: functioning of the tourism service market; and regional problems of tourism development. The articles can also be found at www.wnus.edu.pl/ept.

In the assessment of the Ministry of Science and Higher Education, the "Economic Problems of Tourism" have achieved the score of 13 points (part B of the scientific journal list, announcement from July 1, 2016).

Beata Meyer

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THE USEFULNESS OF FLASH EUROBAROMETER TO STUDY CHANGES IN TOURISTS' PREFERENCES

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Abstract The effective functioning of tourist enterprises requires, among others, good knowledge of their customers' purchasing preferences. Secondary sources, e.g. the available research reports, may turn out helpful in this respect. The purpose of this article is to assess the usefulness of Flash Eurobarometer research results to analyse changes in the European tourists' preferences, with particular emphasis on Poles and Slovaks. As it turns out, the aforementioned source of information is not free from certain deficiencies. It mainly refers to the systematic changes made in terms of the substantive scope of the measuring instrument, i.e. the questionnaire. They consist in introducing new questions to the questionnaire, changes in previous questions and variants of answers to the questions. Such changeability reduces significantly the possibility of comparing information in the studied period and their usefulness for entrepreneurs and representatives of the world of science.

Introduction

The changing behaviour patterns of tourists have impact on market behaviours presented by entrepreneurs. For the effective functioning of tourist enterprises, the knowledge of customers' purchasing preferences becomes increasingly important. On the one hand, it provides entrepreneurs with the suitable selection and satisfying service for target groups of clients and, on the other, it allows to improve the offer characterised by the features most desirable by tourists. Therefore, the owners and managers of tourist enterprises should systematically get acquainted with the available research reports, which extend their knowledge regarding the changing trends observed in tourist demand. In these conditions it is important that secondary research, the results of which may be used by the operators either against payment or free of charge, meet the conditions of high usefulness.

As long as for the last four decades, the studies on the European citizens' preferences and attitudes towards tourism, called Flash Eurobarometer, have been conducted by the European Commission Directorate-General. Since 1986, twelve of their cycles have been carried out, and since 2009 they have been systematically performed at annual intervals. Thus, it may seem that the attribute of regular measurement covering the same phenomenon should support the application of its results for comparative research and the identification of changes in customer preferences on the tourism market.

The purpose of this article is to assess the usefulness of Flash Eurobarometer research results in order to analyse certain problems in the area of tourism, and in this case the changes in the European tourists' preferences, with particular emphasis on Poles and Slovaks. The implementation of the research objective required, on the one hand, solving the selected research problem (the evolution of tourists' preferences) and, on the other, establishing a specific criterion pattern, i.e. the set of criteria for the analysis of the usefulness of secondary sources, for the purposes of the specific research. In the first case, tourists' preferences were defined and the variables subject to comparison were selected. In the second, based on the paradigm generally applicable in marketing research, a criterion pattern for the secondary measurement evaluation was developed. It was also assumed that the pattern will cover factors determining its credibility, i.e. accessibility, accuracy, timeliness, relevance and comparability. The basic research method was the analysis of the content of Flash Eurobarometer reports from the years 2009–2016.

Flash Eurobarometer – the methodological issue

The originator of Eurobarometers was M. Jaques-Rene Rabier – Head of the Information Service of the Communities and he directed the Eurobarometer surveys from their inception until 1986. Flash Eurobarometer is a part of the much larger system of four types of Eurobarometer surveys, i.e. (*Spotlight...*, 2014, p. 5):

1. Standard Eurobarometer surveys – a reference on European public opinion, with face-to-face surveys at respondents' homes done twice a year (Spring-Autumn) by European Commission Directorate-General since 1974.
2. Special (SP) Eurobarometer surveys – a primary tool for capturing the opinion of the general public on specific issue, with face-to-face surveys at respondents' homes.
3. Flash (FL) Eurobarometer surveys – telephone surveys for the polling of specific target groups or the general public with short questionnaires.
4. Eurobarometer studies – focus group or in-depth interviews, allowing for detailed understanding of public opinion on a specific subject, the qualitative studies investigate

in-depth the motivations, feelings and reactions of selected social groups towards a given subject or concept, by listening to and analysing their way of expressing themselves in discussion groups or with non-directive interviews.

The study was established in 1974, though the first such survey took place in 1962. The research was repeated at the beginning of 1970 and in the summer of 1971. There was no continuity between surveys, but they have shown to the European Parliament the need of a regular mechanism for monitoring the European opinion (*Entretien*..., 2003). In the foreword to Eurobarometer Almanac 2013 it is written that Eurobarometer "is widely regarded as a reference point for European public opinion and it helps to see how public opinion is changing. The study allows understanding how the European project and its developments impact the life of Europeans and provides information to feed into policy-making for the European Union and is institutions" (*Spotlight*..., 2014, p. 5).

The rationale for conducting systematic research evolved in the course of over forty years long history of Eurobarometer. At the beginning, the aim was to help Europeans see and understand each other, and to investigate the existence of the 'European public opinion'. Then it was aimed at analysing trends of public attitude towards EU in general and its core policies. Today, the European Union institutions are interested in trends, national specificities, and socio-demographic variables determining attitudes of Europeans towards varied economic and social phenomena (Table 1). The field of interest is also the regional diversity of the Europeans' opinions on these issues, and therefore the research serves a comparative purpose.

Table 1. Number of Eurobarometer surveys by topics in the period 1972–2018 (data provided for topics covered by ten and more surveys)

Surveys' subject (the number of surveys)	Surveys' subject (the number of surveys)	Surveys' subject (the number of surveys)
Agriculture (16)	Euro – general (46)	Innovation (12)
Businesses (26)	Euro in European countries (44)	Internet (17)
Consumer affairs (15)	Europe 2020 (10)European citizenship (11)	Justice (15)
Consumer rights in European countries (29)	European citizenship and fundamental rights (22)	Regions and regional policy (12)
Cross-border trade and consumer protection (14)	European Constitution (12)	Science, technology, research and innovation (15)
Development aid and relations with developing countries (21)	Future of Europe (12)	Standard Eurobarometer (88)
	Gender equality (11)	Tobacco (11)
Employment and social policy (15)	General surveys (24)	**Tourism (12)**
Energy (14)	Health and food safety (23)	Transport (11)
Environment (14)	Information society (13)	United Kingdom (10)
		Youth (12)

Source: authors' compilation based on *Eurobarometer*... (2018).

Most of the Eurobarometer surveys referring to tourism are carried out in the formula of short telephone surveys (Flash Eurobarometer) to measure attitudes and preferences of Europeans towards tourism (Table 2). The first three studies conducted in 1986, 1997 and 1998, belonged to the Special Eurobarometer surveys (in-depth thematic studies carried out for various services of the European Commission or other EU Institutions and integrated in the Standard Eurobarometer's polling waves).

Table 2. Flash Eurobarometer overview by tourism topics in the period 1972–2018

Title	EU document	Year	Number of respondents	Number of variables
Preferences of Europeans towards tourism, 2016 (EU28 + TR + MK + IS + ME + MD)	FL432	2016	30,105	625
Preferences of Europeans towards tourism, 2015 (EU28 + TR + MK + IS + RS + ME + MD)	FL414	2015	30,111	629
Attitudes of Europeans towards tourism, 2014 (EU28 + TR + MK + RS + ME + NO + IS + IL)	FL392	2014	31,112	623
Attitudes of Europeans towards tourism, 2013 (EU27 + TR + HR + MK + RS + NO + IS + IL)	FL370	2013	30,628	553
Survey on the attitudes of Europeans towards tourism, 2012 (EU27 + TR + HR + MK + RS + NO + IS + IL)	FL334	2012	30,594	340
Survey on the attitudes of Europeans towards tourism, 2011 (EU27 + TR + MK + NO + IS)	FL328	2011	30,158	54
Attitudes of Europeans towards tourism, 2010 (EU27 + TR + MK + NO + IS)	FL291	2010	30,138	56
Attitudes of Europeans towards tourism, autumn 2009	FL281	2009	23,606	57
Survey on the attitudes of Europeans towards tourism, spring 2009	FL258	2009	27,127	68
Europeans and their views on child sex tourism	SP118	1998	16,165	27
Europeans on holiday	SP117	1997	16,186	15
Europeans and their holidays	SP028	1986	11,840	18

Explanation: EU27 (European Union – 27 Member States), EU28 (European Union – 28 Member States), HR (Croatia), IL (Israel), IS (Iceland), ME (Montenegro), MD (Moldova), MK (Former Yugoslav Republic of Macedonia), NO (Norway) TR (Turkey), RS (Republic of Serbia).

Source: own compilation based on *Europeans and their Holidays*, SP028 (1987), pp. III, 1, http://ec.europa.eu/commfrontoffice/publicopinion/index.cfm/Survey/getSurveyDetail/yearFrom/1986/yearTo/2018/search/HOLIDAY/surveyKy/86; *Europeans on holiday*, SP117 (1997), pp. III, 15, http://ec.europa.eu/commfrontoffice/publicopinion/index.cfm/Survey/getSurveyDetail/yearFrom/1974/yearTo/1998/search/HOLIDAY/surveyKy/172; *Europeans and their views on child sex tourism*, SP118 (1998), pp. III, 28, http://ec.europa.eu/commfrontoffice/publicopinion/index.cfm/Survey/getSurveyDetail/yearFrom/1974/year To/2000/search/sex%20tourism/surveyKy/173; https://www.gesis.org/eurobarometer-data-service/survey-series/ flash-eb/study-overview.

The Flash Eurobarometer surveys on the attitudes and preferences of Europeans towards tourism are conducted for the European Commission, Internal Market, Industry, Entrepreneurship and SMEs, Directorate-General for Communication, "Strategy, Corporate Communication Actions and Eurobarometer" Unit. Each survey consists of approximately 500–1,500 interviews per country. The number of interviews depends on the number of citizens in the country. Every year approximately 30 thousands randomly selected Europeans aged 15 and over from 27–34 European countries and Israel (2011–2013) take part in the study. FL surveys are carried every year in January-February. The majority of surveys are web-based computer-assisted telephone interviews, some of them are face-to-face interviews (e.g. in Bulgaria, the Czech Republic, Estonia, Latvia, Lithuania, Hungary, Poland, Romania and Slovakia). Flash Eurobarometer surveys systematically include mobile phones (in samples in Austria, Finland, Italy, Portugal and Spain). Reports are published online once a year and are accessible for all. The surveys are designed and conducted very professionally by leading global market, public opinion and media research network TNS Political & Social. The aim of each survey, since the initial one in 2009, is exploring the range of aspects regarding holidays in the analysed period/year. Some of the studied topics are the same (Table 3), which makes long-term analyses possible as well as comparing the current survey results with the previous ones.

Table 3. Topics of surveys addressing attitudes/preferences of Europeans towards tourism in the period 2009–2016

Topics	Flash Eurobarometer (FL) Report Number	FL 258	FL 291	FL 328	FL 334	FL 370	FL 392	FL 414	FL 432
	Publication date	2009	2010	2011	2012	2013	2014	2015	2016
	Analysed year	2008	2009	2010	2011	2012	2013	2014	2015
Proportion of respondents who travelled		+	+	+	+	+	+	+	+
The major motivation/reasons for going on holiday		+	+	+	+	+	+	+	+
Obstacles to going on holiday		+	+	+	+	+	+	+	+
Duration of holidays		+	+	+	+	+	+	+	+
Destination of holidays		+	+	+	+	+	+	+	+
Types of holiday		+	+	+	+	+	+	+	+
Methods used to organize/arrange/book holidays		+	+	+	+	+	+	+	+
Sources of information for planning a holiday		+	+	+	+	+	+	+	+
Methods of transport used for holidays		+	+	+	+				
Anticipated benefits of emerging destinations		+	+	+					
Types of holiday leisure activities that would be given up first		+	+	+					
Main periods for holiday travel		+							
Amount of money spent on holidays		+							
Impact of changes in the cost of living on holiday plans		+							
Types of holiday trips that would the first to be cancelled if savings were needed		+							
Financial constraints on holidays		+	+						
Impact of the current economic situation on the planned holidays					+	+	+	+	+
Satisfaction with the main holidays					+	+	+	+	+
Respondents' reasons for returning the same place for holidays					+	+	+	+	+
Safety issues encountered during the main holiday							+	+	
Preferred methods of complain during holidays						+			
Complaints registered during holidays							+	+	
Changing travel plans or destinations due to local conditions									+
Travelling companions during the main holiday									+
The role of sustainable/environmentally-friendly aspects when choosing travel destinations									+

Source: authors' compilation based on FL Reports: *Survey on the attitudes of Europeans towards tourism*, FL258, 2009; *Attitudes of Europeans towards tourism*, FL291 (2010); *Survey on the attitudes of Europeans towards tourism*, FL328 (2011); *Survey on the attitudes of Europeans towards tourism*, FL334 (2012); *Attitudes of Europeans towards tourism*, FL370 (2013); *Attitudes of Europeans towards tourism*, FL392 (2014); *Preferences of Europeans towards tourism*, FL414 (2015); *Preferences of Europeans towards tourism*, FL432 (2016).

The analysis of the structure, content and form of measurement instruments (questionnaires) used in the study in the period 2009–2016 indicates their high variability over time. Surveys are modified in every research cycle and it does not only refer to adding or eliminating problems of interest to researchers, but also to changing the phrasing and scaling of questions, even in the case of the same phenomenon analysed since the first Flash Eurobarometer was initiated in 2009 (Table 4).

Table 4. Examples of changes in FL measuring instrument (survey) in selected years

Topics	Question		
	FL258/2009	FL334/2012	FL432/2016
The major motivation/ reasons for going on holidays.	Q6. What was the major motivation for your main holiday trip in 2008? (choose one) • Sun/beach • Wellness/health treatment • Rest/recreation • City trips • Sport-related • Nature • Culture/ religion • Visiting friends/relatives • Don't know/no answer	Q6. What were your main reasons for going on holiday in 2011? (max. 3 answers) • Sun/beach • Wellness/health treatment • Rest/recreation • City trips • Sport-related • Nature • Culture/ religion • Visiting friends/relatives • Other (do not read out) • Don't know/no answer	Q5A. What were your main reasons for going on holiday in 2015? Firstly? (one answer only) • Sun/beach • Wellness/Spa/health treatment • City trips • Sport-related activities (e.g. scuba-diving, cycling etc.) • Nature (mountain, lake, landscape, etc.) • Culture (e.g. religious, gastronomy, arts) • Visiting family/friends/relatives • Specific events (sporting events/festivals/ clubbing) • Other (do not read out) • Don't know/no answer Q5B. And then? (max. 3 answers) • the same options as above …
Sources of information for planning holidays.	Q19a. From the following information sources, which one do you consider to be the most important when you make a decision about your travel /holiday plans? • Personal experience • Recommendations of friends and colleagues • Guidebooks and magazines (commercial) • Catalogues, brochures (non-commercial) • The Internet • Travel / tourist agencies • Media (newspaper, radio, TV) • Don't know/no answer Q19b. And what is the second most important? • the same options as above…	Q12. From the following information sources, which one do you consider to be the most important when you make a decision about your travel plans? • Personal experience • Recommendations of friends, colleagues or relatives • Paid for guidebooks and magazines • Free Catalogues, brochures • Social media sites • Travel / tourist agencies • Newspaper, radio, TV • Other (do not read out) • Don't know/no answer	Q9. Which of the following information sources do you think are the most important when you make a decision about your travel plans? • Personal experience • Recommendations of friends, colleagues or relatives • Paid for guidebooks and magazines • Websites collecting and presenting comments, reviews and ratings from travelers • Websites run by service provider or destination • Online social media pages (for accommodation, restaurants, transport companies, etc.) • Counters of travel agencies and tourism office • Newspaper, radio, TV • Other (do not read out) • Don't know/no answer Destination of holidays
Destination of holidays.	Q7. Where did you travel for your main holiday in 2008?	Q5. To which country(ies) did you go for a minimum 4 nights in 2011?	Q4A. In which country did you spend your main holiday in 2015? Q4T. In which country did you spend your holiday in 2015?

Source: authors' compilation based on FL Reports: *Survey on the attitudes of Europeans towards tourism*, FL258 (2009); *Survey on the attitudes of Europeans towards tourism*, FL334 (2012); *Preferences of Europeans towards tourism*, FL432 (2016).

Tourist preferences – the essence

The preference category derives from the Latin term "praeferr" ("I prefer something to something else") and originates from the theory of utility used in economics in order to explain consumers' behaviour and, in particular, their market choices. The concept of preferences is used to quantify usability, which cannot be measured directly (Pełka, Rybicka, 2012, pp. 302–315). Preferences can only be talked about when an individual faces the choice of one of many options - action, commodity, friend, etc. (Kowalik, 1994, pp. 97–111). Preferences express the subjective attitude of a consumer to goods and allow for determining which of them are considered the best in the context of satisfying needs (Bazarnik, Grabiński, Kąciak, Mynarski, Sagan, 1992, p. 80). It is assumed that they do not depend on the prices of consumer goods or on the budget at consumer's disposal, but on the satisfaction resulting from their use (consumption) only. In the classical theory of rational choice, preferences represent the subjective states resulting in actions, i.e. making decisions about the size and structure of present and/or future consumption and, in consequence, about making the purchase. Preferences are used to examine individual purchasing decisions which, in turn, facilitate the analysis of an effective market demand. Tourist preferences refer to consumer priorities in the tourist market. They are manifested in the preferred travelling directions, destinations, the way of organizing a journey, the length of stay, the dates of making tourist trips, as well as in the choices regarding the type of accommodation and recreation services in the destination. Preferences do not represent a permanent category, they can undergo transformations, can be modelled (Szymańska, 2012, pp. 67–86), and thus influenced by the suppliers of products and services, for example, through marketing activities, such as promotion in particular.

Tourist preferences of Poles and Slovaks in the years 2008–2015 in the light of Flash Eurobarometer

The purpose of the research, as it has been mentioned in the introduction, was to compare tourism preferences of Europeans, in the period 2008–2015, highlighting those of Poles and Slovaks. The data presented in Flash Eurobarometer reports, from the period 2009–2016, constituted the basis of the conducted analysis. Initially it was assumed that the preferences will be described as broadly as it is allowed by the substantive scope of the reports. The previous section of the article identifies eight problems for which data were collected cyclically in each studied year, since the beginning of Flash Eurobarometer functioning. Therefore, the study of preference variability over the time, selected for the discussed research could refer to the aforementioned eight issues. Nevertheless, an in-depth analysis of the content of questions and the variables of measurement scales used limited additionally the subject of research to three factors, which was still burdened by certain difficulties. The following characteristics were compared: (1) major motivation/reasons for going on holiday; (2) obstacles to going on holiday and (3) main reason for not going on holiday.

Since the first Flash Eurobarometer survey was carried out in 2009, until the most recent one in 2016, the total of 263,579 people were surveyed, at an annual average of 29,287 citizens, mainly from the European countries. In the surveyed population the number of Poles was slightly over 1,500 per year, whereas Slovaks – 1,000 people (Table 5).

Table 5. Number of respondents

Specification	Polish			Slovaks			EU Citizens		
							EU27	EU27	EU28
	2008	2011	2015	2008	2011	2015	2008	2011	2015
Number of respondents	1,515	1,501	1,501	1,014	1,001	1,000	27,127	26,523	27,070

Source: authors' compilation based on FL Reports: *Survey on the attitudes of Europeans towards tourism*, FL258 (2009); *Survey on the attitudes of Europeans towards tourism*, FL334 (2012); *Preferences of Europeans towards tourism*, FL432 (2016).

The analysis of answers provided to the questions contained in the Flash Eurobarometer questionnaire allows for noticing an ongoing increase in tourism participation, in terms of both Polish citizens (from 59.7% in 2008 up to 72.5% in 2015) and Slovakian ones (from 58.2% up to 73.9%) (Table 6). The increase rate in the number of Poles and Slovaks traveling for tourism purposes was definitely higher than the average values in this respect for all the European Union countries. In 2015 the level of the analysed characteristics, regarding the residents of Poland and Slovakia, was very similar to the one for the EU residents, and amounted to about 73% (Table 6).

Table 6. Proportion of respondents who travelled in 2008, 2011 and 2015 (%)

Specification	Polish			Slovaks			EU Citizens		
							EU27	EU27	EU28
	2008	2011	2015	2008	2011	2015	2008	2011	2015
Have travelled	59.7	69	72.5	58.2	72	73.9	70.9	72	73.3
Have not travelled at all	38.2	27	26.5	37.2	24	24.7	27.7	26	26.0
Don't know/no answer	2.1	4	1.0	4.6	4	1.4	1.4	2	0.7

Source: authors' compilation based on FL Reports: *Survey on the attitudes of Europeans towards tourism*, FL258 (2009); *Survey on the attitudes of Europeans towards tourism*, FL334 (2012); *Preferences of Europeans towards tourism,* FL432 (2016).

Apart from some differences in the nominal response scale, used in the question about the reasons of traveling for tourism purposes, it should be noted that in the case of Poles, four factors are relevant as tourist motivations in the following sequence: nature (49%), city trips (42%), visiting family/friends/relatives (41%) and sun/beach (40%). The important ones for Slovaks are: sun/beach (38%), nature (29%) and visiting family/friends/relatives (29%). Among the motives for traveling, year by year, the most important role is played – for both groups of respondents – by: city trips, nature, VR and sun/beach. The importance of sport-related activities and culture is also growing (Table 7).

In spite of repeated, relatively significant discrepancies in the part of the research instrument, measuring major barriers to the participation of the EU residents in tourism, it can be assumed that in the case of Europeans, and also Poles and Slovaks, the long-term invariable and basic factor limiting the possibilities of making tourist trips are financial reasons regardless of the respondent's nationality (Table 8). The second unfavourable factor for undertaking tourist trips is connected with personal and health reasons, whereas the third important factor is the lack of time for various reasons (work, family).

Table 7. Main reasons for going on holidays in 2008, 2011 and 2015 (%)

Specification	Polish			Slovaks			EU Citizens		
							EU27	EU27	EU28
	2008	2011	2015[a]	2008	2011	2015[a]	2008	2011	2015[a]
Rest/recreation	49	52[b]	–	39	49[b]	–	37	48[b]	–
Sun/beach	16	20	40	28	25	38	20	28	39
Visiting family/friends/relatives	12	28	41	12	26	29	16	28	38
Nature (mountain, lake, landscape, etc.)	5	22	49	8	19	35	6	18	31
City trips	8	21	42	3	11	20	7	16	27
Sport-related activities (e.g. scuba-diving, cycling, etc.)	3	8	19	5	8	16	3	10	12
Culture (e.g. religious, gastronomy, arts)	2	8	16	1	10	24	7	14	26
Spending time with your family	–	37	–	–	28	–	–	32	–
Wellness/Spa/health treatments	5	–	8	4	–	25	3	–	13
Specific events (sporting events/ festivals/clubbing)	–	–	11	–	–	8	–	–	9

Explanation: [a] Firstly? And then?; [b] including Wellness/health treatments.

Source: authors' compilation based on FL Reports: *Survey on the attitudes of Europeans towards tourism*, FL258, 2009; *Survey on the attitudes of Europeans towards tourism*, FL334, 2012; *Preferences of Europeans towards tourism*, FL432, 2016.

Table 8. Main reasons for not going on holidays in 2008, 2011 and 2015 (%)

Specification	Polish			Slovaks			EU Citizens		
							EU27	EU27	EU28
	2008	2011	2015[a]	2008	2011	2015[a]	2008	2011	2015[a]
Financial reasons	52	51	57	37	51	54	41	45	51
Personal/private reasons	16	17	–	19	24	–	21	23	–
Health reasons	–	–	26	–	–	31	–	–	23
Preferred to stay at home or with family/friends	9	9	22[b]	12	8	20[b]	9	11	22[b]
You did not want to go on holiday/no motivation to take a holiday	1	2	–	5	1	–	4	4	–
Lack of free time due to work or study commitments	11[c]	12[c]	30	12[c]	8[c]	19	10[c]	9[c]	20
Lack of free time due to family commitments			28			17			19
Prefer to make short-stay trips only	0.4	–	–	4	–	–	2	–	–
Concerns about safety	0.5	1	–	0.2	1	–	1	0	–
Problems of accessibility of transport or accommodation	–	0	–	–	0	–	–	1	–
Lack of facilities for person with disabilities	–	–	4	–	–	3	–	–	2
Administrative problems (getting a visa, etc.)	–	–	0	–	–	1	–	–	1
Others	7	8	6	9	4	20	8	6	14

Explanation: [a] Firstly? And then?; [b] including no motivation to take a holiday; [c] lack of time.

Source: authors' compilation based on FL Reports: *Survey on the attitudes of Europeans towards tourism*, FL258 (2009); *Survey on the attitudes of Europeans towards tourism*, FL334 (2012); *Preferences of Europeans towards tourism*, FL432 (2016).

The analysis of the third variable, in the case of which at least partial and cautious comparisons can be made in the dynamic system, provides for the following conclusions (Table 9):

- firstly, significant changes occur in the sources of information used by tourists in the process of their trip planning,

- recommendations of friends, colleagues or relatives still remain basic information source for trip planners, even though their significance declines, especially for the respondents from Slovakia, followed by those from Poland,
- in the case of Slovaks and Poles, year by year, personal experience has been planning a less important role in trip planning,
- Slovaks, just like the respondents from all the European Union countries in general, assign less and less importance to personal contacts with the employees from traditional travel agencies,
- in the latest of the conducted FL studies from 2016, an in-depth analysis of the Internet sources was carried out, which allowed for identifying the most important ones , both for Poles, Slovaks and, in general, for the EU citizens, such as websites collecting and presenting comments, reviews and ratings from travellers.

Table 9. Source of information for making decisions about travel plans in 2008, 2011 and 2015 (%)

Specification	Polish			Slovaks			EU Citizens		
							EU27	EU27	EU28
	2008	2011	2015	2008	2011	2015	2008	2011	2015
Recommendations of friends, colleagues or relatives	71	62	61	68	55	46	57	52	51
Personal experience	44	36	30	41	37	30	31	32	33
Internet/total websites	32/–	41/–	–/47	25/–	40/–	–/33	38/–	40/–	–/44
Travel (tourist) agencies (counters of travel agencies and tourist offices)	10	7	10	20	14	7	22	16	13
Media (newspaper, radio, TV)	2	7	14	2	2	10	9	7	11
Paid for guidebooks and magazines	5	5	5	2	3	5	12	7	9
Free catalogues, brochures	2	9	–	9	11	–	14	11	–
Websites collecting and presenting comments, reviews and ratings from travelers	–	–	36	–	–	23	–	–	34
Websites run by service provider or destination	–	–	17	–	–	17	–	–	17
Social media sites/social media pages (for accommodation, restaurants, transport companies, etc.)	–	4/–	–/17	–	2/–	–/7	–	5/–	–/12

Source: authors' compilation based on FL Reports: *Survey on the attitudes of Europeans towards tourism*, FL258 (2009); *Survey on the attitudes of Europeans towards tourism*, FL334 (2012); *Preferences of Europeans towards tourism*, FL432 (2016).

The criteria for assessing the usefulness of secondary sources for analysing tourists' preferences

The subject literature lists, most frequently, five or six[1] factors determining the quality of secondary sources (Daas, Ossen, 2011, pp. 23–836; Kaczmarczyk, 2002, pp. 164–166; Kędzior 2005, pp. 54–59; Mazurek-Łopacińska, 2002, pp. 100–102), although P.W.M. van Nederpelt and P.J.H. Daas (2012, pp. 7–15) list as many as 49 factors that influence the quality of secondary data sources. They determine the usefulness (usability level) of the sources for entrepreneurs, students

[1] The six dimensions by Eurostat are: relevance, accuracy, timeliness and punctuality, accessibility and clarity, comparability, and coherence (Eurostat, 2005).

or researchers using them. For entrepreneurs, a high level of usefulness of secondary sources means the possibility of making an accurate business decision on their basis, for students – an opportunity to collect reliable knowledge, and for researchers – ability to solve a research problem. Among the existing sources, their users select those that best meet usability criteria. Therefore, prior to a decision-making process or a research problem realization, based on the data from secondary sources, they evaluate them in terms of such characteristics as: accessibility, timeliness, accuracy, relevance (adequacy) and comparability.

The first criterion involves the possibility of reaching and using a specific secondary source. In the era of increasing importance of the Internet in communication, such accessibility is also growing. The institutions which collect data for the purpose of their free of charge or chargeable sharing, generally use the Internet as the distribution channel for the research results or information about the possibilities of their purchase. Financing research from public funds often extends the free access of their results. The wide accessibility of secondary data is also influenced by the fact of recognizing them as a market product, which results in a broad spectrum of research reports on various topics offered by marketing research agencies on the market.

Data timeliness does not only refer to the latest, current phenomena, but also to the adequacy of the period from which the secondary data originate to the information needs of their user. These data, if the need arises, can, and even should, be of retrospective – historical nature, especially when the conducted research covers the phenomena in a dynamic system.

Accuracy stands for the degree of compliance of the secondary measurement results with the actual values of the analysed characteristics. It depends on the professionalism of the entities from which the secondary source originates. Professionalism influences the correctness of the research process and, in particular, the choice of data collection and analysis methods, as well as the selection of the research sample. The accuracy assessment requires learning methodological details of carrying out research and primarily the research methods, size, structure and representativeness of the research sample and the time of conducting research.

Relevance (adequacy) of the secondary sources refers to compliance of the following aspects: subjective, objective, spatial and temporal of the secondary data and the data needed to solve current problem, and a decision maker or a researcher comes across. It is the most difficult and, simultaneously, the most complex determinant of the usefulness of secondary sources for research.

The final characteristic – comparability of the available data is related to the problem of cross-sectional (e.g. various market segments), spatial (various territorial units) and/or dynamic (various periods) research. It refers to the accurate measurement (based on the same methods, measurement instruments and other circumstances) of the same characteristics for all cross-sections, spatial units and analysed periods.

The analysis of the abovementioned criteria requires from those using the results of secondary research to answer several important questions, i.e.: (a) what was the purpose of the study; (b) who was responsible for collecting information; (c) what information was actually collected; (d) when was the information collected; (e) how was the information obtained; and (f) how consistent is the information obtained from one source with information available from other sources (Johnston, 2014, pp. 619–626).

Conclusions

The attempt undertaken in the article, i.e. the variability analysis of tourist preferences of Europeans, with particular emphasis on the preferences presented by Poles and Slovaks, based on the data from Flash Eurobarometer, highlighted the imperfection of this source, resulting primarily from the limited comparability of data in a dynamic system. Such assessment is determined by the systematic changes made in the substantive area of the measurement instrument (a questionnaire). They are manifested, among others, by introducing new questions to the questionnaire, changes in the previous ones and also in the response variants. Mentioned changeability significantly reduces the possibility of comparing information in the period under analysis.

Discussed research instrument, developed professionally by the globally operating social and marketing research agency TNS Political & Social, does provide a lot of information on tourist preferences, however, it is also burdened with certain deficiencies regarding the accuracy and relevance of secondary data. The data collected on the basis of a changeable measurement instrument, in the end, present an insufficiently detailed, inconsistent and fragmentary nature. In consequence, it significantly reduces the usefulness of Flash Eurobarometer as the source of information for e.g. entrepreneurs operating on the tourist market and the representatives of science. By providing knowledge about general behaviour trends of Europeans on the tourism market, they can be used primarily for political purposes (e.g. developing the assumptions of tourism policy on a macro scale), as well as for didactic purposes.

Presented discussion has shown that certain pragmatic conditions occur in which primary data might be substituted by secondary data. It refers to these characteristics which determine the usefulness of secondary sources, such as: accessibility, timeliness, accuracy, relevance (adequacy) and comparability. Simultaneous compliance of each of them is not only difficult but, in most cases, impossible. For this reasons, although the secondary data are probably less expensive, might be less biased and more accessible, these two types of data cannot be referred to as direct substitutes of each other (Cowton, 1998, pp. 423–434).

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Przydatność Flash Eurobarometru do badania zmian preferencji turystów

Słowa kluczowe

Flash Eurobarometr, preferencje turystów, źródło informacji

Streszczenie

Skuteczne działania przedsiębiorstw turystycznych wymaga m.in. dobrej znajomości preferencji nabywczych klientów. Pomocne w tym zakresie mogą być źródła wtórne np. dostępne raporty badawcze. Celem artykułu jest ocena przydatności wyników badań Flash Eurobarometr do analizy zmian w preferencjach turystycznych Europejczyków, ze szczególnym uwzględnieniem Polaków i Słowaków. Okazuje się, że wspomniane źródło informacji nie jest pozbawione mankamentów. Chodzi przede wszystkim o systematyczne zmiany dokonywane w zakresie przedmiotowym instrumentu pomiarowego, tj. ankiety. Polegają one na wprowadzaniu do ankiety nowych pytań, zmian w pytaniach dotychczasowych oraz wariantach odpowiedzi na pytania. Zmienność ta obniża w sposób istotny możliwość porównania informacji w badanym okresie i ich użyteczność dla przedsiębiorców i przedstawicieli świata nauki.

SUSTAINABLE DEVELOPMENT GOALS: A BUSINESS OPPORTUNITY FOR TOURISM COMPANIES?

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Abstract The United Nations designated the year 2017 as the International Year of Sustainable Tourism for Development with the aim to underline the key contribution of tourism to achieve 17 Sustainable Development Goals (SDGs) of the 2030 Agenda for Sustainable Development. The paper looks at the business opportunities that the SDGs might generate for tourism companies. A literature review will be followed by an analysis of practical examples of implementation of the SDGs in the area of tourism, with a focus on private sector -led initiatives. Some conclusions on the SDGs-related business opportunities for tourism companies will be drawn and further research on the topic will be suggested.

Introduction

By designating 2017 as the International Year of Sustainable Tourism for Development, the United Nations General Assembly wanted to underline the key contribution of tourism to achieving the objectives of the 2030 Agenda for Sustainable Development and the 17 Sustainable Development Goals (SDGs) which were adopted in September 2015.

The SDGs concern developed and less developed countries and address a wide range of socio-economic and environmental challenges which are closely linked to tourism development. For instance, they encourage the adoption of sustainable consumption and production patterns (SDG 12).

The paper looks at the implementation of the SDGs in the tourism sector, with a focus on the business opportunities that their adoption might generate. A review of the most relevant literature on the subject in question is followed by the analysis and comparison of practical examples of the implementation of the SDGs in tourism companies.

SDGs, private sector and tourism

Being universally applicable, the 17 SDGs address the key priorities of today's economies, societies and the environment "as a network, in which links among goals exist through targets that refer to multiple goals" (Le Blanc, 2015, p. 1). In addition to tackling challenges like poverty and hunger which are not yet fully overcome in many parts of the world, the SDGs also specifically address new challenges like sustainable consumption and production.

In particular under SDG 17 (Strengthen the means of implementation and revitalize the Global Partnership for Sustainable Development), the 2030 Agenda highlights the key role that the private sector plays in implementing the SDGs and encourages "effective public, public-private and civil society partnerships, building on the experience and resourcing strategies of partnerships" (UN, 2015, 17.16).

Engaging private businesses in the SDGs may facilitate, among other things, the access to innovation capital and complementary expertise, as well as leverage public sector's funding for sustainable development with private sector investments (SDG Fund, 2016).

While underlining that the adoption of sustainable business practices by private companies is quite of a challenging process (Scheyvens, Banks, Hughes, 2016), academic literature points out the practical motives which are behind this process: for instance, the concern for image and reputation management or the willingness to improve relations with national governments, with sustainability adding value to brands (Pillai, Slutsky, Wolf, Duthler, Stever, 2017).

Efforts have also been put in identifying the most optimal standards and indicators to monitor, report and assess the transition towards sustainable business practices (for an overview, see Behringer, Szegedi, 2016; Garriga, Melé, 2004; Moon, 2007). The "SDG Compass", a dedicated tool for sustainability reporting in the context of the SDGs, has been made available (GRI, UN Global Compact & WBCSD, 2015). While for large enterprises the cost of sustainability reporting may still be lower than costs for marketing or public relations, there is some concern that in the case of Small and Medium-sized Enterprises (SMEs) this cost could be a burden (GRI, 2013).

Coming more specifically to the area of tourism, the United Nations World Tourism Organization (UNWTO) strongly affirmed the great potential of tourism to contribute to the achievement of the SDGs and has set up partnerships with different actors (e.g., national governments, development banks, private actors, other UN agencies) in order to make this contribution happen (UNWTO, 2015). Particular emphasis has been put on the three SDGs where tourism is explicitly mentioned among specific targets – SDG 8 (Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all); SDG 12 (Ensure sustainable consumption and production patterns); and SDG 14 (Conserve and sustainably use the oceans, seas and marine resources for sustainable development) – but it has been stressed that the contribution of tourism to achieving the objectives of Agenda 2030 can go beyond these three SDGs and reach out to all the 17 goals. For example, tourism can contribute to poverty reduction (SDG 1) through job creation, support more sustainable and inclusive cities and human settlements (SDG 11), protect biodiversity and respect terrestrial ecosystems (SDG 15).

While underlining that tourism can be a major player among businesses contributing to the SDGs, academic literature has also pointed out some of the issues and challenges linked to the adoption of the SDGs by private tourism players: for instance, the difficulties in selecting which of the 17 SDGs to prioritise, in moving from concepts and principles to implementation and practice and in reporting progress in a standardised and certified way (Jones, Hillier, Comfort, 2007).

In order to encourage the uptake by tourism companies of the SDGs and, more in general, of sustainable tourism practices, some tools directly related to well-known managerial concepts such as corporate social responsibility (CSR) have been provided to encourage. This is the case, for example of Hughes and Scheyvens' (2016) Development First framework or de Grosbois' (2016) performance evaluation model of CSR in the cruise industry. Emerging concepts and models are also frequently referred to, like it is the case of Becken and Bobes' (2016) study making the case for carbon reporting in the travel and tourism industry.

Method

In order to assess if the adoption of the SDGs has a potential to create business opportunities for tourism companies, a search for examples of tourism businesses implementing the SDGs in their activities was performed. Given that no example of tourism companies was mentioned in two global reports (PwC, 2015; SDG Fund, 2016) on the implementation of SDGs by businesses, the search was performed in the UNWTO web portal dedicated to 2017 International Year of Sustainable Tourism for Development (UNWTO, 2017), where different tourism players (including private businesses) can share solutions, stories and knowledge in relation to embracing the SDGs in their daily activities.

This repository of solutions, stories and knowledge was carefully reviewed and analysed; the links and additional information reported under each entry were also explored and examined, in view of collecting and integrating further data and figures.

A limited number of examples

On 1 August 2017 – the last available date for gathering information available on the web portal and starting the analysis in preparation of the present paper – the UNWTO repository included 99 entries under solutions, 49 under stories and 37 under knowledge. While inputs from private actors represented almost one third of the entries under solutions (32 out of 99; 32.3%), they were only marginally present under stories (8 out of 49; 16.3%) and knowledge (5 out of 37 entries; 13.5%). In the case of stories and knowledge, most inputs come from public bodies and NGOs or from multi-actor initiatives gathering public actors, civil society and the private sector. In terms of typology of private actors involved, while tour operators (web-based booking portals are included in this category) appear to be predominant in the case of solutions, under stories the majority (4 out of 8; 50%) of private sector entries are related to the hospitality industry. Consultancy firms are the most represented private actors under knowledge.

With the exception of some firms which offer consultancy – and, sometimes, also certification – on all the aspects of sustainability, most of the entries from private actors focus on environmental sustainability (energy and water saving, preservation of biodiversity) or social sustainability (accessible tourism and interactions with the local community). This focus on a specific component of sustainability is common to most of the inputs, independently on the category of actors which is considered. For example, 40 out of 99 solutions (40.4%) are related to environmental protection.

Figures in terms of beneficiaries, revenues or social impact (i.e. gender, education, etc.) are limited or not available. In a number of stories (9 out of 49; 18.4%) business opportunities are related to the valorisation of local and sustainable food products or agricultural production systems.

In terms of geographical coverage, the entries included in the UNWTO repository cover different countries in all continents.

The SDGs are very frequently mentioned only in general terms in most entries and a reference to one (or more than one) specific SDG is very rare: only two entries mention a specific SDG and none of these entries comes from private actors. This is true also for those cases – like, for example, water-efficiency focused initiatives – where the association to a specific SDG – e.g., SDG 6 (Ensure availability and sustainable management of water and sanitation for all) – could be quite straightforward.

Specific tools and figures to measure and assess the achievement of the SDGs are also very rarely present: the information provided in the UNWTO repository and in the related links appears to be rather generic. No figures could be found on the economic impact (e.g., return on investment or impact on sales) resulting from the adoption of the SDGs in the daily activities of companies.

A question still open

As it was mentioned in the previous paragraphs, there is a general consensus on the business opportunities linked to the adoption of the SDGs by tourism players: among others, the creation of new markets, an increased competitiveness, and a positive reputation and image. Based on this, one might assume that many tourism operators have been already adopting the SDGs in their daily business.

Against this assumption, the research carried out in the context of this paper appears to show that the adoption of the SDGs in the tourism sector is either a very marginal phenomenon or it is something which is not adequately promoted and made visible, or a combination of both. In the UNWTO web portal dedicated to 2017 International Year of Sustainable Tourism for Development the number of initiatives put forward by the private sector is still rather limited. Furthermore, in the limited number of initiatives which are reported in the web portal, no specific data and figures on the business opportunities generated by the adoption of the SDGs could be found. This could also explain why no specific reference is made to specific SDGs in almost all the entries.

Different reasons might contribute to explaining what has been observed. Private tourism companies might still be quite unfamiliar with the SDGs and prefer to mention sustainability more in general. It might also be a matter of the limited, or perceived as limited, capacity of the SDGs to reach out to the general public and/or of some scepticism about the real business opportunities resulting from the adoption of the SDGs. Sustainability reporting might also be perceived by private companies, above all SMEs, as a rather costly and burdensome process.

From the analysis of the UNWTO web portal, it also emerges that public intervention is often needed to encourage the adoption of sustainability. Market drivers do not seem to be enough. A number of sustainable tourism initiatives in which the private sector is involved are indeed led or stimulated by the public sector. This is the case of regional or municipal initiatives (e.g., the region of Catalonia in Spain or the municipality of Chennai in India) planning sustainability-oriented actions or the case of specific projects funded by EU programmes (i.e. the Fisheries Local Action Groups supported under the European Maritime and Fisheries Fund).

The present research also appears to show that sustainability tends to be mentioned from the specific point of view of one of its three main components (environment, society and economic) rather than from an overall perspective. Environmental protection (with a focus on resource efficiency) and a concern for the social impacts of tourism (with a focus on the accessibility for all and on building links with the local community) appear as the most recurrent themes. In the same line, when sustainability is translated into SDGs, tourism players tend to mention a general support to the SDGs process, without selecting any specific SDG. A limited knowledge of the SDGs and/or the preference to be generic in external communication might explain this. It might also be that some of the materials uploaded in the UNWTO web portal had been already developed before the adoption of the SDGs with an original emphasis on sustainability at a general level; this material was then most probably adjusted to the SDGs paradigm.

If the concept of sustainability tends to be interpreted in a rather narrow way, its universality appears to have been fully acknowledged and appreciated by tourism players. The current research shows that sustainability and the SDGs, as a growth model and business opportunity, apply equally to different social and economic realities, in both developed and developing countries. The connections between operators located in developed and less developed countries also highlight the truly global nature of tourism and recognise the importance of collaboration on equal footing.

Limitations

Further research on the business opportunities linked to the adoption of the SDGs by tourism companies is suggested. More examples should be examined and some specific case studies should be analysed in depth, perhaps via interviews and surveys. The analysis should also include a temporal dimension, to see if there is an evolution over time of the appreciation of the SDGs by private tourism operators.

Conclusions

The present paper wanted to analyse the business opportunities that the SDGs might generate for tourism companies.

Even if there seems to be a general consensus on the positive business impact of the adoption of the SDGs by tourism companies, the research which was carried out in the context of the present paper show that the adoption of the SDGs by tourism companies is still very limited. Furthermore, no clear figures in terms of business opportunities associated to such adoption – e.g., new markets, new products, better competitiveness, etc. – could be found. This is why, as a result of the research carried out, the link between the adoption of the SDGs by tourism players and the generation of new business opportunities is still not evident.

Different reasons – e.g., non-familiarity with the SDGs, limited marketing appeal or a more general scepticism about real business benefits of the SDGs – may contribute to explaining this situation.

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Cele zrównoważonego rozwoju: nowe możliwości dla przedsiębiorstw turystycznych?

Słowa kluczowe turystyka zrównoważona, cele zrównoważonego rozwoju, CRS

Streszczenie

Organizacja Narodów Zjednoczonych wyznaczyła 2017 rok jako Międzynarodowy Rok Zrównoważonej Turystyki na rzecz Rozwoju, mając na celu podkreślenie kluczowego wkładu turystyki w osiągnięcie 17 celów zrównoważonego rozwoju [ang. Sustainable Development Goals (SDGs)] w programie działań na rzecz zrównoważonego rozwoju do roku 2030.

W niniejszym artykule przeanalizowano możliwości biznesowe, które SDG mogą generować dla firm turystycznych. Po przeglądzie literatury przedmiotu, przedstawiono praktyczne przykłady realizacji celów zrównoważonego rozwoju w dziedzinie turystyki, ze szczególnym uwzględnieniem inicjatyw sektora prywatnego oraz zaproponowano dalsze badania na ten temat.

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THE ECONOMIC SIGNIFICANCE OF THE TOURISM SECTOR IN SEYCHELLES IN THE WAKE OF GLOBAL ECONOMIC CRISIS

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Abstract | Since the 1970s, authorities of Seychelles have been focusing on the intensive development of tourism on the archipelago. Many sizable investments have recently been made in the development of the tourism sector. However, the global economic crisis may have contributed to slowing down the development of this sector. The aim of this article is to answer the questions: to what extent is economy of Seychelles dependent on the tourism sector, and is there a relationship between changes in GDP and changes in tourism? The article also aims to assess how the tourism economy of Seychelles reacted to the crisis in tourism prompted by the global economic crisis. The final goal was to investigate how the tourism economy of Seychelles was managed during the global economic crisis. The research methods used in the article were statistical data analysis, the Kendall's tau and Spearman's rank correlation coefficients, analysis of the literature, and an expert interview.

Introduction

Seychelles is an independent island state located in the Indian Ocean, about 1,200 km from the shores of Madagascar. The islands have been self-governing for more than forty years, having gained independence in 1976. Previously, Seychelles was dependent on Mauritius and functioned as a British colony. Out of 115 Seychelles islands, only one third is inhabited. The islands have a total area of 455 km^2 and belong to the group of islands known as SIDS – 'small island developing states'. In terms of tourist destinations in their immediate vicinity, they compete with Mauritius and Réunion, and at a further distance with the Maldives. The largest Seychelles archipelagos are the Inner and Outer Islands, while the largest islands are Mahé, Praslin and Silhouette. The islands are located in the humid warm equatorial climate zone (average temperatures are between 24 and 30°C, rainfall is regular throughout the year with an average of approx. 2,000 mm) (Mydel, Groch, 1998, pp. 325–326). The islands constitute traditional 3S destination type: 'sun, sea and sand', based on the use of natural resources (*Seychelles*..., 2010, pp. 11–16). The authorities have been intensively developing tourism in this area since the mid-1970s.

The first objective of the article is to answer the question of whether there is a relationship between changes in GDP and changes in tourism in Seychelles. The second objective is to assess the extent to which the economic crisis has contributed to changes in tourism, the amount of employment in tourism, and tourist spending. The third objective of the article is to answer the question of how tourism in Seychelles has been managed and which of the tourist administration's activities were the most effective during the global economic crisis. The following hypotheses were put forward in the article: the global economic crisis (2008–2011) contributed to a decline in tourism, a decline in employment in tourism and a decline in tourist spending. Moreover, on the islands, the activities implemented by the tourist administration consisted mainly in promotion through marketing campaigns on major foreign markets. Methods used in the article are literature analysis (in particular, the analysis of the strategic documents in force in Seychelles), analysis of statistical data from the UNWTO, the WTTC and the World Bank, along with statistical analysis (Kendall's tau and Spearman's rank correlations), and an expert interview conducted with a representative of the Seychelles Ministry of Tourism.

The dependence of small island economies on tourism: the example of Seychelles

Many authors have focused on the topic of the importance of tourism in island areas (Archer, 1995; Archer, Armstrong, Read, 2000; Bertram, Poirine, 2007; Brigulgio, 1995; Fletcher, 1996; Shareef, Hoti, McAleer, 2008; McElroy, Perri, 2010; Seetanah, 2011) and, more broadly, in the economy of selected countries and regions (Smith, 2000; Balaguer, Cantavella-Jorda, 2002; Sugiyarto, Blake, Sinclair, 2003; Wagner, 1997). A number of studies have analysed the problems of small island economies and their dependence on the tourism sector. These include comparative analyses of islands, as well as analyses of individual case studies. The economic importance of tourism for island areas was analysed by B. Seetanah (2010, pp. 291–308), whose research on 19 tourist islands confirmed that the development of tourism is an important development factor explaining economic growth on islands. A specific economy is particularly noticeable for SIDS – 'small island developing states'. The specificity of tourism development in these areas is discussed in the publication 'Tourism in Small Island Developing States' (2014). The economic importance of tourism has been analysed based on the example of the Cayman Islands (Podhorodecka, 2014), and looking at distance as a development factor in island areas (Wites, 2009). Restrictions related to the development of small tropical islands have been described by M. Jędrusik (2014).

B. Archer and J. Fletcher's paper (1996, pp. 32–47) analysed the economic significance of tourism in Seychelles. The authors conducted a detailed analysis of the impact of tourist spending, employment and profits for public administration, and the balance of payments resulting from the development of tourism in the area. They pointed out that the large diversification of the economic impact of tourists from particular countries was related to the varying size of tourist spending. Although the initial premises of the study were to focus only on a detailed analysis of the effects of tourist spending by country of origin, it emerged that some of the Seychelles source markets have a much larger share in creating added value for the economy of these islands. This was mainly due to the large physical and geographical isolation of the islands. Compared to the Caribbean, which is largely dependent on one main source market, it appeared that Seychelles is not as dependent as the Caribbean on a single country (although approx. 70% of arrivals came from Europe, the tourists were from various countries – Italy, Great Britain, France, Germany). The article proposes the maximization of profits from tourism by focusing on the markets that generate the highest spending by visiting tourists (Germany, Switzerland, Great Britain, Italy). These markets also contribute to the largest increases in employment in tourism per tourist, and thus the biggest gains for the tourism economy of Seychelles.

Reactions to crises and changes in the importance of tourism in the Seychelles economy

Issues relating to the reaction of the tourism sector to crises have been highlighted by many researchers. The analysis of the significance of economic crises for the tourism sector has been undertaken by H.Y. Kim, M.H. Chen and S.S. Jang (2006, p. 931) and T. Wang (2009, p 75). During the global economic crisis, in many countries and dependent territories, the reduction in tourism revenues was greater than the reduction in the number of tourist arrivals (Nowakowska, 2011, p. 35). The value of global demand which was created by tourist traffic decreased by 12.5% in 2009. This means that the share of the tourism economy in the global GDP decreased from 9.8% in 2008 to 9.5% in 2010 (Nowakowska, 2011). F.L. Chu (2008) analysed the impact on tourism of the financial crisis and the terrorist attacks of 11 September 2001. These were examples of crisis-type political and economic events affecting the tourism sector.

Research devoted to the response of the tourism sector on islands usually involve specific case studies. The impact of the economic crisis on tourism in Southern Cyprus was examined by F. Okumus and K. Karamustafa (2005). The analysis showed that tourism operators did not predict the consequences of the crisis for local tourism and did not undertake any remedial activities (Wang, 2009, p. 76 after Okumus, Karamustafa, 2005). The impact of the global economic crisis on Cyprus was also analysed by K. Podhorodecka (2016). The influence of natural disasters on tourism has been described in an article entitled 'Natural hazard and disaster tourism' by D. Rucińska and M. Lechowicz (2014).

Tourism in Seychelles began to develop early (in the mid-1970s) compared to other tropical island areas. In 1971, an international airport was opened, which resulted in a significant increase in the number of tourists. In the 1980s, the rate of growth in the number of tourists decreased due to the political problems in the area. The development of individual islands varied, and there was an interpenetration of the tourist and non-tourist spaces on the islands (Jędrusik, 2002, p. 108; Jędrusik, 2005, p. 189). In 1983, Seychelles was visited by 60,000 tourists, and by 1990, the number of tourists reached 100,000. Even the global economic crisis did not significantly reduce the growth rate of tourist arrivals to the islands. In 2007, Seychelles was visited by over 171,000 tourists, and in 2008 by 2,000 more. 2009 saw a decrease in the number of tourist arrivals for most countries. Meanwhile, Seychelles recorded a 3% increase in 2009, to 178,000. In 2010, a significant increase of 7.3% was recorded. Over the period 2005–2015, the stable increase in the number of tourist arrivals continued.

There was no decrease in the number of arrivals of foreign tourists in connection with the global economic crisis (Figure 1). A fall in the number of foreign tourist arrivals was only recorded in 2002, and this was due to the worldwide tendency towards a decline in tourist traffic in connection with the terrorist attacks on the World Trade Center. Against the background of other island areas dependent on tourism (with a proportion of above 10% of GDP coming from tourist spending), Seychelles coped extremely well during the global economic crisis.

It may be concluded that the tourism sector in Seychelles partially bypassed the global economic crisis, since most island territories recorded declines in the number of foreign tourist arrivals and tourism revenue during this period.

Among the 17 analysed small tourist islands (with an area of less than 30,000 km^2), Seychelles ranked 4th in terms of changes in tourist traffic during the global economic crisis. The largest increases in the number of tourists in the period 1984-2000 in Seychelles were registered in 1984 (+15%), 1990 (+27%) and 1993 (+17%). Meanwhile, the largest decreases in this period occurred in 1986 (–9%), 1991 (–13%) and 1994 (–5%). The largest increases in the period 2001–2015 were recorded in 2006 (+12%), 2007 (+13%), 2011 (+10%) and 2015 (+24%), while the largest decreases in this period occurred in 2001 (–1%) and 2003 (–4%). Figure 1 shows changes in the number of foreign tourist arrivals and one-day visitors, as well as changes in the value of gross domestic product in Seychelles.

The Seychelles economy experienced global economic crisis in 2008, when a GDP decline of –1.9% was registered, and in 2009, when the decline was –1.1%. This article examines the relationship between changes in the rate of foreign tourist arrivals and changes in GDP. The Spearman's rank correlation coefficient and the Kendall's tau between the above-mentioned variables in the period 1984–2015 were calculated. The Spearman's rank correlation coefficient was 0.516 and was statistically significant at the 0.01 level. Meanwhile, the Kendall's tau was 0.352 and was also statistically significant at the 0.01 level (Abdi, 2007, pp. 5–7).

In the case of the first correlation, this translates into the existence of a moderate positive relationship, and in the case of Kendall's tau, the existence of a discernible, but low, positive relationship (Ostasiewicz, Rusnak, Siedlecka, 1999, p. 276). Therefore, along with the changes in the number of tourist arrivals to Seychelles, there were similar changes in the rate of economic development of these islands. This confirms the importance of the tourism sector for the economy of Seychelles. However, when analysing changes in the amount of tourist spending in Seychelles with changes in the GDP in the period 1998–2015, a Kendall's tau of 0.229 is observed. The Spearman's correlation between these variables is 0.311. Neither correlation is statistically significant. It should be noted that a relationship between changes in the number of tourists and changes in GDP is not recorded for all island territories. It does not occur in the case of Aruba, Saint Kitts and Nevis or the Bahamas, while in the case of Cyprus, Dominica, Saint Lucia, and Saint Vincent and the Grenadines, it is decidedly smaller.

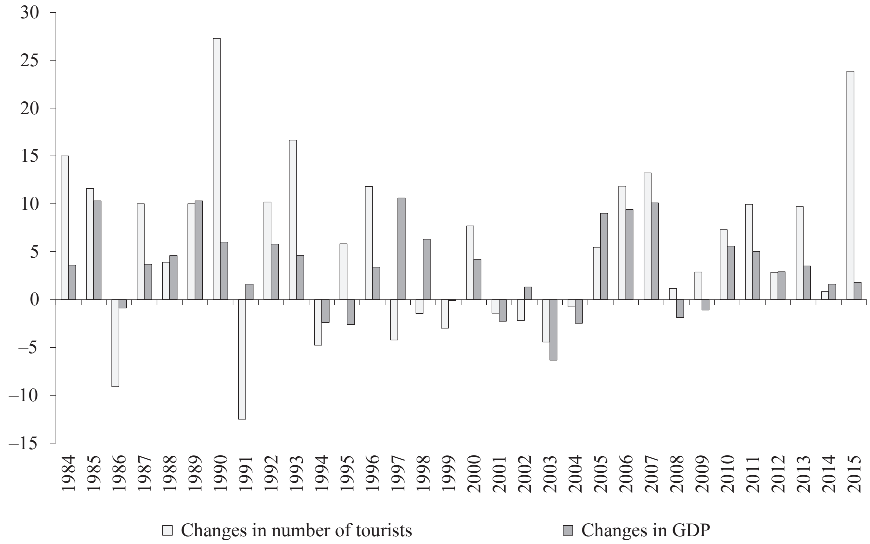

Figure 1. Changes in the number of foreign tourist arrivals and one-day visitors, and changes in the value of gross domestic product in Seychelles in the period 1984–2015 (%)

Source: own study based on data from the UNWTO (www.unwto.org) and Compendium of Tourism Statistics, 1983–1987, 1994–1998, 1990–1994, 1999–2003, 1988–1992, 2003, 2005, 2009–2013, World Tourism Organization, Madrid, and based on data from the UNWTO database and the World Bank (www.worldbank.org).

Data on the share of tourism economy in generating GDP vary because of the different calculation methods used. When comparing spending by foreign tourists to the level of GDP in a given year, it can be stated that tourism in Seychelles in 2014 generated 31.8% of the GDP (www.unwto.org). The latest WTTC methodology defines tourism industry as "industry closely related to tourism" (e.g. hotels and travel agencies), and the tourism economy more broadly as all products and services created for tourists (e.g. purchase of fuel, food). However, the tourism-induced effect also takes into account the purchasing power of people working in the local tourism sector. This means that the share of tourism industry in Seychelles in 2014 was 20%, and the share of tourism economy in generating GDP was 48%. Taking into account the induced effect, tourism economy in Seychelles generated 58% of GDP.

Changes of employment in tourism and changes in tourist spending in Seychelles

In the period 2005–2008, a rapid increase was recorded in employment in the tourism sector in Seychelles, from 7,000 in 2005 up to 13,000 in 2008. In 2009, the tourism sector only partially made up for the losses connected with global economic crisis in terms of the tourism employment rate. Unfortunately, Seychelles has experienced a lasting decline in jobs in tourism, although number of tourists has returned to pre-crisis values. Figure 2 shows the level of employment in the tourism industry in the period 1988–2015. Initially, between 1988 and 2003, the number of employees in the tourism industry ranged from 4,000 to 6,000 people; this was followed by an increase, with the level reaching 7–8,000 people in 2004–2006, and 11–12,000 in 2008–2011.

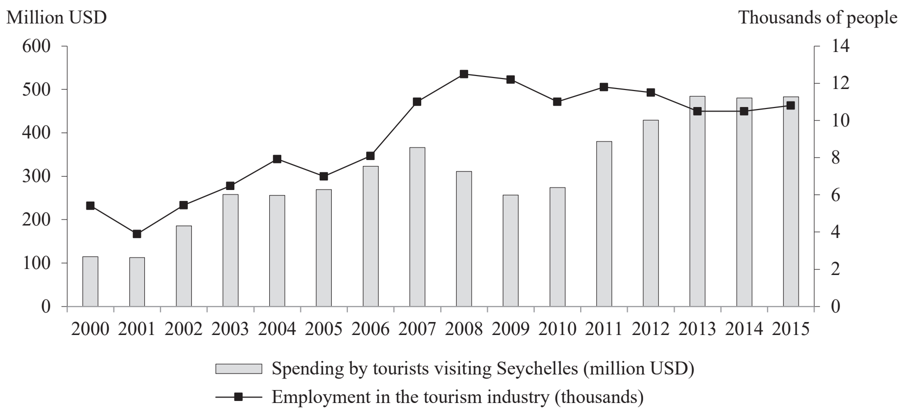

Figure 2. Employment in the tourism industry in the period 1988–2015 (thousands of people) and spending by foreign tourists and one-day visitors in Seychelles in 1997–2015 (million USD).

Source: developed on the basis of employment – 'Seychelles, Travel & Tourism Forging Ahead', The 2004 Travel & Tourism Economic Research, 2004, WTTC, Oxford; 'Travel & Tourism Economic Impact 2015, Seychelles', 2015, 'World Travel & Tourism Council', London, p. 3; spending – data for the period: 2000–2001 – 'Compendium of Tourism Statistics'. Data 1997–2001, 2003, UNWTO, Madrid, data for the period 2003–2007 – 'Compendium of Tourism Statistics'. Data 2003–2007, 2009, UNWTO, Madrid, data for the period 2008–2015 – UNWTO database.

Figure 2 also presents the level of spending by foreign tourists and one-day visitors in Seychelles in the period 1997–2015. Fluctuations in spending are clearly observable. The pre-crisis spending level was only reached in 2011. However, comparing this statistical data to the results of other island states, a positive trend can be observed. The decline in tourist spending in 2009 amounted to 18%, and in 2010 an increase of just 6% was registered.

It should be noted that tourists arriving in Seychelles stay for a relatively long time (average length of stay is 10 days) and spend considerable sums of money (around USD 1,961 per person) (*Seychelles*…, 2013, p. 3). This means that the economic significance of tourism is decidedly higher than in other island areas. For comparison, tourist spending on the islands of the Caribbean are far lower (Grenada: USD 243 per tourist, Dominica: USD 127 per tourist, Antigua and Barbuda: USD 323 per tourist, Saint Kitts and Nevis: USD 151 per tourist, and Anguilla: USD 143 per tourist[1]).

Managing the development of tourism in Seychelles

Tourist administration of Seychelles[2] has prioritized the development of the tourism services market based on high-standard services. Actions have been planned to ensure the sustainable development of tourism in economic and social terms (Tourism Focus Group Vision 21 Secretariat..., 2003, p. 2).

A strategic document of the Seychelles tourism sector forms a part of the ‘Seychelles strategy for 2017’, which was prepared by the Government of Seychelles. The strategy includes basic guidelines for the organization of tourism in Seychelles, as well as strategic objectives, a diagnosis and a strategic analysis. The objectives set out in the document aim to increase the number of foreign tourists and to increase their spending. The implementation of the strategic premises focuses on improving the quality of tourist products and increasing the participation of the local community in tourism services (*Seychelles*..., 2010, pp. 11–16). According to the data presented in the document, until 2005, the tourism sector generated 50% of exports and 20% of Seychelles’ GDP, and employed around 7,300 people. However, if the entire tourism economy is taken into account in the analysis, it is estimated that 40% of jobs were generated by the tourism sector. In addition to an increase in foreign tourist trips, the average spending of foreign tourists also registered an increase (of 6% annually in the period 2001–2005). The number of beds, in particular in 4-star and 5-star facilities, also increased (*Seychelles*..., 2010). The utilization rate of the accommodation base in Seychelles was 46%. Unfortunately, there is a noticeable occurrence on the islands of the transfer of profits from tourism abroad, also known as ‘tourism leakage’. This is due to the fact that the hotels mostly belong to foreign investors (*Seychelles*..., 2010). Monetary transfers are also made by people working in the tourism sector (economic migrants send money to their families in their home countries). Unfortunately, local employees in the tourism sector earn about 10% below the average national earnings. Over 80% of tourists visiting Seychelles come from Europe, which results in a high dependence of tourist traffic on this part of the world, although the diversity of arrivals within the European market is very high.

Strategic document proposes the creation of ‘tourism excellence’ training centres in the form of hotel schools, which should contribute to improving the competence of the local workforce. This is to enable local population to take managerial positions, which should translate into a reduction in the financial transfers being made from tourism outside the islands (*Seychelles*..., 2010). An important goal in the strategic document is the improvement of the utilization of accommodation to the level of 60% in the 4-star and 5-star hotel segment (*Seychelles*..., 2010, p. 15). Additionally,

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[1] Data for 2009.

[2] Tourist administration is understood as the central administration or National Tourist Administration (NTA), which in the case of Seychelles is the Seychelles Ministry of Tourism and Culture and the National Tourism Organization (NTO) – Seychelles Tourism Board.

the Seychelles will be promoted in Eastern Europe, India, China and Arab countries. A decision was made to expand the seaport infrastructure in order to allow the arrival of major cruise ships (*Seychelles...*, 2010, p. 15).

High diversity of markets in inbound tourism could be another reason why Seychelles responded well to the global economic crisis in terms of inbound tourism. In order to examine the level of diversification of markets in inbound tourism, the study uses a modified version of E. Amemiya's economic base diversification index. The index has previously been used in economic geography to measure the degree of diversification from the point of view of employment (Gwosdz, Ciechowski, Micek, 2010, after Jerczyński, 1973). The index has a value between 0 and 1 (i.e. <0, 1>), where 0 is a fully diversified structure of inbound tourism, and 1 is total domination by a single market[3]. The number of foreign tourists arriving from the main markets was analysed. The division proposed by E. Kubejko-Polańska (2013)[4] was used to interpret the index. The inbound tourism diversity index for Seychelles was 7.1.

The results show that Seychelles had the most diversified markets in inbound tourism, along with the Maldives, which was the only example among the 17 island territories to have a better index with a significant proportion of GDP generated by tourism. However, a much lower level of diversification of inbound tourism markets (and hence, higher index values) is recorded for the Caribbean islands.

Results of the expert interview on tourism management in island areas during global economic crisis

An expert interview was granted by a representative of the Ministry of Tourism of Seychelles. In the interview, it was highlighted that the documents currently in force in Seychelles are 'Strategy of Tourism 2017', 'Seychelles Sustainable Development Strategy' and 'Seychelles 2012–2020 Tourism Master Plan'. At the time of the global economic crisis, the islands had two strategic documents: 'Vision 2001–2010' and 'Seychelles Strategy 2017'. Seychelles created marketing campaigns during the crisis under the name 'Affordable Seychelles Marketing Campaign' and 'Market Source Over Satisfaction Supported by Air Access'. The Ministry indicated that there was an increase in funding for the promotion of tourism during global economic crisis (in 2009: 30 million rupees, in 2010: 35 million rupees, in 2011: 38 million rupees). There was no special team working on counteracting the effects of the global economic crisis in tourism. No special expert opinions were commissioned on the subject. Against the background of other expert interviews conducted on other islands (Cyprus, Malta, Dominica, Mauritius), it can be concluded that the activities carried out by the Seychelles tourist administration were satisfactory. Other island areas, such as Malta, implemented many more activities during the crisis. In Malta, a special 'Crisis Committee' team was created to counteract the effects of the global economic crisis in tourism, and a special marketing campaign for inbound tourism was also prepared. In the case of other islands (Mauritius,

[3] For better readability, the index has been multiplied by 100.

[4] The index has been multiplied by 100 (value below 15 – high degree of diversification, from 15 to 30 – medium, from 30 to 60 – low, 60 or above – very low).

Cyprus, Dominica) from which responses were obtained, it can be noted that their activities were carried out on a smaller scale than in Seychelles. In Mauritius, special measures were taken to minimize losses related to the crisis. At that time, a special team was mobilized to implement a programme called the 'Economic Restructuring Competitiveness Programme'. The tasks of the special team were to develop recovery plans for tourism businesses which allowed them to survive on the market. In addition, the team was tasked with designing special financial instruments, such as the 'Leasing Equipment Modernization Scheme', in order to purchase new technological solutions and equipment for companies. In Cyprus, meanwhile, no special team was created to limit the effects of the crisis in the tourism sector; no special expertise was commissioned on this subject, nor was there any specific campaign to counteract the decline in inbound tourism. Likewise, no team was established in Dominica to counteract global economic crisis; no special expertise was commissioned in connection with the crisis, nor were there any special promotional campaigns to counteract the recession on the tourism market.

Conclusions

Seychelles is an island area which coped decidedly well with the problems of the downturn in the tourism services market caused by global economic crisis. The islands have unique qualities and constitute an exclusive destination for tourist visits that did not suffer during the global economic crisis. Seychelles saw a smaller decline in visits from wealthy tourists from Western Europe than other similar areas. The islands engaged in advertising and continued to acquire customers on new markets. They are well positioned in terms of market diversity, meaning that they are not dependent on tourists from a single country. The diversification index shows a very high diversification of inbound tourism markets for Seychelles. Against the background of other tourist island regions, these islands ranked the best in terms of this index, which may also have led to their good response to the downturn in the tourist services market.

Positive results for this area may have been a consequence of the persistent fashion for leisure trips to exclusive island areas. Therefore, the hypothesis regarding the decline in tourist traffic, tourist spending and employment in tourism is only partially confirmed. Only a decline in the level of tourist spending and a permanent trend of reduced employment in the tourism sector were recorded. Seychelles did not share the fate of other island areas which fell into a long-term recession in inbound tourism after the global economic crisis, such as Saint Vincent and the Grenadines, Antigua and Barbuda, Anguilla, Dominica, and the British Virgin Islands. The global economic crisis certainly did not result in reduced tourist traffic to Seychelles.

The correlation between changes in tourist traffic and changes in GDP was moderately positive: the Spearman's rank correlation coefficient was 0.516 and was statistically significant. Meanwhile, the Kendall's tau coefficient was 0.352, indicating a discernible, but low, positive relationship (this coefficient was also statistically significant). Therefore, the hypothesis regarding the relationship between changes in tourist traffic and changes in GDP can be considered as partially confirmed.

Tourism was managed in Seychelles mainly through the implementation of a range of marketing activities. In addition, a tourism development strategy was implemented in Seychelles with a series of activities aimed at maximizing tourism profits for the benefit of the local community. Seychelles is an island area which has operated an effective tourism policy. In connection with the above, the third hypothesis concerning the implementation of effective actions during the global economic crisis can be considered as confirmed. Data relating in particular to changes in the volume of tourist traffic confirm that this is a tourist destination which has effectively coped with global economic crisis.

Summary

Seychelles is an archipelago which began to develop tourism intensively from the 1970s. Competition among island territories is very high and Seychelles competes with Mauritius and Reunion at close range, and with the Maldives at a greater distance. The aim of this article is to answer the questions: to what extent does the economy of Seychelles depend on the tourism sector, and is there a correlation between changes in foreign tourist arrivals and changes in the GDP of Seychelles? Another aim of the article is to assess whether the tourism economy of Seychelles reacted to the global economic crisis. The final aim of the article is to assess how tourism is managed, especially in crisis situations. The methods used in the article are: analysis of the literature, statistical analysis, the Kendall's tau and Spearman's rank correlation coefficients, and an expert interview.

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Ekonomiczne znaczenie sektora turystycznego na Seszelach w obliczu światowego kryzysu gospodarczego

Słowa kluczowe | Seszele, gospodarka turystyczna, wyspy tropikalne, kryzys w turystyce

Streszczenie

Administracja turystyczna Seszeli już od lat 70. XX w. zaczęła intensywnie rozwijać turystykę na obszarze archipelagu. W ostatnim czasie dokonywano wiele dużych inwestycji w rozwój sektora turystycznego. Jednakże zjawiska kryzysowe takie jak światowy kryzys gospodarczy mogły przyczynić się do spowolnienia rozwoju tego sektora. Celem niniejszego artykułu jest uzyskanie odpowiedzi na pytanie: w jakim stopniu gospodarka Seszeli jest uzależniona od sektora turystycznego i czy istnieje zależność pomiędzy zmianami PKB a zmianami w ruchu turystycznym? Celem artykułu jest również sprawdzenie w jaki sposób gospodarka turystyczna Seszeli zareagowała na zjawisko kryzysowe w turystyce jakim był ostatni światowy kryzys gospodarczy? Ostatnim celem jest zbadanie jak gospodarka turystyczna Seszeli była zarządzana w trakcie światowego kryzysu gospodarczego? Metody badawcze zastosowane w artykule to: analiza danych statystycznych, metoda korelacji Tau Kendalla i Spearmana, analiza literatury oraz wywiad ekspercki.

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DESTINATION WEDDING – POPULARITY AMONG YOUNG STUDENTS

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JEL CODES Z32, Z30, Z19

KEYWORDS weeding tourism, destination weeding, honeymoon

ABSTRACT

Purpose. The aim of the study is to get to know young people's opinion about wedding tourism.
Method. The study was conducted using a selection of Second Year Master's Degree students, studying Physical Education in Wroclaw, Poland, in the field of Tourism and Recreation. The data were obtained by the researcher by means of a diagnostic survey method with the use of a questionnaire to gather research material. 100 respondents were asked to complete the questionnaire which consisted of 19 questions.
Findings. 69 people responded and 31 did not respond to the question what the wedding tourism is. Out of 100 respondents, 26 participate in wedding destination in Poland, 93 did not attend any wedding destination abroad. Respondents who preferred wedding destination chose: Italy, Greece, Spain. Honeymoon travel is recognised as an important part as well. A large group of respondents (78%) declared an organization of honeymoon trip.
Research and conclusions, limitations. Empirical studies only concern young Polish people and include only wedding tourism.
Practical implications. Diagnosing and partly predicting research of the level and nature of participation in wedding destinations make it possible to prepare an offer for young people.
Originality. The study of young people concerning wedding destination is conducted well. This phenomenon is increasingly popular, but not scientifically documented.
Type of paper. Paper presenting the results of empirical research.

Introduction and literature review

The aim of the study is to get to know young people's opinion about wedding tourism. Based on the definition of wedding tourism formed by UNWTO (United Nations World Tourism Organization), it can be said that wedding tourism is: "the total of travel activities for a young couple and their possible visitors to a place where no one intends to marry is a resident of a given region or resident, and the primary purpose of the trip is to marry" (UNWTO, 2015). Wedding tourism, also known as wedding-based tourism, is defined as international travel to get married or to celebrate the wedding (Durinec, 2013, p. 1).

However, such description is limited, since tourism is considered people's movement outside their usual environment to countries and places (UNWTO, 2015). This tourism definition has no particular indication that tourism is relevant solely to foreign locations. It means that tourism could occur in the home country of an individual, as long as they travel outside their regular environment. In terms of wedding tourism, domestic travellers with the purpose of getting married or celebrate their wedding are considered as an equal part of wedding tourism as international wedding travellers. Therefore the following definition provided by G. Del Chiappa and F. Fortezza (2015) is approved throughout the thesis, as it states that wedding tourism is "tourist flows that arise from the participation to a destination wedding that is held in a place that is different from where both the bride and groom's, or just one of them, live" (p. 412). However, this definition is not complete. It does not indicate honeymoon as a part of wedding tourism, while in reality, destination weddings and honeymoons are the main components of wedding tourism. Therefore, the thesis acknowledge that wedding tourism is a domestic or international travel of couples with a purpose to get married or celebrate the wedding.

Wedding is once-a-life event in people's life. You may find that people planning to marry want this day to be unforgettable, unique and not just for them but also for guests who will be honoured to attend the ceremony. Observing the speed of the emerging tourism market and finding new trends, wedding tourism has a chance of a dynamic increase in popularity. The success of wedding tourism continues to be propelled by a variety of emotional and economic factors. Over the past two decades, this part of industry has been booming. Weddings have become more prominent, both as social aspiration and as popular culture. Despite this, very little research has investigated this phenomenon.

By choosing a location for wedding, future spouses are driven by the motives that play an important role in their lives. These may be childhood dreams, returning to the roots, desire to experience something new, or to get to know a new culture and create unique memories. This is also benefited by tourism market organizations, drawing on the benefits of further development and increasing financial returns. The most important element, however, is the emotional sphere, which is often forgotten during the clutter of organization and planning.

Wedding tourism is an authentic and looming part of the tourism industry nowadays. Thanks to the wide availability of airfreight, couples in love can arrange their wedding anywhere in the world. The destination weddings gain more and more participants in the world. Tourism motivations are important factors in understanding people's behaviour in relation to a choice of destination, especially for the wedding market. Findings revealed that wedding destinations can be considered as a complex cluster of interrelated stakeholders; hence, a high degree of coordination and cooperation is needed for destination competitiveness. Further, results suggest that wedding destinations are currently opting for a product/service-oriented strategy with very little attention to a more appropriate experiential and emotional approach (Del Chiappa, Giacomo, Fortezza, Fulvio, 2015).

In almost every culture, wedding is a significant life event which calls for celebration in a deeply personal and memorable way. People, place, and preparation are the foundation of the wedding, as couples design a ceremony that tells their story. While the motivations and preferences of each couple are very different, the deep longing to celebrate love in a special and lasting way is consistent across ages and cultures. Wedding tourism – travelling internationally for the purpose of getting married or celebrating a wedding (Acorn Consulting Partnership Ltd., 2008) has become increasingly popular in recent years (Major, McLeay, Waine, 2010). Weddings have become a commodity, providing opportunities for each host destination to market itself as a place where a special life event can be commemorated in an unforgettable way (Boden, 2001).

The wedding tourism market is comprised of destination wedding couples and their guests, as well as honeymoon tourists. The main market segments of weddings abroad can be divided into: first time marriages, re-marriages, same-sex marriages and commitment ceremonies and renewal vows (Major, McLeay, Waine, 2010). A large percentage of wedding tourists originate from the United States, the United Kingdom, Germany, Italy, France and Scandinavia. Among the most popular destinations for these tourists are Hawaii, the Caribbean, Mexico, Sri Lanka, the Maldives, Mauritius, Cyprus and Italy (Poon, 2009, p. 3). The countries that are most often chosen to host a wedding are countries with a warm climate, due to the fact that the weather is guaranteed. Also the paperwork usually is easy to fill and the staff is happy to host the ceremony.

Wedding tourism is one of the fastest growing industries over the whole tourism industry. According to Mintel (Mintel, 2010), a United Kingdom based provider of market research, one in five UK weddings takes place abroad. Between 2005 and 2010, number of weddings abroad increased by 27 per cent. The desire of honeymoon abroad has also been growing, as consumer preference research revealed that the percentage of consumers wanting to honeymoon abroad has risen from 57 per cent to 70 per cent in the period from 2008 to 2010 (Mintel, 2010). From 2002 to 2007, overall growth in wedding tourism market was estimated to be approximately ten per cent annually, with an expectation for even higher growth rates in the period to follow (Poon, 2009). In the United States, one in ten weddings is a destination wedding, which is a massive increase over the last decade. 15% newlyweds spend two times more money on honeymoon than an average couple and three times more than an average tourist on holidays. The average amount is USD 4,466. In 2013 the International Hospitality and Tourism Management Conference (ICOHT) showed the results of wedding tourism growth in 75% between 2007 and 2012. It is easy to notice that huge income from this market is obtained by tourism companies, decorators or transport. Therefore, contemporary wedding tourism is a positive incentive to surprise potential customers who are mostly young people leaving the traditional wedding party to the destination wedding (Proceedings of the 1st International Conference on Hospitality and Tourism Management – 2013).

The organization of the wedding lasts all year round. The weddings abroad market not only contributes to the wedding specialists who organize the event, but also has a large impact on the transportation, accommodation, and food sectors (Major, McLeay, Waine, 2010, p. 251). Consecutively, wedding coordinating companies, airlines, cruise lines, hotel chains, resorts and other stakeholders are discovering that they can profit substantially by making destination weddings a part of their tourist offer. Destination wedding sector comprises out of various suppliers, including venue and accommodation providers, caterers, photographers, make-up and hair artists, as well as wedding planners and travel agencies that help to organize the celebration and honeymoon (Del Chiappa, Fortezza, 2015). While the financial impacts of a domestic wedding event are experienced for only a day or two, the contribution of destination weddings is prolonged through an extended stay. The high season lasts from May to October, a large number of couples decide to attend a wedding and honeymoon season. Duration of the honeymoon is 8 days, while the average tourist spends less than 7 days on holidays. Married couple adjusts to a common life with greater income to spend, but also with greater spending on travel and holidays. And it is worth to mention that recently emerging wedding tourism trend is still in its development phase compared to sea-sun-sand or cultural and heritage tourism segments.

Hence wedding tourism brings many development opportunities for wedding related businesses, the growing importance of the sector among such businesses could be confirmed by the establishment of annual Destination Wedding Planners Congress. The event is notably fresh, as the very first edition took place in Greece in 2014. Next year in 2018 it will take place in Los Cabos, Mexico. The Congress is aimed to provide the platform to meet new partners, such as venue and accommodation providers, as well as designers and entertainers (Destination Wedding Planners Congress, 2014). As destination wedding planners seek to expand their network of suppliers, it demonstrates a growing need for better service quality.

Wedding tourism is described quite freely through the literature in articles. This subsection has attempted to discuss the general theme of wedding tourism in Poland and abroad.

The study was conducted among the students of the Academy of Physical Education in Wrocław, in the Department of Tourism and Recreation of the second year of the Master's degree. The research questions were set to solve the problem, which was to help to determine the tourist wedding trends of young people.

Methods

The study was conducted among the students of the University School of Physical Education in Wroclaw, Poland, in the field of Tourism and Recreation, at their second year of Master's degree. The research questions were set to solve the problem that helps to determine the tourist wedding trends among young people.

The data obtained from the conducted research by means of a diagnostic survey method with the use of a questionnaire constituted research material. 100 respondents were asked to complete the questionnaire consisting of 19 questions. Each of the respondents completed the questionnaire in paper form, without communication with the researcher. The respondents completed the questionnaire anonymously and voluntarily. The maximum research group in one day was ten people. The study took part in the first quarter of 2017. The collected data were statistically processed in order to study respondents opinions on weeding destinations.

Results

Results of the questionnaire survey.

50 respondents are in a relationship and 50 are single. Out of 50 respondents in the relationship, the largest group (62%) is in the partnership, half of 32% of respondents is engaged, 2% is married.

69 people provided the answer, and 31 did not, to the question what the wedding tourism is. The most common definitions of wedding tourism are: honeymoon, wedding organization outside the place of residence, foreign trip in order to marry, combination of exotic wedding ceremony.

Have the participants participated in wedding tourism?

Most students did not participate in wedding tourism in Poland or abroad. Out of 100 respondents, 26 have participated in destination wedding in Poland. This may mean that most of the wedding ceremonies remain in the place of residence. The next argument for not participating in wedding tourism in Poland may be the costs incurred due to the event itself and the additional costs – transport and accommodation, if the couple is not able to guarantee them. 93 people have not attended the wedding destination abroad. This proves that this is not yet a popular form of wedding organization among young Poles. The financial issue is also essential. The next reason, very likely, is the distance. This kind of wedding tourism can be organized anywhere in the world, which sometimes requires the need for vaccination or physical and mental preparation.

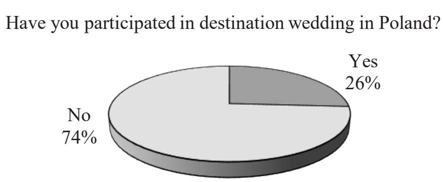

Figure 1. Participation in wedding destination in Poland among respondents

Source: own elaboration.

Figure 2. Participation in wedding destination abroad among respondents

Source: own elaboration.

Are the students planning (dreaming of) a destination weeding?

The marriage contract in Poland has been declared by 74 persons, this means that respondents prefer a wedding within the country. 26 people have chosen a wedding ceremony abroad. The most frequently mentioned city was Wrocław, Poland, a place of residence of future spouses, as well as families and most of wedding guests. Other places of residence were often mentioned, which means a wedding in a hometown or a return to the roots was important sentimental issue. Fewer people have chosen foreign countries, which may indicate that these people prefer a more exotic, adventurous wedding in a newly perceived way. A pretty interesting result is about the honeymoon, as 78 people who expressed their desire to go on a honeymoon, 30 of them chose Europe, while results for Poland and also places outside Europe were evenly distributed, i.e. 24 people. Probably this choice is due to the availability of the offer, means of transport, and finance. The natural and cultural values that are available to visitors and the resting conditions offered by the resorts may also be a decisive factor. The other two extreme groups are Poland and abroad. The most likely conclusion regarding honeymoon in Poland is sentiment, willingness to stay in the country. Young people choose the country for financial reasons or for distance. An important element to make this decision, as well as decision to go abroad, is the time limitation. Traveling outside Europe can be determined by the desire to discover new places, cultures, customs, adventure experiences. This choice can be the only chance to go outside Europe, where young people often travel.

Respondents preferring wedding destination have chosen: Italy, Greece, Spain, Venice. One can see that these are very popular directions, so the respondents could follow their travels to these places, as well as the characteristics of the romanticism that prevails in these beautiful countries. The other places to be considered for the wedding are: sea, lakes and mountains. Such places can be determined by the atmosphere prevailing at the ceremony, the return to an important event that took place there or due to preferences of the newlyweds. The sea is the most frequently chosen place. Such a choice is, of course, with circumstances that add charm, perhaps it is also a sentiment for visited places or a relationship with an important event. Probably the reason is also the likeness of a young couple. Poland, Spain, Wrocław, Paris, Cracow became the next places – very well-known places that have beautiful history and beautiful sights. This choice is linked to the popularity of the tourists who frequent these countries and cities. Locations offer rooms and accommodation for a bride and a groom. Spain and France provide an opportunity to get to know a different culture and to encourage people to explore the natural and cultural values. Romanticism and the desire to experience an interesting experience contribute to fulfilling dreams. Wrocław and Cracow are the cities that reflect the history of Poland, which offers a wealth of historical monuments, as well as they provide for accommodation. The most attractive places and countries for wedding destination in respondents' opinion and the most attractive (unspecified) place for weeding destination are presented in Figure 3.

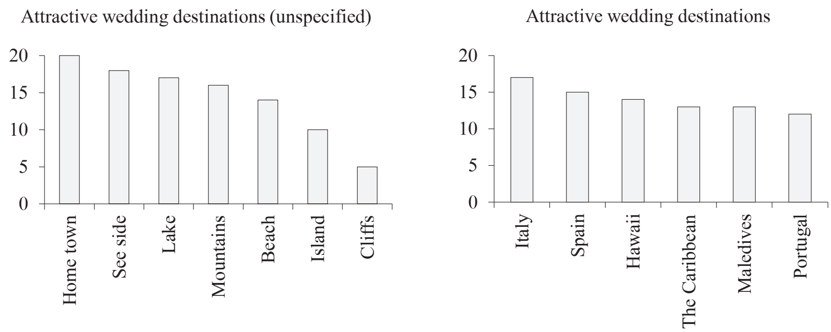

Figure 3. The most attractive places for weeding destination

Source: own elaboration.

The largest group of respondents (78%) declared a honeymoon trip, then much less (14%) did not plan a honeymoon, and 8% have not made a decision yet. Out of 78 people who have expressed their desire to go on a honeymoon, 24 prefer a honeymoon in Poland (12 – seaside, 8 – mountains, and 4 by the lake). Also, 30 have chosen their honeymoon in Europe (13 – seaside, 11 – mountains, 6 by the lake). Respondents indicated the most attractive countries (Maldives – 17 people, Thailand and the USA – 15 people, Hawaii – 14 people, Italy – 12 people, Greece – 11 people, and 10 people – South America). Respondents selected the most attractive place to organize their honeymoon, mentioning the names of specific cities, such Wrocław (Poland) – 26, then 24 people chose Venice (Italy), 17 Paris (France), 14 Zakopane (Poland), 11 Cracow (Poland). The largest group (46 respondents) declared that the honeymoon should last for two weeks, while 31 chose a one-week honeymoon, evenly, 11 people – weekend and over two- week honeymoon trip.

The respondents were also asked what budget they could spend on wedding destination. The amount for the wedding ceremony ranges from PLN 100 to 100,000. Such a compartment may mean the possibility of the budget being collected by future young couples, a list of invited guests or expenses for particular wedding items. Respondents determine finances based on the type of ceremony: civil wedding, church wedding or other variants. As a result, the amount allocated is significantly different. The amount spent on honeymoon trip ranges from PLN 1,000 to 70,000. The range of the budget is undoubtedly dictated by the choice of place for the honeymoon, followed by a number of days, as well as a type of accommodation and transport. The honeymoon can also take place in the form of a tour around selected countries, offered by travel agencies or other institutions.

25 respondents declared wedding ceremony to be founded from own funds, 20 respondents indicated a loan, and the remaining 42 people indicated several sources of funding including: self-contribution, credit and parents' money. It can be concluded that respondents themselves have their own budget and wish to organize this unique day according to their own preferences. Thus, while arranging a honeymoon, the respondents as a source of funding indicated: own contribution, credit, other variants and several variants.

Discussion

The wedding tourism industry is evolving, as demand grows and consumer preferences change. Though it is a niche market itself, the sector has its own sub niche markets, creating opportunities for even more specializations among wedding tourism destinations. Thanks to wedding tourism in different regions of the country, young couples have a chance to learn about customs and traditions in places other than where they live, and use them on their most important day. Often these days, the ceremony is celebrated with old and new traditions, which are intertwined. In many parts of Poland the oldest traditions are practiced until today, some are even forgotten, but nevertheless, many honeymooners return to these customs. This form of tourism gives the opportunity to return to the oldest roots and to create a unique climate, which is sentiment to family habits. Wedding tourism is developing dynamically in the world, creating opportunities to get to know and benefit from the customs and traditions of other regions of the world. It can be said that the given tourism develops our interests and allows for our spiritual and intellectual development of the knowledge of a man and his worldview without giving up such an important institution as marriage.

Those who are going to marry want this day to be unforgettable, unique and not only for them but also for guests who will be honoured to attend the ceremony. All issues related to such an important undertaking are undoubtedly associated with large financial effort and huge amount of time devoted.

Travel agencies in order to keep up with new customer trends and expectations, are mobilizing to propose extreme and unforgettable events.

Poland could be also promoted as a quaint wedding destination. For foreigners, wedding ceremonies organized in Poland are an interesting alternative to their traditional form. Also our currency is often favourable to foreigners, so the organization of wedding ceremonies in Poland is cheaper than in other parts of Europe. For the Polish tourist wedding market could be increasingly important. Poland can be promoted as a perfect place for wedding or honeymoon for foreign guests. In Poland you may find variety of manor houses with beautiful gardens or decent palaces. This potential should be well utilized in the form of good advertising and promotion of Poland abroad and the opportunity for further development and financial gain. At the moment there is no statistical information on Poland as a destination for wedding.

However, it was found that very little research was conducted regarding the travel behaviours of wedding tourism. Few findings revealed that wedding tourists are primarily attracted by the destination's attributes such as famous “sea, sun and sand” which forms part of the characteristics of small tropical islands, followed by other pull attributes (Seebaluck, Munhurrun, Rughoonauth, 2015). The study from Mauritius confirms that destination managers should better understand travel motivations of tourists before developing and marketing product and services. Also studies in Malaysia confirm that the uniqueness of culture and a wedding venue is the main reason why these international bridal tourists choose Malaysia as a wedding destination (Zamri, Darson, Wahab, Lim, 2014). This study provides enormous benefits towards local event planners especially professional wedding planners, the potential of leveraging local resources as wedding tourism destination.

From the other hand couples are now seeking a celebration that is more extraordinary than the typical beach wedding (Major, McLeay, Waine, 2010, p. 252). Growing segments to target include the innovative weddings market, cruise weddings, the green weddings market, and gay and lesbian wedding tourism. There have been weddings on Table Top Mountain, on top of the Empire State Building, and even underwater. There has also been an increasing desire for 'White Weddings' in cold, snowy locations such as Iceland, Austria and Lapland (Major, McLeay, Waine, 2010, p. 255). Innovation in wedding tourism opens the market further, creating a place for destinations of varying climates and natural landscapes to profit from this market segment.

Besides, it is worth adding at the same time that marriage rates in twenty-first-century are historically low, divorce and separation are historically high, and marriage is no longer generally seen as a necessity for legitimate sexual relationships, long-term partnerships or even parenting (Carter, Duncac, 2017). Authors also emphasise that weddings are perceived as a social display of successes, emphasizing distinction, and manipulation by a powerful wedding industry. Interviewees in the research indicate four major discourses used to give meanings to their weddings: the project of the couple, relationality, re-traditionalization and romanticized consumption.

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TURYSTYKA WESELNA – POPULARNOŚĆ WŚRÓD MŁODYCH WROCŁAWIAN

SŁOWA KLUCZOWE

turystyka weselna, turystyka ślubna, podróż poślubna

STRESZCZENIE

Cel. Poznanie wiedzy i opinii młodych wrocławian na temat turystyki weselnej (destination wedding).
Metoda. Badania przeprowadzono wśród studentów Akademii Wychowania Fizycznego we Wrocławiu (Polska), kierunku Turystyka i Rekreacja drugiego roku studiów magisterskich. Wykorzystano metodę badań diagnostycznych z wykorzystaniem kwestionariusza. 100 respondentów zostało poproszonych o wypełnienie kwestionariusza składającego się z 19 pytań.
Wyniki. 69 osób odpowiedziało, a 31 nie odpowiedziało na pytanie, czym jest turystyka ślubna. Spośród 100 respondentów 26 brało udział w turystyce weselnej w Polsce, 93 nie brało udziału w turystyce weselnej za granicą. Respondenci pytani o preferowane kierunku dla turystyki weselnej wskazywali najczęściej: Włochy, Hiszpanię, Grecję, Hawaje. Wyjazdy dla nowożeńców są również uznawane za ważną część turystyki weselnej. Duża część respondentów (78%) zadeklarowała uczestnictwo w podróży poślubnej.
Ograniczenia badań i wnioskowania. Badania empiryczne dotyczą wyłącznie młodych Polaków i obejmują wyłącznie turystykę weselną.
Implikacje praktyczne. Diagnozowanie i częściowe przewidywanie poziomu i charakteru uczestnictwa w turystyce weselnej umożliwia przygotowanie oferty dla młodych ludzi.
Oryginalność. Badanie młodych ludzi dotyczące turystyki weselnej przeprowadzane są w Polsce bardzo rzadko. Zjawisko to jest coraz bardziej popularne, ale nie udokumentowane naukowo.
Rodzaj pracy. Artykuł prezentujący wyniki badań empirycznych.

TOURIST ATTRACTIVENESS OF CONTINENTS AND COUNTRIES IN THE OPINION OF POLISH TOURISTS

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JEL codes R1, R5, Z3

Keywords tourism, tourist attractiveness, Poland, continents, countries

Abstract In 2017 in Kurozwęki Estate – one of the most important tourist attractions in Świętokrzyskie Voivodeship (Poland), research survey was carried out which included 2665 people, 99.8% of whom came from Poland. The subject matter of the survey was to analyse the opinions of tourists on tourist attractiveness of continents and countries. The results of the research indicate that tourists find Europe the most attractive continent. Asia was the next most attractive continent. The following were Australia and Oceania, South America and Africa. At the same time, Poland was chosen as the most attractive country, followed by Italy, Spain and France. The USA, China, Japan, Australia and Egypt were pointed as the most attractive non-European countries. Statistically, every third respondent spends from 8 to 14 days every year to realise their touristic goals. Nearly 40% of the respondents spend PLN 2000 maximum, and every fifth spends more than PLN 5000 (1 Euro – 4.28 PLN).

Introduction

Tourism is a branch of industry which has been developing dynamically and which may generate substantial income. It represents a vital factor of social stimulation. It is a subject of interest for a wide group of various researchers who monitor and analyse tourism thoroughly. Moreover, they attempt to recognise preferences and expectations of tourists. Doing such research is of great importance as it enables to forecast the tendencies and changes in tourism to much better degree.

The objectives and methods of the research

It was assumed that each tourist has his/her subjective opinion about the touristic attractiveness of continents and countries. A substantial number of such opinions may have a considerable representation in statistics indicating the size of tourism. It may also be noticeable in the offers of travel agents.

Knowledge of up-to-date opinions and preferences of tourists is unquestionably vital to be able to choose new places which may generate potentially greater interest of tourists.

Therefore, the authors decided to take advantage of a considerable touristic potential of Kurozwęki Estate . The palace is one of the greatest attractions in Świętokrzyskie Voivodeship (Zieliński, Janeczko, 2016; Brambert, Zieliński, 2017). The main objective is to identify the touristic attractiveness of continents and countries.

Research survey was carried out, which included tourists who visited a maze, which is built annually out of corn and hemp. It lasts 3 months in a year and it is visited by a dozen thousands of people. In 2017 it was visited by nearly 12 thousand people, 11.5 thousand of whom were individual tourists (statistics provided by Kurozwęki Estate). The visitors, who finished the maze, were encouraged by the prizes and filled in the questionnaire providing their addresses. They are the basis to identify places they come from.

The voivodeships from which most visitors came to Kurozwęki Estate (more than 5%) were subject to the individual analysis. It was assumed that the number of visitors was big enough to consider the results objective.

The questions in the questionnaire were composed so as not to suggest any answers. The results which were obtained this way were the source of information and further analysis.

In 2017, the visitors were asked to point: 1) the most touristically attractive continent; 2) the most touristically attractive country; 3) the number of days per year they spend on realising touristic goals; 4) the amount of money they spend annually to realise their touristic goals.

The object and the characteristics of the research results

Kurozwęki is located in the southeastern part of Świętokrzyskie Voivodeship. It is a part of Staszów county, 7 kilometers to the west of Staszów. Until recently, this part of the region has not been of interest to tourists. Contemporarily, it is often visited by hundreds of thousands of guests (Brambert, Zieliński, 2017). Kurozwęki Estate, itself, is visited by tens of thousands (Figure 1).

The estate funded in Kurozwęki for many years has been one of the key attractions in Świętokrzyskie region. It owes its success to the heirs of the palace. It is thanks to them that the property, which originates from the second part of the XIV century, was redecorated and the surroundings recovered its original charm. It was achieved, among others, thanks to a well-designed and maintained park. The restored estate holds many investments of touristic nature.

In 2017, Kurozwęki Estate was visited by visitors from various parts of Poland (Figure 2). To make the research simple, all the visitors were considered tourists. 65.5% of the visitors come from outside Świętokrzyskie Voivodeship (Figure 2). It is 4.3% more than in 2016 (Zieliński, Dziarmaga, 2017). Year by year, number of the visitors from outside Świętokrzyskie Voivodeship increases noticeably. The most numerous are the visitors from Podkarpackie Voivodeship (16.8%), Małopolskie Voivodeship (12.9%), Mazowieckie Voivodeship (12.6%) and Śląskie Voivodeship (8.3%).

The most noticeable increase of 4.8% in comparison with 2016, was observed regarding visitors from Podkarpackie Voivodeship. Undoubtedly, a newly built bridge on the Vistula River, in a close distance of Połaniec, has improved the communication between the Świętokrzyskie Voivodeship and Podkarpackie Voivodeship. The same reason might be the cause of an increase of 4% of the number of guests from Mazowieckie Voivodeship. The residents of the region were provided with another convenient connection with southern Poland, which is located several kilometres from Kurozwęki Estate.

Relatively more (in comparison to other voivodeships) visitors to Kurozwęki come from Łódź (3%) and Lublin (2,9%) Voivodeships. There were also tourists from abroad (from France, Sweden and Great Britain). Their number, however, was low and was not of any statistical importance. This group constituted approximately 0.2% of the visitors in 2017.

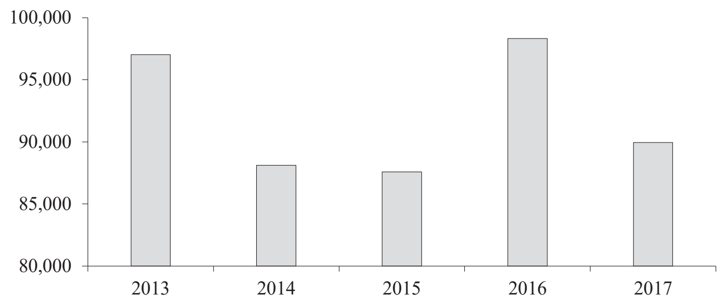

Figure 1. Number of tourists who visited Kurozwęki in 2013–2017

Source: data of Kurozwęki Estate.

A considerable number of tourists and a great diversification of places where the visitors come from make the research objective. The analysis of the scientific results indicates that tourists consider Europe to be the most attractive continent (63.9%) (Figure 3). Undoubtedly, such a result may be caused by the fact that the subjects of the research come from this part of the world and, thus, have greater knowledge about it. Asia was indicated to be the second most attractive continent (11.3%). It is not surprising for the authors of the research since it is the biggest continent in the world. It is characterised by a great diversification of cultural geographical environment. Australia and Oceania were mentioned by 7.7%, South America by 6.7% and Africa by 6.0%. It is worth mentioning that the assessments of rating numbers of the continents are very close. The last places were given to North America (3.7%) (Figure 3) and Antarctica (0.7%), which is the last discovered continent and the only one uninhabited by residents.

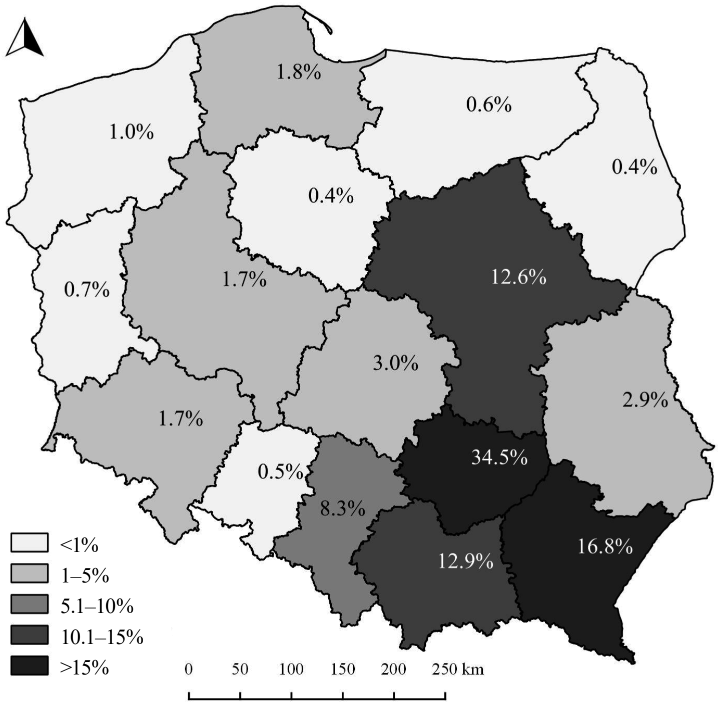

Figure 2. Structure of the number of tourists visiting Kurozwęki according to the administrative division of Poland into voivodeships

Source: authors' own research data.

Interestingly, touristic attractiveness of Europe is appreciated mainly by the residents of Śląskie Voivodeship (69.2%), and the least by those who come from Mazowieckie Voivodeship (52.0%). Such a diversification of the assessment of Europe's attractiveness may result from a strong emotional link of the residents of Śląsk region to the area they live in. It is worth emphasising that the residents of Mazowieckie region assessed the attractiveness of other continents much better than the rest of the groups. According to them, the second was North America (22.2%), Africa (17.8%), Australia and Oceania (17.0%) and Asia (14.1%).

It seems that tourists from Mazowieckie Voivodeship possess much greater knowledge about continents, which results from, among others, the presence of numerous companies which represent foreign countries as well as international companies globally. Another reason is that Warsaw is the most convenient communication centre in Poland. Its central location and the presence of two international airports helps, especially local residents, with the communication with all continents. Moreover, the financial resources which local residents from Mazowieckie Voivodeship possess and may spend on touristic goals, may be a major factor. This problem will be presented in the further part of the work.

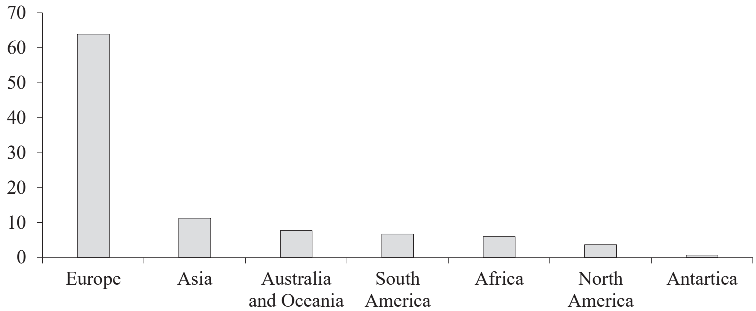

Figure 3. The most attractive continents in terms of tourism (participation in %)

Source: authors' own research data.

According to the research, the most attractive country in terms of tourism is Poland (33.1%) (figure 4). Its value was mostly appreciated by the residents from Śląskie Voivodeship (38.4%), whereas it was poorly ranked by the residents from Małopolskie (24.3%) and Mazowieckie (29.7%) Voivodeships. Undoubtedly, high notes of the Republic of Poland are the result of patriotism and the greatest knowledge of the nation. The next country was Italy (9.1%), Spain (8.8%) and France (6.3%). It is worth mentioning that 6 European countries were amongst top 10 most attractive countries in the world (Figure 4). 7 countries from outside Europe were amongst 20 of the ranking table. All the countries, except for Portugal, are in the Mediterranean region. They are Poles' most favourite travel destinations and their value is highly assessed. According to the authors of the ranking, tiny Croatia and Portugal were very successful. The USA (4.9%), China (3.6%), Japan (2.8%), Australia (2.5%) and Egypt (1.8%) were considered the most attractive non-European countries. In Asia, in the top 20 of the most attractive countries in terms of tourism, were 4 which are situated on the continent entirely and 2 which are partially situated on the continent: Russia (at 15th place) and Turkey (at 18th place). Furthermore, there are 2 countries from North America, 2 countries from South America and 2 from Africa (Figure 4).

There were a lot of other, exotic countries outside the top 20 most attractive countries. Altogether, all those countries acquired 10.6% in total.

Certainly, the political situation in the world, especially terrorist attacks, have an influence on such a classification That is why, according to the authors, some countries did not receive the adequate share in the rating.

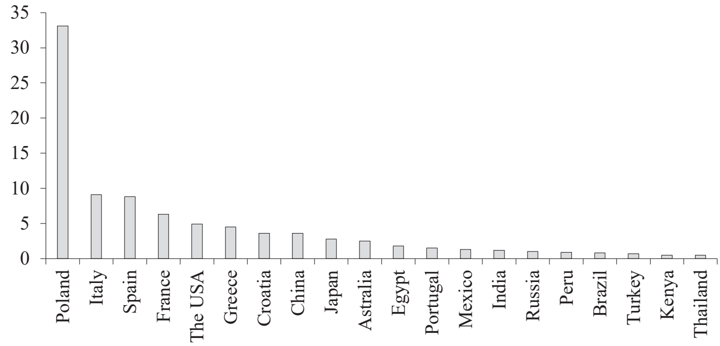

Figure 4. The most attractive countries in terms of tourism (participation in %)

Source: authors' own research data.

The pattern of the days tourists dedicate to reach touristic goals annually is worth mentioning (Figure 5). 31.1% of the respondents declared that they spend from 8 to 14 days. Most of them come from Podkarpackie Voivodeship (43%), the fewest from Mazowieckie (24.5%) and Małopolskie (26.6%) Voivodeships. 23.2% of the respondents spend from 15 to 21 days annually. The greatest part of them in this section come from Mazowieckie Voivodeship (27%), the fewest come from Podkarpackie Voivodeship (17.2%). It is interesting to emphasise that 28.5% of tourists from Małopolskie Voivodeship and 27% from Mazowieckie Voivodeship dedicate over 28 days annually for touristic goals, which is significantly diverge from the national average which is 16.4% (Figure 5).

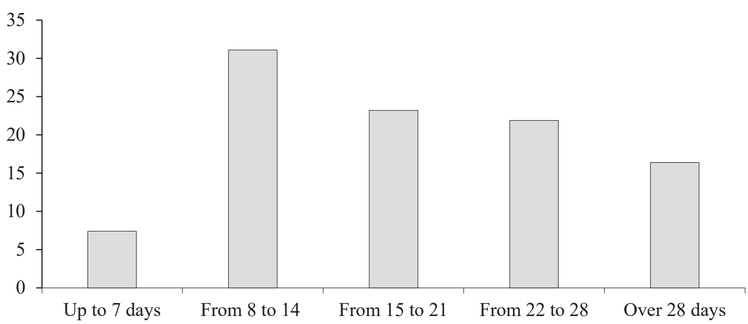

Figure 5. Number of days in a year, which tourists dedicate to reach touristic goals (participation in %)

Source: authors' own research data.

The results of the research survey presented above seem to be connected to the data of the financial amounts which tourists dedicate to spend on the performance of touristic objectives annually (Figure 6). The greatest share (22.5%) constitute those who spend between PLN 1,000 to

PLN 2,000. 16.4% of the respondents spend less than PLN 1,000. Those two groups of tourists make 38.4% of the interviewees. Interestingly, the smallest part of the respondents are those who dedicate from PLN 3,000 to PLN 4,000. Every fifth of the respondents declared to spend more that PLN 5,000. Most of them are the residents from Mazowieckie Voivodeship (29.6%), the fewest from Podkarpackie Voivodeship (14.1%). The respondents from Podkarpackie Voivodeship were the most numerous group of tourists who spend less than PLN 1,000 (27.6%). The smallest share in this group were tourists from Śląskie (10.1%) and Małopolskie (10.3%) Voivodeships. 100% of the tourists who participated in the survey from abroad and came to Kurozwęki emphasised that they spend several times more than average tourists from Poland.

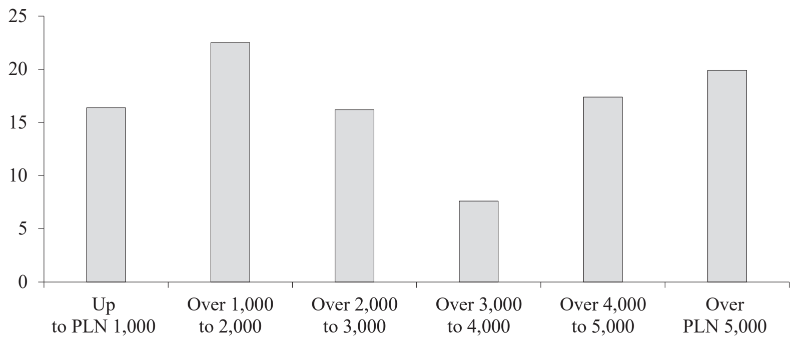

Figure 6. Amount of money (PLN) tourists spend on the performance of touristic objectives (participation in %)

Source: authors' own research data.

Conclusions

Although, carrying out the research as well as laying down the data are time-consuming actions, it is undoubtedly worth undertaking the challenge to find out the opinions and preferences of tourists. A considerable number of questioned respondents make the research objective. A clear diversity of touristic preferences which were determined regionally was noticed. The studies allowed for diagnosing the perception of the attractiveness of continents and countries. They showed the amount of time and money tourists spend on reaching their touristic goals. On the basis of the research and its analysis the following conclusions may be formulated:

1. Europe is the most attractive continent for tourists, followed by Asia, Australia and Oceania, South America and Africa.
2. Poland is the most attractive country for tourists, followed by Italy, Spain and France.
3. The USA, China, Japan, Australia and Egypt are the most attractive countries for tourists from outside Europe.
4. 31.1% of tourists spend from 8 to 14 days annually to obtain their touristic goals.

5. 38.9% of respondents spend maximum of PLN 2,000, and every fifth respondent – more that PLN 5,000.

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Atrakcyjność turystyczna kontynentów i państw w opinii polskich turystów

Słowa kluczowe: turystyka, atrakcyjność turystyczna, Polska, kontynenty, państwa

Streszczenie

W 2017 r. w Zespole Pałacowym w Kurozwękach – jednej z ważniejszych atrakcji turystycznych w województwie świętokrzyskim (Polska), przeprowadzono badania kwestionariuszowe, którymi objęto 2665 osób, z których 99,8% przybyło z Polski. Celem badań była analiza opinii turystów na temat atrakcyjności turystycznej kontynentów i państw. Wyniki prac badawczych wskazują, że turyści za najbardziej atrakcyjny kontynent zdecydowanie uznali Europę. Na drugim miejscu w tej klasyfikacji znalazła się Azja, a za nią Australia i Oceania, a następnie Ameryka Południowa i Afryka. Badani Polskę wskazali jako najbardziej atrakcyjne państwo. W dalszej kolejności uplasowały się Włochy, Hiszpania i Francja. USA, Chiny, Japonię, Australię i Egipt uznano za najbardziej atrakcyjne wśród pozaeuropejskich krajów. Statystycznie prawie co trzeci ankietowany na realizację celów turystycznych przeznacza od 8 do 14 dni w roku. Niespełna 40% badanych na turystykę przeznacza do 2000 zł, a co piąty ankietowany kwotę większą od 5000 zł.

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COSTS CAUSED BY THE IMPLEMENTATION OF THE NEW LAW IMPOSED ON POLISH SKI RESORTS

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Keywords safety standards, cost of new law implementation, safety in ski centers

Abstract Law regulations are external determinants of any entity functioning on the market, so their changes have direct economic consequences for each enterprise or institution. In the paper an attempt was made to estimate results of implementation of the Act of 18 August 2011 on Safety and Rescue in the Mountains and the Organized Ski Areas for Polish ski resorts. The methodology suggested in the paper seems to be of a universal character, it offers the calculation of additional costs resulting from legal regulation per capacity of ski resort (€ per year/1,000 persons capacity). So it may be a tool to analyze the consequences for the competitiveness of any European ski resort. The results for Polish ski resorts reveal that the new regulations imposed by the Act of 18 August 2011 have generated additional costs for a resort of approximately 1,000 €/year/1,000 persons capacity.

Introduction

The increase of people's welfare causes higher expectations concerning the level of security and safety. Such expectations concern also recreation activities, including Alpine skiing. Therefore year by year the problem of establishing the optimum level of safety for skiers seems to be more and more important and difficult. An answer to the question "how safe is safe enough?" seems to be challenging for quantitative analysis. The main aim of the paper is an attempt to make the analytical description of associated costs and benefits related to improving the security level in Alpine ski resorts. The case study which illustrates proposed methodology is based on Polish ski centres, however a serious effort was made to prepare a universal methodology, applicable in European conditions.

Theoretical background

On the one hand, almost all regulations cause some costs of meeting legal requirements. While on the other – the expected effects of implementation of such requirements are treated as benefits. Relevant costs and benefits in decision-making process are marginal costs and marginal benefits. The break point where marginal costs of meeting the legal regulation are equal to the marginal benefits indicates the best choice maximising social welfare. Such a balance that one relocation can make anyone better off without making at least one other person (an entity) worse off than a Pareto optimum is claimed to exist (Pearce, 1992). The discussed case is related to the optimal level of safety in Alpine ski centres. Therefore the curve of marginal costs (MC) consists of technical and organisational undertakings aimed at improvement of safety on the slopes. The curve of marginal benefits (MB) consists of the benefits related to avoided incidents on the slopes, also the higher demand for practising ski in more safe ski-centres should be taken into consideration. For purpose of quantitative approach the monetary valuation of all effects is necessary. Using quite an optimistic assumption that it is possible to get a proxy of the main sources of costs and benefits – such a valuation of the optimal level of safety is presented on Figure 1.

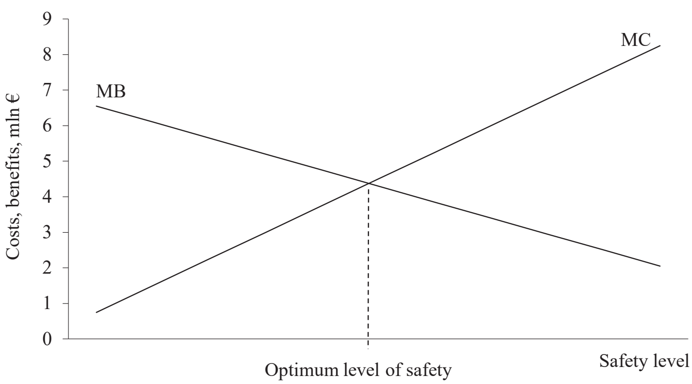

Figure 1. Economic definition of optimum safety level

Source: own study.

Polish ski resorts and law regulations concerning their operations

Polish ski centers due to less favorable conditions than in Alpine countries are rather small, more than a half of them are served by only one ski lift, which means they are not considered as ski resort in the Alpine standard (usually the criterion is 4 ski lifts – see Vanat, 2015). There are 72 ski resorts with minimum one chair lift, around 160 ski resorts in general and approximately 300 ski areas with at least one ski lift (Berbeka, 2014).

The majority of ski resorts are located at the altitude lower than 1000 m above sea level; only 1 has the upper station higher than 1,500 m above sea level. Many resorts are located in proximity to agglomerations: they usually work 7 days a week, 12–14 h/day. This means all of them have artificial lighting on slopes.

The role of ski resorts in the regional economy is crucial (Berbeka 2018). Direct, indirect and induced effects of skiers spending are the main factors of local development (Della Lucia, 2015). That is why the conditions of their operation, including legal determinants, have so significant meaning and should be comprehensively analyzed.

The new law regulation was imposed in 2011, it was the Act of 18 August 2011 on Safety and Rescue in the Mountains and the Organized Ski Areas (Wolski, 2015). Certain obligations imposed by the Act may cause additional financial burden compared to the previous regulations. The following should be mentioned:

1. Ensuring a minimum area of ski slopes necessary per one skier, depending on slope difficulty and a minimum light intensity on slopes with artificial lighting.
2. Organization of rescue services in organized ski areas: operator's obligation is to organize and finance rescue or contract Mountain Rescue Service to do it for the resort.
3. Securing ski areas: marking ski slopes, marking specific obstacles and dangerous places – although this obligation has already existed.

It should be mentioned however that the enforcement of above obligations is not strict.

Modelling approach

The problem of identification of the costs caused by implementation of the safety regulation is quite challenging due to the lack of *ceteris paribus* conditions. The Alpine skiing business is very dynamic and the market is quite far from ideal due to a different level of internalisation of the external costs, and high travel costs – especially in case of weekend and short break trips. Also the term "costs of meeting legal requirements" needs some simplifications and detail description. First of all the analysis is possible only in relation to the implementation of the new regulation (usually more strict than the previous one). It's impossible to analyse the historical development of all regulations and associated costs of implementation. Therefore we have to do with some increase of the safety due to an implementation of selected technical or organisational solutions and some effects expressed by a number of accidents. Such an assumption (focusing on the increase of the costs only) is still not well defined due to different understanding/meanings of the term "cost". Following types of costs where included in the analysis:

1. One time investment outlays (for example caused by widening slopes and replacement of lighting of slopes).
2. Continuous (or seasonal) expenditures – like artificial snowing of additional part of slopes, annual fee for deforestation, costs of additional ground renting for slopes.
3. Stranded Costs – in case of ski resort closing, because of unprofitability of running under new regulations.
4. Penalties for not meeting the requirements.
5. Recourses from insurance companies (in case of partial fulfilment of all legal requirements by ski-centre operator).

Above specified streams of costs have two different formats: € or €/y. Such discrepancies require the application of methods enabling comparison and aggregation of all incremental costs. Because the benefits have an annual character (changes in annual number of incidents) – all costs should be recalculated into annualized cost which express annual burdens caused by implementation of necessary technical and organisational undertakings. After such a recalculation all streams have the same format and such categories have the additive character.

The annualised costs are described by the following equation:

$$AC = I \times \frac{(1+r)^n}{((1+r)^n - 1)} + O \tag{1}$$

where:

AC – annualised costs,
I – investment outlays,
O – total annual operating and maintenance costs,
r – the discount rate,
t – lifetime of the fixed assets.

Equation 1 is valid only when operating costs do not change over time (in real prices). The annualised costs calculated using equation 1 are still not comparable between ski-resorts because of high differentiation of a size of such entities. The most common unit describing size of ski resorts is (hourly) lifts capacity. Therefore a comparable unit of additional costs caused by the implementation of new safety regulation was calculated as:

$$AAC = \frac{\sum AC}{LC} \tag{2}$$

where:

AC – annualised costs of meeting the additional requirements,
LC – lift capacity of 1,000 persons/h.

The benefits of improvement of the safety level consist of two main streams: changes of the number of accidents on the slopes and higher preferences of skiers in their decision-making process of choosing a ski resort. Quantification of such processes requires some simplifications. Skipping some difficulties with data collection (described in the next chapter) – the winter seasons are not identical year by year therefore a simple comparison of the total number of accidents does not reflect changes in safety level. The number of the days in operation, different number of guest, different distribution of the number of clients has the influence on the number of accidents. Specified factors require special attempt aimed at standardisation of such data for creditable comparison. The simple method is based on calculation of number of accidents per standardised length of the season.

$$A_{st} = A_r \frac{100}{Dr} \tag{3}$$

where:

- A_{st} – standardised number of accidents,
- A_r – real number of accidents,
- Dr – real number of days in operation per ski season.

The methods aimed at the identification of the skier's preferences related to the safety level require questionnaire surveys or interviews. The results can reveal what percentage of respondents take the safety on slopes of the resort as the criterion in choosing a resort or what is the value of safety for a skier (with the use of Likert scale).

The possibility of adding two streams of benefits exists only when there are the units. In case of such huge differentiation of the factors – only the monetary valuation of both streams seems to be applicable. This quite complicated aspect is not developed in this paper because until now the existing results of identification of consumer preferences on the slopes indicate marginal importance of safety level. In the sample of 1978 skiers only less than 1% (16 persons = 0.4%) pointed to safety (Krzesiwo, 2014). In such a case only the number of accidents seems significant and there is no need for application of monetary valuation.

Finally on the side of the costs there is an indicator expressed in €/1,000 capacity/year and the benefits are represented by changes in number of accidents. In such a situation a simple comparison of the economic efficiency is possible but different units make the reference to the optimum in V. Pareto sense impossible.

Data Collection

The first step was an analysis of secondary sources: reports of the Ministry of Interior and Supreme Audit Office concerning safety in ski resorts; opinions of the ski sector representatives (Associations) on the Act, records on the discussion between Parliamentary Committees of Tourism and results of questionnaire survey for skiers conducted in 2013 on the sample of 1978 skiers in Polish ski resorts (Krzesiwo, 2014).

The main primary source of data was the results of the questionnaire survey conducted with ski resorts operators. The link to the questionnaire was sent to 81 resorts associated in the Polish Association of Ski and Tourist Resorts.

Representatives of 15 ski resorts filled in the questionnaire, what gives the rate of return (ROR) at the level of 19%; participating ski resorts have 49 ski lifts (not including conveyor belt/ magic carpets), the sum capacity of all lifts in these resorts is 56 thousand persons/h. It is approximately 10% of the total capacity in Poland. It should be stressed that there is an overrepresentation of ”large” ski resorts (“large” by Polish standards).

Additionally, in-depth interviews were conducted with seven managers/owners of Polish ski resorts. In-depth interviews were also conducted with three Mountains Rescue Service members and two managers of insurance companies.

Modelling

The specificity of all categories of costs is presented in Figure 2. Our calculations concern costs imposed by the new regulation (“New Act” on Figure 2).

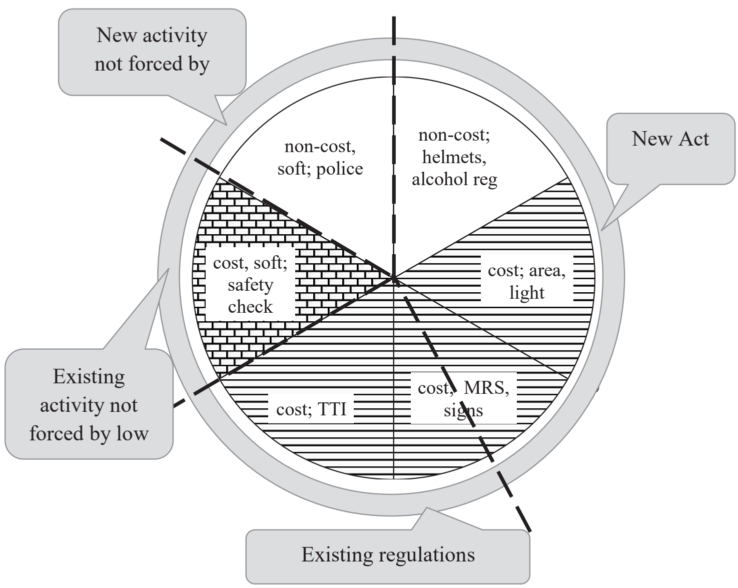

Figure 2. Structure/division of the costs related to the safety on ski resorts

Source: own study.

Application of the methodology described in paragraph 4 and data obtained in questionnaire survey give the results summarised in tables 1 and 2.

Table 1. Structure of incremental costs reported by Polish ski resorts (%)

€/year/1,000 persons capacity	Percentage of resorts	Percentage of resorts by capacity
Resorts reporting costs of meeting the regulations	57	79.0
Cost of slopes widening	14	10.0
Cost of additional artificial snowing	7	7.0
Cost of lighting (improving the parameters)	29	39.0
Other costs	50	75.9

Source: own study.

Table 2. Value of incremental costs of meeting the new safety regulation in Polish ski resorts

€/year/1,000 persons capacity	Average in the sample	Average for all resorts
Cost of slopes widening	481.5	49.1
Cost of additional artificial snowing	4843.6	343.0
Cost of lighting	699.2	271.3
Other costs	430.7	327.0
Max	6455.0	–
Total		990.7

Source: own study.

The most important figure from the above two tables is the total annualised costs of meeting of the new safety requirements per 1,000-person capacity of the ski resort. The approximate value of 1,000 € gives one the proxy of annual financial burden imposed by the new regulation.

Discussion

The estimation of hypothetical benefits understood as changes in the amount of ski accidents was unsuccessful. The main reason was the insufficient statistic of ski accidents provided by ski-operators. In fact ski resorts have a statistic reporting duty but due to a lack of enforcement regulations only the ski-centres that contracted the rescue services from Mountain Recue Service (GOPR and TOPR in Polish) meet such requirements. Since the number of ski centres with such contracts has been changing over the last decade, the total amount of ski accidents is not credible. Such statistics are available (see Figure 3). However, during the period 2010–2014 the sample of ski centres providing comprehensive data has dropped from 128 to 57. From 2015 data were not published at all.

Recalculation of the above data into units of average number of accidents per one ski centre is also not very credible due to big discrepancies of the size of single entities (see Figure 4). The calculation for 2015–2017 is impossible because the Ministry of Interior has skipped necessary data in the consecutive Reports on the safety level.

Figure 3. Number of rescue actions organised by Mountain Rescue Service members

Source: The Ministry of Interior (2015).

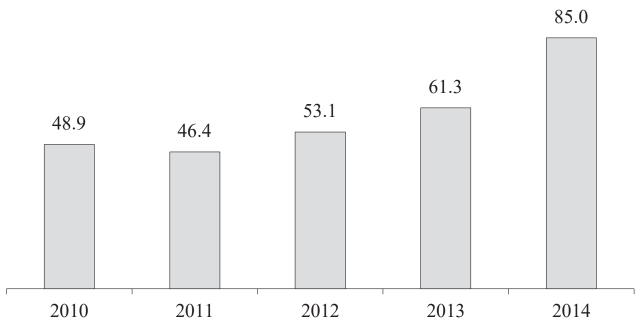

Figure 4. Number of rescue actions organised by Mountain Rescue Service per 1 (reporting) ski resort

Source: own calculations on the basis of the Ministry of Interior (2015)

Such a rough estimation is also incorrect. The increase depicted in the above picture is impossible. Therefore much more detailed standardisation described in the methodological chapter is necessary.

Conclusions

1. The concept of a synthetic indicator of additional costs caused by new law seems to fulfill the requirements of dynamic and international comparison.

2. Number of accidents is a result of many factors: number of days in the season, opening hours per day, number of skiers on slopes. The data referring to the number of skiers and their daily distribution are critical information for a resort and resorts do not want to reveal it. Hence the possibilities of normalization of data are limited. Therefore the impact of new safety regulations is hard to quantify.

3. As a result quite a good proxy of costs is not associated with benefits (avoided accidents).

4. Benefits are difficult to quantify so the main factor are the costs. It means that national regulations influence the competitiveness of ski resorts on the European market.

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Koszty spowodowane wdrożeniem nowych regulacji dotyczących bezpieczeństwa w polskich ośrodkach narciarskich

Słowa kluczowe

standardy bezpieczeństwa, koszty wdrożenia nowego prawa, bezpieczeństwo w ośrodkach narciarskich

Streszczenie

Regulacje prawne wpływają na funkcjonowanie przedsiębiorstwa na rynkach, zatem zmiany tych regulacji mają bezpośredni wpływ na przedsiębiorstwa i instytucje. W pracy podjęto próbę oszacowania ekonomicznego wpływu ustawy z dnia 18 sierpnia 2011 r. o bezpieczeństwie i ratownictwie w górach i na zorganizowanych terenach narciarskich wraz z towarzyszącymi jej rozporządzeniami. Zaproponowana metodyka jest możliwa do zastosowania w innych (niż Polska) obszarach. Wskaźnik wzrostu kosztów wyrażony został w € rocznie /1000 osób przepustowości godzinowej ośrodka narciarskiego. Może zatem być narzędziem do analizy porównawczej zmian konkurencyjności ośrodków narciarskich w Europie. Obliczenia wykonane dla badanych ośrodków w Polsce pozwoliły oszacować wzrost kosztów na około 1000 € rocznie/1000 osób przepustowości godzinowej ośrodka.

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DIAGNOSIS OF FUNCTIONING OF NATIONAL PARKS IN POLAND IN THEIR SOCIOECONOMIC ENVIRONMENT

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JEL codes | Q5, Q26, Q34, Q56, Z32

Keywords | national park, commune, socioeconomic environment, conflict, cooperation, local community

Abstract | On the basis of surveys among employees and local community of all national parks in Poland, which were conducted on the basis of in-depth interviews and focus groups, identification and diagnosis of attitudes and the status of cooperation between park managers and the community of adjacent communes (local government, residents, entrepreneurs) were made. Using the PESTEL technique, areas requiring modification of legal regulations as well as building relationships with the environment were established, allowing effective and efficient development of a given national park. Subsequently, at further stages of research, management models of a designated area of sustainable development will be created with a given national park, including all stakeholders (park, residents, state forests, territorial self-government, Nature 2000, entrepreneurs and visitors) that will put the aforementioned stakeholders in the "win-win" position, as much as possible.

Introduction

Declaration of the word Congress of National Parks[1] from 1992 clearly indicates the need to establish relations and symbiosis of national parks (NP) with the local environment, but as various studies indicate (Babczuk, 2015; Bożętka, 1995; Hibszer, 2013; Hibszer, Partyka, 2009; Królikowska, 2007; Dynowska, 2016; Olko, 2011; Sawicki, Zaręba, 1998) not only from the point of view of achieving the objective of nature conservation but also cooperation contributing to the sustainable development of the area.

However, it is true that the conservation of resources also requires intensive activities due to excessive tourist traffic in some NP (Kruczek, 2017; Warcholik, Semczuk, 2011) which seems to be an easier phenomenon to control than mutual expectations of socio-economic nature of stakeholders. Therefore, managing a NP requires legal, organizational and relational optimization, in line with sustainable development of their location.

Since Poland's accession into the EU structures, there have been a lot of legal changes, such as the new Law on Nature Conservation (2004; Solon, 2005), which have led to changes in people's awareness, organizational and management changes as well as the relations with the local community and local technologies (Odrowąż-Pieniążek, Radziejowski, 2006; Skawiński, 2006; Woźniak, 1997). Local government administration is being granted more and more decision making competences in relation to protected areas. These changes call for a new model of functioning of Nature Parks, which will include dialogue with its scientific and research environment, local business, local community and local government. However, one must keep in mind the fact that each park has different conditions of functioning, and its management, including tourist traffic service, may vary from other parks. In order to implement the model it is crucial that national parks have proper national and social status, appropriate organization and an effective system and level of financing and management. One may get an impression that nature conservation is not a scientific but social and marketing problem.

Research methodology

The aim of the conducted research was to depict social attitudes, phenomena and conflict areas, opinions and positions of stakeholders towards the tools for the implementation of statutory objectives by the units managing national parks.

Diagnostic tests were carried out in all national parks in Poland, between September 2017 and February 2018, as a part of the commission of the Ministry of Science and Higher Education. The research technique was an individual in-depth interviews and it included the employees of park management (director or deputy director of NP, chief accountant, specialist in nature conservation) and representatives of the environment (municipalities: commune head or deputy, environmental

[1] Declaration of IV National Park Congress IUCN, Caracas 1992, quoted "Without the support of local communities, the protected areas will never fully achieve their goals. This support is particularly important in Europe, where protected areas are usually located in the vicinity of inhabited areas or overlap them territorially".

protection officers, residents). A total of 230 interviews of 10-11 people “per park” were conducted. In order to identify the attitudes of stakeholders and the problems of functioning of NP, the FGI technique was used – a focused group interview (focus groups) with teams of the following parks: Drawa NP, Słowiński NP, Tatra NP and Kampinos NP. A similar formula was used to query the “surroundings” of the surveyed NPs, and thus four FGI sessions with local self-government authorities, representatives of residents, and business representatives. In total, 8 sessions of focus groups were conducted.

In the research, it was hypothesised that the focus of all these stakeholder groups is not the national park or local economy, but a balanced territorial area, shared by the interest and functioning of all its stakeholders (Figure 1).

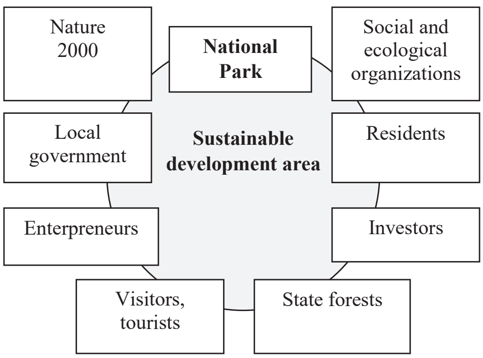

Figure 1. A hypothetical model of a sustainable area with a national park

Source: own study.

Research results

As a result of the research, mutual expectations, relationship status as well as problematic and conflict areas among the indicated types of stakeholders were diagnosed, and the obtained results will be the basis for a strategic diagnosis as a starting material for building NP optimization models at further stages of the research process.

The research carried out on two focus groups (representatives of parks and representatives of the “surroundings”) indicated a strongly diversified assessment of the state of functioning of national parks in the context of their socio-economic environment (Tables 1 and 2). Clearly visible causes of fundamental differences of opinion (direct, prevailing statements of respondents) depend mainly on the location of the national park and the assessment of the consequences of their legal regulation or their status, but perhaps also on the personality of park managers and municipalities, which should be the subject of a deeper, further assessment in the research process.

Table 1. Expectations and vision of the development of the national park from the perspective of the environment

Park is/causes/limits…	Park should…
NP causes restrictions in the development of the commune, depopulation.	NP should conduct activities taking into account the values, resources and cultural development of the local community.
The professionalism, knowledge and involvement of the employees of NP are visible.	NP should coordinate its decisions with the public.
In the NP, the primacy of nature protection over human protection is apparent.	NP is running a business. However, the park's revenues also result from the fact of using municipal infrastructure. Therefore, the NP should share its income with the commune.
NP acts as a tourist enterprise deriving significant income from this. Meanwhile, the local self-government is deprived of this income.	NP should allow the local residents to pick up mushrooms.
NP has too far-reaching powers resulting in limiting investments, especially in the buffer zone; therefore, the NP should participate in compensating for the development of municipalities or investment restrictions should be significantly reduced.	NP activities are understandable from the point of view of NP logic, but not from the point of view of recipients.
It is visible that NP is blocking the expansion of buildings owned by residents.	NP should be included in the structures of the self-government. As a consequence, NP revenues may be related to local government revenues.
There is a lack of possibility to use NP natural resources in a satisfactory way (e.g. lack of admission of residents to obtain timber, forest undergrowth).	The fact of the existence of a NP is something positive in the sense that there is an entity that organizes nature conservation and utilization of nature. However, the NP construction of functioning is faulty itself.
Conducting ecological activity is by all means a positive activity of NP.	The NP directorate should be harnessed in the life of the local community and be associated with the development of this community.
NP applies the same rigors to the NP area and its surroundings (buffer zone).	Scientific research in NP is undoubtedly needed; the fact of financing them from the NP budget is a disputable matter.
The basic problem is that the local government receives too little compensation for "having" a NP in the commune area.	Entry into the NP area should be paid, but the NP should share these revenues with the local community.
NP is interested in the smallest possible tourist traffic, which is contrary to the interests of residents.	NP may be a driving force for the development of tourism provided that it is harnessed in the local economy and the interests of residents.
Most of NPs are lacking funds.	NP should take more into account the interests of the local community and especially the interests of entrepreneurs conducting tourist activities using the natural resources of the park.
	There is no conflict between running a business and financing NP tasks from public funds. NP should have a stable source of financing and this can only come from public funds. On the other hand, conducting business activity by the NP should finance local development and support, for example, cultural heritage, tourism "industry", etc.

Source: elaboration based on own research

Table 2. Expectations and vision of the development of the national park from the perspective of its employees

Park is/causes/limits…	Park should
1	2
The NP protection plan, which is imposed by the law, is not adequate to reality; it is prepared for 20 years and does not allow to react to the changing nature, law or circumstances related to the NP activity.	We need to have a new law on NPs.

1	2
NP does not conduct any economic activity – the only activity is nature protection. There is no forestry – trees are not planted to be cut down, but to grow free (the same applies to fish and animals).	There should be a separate protection plan for each NP – taking into account the specificity of a given park.
NP is left alone with financial matters.	Maybe municipalities should spend their money on NP, and not receive a subsidy for the fact that the commune is located in the park.
The forest service people have tax exemption, but there is no exemption for the park service people – it is not a good distinction because our tasks are similar.	The park should be able to have a greater impact on the shape of the nature conservation plan and conservation tasks.
Forestry services have procedures that have been developed for years – it is easier to manage. In NP, everyone has their own and each park has separate procedures, too. There is no formalization at the central level.	NP should have an impact on the development – definitely more prominent in the park and in the buffer zone.
A legal state entity is a bad solution; if we were a budgetary unit , we would not have problems with VAT – then one could function better (it applies mainly to "poor" parks – deprived of tourists).	There are models of park management in the world that take into account greater social participation in its management. We do not have this obligation, but because we operate in a specific social environment, we try to make this participation and acceptance significant.
There is definitely a lack of different management tools that would be formalized at the central level.	Delegation and decentralization of tasks.
No possibility of affecting the organizational structure of the park.	Support and understanding of the local community.
We can acquire more external funds as a legal state entity.	Understanding by the partners of the core of strict (passive) protection and active protection.
All legal tax bases (including VAT and income tax) incorrectly place the park as a form of enterprise, which obscures the image of the park.	
Poor ecological awareness of residents, but relatively good ecological awareness of local governments.	
The Nature Conservation Act leaves a lot of scope for over-interpretation in the field of land planning and management, which leads to many ambiguities and conflicts.	
On the one hand, the constitution gives every citizen the right to use their property, and on the other hand, we have a law on nature protection that restricts the disposal of own property.	
Forest fund supports NP in the implementation of conservation tasks (in financial terms) – without this, we would not be able to carry out the basic tasks of the park.	
The existing research funding structure is not beneficial for the park and the scientific community.	

Source: elaboration based on own research.

As a part of the research process, a series of theses and phenomena were presented to the groups of respondents for evaluation. They concerned the NP itself or its surroundings and the commune (Table 3). The obtained results point to such issues and areas, which clearly differentiate the respondents in terms of: the economic function of NP or limiting the availability of economic activity, whereas a set of precise conflicting actions has been identified (however, not represented in the article due to the volume of the text). Nature conservation specialists claim that the source of the presented controversies lies in increasing pressure on the use of natural resources of a given NP for economic purposes, the lack of effective landscape protection rules, in particular in the immediate vicinity, progressive spatial isolation of a NP as a result of uncontrolled urban development in the environment of the park and resulting in liquidation of natural ecological corridors. There is also no social climate for creating new national parks or for regulating the boundaries of the existing ones (Raj, 2018).

On the other hand, environmental stakeholders expect unconditional opportunities to run their own business and infrastructural investments, to limit the commercial activity they run (in their opinion) by the NP which is restricting the competitiveness, and the financial contribution of the park to the development of the commune. Seemingly contradictory positions indicate that the goal of all stakeholders should be the pursuit of compromise solutions, cooperation, respecting nature protection and economic development.

It is worth noting that the positions are not uniform, because even in the group of NP managers there are different assessments of the current legal status (which is: legal state entity). Also, the representatives of the environment are not in agreement either, or contradict themselves, in assessing the role of a NP in the development of the commune. One should look for reasons of this discrepancy in the specificity and local conditions of operation of each park, in the education financing system.

The location of parks, the ability of reception of tourist traffic, historically shaped conditions of ownership of land, the need to raise funds[2] for the implementation of protective and educational tasks somehow forces some park managers to undertake tasks that are not always consistent with the expectations of the environment. However, they are not common, because, for example, collected opinions during focus tests clearly showed a positive perception of the park (Kampinos NP) or extremely negative (Słowiński NP).

Table 3. Level of compliance with hypothetical thesis from the perspective of employees (P) and representatives of the surroundings (O) of national parks (%)

Type of respondent	P	O	P	O	P	O	P	O	P	O	P	O	P	O	P	O
Opinions of respondents	NP impedes the economic development of the commune		The commune is an attractive place for running a business		NP contributes to the promotion of the municipality/region		Thanks to NP, the commune can develop		NP is the source of social conflicts		The arrival of tourists to NP positively affects the life in the commune		The proximity of NP and the restrictions associated with it make life difficult		NP brings benefits to the inhabitants of the commune	
I definitely disagree	48	12	2	1	2	5	4	8	14	13	1	2	27	12	0	5
I don't agree	32	41	14	12	1	5	3	18	33	21	1	8	41	30	1	14
I don't know/ It's hard to say	9	19	13	22	0	14	5	27	15	27	6	13	18	19	2	19
I agree	8	18	43	41	18	39	44	33	28	29	35	48	11	23	39	46
I definitely agree	3	10	28	24	79	37	44	14	9	10	57	29	4	16	58	16

[2] The subsidy of the Ministry of the Environment is on average 30% of the budget.

Continued Table 3

Type of respondent	P	O	P	O	P	O	P	O	P	O	P	O	P	O	P	O
Opinions of respondents	The NP Directorate has too little influence on the management of the park's buffer zone		NP has the right and obligation to limit access to nature		NP should take into account the rights of private ownership of land in its area		The commune is a place that is developing dynamically and the NP does not affect it		The commune is a place which is developing dynamically		Thanks to NP, one can do business in municipalities		Thanks to NP one can run a business		The proximity of NP allows to earn money on tourism	
I definitely disagree	4	23	10	12	4	3	13	–*	–	2	1	–	–	5	–	3
I don't agree	15	26	10	31	10	2	42	–	–	10	11	–	–	24	–	8
I don't know/ It's hard to say	19	38	8	12	17	24	23	–	–	27	19	–	–	35	–	10
I agree	33	11	23	33	36	33	17	–	–	37	39	–	–	27	–	54
I definitely agree	29	2	50	12	34	37	6	–	–	24	30	–	–	9	–	24

Type of respondent	P	O	P	O	P	O	P	O	P	O	P	O	P	O	P	O
Opinions of respondents	NP is harassed by local government units		NP is harassed by residents		NP is supposed to operate on the basis of legal tasks without taking into consideration the opinion of the environment		NP has the right to limit the rights, e.g. ownership, movement		The social environment understands the role and tasks of NP		There are too many tourists in NP		For nature protection I am willing to limit my rights (ownership, movement)		The commune is a good place to live for young people	
I definitely disagree	26	–	15	–	15	–	10	–	8	–	12	–	–	14	–	10
I don't agree	38	–	44	–	39	–	22	–	34	–	39	–	–	22	–	18
I don't know/It's hard to say	23	–	20	–	14	–	13	–	28	–	15	–	–	21	–	29
I agree	7	–	14	–	23	–	35	–	27	–	20	–	–	35	–	28
I definitely agree	5	–	6	–	8	–	20	–	2	–	15	–	–	8	–	15

* Lack of data results from the omission of a group of respondents in a given question.

Source: elaboration based on own research.

Discussion

The analysis of the obtained research results and a deepened interpretation of the conclusions from the literature review allow for a synthetic assessment of the conditions of functioning of national parks using the PESTEL method (Table 4).

The combination of environmental factors affecting the national park allows for an original attempt to assess their level of significance (from 0 to 10), the probability (weight) of occurrence (from 0 to 1) and the calculated expected value.[3] The higher the expected value, the stronger the influence of a given environmental factor on the functioning of the national park.

The results of ranking environmental factors indicate that at the stage of building optimization models of the NP activity on the given area, the amendment of legal regulations will be necessary, both those directly related to the national park and nature protection as well as tasks specified in legal acts concerning local government. It seems at this stage of assessment of the results of the diagnosis that it will probably be a set of "hard" tools of even management and political character, the introduction of which will minimize the negative consequences of attitudes of both parties.

Table 4. Categories and ranking of the influence of environmental factors on the national park

NP surrounding	Factor affecting NP	Characteristic of impact on NP	The degree of factor influence on NP	The level of importance of the factor (0–10)	Probability (weight) of the factor occurrence (0–1)	Expected value for the factor (0–10)
1	2	3	4	5	6	7
Political	The formal meaning of the superior unit, coordinating the work of NP on behalf of the Ministry of the Environment	A strong unit in state administration with adequate human resources coordinating tasks and needs of NP	considerable	7	0.7	4.9
	Competences of the managers of the protected area (NP, LP*, Nature 2000, RDOŚ**)	A clear and non-overlapping division of competences	considerable	7	0.8	5.6
	Decentralization of management competences in the nature protection system	Entrusting the right of decision to the management of NP	considerable	6	0.6	3.6
Economic	NP financing – subsidy indicator	The current budget subsidy does not cover even half of the NP's needs and forces commercial activities that are negatively perceived at the local level	decisive	10	1.0	10.0
	NP burdening with CIT and VAT taxes	The legal structure of NP does not allow VAT to be recovered and burdens it with CIT tax	considerable	8	0.8	6.4
	Financing of NP tasks from the Forest Fund	An indispensable and supportive solution for financing NP tasks	considerable	5	0.5	2.5
Social	Professional and social status of a NP employee	Low social status, lack of prestige of the profession	small	4	0.4	1.6
	Local integration and identification with NP activities and sustainable development	Significant diversity of many attitudes depending on the NP location	decisive	9	0.9	8.1
	Image of NP	Diversified image of NP depending on the group of stakeholders (residents, entrepreneurs, tourists)	considerable	7	0.8	5.6
	Historically shaped ownership of land in NP	The legacy of nationalization decisions is the reason for claims and conflicts in NP until today	considerable	7	0.7	4.9
	The pressure of increasing tourist traffic in NP	Tourist traffic will grow and NP will face an increasing problem of its socially acceptable limitation	considerable	8	0.8	6.4

[3] Expected value (average, average value) defining the expected result after taking into account the probability of occurrence of the factor.

1	2	3	4	5	6	7
Social	The pressure to use natural resources of NP for economic purposes	Pressure on NP in order to derive income from business activities coming into conflict with NP tasks	decisive	9	1.0	9.0
	Environmental awareness of residents	The level of awareness of the local residents causes a lack of acceptance for NP activities	small	4	0.4	1.6
	Local conditions of the functioning of NP	The differentiation of local conditions of the functioning of NP causes that the target model cannot be uniform for all NPs	decisive	10	0.9	9.0
Technological	Monitoring in NP	Necessary monitoring in NP based on new technologies for monitoring ecological and social phenomena (tourist traffic)	small	4	0.4	1.6
	Uniformity of financial and material software in NP	Unification of IT and formal tools for managing and financial management in NP	small	9	0.9	8.1
Environmental	Volunteering for the protection of nature in NP	Creating a volunteer movement to support ecological activities of NP	small	7	0.8	5.,6
	Protection of endangered species in NP	Decentralization of decisions regarding the protection of species in a given NP	considerable	7	0.7	4.9
	Lack of understanding for the nature of strict (passive) protection and active protection in NP	The level of social attitudes, understanding for the operation of NP	decisive	8	0.8	6.4
Legal	The management of the NP lands by the State Treasury	Final resolution of land management in the NP with compensation system	considerable	6	0.7	4.2
	Spatial management planning	Intertwining NP in spatial planning decisions	considerable	6	0.8	4.8
	Legal status of NP and nature protection	Audit of legal status of NP and nature protection solutions from the point of view of contemporary phenomena and modification of law	decisive	9	0.9	8.1

* State Forests.
** Regional Directorate of Environment Protection.

Source: elaboration based on own research.

Conclusions

Against the background of the results of the performed research and analyzes, it seems justifiable to indicate a few key recommendations referring to the postulated changes in the functioning of national parks in Poland, in order to improve the effectiveness and efficiency of their activities from the perspective of the selected stakeholders.

Further organizational development of Polish national parks is necessary, in particular with regards to the hierarchy of the supervision and management system, as well as the legislative issues. It is necessary to develop and implement a more stable system of financing national parks, adequate to their role. The development and functioning of national parks should be a counterweight to the widespread consumerism in the scope of uncontrolled spatial development and excessive exploitation of natural resources.

The protection of the natural heritage of Poland, located within the borders of national parks, should obtain a real status and level of social acceptance, equivalent to the protection of historical and cultural heritage. It is necessary to develop an identity and social recognition, following the example of, say, American parks, as the "Service of National Parks" in Polish society. Further work on building the position of national parks in the awareness of Polish society through appropriate education, dialogue with the local community and promotion of Polish national parks is desirable.

Recommendations for the next stage of research on optimization models for the operation of national parks should be diversified for each of them, taking into account local conditions of the environment and expectations of stakeholders.

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Diagnoza funkcjonowania parków narodowych w Polsce w otoczeniu społeczno-gospodarczym

Słowa kluczowe

park narodowy, gmina, otoczenie, konflikt, współpraca, społeczność lokalna

Streszczenie

Na podstawie badań wśród pracowników i społeczności lokalnej wszystkich parków narodowych w Polsce przeprowadzonych w oparciu o pogłębione wywiady oraz grupy fokusowe dokonano identyfikacji i diagnozy postaw i stanu współpracy zarządzających parkami ze społecznością gmin przyległych (samorządem terytorialnym, mieszkańcami, przedsiębiorcami). Wykorzystując technikę PESTEL ustalono obszary wymagające modyfikacji regulacji prawnych oraz budowania relacji z otoczeniem, pozwalających na skuteczny i efektywny rozwój parku narodowego. Na tej podstawie na dalszych etapach badań powstaną modele zarządzania wyznaczonym obszarem zrównoważonego rozwoju z parkiem narodowym obejmujących wszystkich interesariuszy (park, mieszkańcy, lasy państwowe, samorząd terytorialny, Natura 2000, przedsiębiorcy i odwiedzający), które w możliwie największym stopniu postawią wskazanych interesariuszy w pozycji „win-win”.

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DYNAMICS AND DIRECTIONS OF LOCAL CHANGES IN THE TOURIST FUNCTION IN LUBLIN VOIVODESHIP IN THE YEARS 2000–2015

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Abstract

Tourism development in an area may be assessed, inter alia, on the basis of tourist function indices determined on the premise of the capacity of the accommodation sector and the occupancy rate recorded. The subject of this paper is to identify, present, and analyse the directions of changes the tourist function in the Lublin voivodeship has undergone with respect to its particular poviats. The research methods included the use of indicator methods on relevant Polish Central Statistical Office data from the years 2000 and 2015. The findings showed a time trend of the changes in the accommodation potential and tourist traffic recorded in accommodation facilities. Changes in the tourist function were estimated on this basis. Puławski, Włodawski, Janowski, and Zamojski poviats ranked highest in respect of all the tourist function indices measured (Schneider, Charvat, and Defert). They possess significant amounts of natural and cultural resources and exhibit a relatively well-developed infrastructure. Geographically, they are concentrated in three areas which cover the main tourist regions of the Lublin voivodeship.

Introduction

The tourist function is an objective gauge of the tourist areas in which tourist activity actually occurs, equipped with tourist infrastructure of varying concentration, resulting from measures aimed at tourism development (Włodarczyk, 2006). The function is mainly contingent on the amenities and resources in the area as well as the social demand for various forms of tourism.

The tourist function is developing if tourist traffic may be observed, followed by an increase in accommodation (Fischbach, 1989).

In view of the fact that a geographical area is used both by tourists and by business entities typical of a given region, there is certain individuality to tourist function that may be observed in particular areas (Jędrzejczyk, 1995). On the assumption that tourist function is universal (Matczak, 1989), every territorial unit of a country (voivodeship, poviat) may be characterized in respect of the intensity level of the tourist function and its course in time (Majewska, 2011).

In order to identify and determine the level of tourist function development in a given area, multiple methods and measures are employed, selected in line with the concept whereby tourist function is generated by tourist traffic and its increasing intensity, which in turn stimulates the development of services aimed at tourists (Kurek, Mika, 2007). A broad overview of relevant literature is presented in the works of J. Fischbach (1989), M. Derek (2008), G. Gołembski (2011) and A.R. Szromek (2012).

The subject of this paper is to identify, present, and analyse the directions of changes the tourist function in the Lublin voivodeship has undergone with respect to its particular territorial units at poviat level.

Material and methods

Two features were selected for the research procedure aimed at determining the tourist function, i.e. the size of accommodation sector and the type of accommodation, as well as the intensity of tourist traffic. An essential element of infrastructure which caters for tourists' basic needs, accommodation refers to the area capacity, i.e. its ability to host a certain number of tourists and successfully meet their needs (Pawlikowska-Piechotka, 2009). The intensity of tourist traffic determines the role of tourism in the economic system of the region. The larger the tourist traffic, the faster the tourist function develops (Kurek, Mika, 2007).

The current status of the tourist function, as well as the dynamics and the direction of changes therein in the Lublin voivodeship and its poviats was assessed by means of indicator methods. Tourism infrastructure level and tourist traffic intensity indicators were determined within the scope of the analyses.

The first group of indicators included the Baretje-Defert index (which stands for the number of tourist lodging establishments per 100 permanent residents of the area) and the density of tourist accommodation (which stands for the number of tourist lodging establishments per 1 km^2 of the area). The second group of indicators included the Schneider index (expressing the number of accommodation users per 100 residents), the Charvat index (expressing the bed occupancy rate per 100 inhabitants) and Defert index (expressing the number of persons using lodging per 1 km^2 of the area).

These indicators have been commonly used in research on the tourist function, inter alia by J. Warszyńska (1985) and A.R. Szromek (2012). The issue of changes' dynamics and directions with respect to the tourist function in Greater Poland voivodeship was analysed by A. Spychała and

S. Graja-Zwolińska (2011) over the years 1995–2009. The development level of the tourist function as a factor stimulating urban development in Świętokrzyskie voivodeship was the subject of a study conducted by I. Kiniorska and S. Partyka (2017). An analysis of the geographical diversity of the tourist function in rural areas of Pomorskie voivodeship was performed by M. Durydiwka (2015).

This paper presents an analysis carried out on statistical data from the records of the Polish Central Statistical Office of 2000 and 2015. The values obtained were compiled into a summary of poviats, arranged by means of the ranking method from the most to the least dynamically changing in terms of their tourist function.

Outcomes

Concentration level of accommodation in the Lublin voivodeship

The tourist accommodation sector in the Lublin voivodeship is rather small in terms of size. Considering the number of lodging establishments, the Lublin voivodeship ranks 10th nationwide (3.7%) (Krukowska, Świeca, 2018), whereas it accounts for only 3.1% in respect of bed places, attaining a highly unsatisfactory 12th rank.

According to the statistical data of the Polish Central Statistical Office of the year 2015, there were 21,848 bed places spread over 369 lodging establishments in the Lublin voivodeship. Bed places included 240 objects and 14,710 places operating the whole year, which represents 65% and 67% of the voivodeship's potential respectively (Tables 1, 2).

Table 1. Basic data regarding accommodation objects and their use in the Lublin voivodeship in 2000 and 2015

Poviats	Year	Number of objects	Number of bed places	Number of users	Number of nights spent
1	2	3	4	5	6
Lublin voivodeship	**2015**	**369**	**21,848**	**794,409**	**1,711,623**
	2000	476	24,312	516,259	1,489,002
Lublin	**2015**	**34**	**2,874**	**221,048**	**347,609**
	2000	21	2,748	130,300	312,043
Lubelski	**2015**	**19**	**613**	**30,886**	**41,663**
	2000	6	101	4,067	6,873
Zamość	**2015**	**17**	**1,515**	**59,011**	**103,233**
	2000	15	807	35,827	68,116
Zamojski	**2015**	**42**	**1,835**	**39,881**	**112,296**
	2000	66	2,310	33,462	97,786
Chełm	**2015**	**7**	**467**	**18,008**	**37,157**
	2000	9	508	17,140	31,003
Chełmski	**2015**	**6**	**398**	**7,329**	**7,932**
	2000	20	579	8,413	14,663
Biała Podlaska	**2015**	**9**	**635**	**29,788**	**33,404**
	2000	12	373	17,646	27,421
Bialski	**2015**	**25**	**1,003**	**48,963**	**61,793**
	2000	26	598	16,008	22,444

1	2	3	4	5	6
Biłgorajski	**2015**	**11**	**363**	**6,223**	**17,377**
	2000	14	529	4,989	15,475
Hrubieszowski	**2015**	**7**	**254**	**6,185**	**8,277**
	2000	14	112	2,239	3,159
Janowski	**2015**	**9**	**730**	**26,217**	**49,163**
	2000	9	872	12,871	34,980
Krasnostawski	**2015**	**6**	**147**	**6,161**	**8,431**
	2000	8	250	5,075	10,583
Kraśnicki	**2015**	**3**	**93**	**5,765**	**7,461**
	2000	2	61	8,312	8,684
Lubartowski	**2015**	**16**	**1,392**	**12,105**	**43,000**
	2000	25	3,082	13,987	62,103
Łęczyński	**2015**	**7**	**437**	**3,124**	**8,949**
	2000	11	555	1,511	9,558
Łukowski	**2015**	**5**	**185**	**8,673**	**13,978**
	2000	9	581	6,606	48,339
Opolski	**2015**	**7**	**251**	**6,176**	**9,801**
	2000	2	121	811	4,169
Parczewski	**2015**	**9**	**633**	**7,972**	**18,834**
	2000	21	1,147	11,143	33,029
Puławski	**2015**	**63**	**4,269**	**166,595**	**585,231**
	2000	40	2,852	124,306	428,629
Radzyński	**2015**	**5**	**102**	**4,013**	**4,949**
	2000	9	132	4,115	4,808
Rycki	**2015**	**5**	**171**	**9,140**	**14,110**
	2000	0	0	0	0
Świdnicki	**2015**	**5**	**287**	**10,968**	**20,405**
	2000	2	91	3,306	7,201
Tomaszowski	**2015**	**15**	**899**	**27,936**	54,093
	2000	38	1,194	26,546	62,514
Włodawski	**2015**	**37**	**2,295**	**32,242**	**102,477**
	2000	97	4,709	27,509	175,422

Source: Local Data Bank. Retrieved from: http://stat.gov.pl/bdl.

The Puławski poviat distinguished itself (Figure 1) both in terms of the number of objects and bed places in the voivodeship, with its 63 establishments providing 4,269 bed places in total recorded in the area, most of which are all-year objects and bed places (53 all-year objects constitute 84% of all objects, while 4,132 places constitute 97% of all) (Table 1, Table 2). A substantial share of the voivodeship's potential is also noted in the Zamojski (42 objects; 1,835 beds), Włodawski (37 and 2,295 respectively) and Lublin township poviat as the voivodeship capital (34 and 2,874 respectively) (Figure 1, Table 1).

In four poviats (Puławski, Zamojski, Włodawski, and Lublin) there are 176 objects and 11,273 bed places in total. These poviats, comprising 17% of the region's area, are inhabited by 28% of the total population, and they contain 48% of the regional potential as to objects and up to 52% as to bed places. Their distribution structure also indicates that in many areas of the Lublin region accommodation services are scarce, in particular in the Kraśnicki, Radzyński, Rycki, Łukowski, and Krasnostawski poviats (Figure 1). The number of bed places in total does not exceed 200 altogether (Table 1).

Table 2. Accommodation structure in 2015

Poviats	Number of objects			Number of bed places		
	total	of which all-year objects	of which hotel objects	total	of which all-year objects	of which hotel objects
Lublin voivodeship	**369**	**240**	**149**	**21,848**	**14,710**	**8,634**
Lublin	34	32	27	2,874	2,669	2,486
Lubelski	19	18	10	613	595	383
Zamość	17	14	12	1,515	1,080	770
Zamojski	42	17	6	1,835	1,048	319
Chełm	7	7	4	467	467	323
Chełmski	6	3	2	398	153	130
Biała Podlaska	9	9	6	635	635	257
Bialski	25	17	9	1,003	686	449
Biłgorajski	11	7	5	363	238	207
Hrubieszowski	7	5	4	254	225	158
Janowski	9	5	4	730	365	267
Krasnostawski	6	5	4	147	137	121
Kraśnicki	3	3	1	93	93	38
Lubartowski	16	7	5	1,392	288	143
Łęczyński	7	2	1	437	166	72
Łukowski	5	2	2	185	115	115
Opolski	7	6	5	251	226	178
Parczewski	9	3	2	633	114	98
Puławski	63	53	21	4,269	4,132	1,198
Radzyński	5	4	2	102	87	40
Rycki	5	4	5	171	159	171
Świdnicki	5	5	4	287	287	229
Tomaszowski	15	6	5	899	301	254
Włodawski	37	6	3	2,295	444	228

Source: Local Data Bank. Retrieved from: http://stat.gov.pl/bdl.

An analysis of the development dynamics of the accommodation sector in the Lublin voivodeship over the years 2000–2015 (Table 1) shows a reduction in the number of collective accommodation by 23% and by 10% in bed places. The number of bed places decreased in 12 poviats. A drop to 25% was noted in Chełm and the Janowski, Zamojski, Łęczyński, Radzyński, and Tomaszowski poviats. The most remarkable change dynamics towards a reduced potential of bed places was reported in the Lubartowski (55%) and Łukowski (68%) poviats. The remaining 10 poviats saw an increase in the bed place capacity. A relatively small one (to 20%) was noted in Lublin and Włodawski poviat, a slightly larger (50–130%) in Puławski, Kraśnicki, Bialski, Opolski and Hrubieszowski poviats, as well as in Biała Podlaska and Zamość, whereas the fastest growth (over 200%) was reported in the Świdnicki and Lubelski poviats (Table 1).

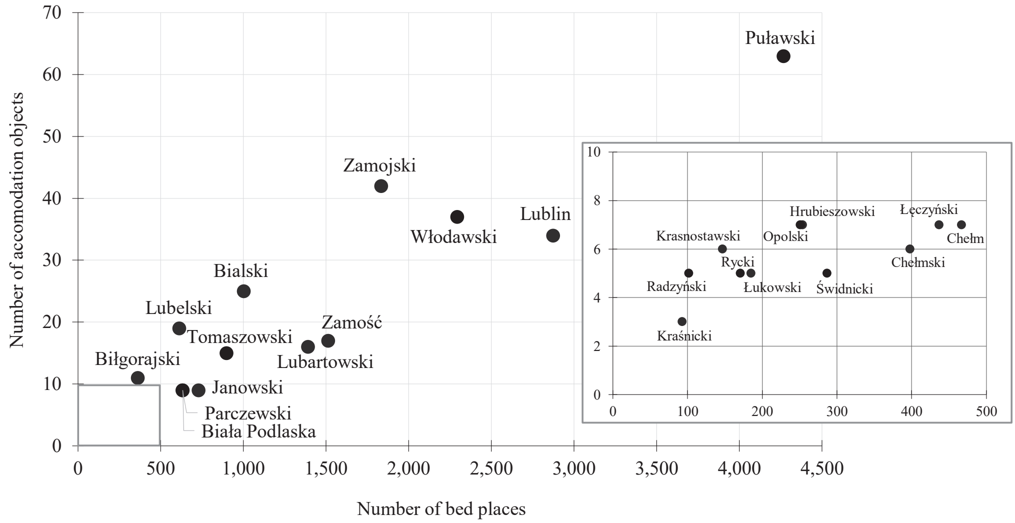

Figure 1. Number of accommodation objects and bed places in poviats of Lublin voivodeship in 2015

Soure: own elaboration.

Changes in accommodation are reflected in the Baretje-Defert index and in the accommodation density index (Table 3).

Table 3. Indicators of tourist function in the Lublin voivodeship in 2000 and 2015

Poviats	Year	Baretje'a-Deferta	Accommodation density	Schneidera	Charvata	Deferta
1	2	3	4	5	6	7
Lublin voivodeship	**2015**	**1.02**	**0.87**	**37.13**	**79.99**	**31.62**
	2000	1.09	0.97	23.13	66.71	20.56
Lublin	**2015**	**0.84**	**19.48**	**64.88**	**102.02**	**1,498.63**
	2000	0.77	18.63	36.62	87.70	883.39
Lubelski	**2015**	**0.40**	**0.36**	**20.43**	**27.56**	**18.39**
	2000	0.07	0.06	3.00	5.06	2.42
Zamość	**2015**	**2.34**	**50.00**	**91.08**	**159.34**	**1,947.56**
	2000	1.17	26.46	52.14	99.12	1,174.66
Zamojski	**2015**	**1.69**	**0.98**	**36.79**	**103.60**	**21.32**
	2000	2.06	1.23	29.80	87.13	17.87
Chełm	**2015**	**0.73**	**13.23**	**28.02**	**57.81**	**510.14**
	2000	0.72	14.39	24.21	43.79	485.55
Chełmski	**2015**	**0.50**	**0.21**	**9.23**	**9.99**	**3.89**
	2000	0.76	0.32	11.11	19.37	4.72
Biała Podlaska	**2015**	**1.11**	**12.85**	**51.88**	**58.18**	**603.00**
	2000	0.63	7.55	29.93	46.51	357.21
Bialski	**2015**	**0.89**	**0.36**	**43.52**	**54.92**	**17.78**
	2000	0.51	0.22	13.65	19.14	5.81

1	2	3	4	5	6	7
Biłgorajski	**2015**	**0.35**	**0.22**	**6.06**	**16.93**	**3.70**
	2000	0.50	0.32	4.70	14.57	2.97
Hrubieszowski	**2015**	**0.38**	**0.20**	**9.38**	**12.55**	**4.88**
	2000	0.15	0.09	3.03	4.27	1.76
Janowski	**2015**	**1.56**	**0.83**	**55.91**	**104.84**	**29.95**
	2000	1.75	1.00	25.86	70.29	14.71
Krasnostawski	**2015**	**0.22**	**0.14**	**9.42**	**12.89**	**5.97**
	2000	0.31	0.22	6.30	13.13	4.46
Kraśnicki	**2015**	**0.10**	**0.09**	**5.91**	**7.65**	**5.73**
	2000	0.06	0.06	8.09	8.45	8.27
Lubartowski	**2015**	**1.55**	**1.08**	**13.52**	**48.04**	**9.39**
	2000	3.33	2.39	15.10	67.02	10.84
Łęczyński	**2015**	**0.76**	**0.69**	**5.44**	**15.59**	**4.91**
	2000	0.96	0.88	2.62	16.57	2.38
Łukowski	**2015**	**0.17**	**0.13**	**7.99**	**12.87**	**6.22**
	2000	0.52	0.42	5.95	43.53	4.74
Opolski	**2015**	**0.41**	**0.31**	**10.13**	**16.08**	**7.62**
	2000	0.18	0.15	1.34	6.36	1.10
Parczewski	**2015**	**1.78**	**0.66**	**22.38**	**52.86**	**8.37**
	2000	2.96	1.20	28.81	85.41	11.10
Puławski	**2015**	**3.71**	**4.57**	**144.61**	**507.99**	**178.35**
	2000	2.32	3.06	101.28	349.24	133.23
Radzyński	**2015**	**0.17**	**0.11**	**6.66**	**8.21**	**4.16**
	2000	0.21	0.14	6.46	7.54	4.26
Rycki	**2015**	**0.30**	**0.28**	**15.93**	**24.59**	**14.87**
	2000	–	–	–	–	–
Świdnicki	**2015**	**0.40**	**0.61**	**15.10**	**28.09**	**23.42**
	2000	**0.12**	0.19	4.49	9.78	7.05
Tomaszowski	**2015**	**1.05**	**0.60**	**32.60**	**63.12**	**18.76**
	2000	1.29	0.80	28.73	67.66	17.85
Włodawski	**2015**	**5.84**	**1.83**	**82.08**	**260.89**	**25.66**
	2000	11.10	3.75	64.86	413.62	21.90

Source: own study based on the Local Data Bank. Retrieved from: http://stat.gov.pl/bdl.

As to the number of inhabitants, the Baretje-Defert index shows that the value ranges in the poviats analysed were almost 30 times apart (5.8 bed places per 100 inhabitants in the Włodawski poviat vs. 0.2 bed place in the Kraśnicki, Radzyński, and Łukowski poviats). Only in 9 poviats did the indicator exceed the average value for the Lublin voivodeship (1.0 space per 100 inhabitants). These were two township poviats (Zamość, Biała Podlaska) and seven country poviats, i.e. Włodawski, Puławski, Lubartowski, and Parczewski in the North of the voivodeship, and Zamojski, Janowski, and Tomaszowski in the South (Table 3, Figure 2A).

Over the 15 years analysed (2000–2015), the Baretje-Defert index for the Lublin voivodeship decreased by 6.4%. A decrease was also reported in 12 poviats (Rycki poviat not classified), with the largest drop (by over 50%) reported in the Lubartowski and Łukowski poviats. In the remaining

11 poviats, an increase of the index was observed. The biggest growth occurred in the Świdnicki (233%) and Lubelski poviat (471%).

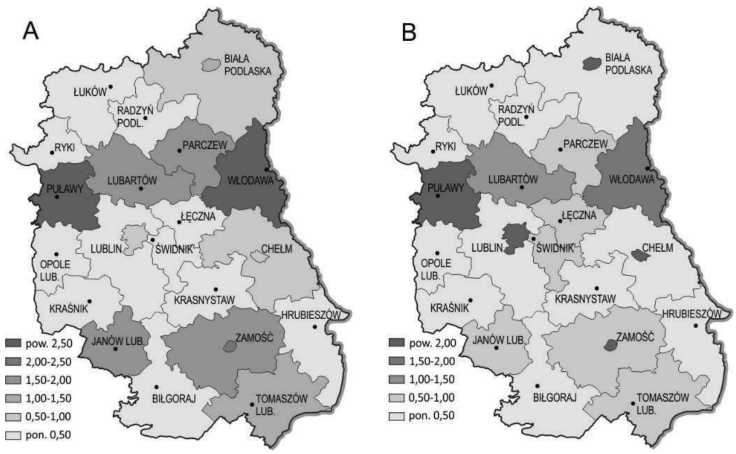

Figure 2. Spatial differentiation of Baretje-Defert (A) and accommodation density (B) in poviats of Lublin voivodeship in 2015

Source: own elaboration.

The variety is also reflected in the accommodation density. In township poviats, the differences in the value ranges are approximately fourfold between Zamość with 50 bed places per 1 km^2 and Biała Podlaska with approximately 13 bed places. In the country poviats, the highest index (Puławski with about 4,6 bed places per km^2) was 23 times higher than the lowest one (below 0.2 bed place per 1 km^2 in the Kraśnicki, Radzyński, Łukowski, and Krasnostawski poviats). Eight poviats have higher indices in this respect than the voivodeship average (0.9 bed place per 1 km^2). These are Puławski, Włodawski, Lubartowski, Zamojski and Janowski country poviats, in addition to all four township poviats (Table 3, Figure 2B).

The density of accommodation also manifests the diversity and dynamics of changes (Table 3). It declined by 10% for the entire voivodeship throughout the analysed period (2000–2015). 13 poviats saw a decline in the index numerical quantity, from approximately 10% in Chełm to over 40% in the Parczewski, Włodawski, Lubartowski, and Łukowski poviats. An increase was reported in the remaining 10 poviats, below 5% in Lublin, but from about 50 to approximately 120% in the Puławski, Kraśnicki, Bialski, Opolski, and Hrubieszowski country poviats, as well as in Biała Podlaska and in Zamość. The most dynamic growth in the accommodation density was noted in Świdnicki (by 221%) and Lubelski (500%) poviats.

Use of accommodation

The use of accommodation is exhibited in the number of users and nights spent. Against the backdrop of the Polish Central Statistical Office data of 2015, the Lublin voivodeship ranked 12th among all Polish voivodeships in terms of these values. In both cases, the voivodeship's share amounted approximately to 2–3% (Krukowska, Świeca, 2018). In 2015, lodging establishments in the Lublin voivodeship accommodated approximately 795,000 visitors, 74% of whom (587,000) were hosted in hotel buildings. According to the Polish Central Statistical Office, this type of accommodation in the region is provided by 149 objects which offer 8,634 bed places. This comprises 40% of the voivodeship's accommodation capacity (Table 2).

There is a significant geographical differentiation in the distribution of the use of accommodation in the Lublin region. The largest concentration is exhibited by Lublin and the Puławski poviat, where tourist lodgings accommodated 221,000 and 167,000 people respectively in 2015 (about 49% of the total accommodation users in the voivodeship). Several times fewer numbers of accommodation users, i.e. approximately 60–30,000, were reported in Zamość and Bialski, Zamojski, Włodawski, and Lubelski poviats (Table 1).

According to the data of the Polish Central Statistical Office, approximately 1,712,000 nights were spent in various tourist lodgings in the Lublin voivodeship in 2015, including 880,000 (51%) in hotels. At the regional level, the largest number of nights spent (585,000) was reported in the Puławski poviat. A relatively large quantity (347,600) of nights were spent in Lublin. Zamojski, Zamość and Włodawski poviats also ranked high, as each of them had over 100,000 nights spent.

An analysis of the tourism development dynamics in the Lublin voivodeship over the years 2000 to 2015 revealed an increase trend both in the number of persons accommodated and nights spent (Table 1). In 2015, the number of accommodation users increased by 54% in relation to the year 2000. The growth dynamics of nights spent was lower, amounting to 14.9%.

Level and trends of change in the tourist function

The assessment of the tourist function in the poviats of the Lublin voivodeship is relative. The trends in the tourist function development in the poviats of the Lublin voivodeship were determined on the basis of Schneider, Charvat and Defert tourism development indices, calculated from relevant data from the years 2000 and 2015.

In 2000, the Schneider index for the Lublin voivodeship was around 23. By 2015, it increased more than 1.5 times and reached 37 (Table 3). The highest intensity of tourist traffic that year, measured by means of Schneider index, was reported in the Puławski poviat (145), whereas the lowest one (5) in the Łęczyński poviat. The Schneider index was above the voivodeship average in six other poviats, including three township poviats, i.e. Zamość (91), Lublin (65), and Biała Podlaska (52), as well as in the three country poviats, i.e. Włodawski (82), Janowski (56), and Bialski (44). The remaining poviats showed lower index values (Table, Figure 3).

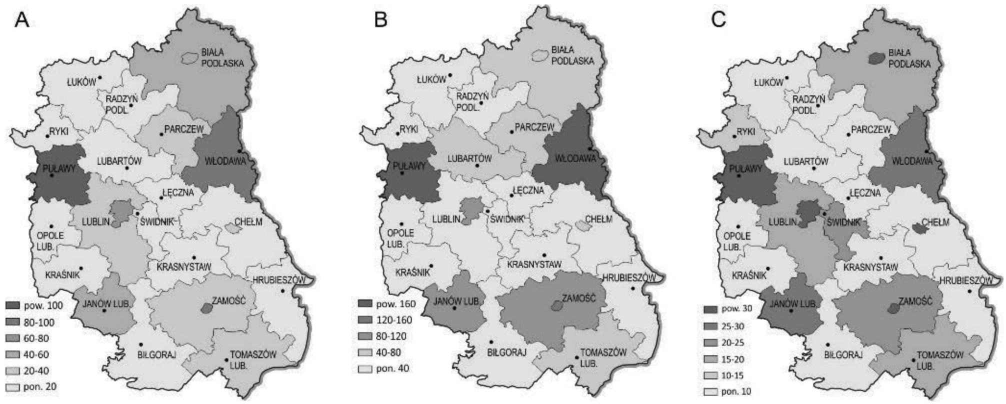

Figure 3. Spatial differentiation of Schneider (A), Charvat (B) and Defert (C) tourism development indices in poviats of Lublin voivodeship in 2015

Soure: own elaboration.

An analysis of the number of accommodation users in 2000 and 2015, along with the Schneider indices calculated therefore, reflect an increase in tourist traffic in the region of Lublin. In the years 2000–2015, the Schneider index for the Lublin voivodeship increased by approximately 60% and was observed in nineteen individual poviats. The growth was diversified, with its rate amounting to over 200% in the Hrubieszowski, Bialski, Świdnicki, Lubelski, and Opolski poviats, however, not exceeding 20% in the Radzyński poviat (Figure 3A).

The number of nights spent in relation to the number of residents, i.e. Charvat parameter, also display the current status of the tourist function and allows for the determination of its change dynamics and direction. The average Charvat index in the Lublin voivodeship in 2000 was at the level of 67, to reach ca. 80 in 2015 (Table 3). That year, it ranged from 8 in the Kraśnicki poviat up to 508 in the Puławski poviat. It exceeded the average value in six poviats, including two township poviats, i.e. Lublin (102) and Zamość (159), and four country poviats, i.e. Zamojski (104), Janowski (105), Włodawski (261), and Puławski (508). Index values were lower than the average in the remaining 18 poviats (Table 3, Figure 3B).

The Charvat index for the Lublin voivodeship increased approximately by 20% over the 15–year period analysed. In 2015, 14 poviats demonstrated an increase compared to the year 2000, whereas nine poviats showed a decline. A relatively high growth dynamics (100–200%) was observed in the following poviats: Opolski (153), Bialski (187), Świdnicki (187), and Hrubieszowski (191). The largest increase (by 445%), however, was noted in the Lubelski poviat. Taking into consideration the index value, a significant negative change in the tourist traffic was observed in the lake district of the Lublin voivodeship. For the Lubartowski, Włodawski, Parczewski, Chełmski, and Łukowski poviats, the Charvat index was lower by 30 to 70% in 2015 compared to the year 2000.

The third from the indices analysed, the Defert index, reflects the level of tourist traffic intensity. In 2000, it was about 21 for the Lublin voivodeship, to reach 32 in 2015 (Table 3). Its value that year amounted from 4 in the Biłgorajski poviat to 1,948 in Zamość. It exceeded the average value in the remaining township poviats, i.e. Lublin (1,499), Biała Podlaska (603), and Chełm (510), and in one country poviat, i.e. Puławski (178). The other nineteen poviats showed lower values of the index, with even eleven of them below 10 (Table 3, Figure 3C).

In the 15 years studied (2000–2015), the Defert index for the voivodeship rose by ca. 54%, similarly to the Schneider index. Eighteen poviats noted an increase in the index, whereas there was a drop in five of them. The growth was of a varying nature, with a significant increase over 200% in the Bialski (206), Świdnicki (232), Opolski (593) and Lubelski (660) poviats. Among the poviats where the Defert index decreased, the largest reduction occurred in the Parczewski (29) and Kraśnicki (31) poviats.

With respect to all the tourist function indices measured (Schneider, Charvat, and Defert), the following poviats ranked highest: Puławski, Włodawski, Janowski, and Zamojski (Figure 3). These poviats possess significant amounts of natural and cultural resources and they exhibit a relatively well-developed tourist infrastructure. Geographically, they are concentrated in three areas which cover the north-western part of the Lublin Upland (the Kazimierz-Nałęczów-Pulawy "tourist triangle"), Western Polesie (Łęczna-Włodawa Lake District), the north-eastern fragment of the Sandomierz basin (Janów Forests), and Roztocze. Highly valuable natural and cultural qualities of these areas provide favourable conditions for the development of various forms of tourism. In the assessment of the attractiveness of the natural environment and cultural heritage for tourism development carried out for the Lublin voivodeship, these poviats were included in the group of the most attractive tourist areas (Świeca et al., 2012).

Among these poviats, the tourist function proved most developed in the Puławski and Włodawski poviats. The attractiveness of the Puławski poviat results from the combination of its cultural (Kazimierz Dolny, Puławy) and natural resources (Vistula river valley, loess ravines). It should be pointed out that the high position of the Puławski poviat in terms of the indices measured (Schneider 456; Charvat 508; Defert 178) is distinctive largely due to its health function. A wide range of services offered by "Uzdrowisko Nałęczów" health resort and other residential healthcare objects, spa and wellness centres, as well as hotels and lodging houses with spa & wellness infrastructure in Nałęczów, Kazimierz Dolny, and Janowiec Castle provide perfect conditions for the use of groundwater, climate features (Nałęczów is the only health resort in Poland of climate spa) and phytotherapeutic potential of plants present in the area (Skowronek et al., 2015, Świeca, Skrzypek, 2015). According to the statistical data of 2015, 63 lodging establishments operated in the puławski poviat, with approximately 4,300 bed places (97% of which operate all year). These premises accommodated about 167 thousand people, reaching approximately 600,000 nights spent. The objects of "Uzdrowisko Nałęczów" resort host about 130,000 customers on an annual basis (Skowronek et al., 2015), which placed it in a remarkable position in relation to the entire accommodation sector of the poviat.

The accommodation sector of the Włodawski poviat is of a different nature, as 84% of its objects and 81% of its bed places operate during the summer season exclusively (Table 2). The level of tourist function development is reflected in the following index values: Schneider 82, Charvat 261, and Defert 26. The attractiveness of the Włodawski poviat results from the water reservoirs of the Łęczna-Włodawa lake district, as well as the poviat's unique protected areas. The analysis of tourist traffic, however, indicates that the main form of tourism in the area are holiday stays at the most attractive lake in the Łęczna-Włodawa lake district, providing the best tourist infrastructure, and that is Białe Lake (Krukowska, Świeca, 2014; Świeca et al., 2014). According to the Polish Central Statistical Office reports, there were 37 objects operating in the area in 2015, offering 2,300 bed places. These premises accommodated approximately 32,500 people who spent 102,500 nights in total.

Apart from tourist attractions and natural and cultural resources, accommodation is of fundamental importance in the process of creating an area as a tourist product. The size, structure, and the quality of the accommodation sector may stimulate or hinder the creation of tourist products (Meyer et al., 2013). It should be therefore underlined that these areas do not derive solely from the "traditional" tourist attractions and features. Activities aimed at offloading the most visited places in a region give rise to the creation of new products, often very innovative in their nature. Such examples may be found in the Puławski poviat: The Trail of Iron and Blacksmith Traditions in Wojciechowie, Magic Gardens Amusement Park in Trzcianki near Janowiec, or Małopolska Vistula River Gap Geopark (Brzezińska-Wojcik, 2012; Skowronek, 2012). New objects of interest in the Włodawski poviat include the Festival of the Three Cultures in Włodawa, the kayak route in the Polesie Bug river valley, or the Polesie Horse Riding Trail (Krukowska, Krukowski, 2009).

Conclusions

Tourist function indices are some of the possible methods to assess tourism development in an area. The tourism development level in the poviats of the Lublin voivodeship is determined on the basis of the capacity of the accommodation sector and the tourist traffic intensity, calculated from the occupancy rate recorded. The analysis proves this level to be geographically diverse. The poviats which demonstrate a relatively well-developed tourist function clearly coincide with areas where major tourist attractions are located, in particular natural attractions. It can be concluded that the tourist function development in the Lublin voivodeship is to a large extent contingent on natural resources, and to a slightly smaller extent on cultural heritage attractions. The level of tourist function in the Puławski poviat is significantly influenced by the development of the health resort industry as well as spa & wellness tourism.

The presented data concerning the accommodation sector and tourist traffic in the Lublin voivodeship demonstrate that multiple poviats rank at highly unsatisfactory positions, particularly in the context of the local authorities' ambitions regarding tourism development (stipulated in strategic documents). It is vital to stress that the modern lines of tourism development, growing competition on the tourist market, and constantly changing tourist preferences place an increasingly high value on tourist infrastructure, as well as on the diversity and quality of services offered. This indicates an urgent need for the development of the tourism sector and the creation of an innovative tourism product on the basis of the marketing research and tourist market.

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Dynamika i kierunki zmian funkcji turystycznej województwa lubelskiego w ujęciu lokalnym w latach 2000–2015

Słowa kluczowe

funkcja turystyczna, baza noclegowa, ruch turystyczny, województwo lubelskie

Streszczenie

Wskaźniki funkcji turystycznej, określone na podstawie wielkości bazy noclegowej oraz ewidencjonowanego w niej ruchu turystycznego, stanowią jedną z metod możliwych do zastosowania w ocenie rozwoju turystycznego obszaru. Celem poniższego opracowania jest rozpoznanie, przedstawienie i analiza kierunków zmian funkcji turystycznej województwa lubelskiego w powiatach. W postępowaniu badawczym zastosowano metody wskaźnikowe, wykorzystując odpowiednie dane z lat 2000 i 2015 zaczerpnięte z GUS. Uzyskane wyniki pozwoliły poznać czasowy trend zmian potencjału noclegowego oraz ruchu turystycznego notowanego w tych obiektach i na tej podstawie oszacowania zmian funkcji turystycznej. Wysoką pozycję w rozkładzie mierzonych wskaźników funkcji turystycznej (Schneidera, Charvata i Deferta) zajmują powiaty: puławski, włodawski, janowski i zamojski. Wyróżniają się one znaczącymi zasobami przyrodniczymi i kulturowymi oraz stosunkowo dobrze rozwiniętą infrastrukturą. Skupiają się one w trzech obszarach pokrywających się z głównymi regionami turystycznymi województwa lubelskiego.

CRUISING SHIPS IN THE PORTS OF GDYNIA AND GDAŃSK

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Abstract The maritime tourist market is among the most attractive areas of business. The article identifies the transformation trends in Gdynia and Gdańsk cruising traffic in the years 2000– 2017. In recent years, the Baltic has become one of the most vibrantly developing key cruising markets. Up to the year 2016, Gdynia enjoyed the greatest number of cruise ships calling Polish ports. Gdańsk took the lead in 2017. As the biggest cruise vessels continue to call Gdynia, whereas smaller ones call Gdańsk, the port of Gdynia continues to handle a considerably bigger number of passengers. The development of marine cruising tourism generates benefits for the ports themselves and the cities of Gdynia and Gdańsk, as well as the entire Pomeranian region.

Introduction

Tourism in recent years is gaining momentum and importance worldwide providing jobs and growing demand for the services. Jerzy Zaleski defined 'maritime tourism' as 'any form of tourist mobility expressed by sea voyages onboard cruise ships tailored for the purpose, or on board ships engaged in liner shipping offering trips in low season, leisure sailing which is not treated as sport but a form of spending leisure time, and passenger coastal shipping'.

Cruise tourism, in turn, involves seagoing cruises usually on board ships specially built for this purpose. When calling ports, sightseeing usually takes the form of organised tours. This form of tourism involves visits on land to see the port, the city or even the entire coastal region. The sea voyage itself, that is the passage between particular ports, provides an opportunity to enjoy the attractions available thanks to the relevant infrastructure onboard of the cruise ships both in terms of cultural attractions and those aimed at passenger fitness.

This paper shows the direction of changes taking place in the ports of Gdynia and Gdańsk in cruising traffic in the years 2000–2007. Cruise tourism was studied by E. Chen (2012), R.K. Dowling (2006), S. Parker (2010), D. Ward (2006), C. Weeden, J. Lester and M. Thyne, (2011), and such Polish authors as M. Grzybowski (2005), W. Gaworecki (2007), J. Kizielewicz (2014, 2016), J.M. Miotke-Dzięgiel (2002), T. Palmowski (2011), M. Tarkowski and others (2016), D. Ccrić (2018), and J. Zaleski (1980).

The world cruising market

The maritime tourist market is among the most attractive areas of business. The world maritime tourism and cruising market, which in 1970 noted 0.5 million passengers expanded in 1998 to 9.5 million, in 2004 crossed the threshold of 13 million and in 2010 was assessed to be approximately 20 million. According to the estimates of Cruise Lines International Association (CLIA), over 25 million passengers embarked the vessels of shipowners of just this one association.

Americans on the Caribbean market dominate the industry providing services to 44% of tourists. Europe attracts merely one fifth of the global tourist demand for cruises. Passenger vessels operating in the region are becoming larger, more modern, and better equipped in all leisure related attractions. The dynamic growth of demand for this form of tourism resulted in plans for the construction of the next 70 larger cruise ships over the next 10 years. The largest cruise vessels take on board over 6.5 thousand passengers and 2 thousand crew members. These floating cities are both an attraction in seaports and a significant source of income for ports and the entire tourism industry in the region.

The Baltic cruising market

The Baltic market is among the biggest markets in terms of the potential development of passenger traffic. The demand for cruising services is of a seasonal nature. Thirty-seven major passenger fleet operators worldwide provide services on the Baltic Sea in 2018, offering cruises focusing on the cultural heritage of countries lying along the Baltic coast. Thirty-seven shipowners call 29 destinations in 10 countries.

The number of passengers cruising on the Baltic in 2017 exceeded 5,054 thousand. The most often called port was Copenhagen with 325 calls, St. Petersburg ranked second with 319 calls, Tallinn third – 311, Helsinki fourth – 266 and Stockholm fifth – 264.

St. Petersburg experienced the biggest hike of 17.3% in 2017 compared to 2016. Tallinn and Stockholm came second and third with an increase of 14.8%. And 60.9% respectively, of the total number of 2,438 port calls of 1485 cruise ships, visited these five mentioned ports in 2017. The passenger volume on the Baltic in 2017 jumped by 16.6% compared to the year 2016. Over the period from 2000 to 2017 the number of guests on board cruise ships increased annually by 9.7% on average (from 1.1 million in 2000 to over 5 million in 2017). Forecasts indicate that the number of passengers visiting this water basin will grow by approximately 8% and reach the number of 5.5 million passengers in 2018.

The average passenger volume on board of a single ship in the years 2000–2017 numbered to 1301, whereas in 2007–2017 the number increased on average from 1,176 to 2,024 passengers on board of a single vessel (a 72.1% hike) as a result of shipowners introducing larger cruising vessels on the Baltic Sea.

The cruises organised in this region aim at familiarising guests with the cultural heritage of countries lying on the Baltic coast.[1] Therefore, passenger cruising ships mainly call the most interesting locations, usually rooted in the Hanseatic League traditions; port towns offering sightseeing of historical sites, the architecture, museums; participation in cultural events, festivals and concerts. Baltic Europe also offers visitors the sites of beautiful, diversified landscapes. The port and the city infrastructure and suprastructure is well prepared to quickly and professionally handle cruising vessels. The Baltic water basin itself is perceived as a safe and clean sea, which in view of the complex geopolitical situation in the Mediterranean Sea boosts the attractiveness of the Baltic Sea.

The demand for cruising services is of a seasonal nature, where summertime provides the most favourable conditions for cruising, which corresponds to the holiday season. The effects of this seasonal demand are vivid on the Baltic Sea where passenger ships start calling Baltic ports from the end of April to the end of September. The greatest number of port calls are noted in June, July and August.

Passenger vessels operating on the Baltic are becoming bigger, more modern, and better equipped in all leisure related attractions (Table 1).

The authorities of Stockholm and Copenhagen initiated joint promotion of Baltic maritime tourism. Other cities followed. The cooperation of Baltic ports focuses on efforts to promote a common brand, raise awareness of tour operators of the positive image of Baltic ports, and increase the number of tourists in Baltic ports. This common offer supported by the EU funding is even addressed to Americans and Australians.

Polish environment

Gaining of a competitive edge by Polish seaports over other ports in the Baltic Sea region is a challenge, particularly in terms of back-up facilities dedicated to handling passenger ships. Port authorities in Poland continue to moor cruise liners along quays located in unattractive port

[1] A cruise onboard of a cruise vessel is a voyage lasting not less than 60 hours, mainly for the pleasure of travelling by ship. This refers to passengers who buy out tickets and receive food and board. The voyage must include calls to at least two ports besides the port of embarking and disembarking.

locations, berthing locations which do not contribute to port competitiveness on the Baltic market (Kizielewicz, 2014).

Passengers onboard cruising vessels, who travel on principle for leisure, are sensitive to their environment. The view of a picturesque old town or a modern metropolis from the ship encourages tourists to leave the ship and see the sites. However, if the ship is moored alongside bulk carriers, port cranes and warehouses or storage yards of scrap iron, the view will fail to attract visitors who often then resign from leaving the ship to see the region and enjoy the attractions onboard the passenger ship. The local tourism industry, the catering and souvenir industry suffer, similarly as the local self-governmental budget.

Ships calling the port of Gdynia are usually directed to the French Quay. The French Quay hosted transatlantic passenger vessels as early as in the thirties of the twentieth century. The Quay was put in order and the old Marine Station was transformed into the Emigration Museum, which today is a landmark of Gdynia. Unfortunately, the other shipside faces coal-handling operations, which leave coal dust on shiny-white passenger ship surfaces. The construction of a modern ferry terminal on the nearby Polish Quay will certainly improve the port's image in the eyes of visiting maritime tourists. The waterside access to the port is well adapted to handle passenger traffic with deep water quays, which can easily berth the largest passenger ships entering the Baltic Sea. These ships extend over 300 meters long and carry over 3,800 tourists and over 1.2 thousand crew members.

The situation in Gdańsk is similar. Cruising vessels in high season moor by quays dedicated to other purposes, mainly the handling of bulk cargo and storage of cars and containers.

Obrońców Westerplatte Quay is located close to the port entrance near Wisłoujście Fortress and the Westerplatte monument . Nearby is a haven for coastal passenger vessels offering transport to the old town centre of Gdańsk. Another quay, hosting small passenger ships, is the Capt. Ziółkowski Quay with a view of the historical lighthouse modelled on the lighthouse in Cleveland, Ohio. The third location is WOC II Quay easily reached within less than 20 minutes of passing the port entry. This is valued especially by tourists and tour operators who wish to take maximum advantage of berthing time for sightseeing.

Foreign tourists show growing interest in Gdańsk, therefore, the city authorities are preparing to construct a port terminal infrastructure dedicated to cruise ships for passenger traffic under the Central Port project to cater for larger cruise vessels.

Apart from the state and standard of the infrastructure, which may boost the number of cruise ship landings in Gdynia and Gdańsk, the weather and the tourist attractions of the landing play a significant role.

Cruise ships in Gdańsk, in Gdynia

Cruising in Polish shipping history, particularly in the period before the Second World War, has a rich tradition. Many objective factors in post-war Poland made access to passenger ship cruising difficult for Polish tourists. The radical change of the political situation after 1980 in Eastern

Europe brought certain changes for Polish citizens and hopes of cruising on the Baltic Sea and enjoying other passenger ship voyages (Miotke-Dzięgiel, 2002).

Baltic cruise ships of major passenger shipping associations call the Polish ports of Gdynia and Gdańsk and sporadically Szczecin during their round voyages. The port and city of Gdynia, which was built before the Second World War, handled passenger traffic from the start, particularly transatlantic voyages.

The port is one of the targeted locations for cruise ships entering the Baltic. In effect, Gdynia hosted the biggest number of cruise ships visiting Poland in 2016.[2] The number of these types of vessels in Gdańsk was lower, ranging from over ten to forty ships. In 2017, 64 passenger ships called Gdańsk. (Table 1). The present bathymetric conditions and length of quays clearly show that big passenger ships call Gdynia, while smaller passenger vessels call Gdańsk. In 2017, 64 cruise ships in Gdańsk carried nearly 32 thousand passengers, and 41 cruise ships in Gdynia had on board over 88 thousand guests. Thus, a distinct specialisation between Gdynia and Gdańsk appears for the next few years in the handling of passenger ship traffic.

The June 2017 a visit in Gdynia of one of the largest cruise ship worldwide was a highlighted event when *m/v Norwegian Getaway*, a vessel 325 long (GT 145.655) with nearly four thousand passengers entered the port. The vessel *m/v Norwegian Getaway* established at the time a historical record in terms of passenger ship gross tonnage entering the port. The record earlier belonged to *m/v Navigator of the Seas* (GT 139.570), which moored in Gdynia port in 2007. In terms of hull length the previous record belonged to the 317 meters long *m/v Celebrity Eclipse*. Thus, *m/v Norwegian Getaway* broke a record in the cruise ship handling history of the port established ten years earlier.

M/v Norwegian Getaway is equipped with everything that passengers need. Besides numerous restaurants, bars, a theatre and a gallery m*/v Norwegian Getawy* features, among others, a rope course and a rock climbing wall, a spider web enclosed climbing cage with slides and narrow planks projecting several meters beyond the ship sides for the brave. The ship also includes a medical centre with physicians and nurses on duty 24 hours a day.

The first cruise ship visiting the port in 2018 was the *m/s MSC Orchestra*. The 294 m long and 32m wide vessel takes on board 3 thousand passengers and 987 crew members. The cruise ship's godmother is Sophia Loren, a symbol of Italian elegance, and Ennio Morricone composed the music for the launching ceremony of *m/s MSC Orchestra*.

The largest passenger ship calling the port of Gdynia in 2018 was the 316 m long *m/v Mein Schiff 1*, which moored by the French Quay. This ship, built in 2018 in the Finnish shipyard in Turku, has a power saving and environmental friendly propulsion, which reduces emission of harmful substances by 30 percent compared to other ships of similar size. The vessel can accommodate nearly 2,900 passengers and a crew of 1,000. She started on her first voyage on May 3, 2018. On May 11, 2018, a spectacular christening ceremony of the vessel took place in Hamburg to give the TUI Cruises new vessel the name of Mein Schiff 1. During her maiden voyage, the ship entered

[2] Since the year 2001, Gdynia, as the only city in Poland, has a Passenger Ship Avenue , which commemorates the visits of the largest and the most beautiful cruise ships in the world.

the port of Gdynia on May 21. During the 2018 season, the ship called Gdynia six times. The visits of such large cruise vessels like *m/v Mein Schiff 1* in Gdynia port are the best evidence of recognition and a symbol of appreciation of the port infrastructure and services provided by the port and cooperating companies.

Another spectacular event in the port of Gdynia, which took place on June 21, 2018, was the visit of the cruise ship *m/v/Queen Elizabeth*, which is the youngest vessel of the legendary liner Cunnard, launched in 2010 and christened by the monarch Elizabeth II. The 294 long and 32 m wide *m/v Queen Elizabeth* can accommodate nearly 2,100 passengers and a 940-strong crew catering for their needs.

Up to 2017, the average number of passenger ships calling the port of Gdańsk read 64. For the 2018 season, Gdańsk received pre-arrival notification of 74 cruise ships. The biggest vessel of this season is *Marina* flying the Flag of Marshall Islands. The 239 m long vessel called Gdańsk on June 20. Pre-arrival notification included the Viking Cruises fleet and all four vessels are to appear in the port of Gdańsk. The newest vessel called *Viking Sun* was put in service at the end of 2017. The cruise passenger season in Gdańsk will end with the visit of the 176 m long *Marco Polo*.

Table 1. Cruise ship traffic to Gdańsk and Gdynia in the years 2000–2018

Year	Gdańsk		Gdynia	
	number of calls	number of passengers	number of calls	number of passengers
2000	14	3,643	72	57,410
2001	17	3,486	74	56,460
2002	14	3,609	53	26,660
2003	7	3,367	95	58,411
2004	28	7,359	82	72,977
2005	32	8,353	94	88,723
2006	29	9,703	89	94,135
2007	39	12,193	87	89,088
2008	36	13,276	89	123,521
2009	40	16,753	96	134,884
2010	26	8,378	85	125,005
2011	21	6,787	56	78,418
2012	29	8,294	69	103,623
2013	30	10,508	57	80,470
2914	38	14,974	50	91,971
2015	25	10,814	45	71,923
2016	32	12,566	50	81,833
2017	64	31,790	41	88,616
2018	74*	35,000	54*	No data

* Pre-arrival notification.

Source: own studies based on data of Gdańsk and Gdynia ports.

Ships calling Gdynia and Gdańsk usually berth for one day, which means for less than 20 hours. Only 4% of the vessels stay two days or more.[3] During the stay in port, passengers can choose from a wide range of coach trips and visit the TriCity (old Hanseatic Gdańsk, the Sopot health resort and the dynamically developing Gdynia). The sightseeing tours usually include the old city in Gdańsk, the Oliwa Cathedral, and Gdańsk Shipyard where the Solidarity movement initiated democratic transformations in Eastern Europe. Trips to the Teutonic Castle in Malbork are also popular as are the ethnographic and environmental trips to the Kashubia area.

Various route options and good logistic planning of tour operators allow tourists to reach interesting cultural and natural environment locations distanced several tens of kilometres from the port.

It is assumed that a tourist spends on average 100–125 euro in TriCity. We can estimate that in 2017 guests coming by sea spent 16.6 million euro. As Gdańsk is a world centre of amber processing and amber trade and both Gdańsk and the castle in Malbork have museums presenting natural amber and pieces of art made from the material, many tourists acquire various amber products in silver and gold produced by Gdańsk craftsmen. The tourist visits also bring benefits to owners of coffee bars, restaurants etc. Nearly half of the guests are American tourists, who together with Spaniards are most appt to shop. Prudent German tourists dominate at the other end of this shopping spree. The development of this form of maritime tourism multiples the income of tour operators, transport companies, restaurants and artisans processing amber.

What hinders the development of this form of maritime tourism in Poland? A lack of close cooperation of ports, self-governmental authorities, shipowners and travel bureaus obstruct the industry's development. High port fees collected from ships calling Polish ports do not encourage organisers of tourist cruises to include Polish ports in their itineraries. Provisions of law impose the duty of as many as four assisting tugs for the entry of a passenger vessel to port. The prices of daylong excursions offered to passengers arriving in Gdynia are higher than in other foreign ports (Somorowska, 2005).

Promoting TriCity and Pomerania

Not all ships cruising on the Baltic Sea enter Gdynia and Gdańsk. The development of international promotion and offers of Polish cities and travel bureaus are required to improve the situation. It is indispensable for all companies and institutions in the region involved in promotion, catering and accommodation, running coach transport services and tourism business companies to reach an understanding and develop common measures for the development of maritime tourism.

To attract visitors and promote our country and region the ports of Gdynia and Gdańsk jointly participate in the Seatrade Cruise Global Fairs in Fort Lauderdale in Florida. The Fair is the greatest meeting of cruise sector stakeholders. The events have been held for over 30 years. The Fair

[3] In Sankt Petersburg, 77% of the overall stay time in port lasted more than one day, in Copenhagen 25%.

location is not a random choice. The Caribbean region generates the greatest number of cruise ships in the world. The head offices of the biggest shipowners are seated in this location.

During the Seatrade Europe 2017 Fair in Hamburg, where the latest market trends in maritime tourism and green technologies are presented, as well as the impact of the general geopolitical situation on this market, the representatives of the port of Gdynia made efforts to attract cruising liners and new clients.

For several years now, the port of Gdańsk has been involved in international organisations concentrating on the tourist travel industry related issues. One of such organisations is Cruise Europe, whish associates over 100 European ports in four regions of the continent: Iceland and Norway, the Baltic Sea, Great Britain and Ireland, and the western coast of Europe. In 2011, the port of Gdańsk joined the Cruise Baltic Organisation, which associates 29 ports and cities in nine countries of Baltic Europe. The organisation popularises the Baltic Sea Region, its attractions, beauty and tourist assets among tourists, shipowners and tour operators.

Ports work for the country. Similarly as growing cargo handling volumes drive the economy, developing passenger ship connections contribute to blooming tourism. New connections bring benefits not only to ports but also to the cities of Gdynia and Gdańsk and the entire Pomerania. The importance of Poland on the world cruising map continues to exhibit growth. This voyage direction is becoming more attractive for tourists. These trends should be well used. Comprehensive servicing of all kinds of passenger ships which enter the Baltic Sea are the objective of both Gdańsk and Gdynia ports, which impel efforts to meet the expectations of shipowners, who choose our ports. A growth in the number of calling passenger ships is hoped for, which should be reflected in the number of visiting tourists.

Conclusions

The maritime tourist market is among the most attractive areas of business. In recent years, the Baltic Sea has become one of the best developing cruising markets. The cruising sector fits well into the European Union integration process.

Port Gdynia ranks as the most important and the safest Polish passenger port hosting for many years cruise ships on the Baltic Sea. Passenger ships are becoming a landmark, an actual element of the Gdańsk port landscape. More ships come every year.

In 2016, Gdynia hosted the biggest number of cruise ships visiting Poland. Contemporary big cruising ships call Gdynia, whereas smaller passenger vessels visit the port of Gdańsk. In 2017, 64 cruise ships brought nearly 32 thousand passengers to Gdańsk, and 41 cruise ships which called Gdynia had over 88 thousand guests on board.

The cooperation of Polish ports with shipowners and cruise ship operators is already showing expected effects with the growing number of vessels calling Polish ports and the growing participation of Poles in this form of maritime tourism.

The entry of larger cruise ships to Baltic waters stimulates regular port development, including the construction of bigger and deeper berths, modern passenger terminal, facilities for waste collection, etc. It also affects the development of local road and rail infrastructure and in some cases flight infrastructure.

Passenger connections contribute to the development of tourism and bring benefits not only to ports but also to the cities of Gdynia and Gdańsk and the entire Pomerania. The development of marine cruising generates a significant income in the entire Baltic Europe. Cautious estimates exceed 500 million euro.

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Cruising w portach Gdyni i Gdańska

Słowa kluczowe
cruising, morski rynek bałtycki, Gdańsk, Gdynia

Streszczenie
Morski rynek turystyczny należy do jednego z najbardziej atrakcyjnych obszarów działalności. Celem artykułu jest wskazanie kierunków przemian w jakie zachodziły w portach Gdyni i Gdańska w ruchu cruisingowym w latach 2000–2017. W ostatnich latach Bałtyk stał się jednym najszybciej rozwijających się głównych rynków żeglugi wycieczkowej. Do roku 2016 liczba zawijających statków tego typu do Gdyni była największa spośród polskich portów. Od 2017 roku na czoło wysunął się Gdańsk. Ze względu na to że duże cruisery zawijają do Gdyni, a mniejsze do Gdańska znacznie więcej pasażerów wycieczkowców nadal obsługuje port w Gdyni. Rozwój morskiej turystyki cruisingowej przynosi wymierne korzyści nie tylko portom, ale i miastom Gdynia, Gdańsk i całemu Pomorzu.

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NARROW-GAUGE RAILWAY AS A TOURIST ATTRACTION ILLUSTRATED BY THE EXAMPLE OF ZACHODNIOPOMORSKIE VOIVODESHIP

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Abstract

The article discusses the essence of a tourist attraction as an element of a tourist product. It was assumed that narrow-gauge railways are often considered a tourist attraction, which is understood as an interesting way of spending free time and learning about monuments and nature, means of transport, as well as an element of the tradition and history of the railway industry.

The aim of this article is to indicate the importance of narrow-gauge railway transport as a tourist attraction as illustrated by the case of Zachodniopomorskie voivodeship. In order to achieve this, desk research method has been applied in respect to available literature and the results of secondary research conducted at the request of the Railway Transport Office and the Central Statistical Office. The analysis covers transport performed by narrow-gauge railways in Poland within the period 2014–2016. The article is of research nature.

Introduction

Tourism has become a vital element of today's economy. Income generated by this industry is comparable to income achieved in the fuel and advanced technology industries. Tourism industry would not be possible without the worldwide tourism economy scale, involved capital, as well as the number of employees and the complexity of technical processes in transport and hotel management. A tourism product manufactured in this industry (Kaczmarek, Stasiak, Włodarczyk, 2010) is broadly understood also in relation to the region.

According to the concept by V.T.C. Middleton (Zdon-Korzeniowska, 2009, p. 13), a regional tourism product comprises the following factors related to destination: attractions and environment, infrastructure and services, availability, image, and price. In this respect, narrow-gauge railways are a part of the area-related tourism product structure, as they are perceived as both an attraction and infrastructure of the destination.

The aim of this article is to indicate the importance of narrow-gauge railway transport as a tourist attraction as illustrated by the case of Zachodniopomorskie voivodeship. In order to achieve this, desk research method has been applied in respect to available literature and the results of secondary research conducted at the request of the Railway Transport Office and the Central Statistical Office. The analysis covers transport performed by narrow-gauge railways in Poland within the period 2014–2016. The article is of research nature.

Tourist attraction as an element of tourism product

Tourism product, being the subject of supply on the tourism market, has been the subject of analysis of many Polish authors (J. Altkorn, G. Gołembski, B. Meyer, A. Niezgoda, B. Marciszewska, A. Panasiuk, L. Mazurkiewicz, I. Jędrzejczyk, W. Middleton, J. Kaczmarek, A. Stasiak, B. Włodarczyk, M. Zdon-Korzeniowska, P. Zmyślony).

According to W. Middleton (Niezgoda, 2006, p. 65), there could be distinguished the general (total) tourism product, which constitutes an idea, expectation, or mental construction that exist in a tourist's mind at the moment of making a travel decision, and which are also based on an idea of the expected time spent at the place of destination. The other product distinguished by Middleton, i.e. a specific product, should be understood as particular goods and services offered to tourists (cf. Meyer, 2015, pp. 238–240).

These elements are of a diversified character, as they are parts of different levels of tourist area product, which include (Kaczmarek, Stasiak, Włodarczyk, 2002 p. 103):

- heritage, including all elements created as a result of natural processes and human activities, such as the natural environment, culture and tradition, which form the basis for running various types of activities and the functioning of an area,
- infrastructure, including elements created as a result of human activity that is aimed at tourism development, such as tourist and paratourism accommodation or regional events,
- added value, including the attributes of the area that bring satisfaction to tourists, such as the idea or image,
- organization and management, that is, all elements that enable operation of single elements in the form of a coherent whole constituting the tourist area product.

Tourism product of the area of tourist reception (also described as an area tourism product or tourist area product) arises on many levels and consists of various elements that ultimately should form a coherent whole that is attractive to tourists (Meyer, 2015, p. 239). The concept of "tourist attraction" is most often considered an element of tourism product (http://www.turystka07.fora.pl/geografia-turyzmu,32/podstawowe-pojecia-z-geogr-turyzmu-wyklad-ii,154.html):

1. S. Medlik (1995), following the British terminology, associates tourist values and attractions with elements of a tourism product, which attract visitors, and thus play a decisive role in tourists' decisions on choosing a particular area.
2. Z. Kruczek and S. Sacha (1997) consider a tourist attraction as a tourist value enriched by actions aimed at promoting it.
3. M. Nowacki (2000) states that both tourist value and attraction are features or elements of the environment, which evoke interest among tourists and affect the travel decision making process.
4. T. Lijewski, B. Mikułowski, J. Wyrzykowski (2008) consider tourist attractions as tourist values that occur in the natural state or are adapted for use by tourists, who may consider them the object of interest.

According to the dictionary definition, *attraction* means an especially interesting feature that provides pleasure or entertainment (*Uniwersalny...*, 2006). One type of attraction is a tourist attraction which is associated with tourism and tourists. It is usually mentioned in the context of buildings, trails, parks, etc. (Rada..., 2018).

According to this definition, narrow-gauge railways can constitute both an attraction of an area as well as an infrastructure element of an area and its added value.

The evaluation and measurements of tourist attractiveness of Polish voivodeships

Tourist attractiveness of a voivodeship can be measured using the value of voivodeship tourist attractiveness index. Figure 1 presents results of individual voivodeships. The values of tourist attractiveness index in 2016 were determined for each voivodeship using an arithmetic mean of tourist attractiveness index of poviats included in a given voivodeship and cities with poviat rights (c.w.p.r,) in a given voivodeship (*Analiza*..., 2017).

The most attractive voivodeships in terms of tourism include: Małopolskie, Pomorskie and Dolnośląskie, followed by Śląskie and Zachodniopomorskie – that is, voivodeships located in southern and northern Poland, within the coastal bands of the Baltic Sea. The narrow-gauge railway lines are mainly concentrated there (Department of Statistics, Tourism, Sport, Culture and National Heritage and P. Łysoń, Department of Social Surveys and Living Conditions, http://stat.gov.pl/z-prac-studialnych/opracowania-eksperymentalne/analiza-walorow-turystycznych-powiatow-i-ich-bezposredniego-otoczenia,7,1.html).

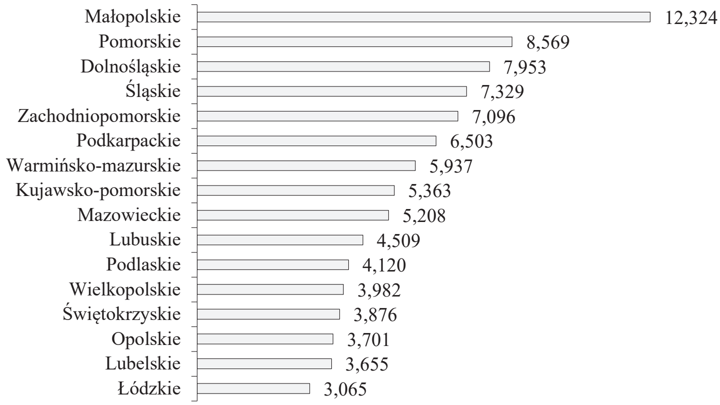

Figure 1. Tourist attractiveness of Polish voivodeships

Source: Information memo 1, the Central Statistical Office (GUS), Warsaw, 20.12.2017[1], p. 20. *Analiza*... (2017).

Narrow-gauge railways in Zachodniopomorskie voivodeship in relation to Poland

Narrow-gauge railways are characterized by a track gauge (the spacing of the rails) which is narrower than the standard 1.435 mm. Narrow-gauge railways have lower transport capacity than a standard-gauge railway, however, they can include larger inclinations and arcs with a smaller radius, making them even several times cheaper to build.

The origins of narrow-gauge railways in Poland date back to the 19th century. Narrow gauge railway had for a long time played an important complementary role to standard gauge railway. Even in the second half of the twentieth century, it was used both in the scheduled service of passenger traffic and in the transport of goods over short distances. Its advantages, such as the relatively low cost of construction and use of infrastructure, allowed it to be used, among others, in places where the use of standard-gauge infrastructure and rolling stock was unprofitable. Nowadays, narrow-gauge railway is only occasionally used for transport of goods. This is mainly due to the intensive development of individual and public road transport. Moreover, its purpose has changed, as it is now used as a tourist attraction that is a part of a given regional tourism product.

In the years 2014–2016, 23 narrow-gauge railways operated in Poland. Its infrastructure varies significantly due to the historical background of every line. In the years 2014–2016, the total length of the railways amounted to 649 km, of which nearly 395 km were exploited in 2016. Significantly smaller length of railways used results most often from the poor technical condition

[1] The memo updates the research work called "The Analysis of values" of 2005, whose results are available in the publication "Tourism in 2015", with the full report presented at the website of the Central Statistical Office (GUS) http://stat.gov.pl/statystyka-regionalna/statystyka-dlapolityki-spojnosci/realizacja-prac-metodologicznych-analiz-ekspertyz-oraz-prac-badawczych-na-potrzeby-politykispojnosci/inne-prace-badawcze. Project co-financed by the European Union from the funds of the Technical Assistance Operational Programme 2007–2013.

of infrastructure that prevents the use of old routes. The largest number of narrow-gauge railways is located in Mazowieckie voivodeship (over 105 km), with only 33 km of them exploited in 2016.

As previously mentioned, the modern narrow-gauge railway most often constitutes a tourist attraction and cultural heritage that provides the opportunity to travel by exceptional historical rolling stock through places that present special natural and historical values. Statistical data confirm its importance in the Polish tourist landscape. Narrow-gauge railways, which possess a safety certificate issued by the President of the Office of Rail Transport, transport more and more people, mainly for tourist purposes. The number of passengers on these railways increased from 761 thousand in 2015, to almost 948 thousand in 2016 (*Kolej...*, 2017, p. 2),

This means that tourists are beginning to appreciate the values of narrow-gauge railways, which often become an additional tourist attraction of a given region, and thus a part of its tourism product. The increasing popularity of narrow-gauge railways also brings additional benefits, as it allows to obtain funds for their maintenance and ensure an adequate level of services. In many cases, the actions that guarantee compliance with the above standards require financial support for railway operations that come from public funds, as well as funding for the implementation of projects under the European Funds or the Swiss-Polish Cooperation Program.

Figure 2 shows the increase in the popularity of narrow-gauge railways in Poland, measured by the number of transported passengers per voivodeship.

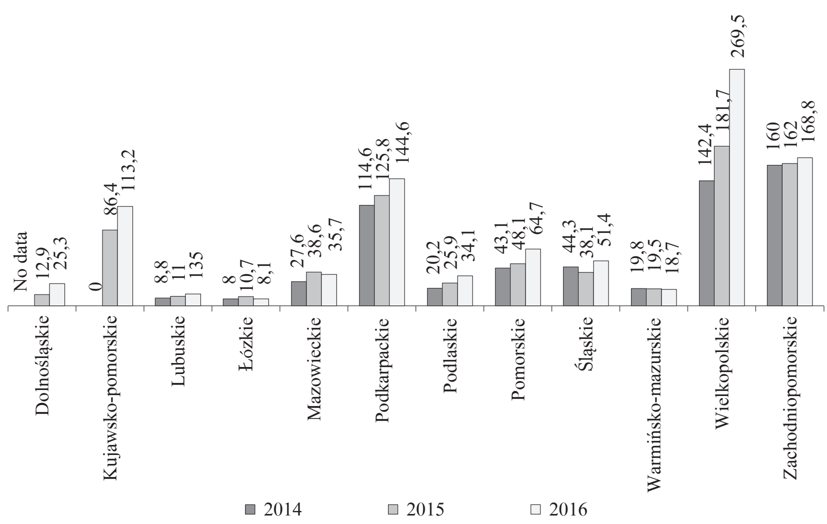

Figure 2. Number of passengers (in thousands) in the years 2014–2016 per voivodeship

Source: *Kolej...* (2017), p. 5.

In 2016, the six biggest narrow-gauge railways transported almost 3/4 of passengers. Among popular railways can be found those whose main advantage is natural conditions, namely Seaside

Narrow-Gauge Railway (Rewal), Bieszczadzka Forest Railway, Żuławska Suburban Railway, as well as a narrow-gauge railway that constitutes a city attraction, i.e., the Park Railway Maltanka*,* Pleszewska Narrow-Gauge Railway that resumed their operation in 2015.

The largest number of trains was launched by railways in Wielkopolskie, Zachodniopomorskie, Śląskie and Podkarpackie voivodeships. The number of trains in Wielkopolskie voivodeship results from the operation of the Park Railway Maltanka, which is a city attraction dedicated to children, and regular connections offered every day by Pleszewska Narrow-Gauge Railway. In Podkarpackie and Zachodniopomorskie voivodeships, the biggest number of trains is launched in the summer season, when the tourist traffic and thus a large number of travellers, can be observed, as shown in Figure 3.

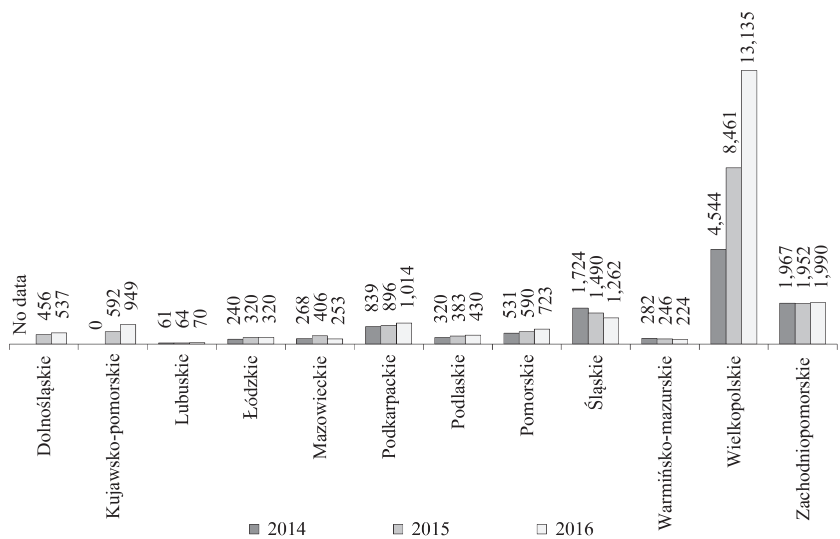

Figure 3. The number of trains launched in the years 2014–2016 per voivodeship

Source: *Kolej...* (2017), p. 7.

A characteristic feature of narrow-gauge railways is their considerable diversification, among others, in terms of route length. In 2016, the most exploited narrow-gauge railways were located in Wielkopolskie, Zachodniopomorskie and Podkarpackie voivodeships. The ratio of the exploitation index to the number of trains running is important due to the costs incurred by the organizers of narrow-gauge railways when running longer routes. Railways that offer transport on longer routes run a relatively low number of trains compared to those that offer transport on routes up to several kilometres. This is noticeable, among others, when comparing Wielkopolskie and Podkarpackie voivodeships. The costs of their operation are related to, inter alia, maintenance of narrow-gauge railway infrastructure, vehicles and technical facilities as well as employees' remuneration.

The characteristics of narrow-gauge railway in Zachodniopomorskie voivodeship

At the beginning of the 20th century, a narrow-gauge railway network with a total length of 740 km existed in Pomorze Zachodnie (Western Pomerania) and it was one of the largest of its kind in Europe. In 1945, these railways were taken over by PKP, however, due to the significant war damage and infrastructure theft, some routes were not rebuilt.

The dynamic development of railways at the beginning of the 20th century led to the development of economy of Pomorze Zachodnie region. In the post-war years, rail transport became unprofitable and was dominated by road transport.

The attractiveness of the narrow-gauge railway results from the fact that it constitutes an interesting form of spending free time and learning about monuments or nature, as well as plays a role of everyday means of transport, and, in many cases, a mainstay of tradition and history of the railroading. Very often, the narrow-gauge railway hides "rara avis" of railroading, such as historical vehicles and infrastructure. In most cases, it is the railway transport fans who take care of this heritage form and share their knowledge about the history, construction, and purpose of individual objects (*Kolej...*, 2017, p. 16).

Nowadays, only two narrow-gauge railways are used in summer, namely Gryfice–Pogorzelica and Koszalin–Manowo. Another route Połczyn Zdrój–Barlinek is already in plans (http://morzeprzygody.eu/?page_id=567).

Nadmorska Kolej Wąskotorowa (Seaside Narrow-Gauge Railway) started operating on the route from Gryfice to Niechorze on 1 July 1896. At the beginning, trains ran on 750 mm spacing rails. As late as in 1912, rail spacing was widened to 1,000 mm, which significantly facilitated freight transport between Gryfice and Niechorze. Due to the lack of investment, the infrastructure and rolling stock of narrow-gauge railway underwent gradual devastation. To prevent its total destruction, Gryficka Kolej Dojazdowa was entered into the register of historic monuments in 1995. This, however, did not change its poor condition, and when in the 90s the maintenance of the Gryfice–Trzebiatów railway line was no longer profitable, PKP decided to close the line. In 2002, the local government of the Rewal commune signed a contract with the Directorate of PKP and the Minister of the Treasury on the takeover against payment of the rolling stock together with the infrastructure and Gryfice–Trzebiatów railway line, whose total length amounted to 61 km (http://morzeprzygody.eu/?page_id=567).

The new perspective and chance to develop Rewal railway occurred as late as in 2004, after Poland's accession to the European Union, when Rewal municipality, in cooperation with the West Pomerania Marshal's Office, applied for EU subsidies and started one of the greatest investments of recent years – revitalization of Seaside Narrow-Gauge Railway. As a part of revitalization works, an old 10 km railway line was modernized on the Trzęsacz–Pogorzelica route. Moreover, railway rolling stock was renewed by restoring old carriages and equipping them with heating systems and modern toilets, while locomotives and wagons were painted in new colours. Furthermore, historic station buildings were renovated and 3 new stations were built. In 2013, under resolution of council of Rewal municipality, a company called Seaside Narrow-Gauge Railway based in Pogorzelica was established. The company is currently an operator of narrow-gauge railway transport on Gryfice–Pogorzelica route (http://morzeprzygody.eu/?page_id=567). Since May 2018, public trains of Seaside Narrow-Gauge Railway have been running daily on the route Gryfice–Trzęsacz (one pair) and Trzęsacz–Pogorzelica (five pairs). The trains are going to run until the end of September. Ticket prices for individual tourists depend on the route section. The carrier offers daily and family tickets (http://morzeprzygody.eu/?page_id=567).

The first line of the Koszalin Narrow Gauge Railway of total length of 32.2 km, from Koszalin to Nacław village, was opened in 1898. However, after the end of the war in 1945 and the takeover of the administration by PKP, all the lines were closed. Some of them were reintroduced only for a short period of time, and in 2001, the last line from Koszalin to Świelino was closed. It was not until 2005 that Towarzystwo Miłośników Koszalińskiej Wąskotorówki (the Association of the Koszalin Narrow-Gauge Railway Enthusiasts) was established, whose main goal is to reactivate the line on the Koszalin–Świelino route. The initial test runs on Koszalin–Manowo took place in 2008. Until today, the association organizes trips to Manowo during summer holidays, also allowing tourists to transport bicycles (http://morzeprzygody.eu/?page_id=567).

Since May 2018, Koszalin narrow-gauge-railway started providing publicly available transport. One pair of trains runs daily between Koszalin–Rosnowo Ośrodek. This several-hour excursion includes various attractions such as visiting hydroelectricity plant or trips with a guide. The tickets can be booked or bought directly at e-podroznik website. Further regular publicly available trains are planned for weekends in June and will operate until the end of September.

In 2011, at the Pomeranian Dukes' Castle in Szczecin, a letter of intent was signed, whose subject was the cooperation within a project called "Revitalization of the closed railway line no. 410 on the section: Połczyn-Zdrój–Złocieniec–Wierzchowo–Mirosławiec–Kalisz Pomorski–Drawno–Choszczno–Pełczyce–Barlinek, for the development of active tourism – Bałtycka Kolej Turystyczna". The signatories of the letter included Zachodniopomorskie voivodeship – a supporting entity, Kolej Bałtycka SA (the Baltic Railway SA) – project coordinator, and such municipalities as Barlinek, Choszczno, Drawno, Kalisz Pomorski, Mirosławiec, Pełczyce, Połczyn-Zdrój, Wierzchowo, Złocieniec. The idea is to use the closed railway line no. 410 of total length of 141 km for the purpose of tourism and creation of a new tourism product – draisine. Such kind of tourism is gaining in popularity in Germany and Scandinavia, whereas in Poland there are already several companies that provide draisine tourism. The basis for development is the takeover of railway lines by the interested entities from their current owner. It is to be hoped that this tourist attraction will become open to public as soon as possible, as narrow-gauge railway managers are aiming at running tourist steam traction trains (*Parowozy...*, 2018).

Conclusions

The increased popularity of narrow-gauge railways among tourists corresponds with the general increase in popularity of railways among passengers, especially those travelling for tourist reasons. However, in many cases, the number of passengers using narrow-gauge railways is too small to guarantee funds for the proper maintenance of infrastructure and vehicles. The existence of narrow-gauge railways depends on the sources of additional financing. Therefore, local associations and government authorities support the maintenance of tourist narrow-gauge railways. On the other hand, the interest in railway heritage, including steam traction and old devices related to railway traffic, is growing. The rarer these objects become, the more interest they arouse.

On the basis of these considerations, it can be stated that narrow-gauge railway may be developed best when it complements and integrates the tourist offer while simultaneously satisfying the demand for transport services, which, in turn, makes it an integral element of the regional tourism product.

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Kolej wąskotorowa jako atrakcja turystyczna na przykładzie województwa zachodniopomorskiego

Słowa kluczowe

koleje wąskotorowe, atrakcja turystyczna

Streszczenie

W artykule omówiono istotę atrakcji turystycznej jako elementu produktu turystycznego. Przyjęto, że koleje wąskotorowe stanowią często atrakcję turystyczną, ciekawą formę spędzenia wolnego czasu, poznawania zabytków i zakątków przyrody, środek transportu, oraz element tradycji i historii kolejnictwa.
Celem artykułu jest omówienie znaczenia przewozów kolejami wąskotorowymi jako atrakcji turystycznej regionu na przykładzie województwa zachodniopomorskiego. W realizacji celu przyjęto metodę desk research w odniesieniu do dostępnej literatury oraz wyników badań wtórnych prowadzonych na zlecenie Urzędu Transportu Kolejowego oraz GUS. Analiza obejmuje przewozy kolejami wąskotorowymi w Polsce w latach 2014–2016. Artykuł ma charakter badawczy.

EVALUATION OF THE POSSIBILITY TO USE SPORT AND RECREATION FACILITIES IN POZNAŃ

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Keywords: sport and recreation infrastructure, sports and recreational services, surveys

Abstract

The importance of sport, tourism and recreation in the development of cities and regions in the world is an already known and indisputable fact. A modern city possesses various public spaces where social activities take place, and where sport and recreation areas constitute a specific and attractive offer. Sport is an important field of activities carried out by authorities in Poznań, where spending on physical culture is among the highest in the country and is equal to the EU average in this respect.

The aim of this article is to evaluate the possibility to use sport and recreation facilities in Poznań and sports-recreational activities offered there. In order to achieve this goal, questionnaire surveys were conducted among 39 service providers and 1,159 service recipients at selected sport-recreation facilities in Poznań. The analysis of service recipients' opinions, who were divided into amateur and professional athletes, has shown that both studied groups highly evaluated the level of equipment in sport and recreation facilities, the availability of services and the range of sports and recreational activities. The applied significance test of variances of tested variables between groups made it possible to distinguish significant differences in the distribution of analysed features and it reflects the diversity of opinions in the studied groups. These differences result from various expectations of professional and amateur athletes who use sport-recreation facilities regarding policy effectiveness performed by the City Government of Poznań.

Introduction

The importance of sport and recreation in the development of cities and regions in the world is an already known and indisputable fact. At first, the role of sport and recreation in the activation of urban economy was discussed mainly in the United States (e.g. Baltimore, Boston), and later in the United Kingdom (e.g. Glasgow, Bradford, Edinburgh), France (e.g. Lyon), and Spain (e.g. Valencia). The European Union underlines the increasing importance of sport for the economy of the Community (Basińska-Zych, Bosiacki, 2011). For over a dozen years, the awareness of the significance of sport and recreation for the development of modern cities has been also increasingly growing in Poland.

The role of sport and recreation in cities may be treated as a factor that improves the quality of residents' life (social aspect), activates local economy (economic aspect), enriches the city image (psychological aspect), and restores urban space (cultural and spatial aspect).

"The Strategy of Sport Development in Poland until 2015" programme (the Ministry of Sport, 2007) identified necessary measures to achieve physical education and sport at the level comparable to the one in the developed countries of the European Union. This strategy distinguishes three priority activities: popularizing sport for all, increasing the level of sport results and developing sport and recreation infrastructure. The necessity to create such strategies results from rapid changes in the broadly understood environment as well as intensification of globalisation processes or competition between cities (for tourists, investments, funds).

A modern city possesses public spaces where social activities take place, and where sports and recreation areas constitute a specific and attractive offer. Although it is dedicated first and foremost to residents of a given city, it may also constitute an element expending tourist offer. Therefore, it enriches the urban environment with a function that often goes beyond its local impact, and thanks to the mass media, it is promoted even on a global scale. Sport, tourism and recreation are not only present in the spatial-functional structure of every city, although at different levels, but they are also exceptional and incomparable with other phenomena. Thanks to the variety of sports and recreation disciplines and purposes (for competitive and recreational sports), the sport-recreation infrastructure creates various spatial forms.

The importance of sport, tourism and recreation in the local development strategies is increasing every year. In order for local governments to achieve success, they need a long-term, consistently implemented strategy to support sport and recreation (Kogut-Jaworska, 2011).

The implementation of city development strategies is supported with the use of proper combination of marketing tools, especially promotional, which are supposed to gain clients interested in a product offered by a given place (Rogala, 2011). The effectiveness of promotional activities can be analysed at various levels, examining, among others, the opinion of service providers and recipients, who use sport and recreation facilities.

The aim of this article is to evaluate the possibility to use sport and recreation facilities in Poznań and sports-recreational activities offered there in the scale of the entire city and a district where service recipients live.

Research methods and techniques

Research material

In order to achieve the objective presented in this article, a survey (a standardised interview method) was conducted. Nonprobability sampling of respondents (service providers and service recipients) was carried out in selected, year-round sport-recreation facilities. There are over 800 objects in the city of Poznań, which in the administrative nomenclature are referred to as sport and recreation facilities. This places Poznań at a favourable place among the members of the WHO Healthy Cities Network. The location of sport and recreation facilities in Poznań is proportional to the size of individual city districts: twice as many in Nowe Miasto, Stare Miasto and Grunwald as compared to the small districts of Jeżyce and Wilda. The managers of the sport and recreation facilities are the city authorities or natural persons. The availability of many facilities is limited due to subordination or the requirements of the clubs and sports organizations to which they belong. Whereas, the facilities that are fully open to public are playgrounds, ski slopes, equestrian centres, bowling alleys, tennis courts and indoor pools (data of the Poznań City Hall, 2012).

The above-mentioned data were the reason for choosing closed sport and recreation facilities, which were made available to residents of the city of Poznań, and allowed selection of respondents (service providers and recipients) in the sport and recreation facilities under study.

39 service providers (managers of a sports and recreation facility) and 1,159 service recipients (using the services of a given sports and recreation facility) took part in the survey, which was carried out at tennis courts (16 facilities), indoor pools (12 facilities), and fitness clubs (11 facilities) in Poznań (Table 1).

Table 1. The number of surveyed facilities and questionnaires carried out in individual facilities, by type

Type of a surveyed sport and recreation facility	Number of the surveyed sport and recreation facilities	Number of questionnaires
Indoor tennis courts	16	480
Indoor pools	12	360
Fitness clubs	11	319

Source: own study.

Research methods and techniques

During project implementation, tests were carried out using primary data. The surveys (conducted using a standardised interview method) were chosen in order to collect primary data concerning the pace and directions of changes (trends) in sport and recreation facilities of the city of Poznań, with particular attention paid to distinguishment and hierarchization of factors determining this development.

The questionnaires were directed to two groups of respondents. The first group included service providers (managers or owners) of sport and recreation facilities in the city of Poznań, while the other comprised service recipients (residents of the city of Poznań using the services offered in the examined sport and recreation facilities). In addition, service recipients were divided into a group of professional athletes, and people who have never been engaged in competitive sport.

Both groups of respondents could choose YES or NO answer in the questionnaire, and express their level of satisfaction/evaluation on a specified 1 to 10 point scale (1-unsatisfied, 10-very satisfied). The following research methods have been applied to perform the analysis of studied phenomena: descriptive statistics, histograms, test for equality of means (ANOVA) and tests for equality of variances.

Research results

The article evaluated the possibility to use sport and recreation facilities in Poznań as well as sports-recreational activities offered at them in the scale of the entire city and a district where service recipients live. Service recipients rated (from 1 to 10) the level of satisfaction with the availability of sports and recreational services in the scale of the entire city, and the possibility of using sport and recreation facilities in the place of residence together with the level of satisfaction with the availability of sport and recreation facilities on a scale (from 1 to 10) (Figures 1 and 2, Table 2).

The level of satisfaction with the availability of sport and recreation facilities in the city among both amateur and professional groups was similar. The minimal difference in the evaluation, presented in Figure 2, concerns the highest rates (9 and 10 points) given by professional athletes. In both groups, the values of kurtosis are relatively high, which indicates an occurrence of unusual values, in this case a high percentage of grades from 9 and 10 group. The analysis of skewness values, negative in both cases, leads to a similar conclusion, which implies high percentage of rates in the groups above the average.

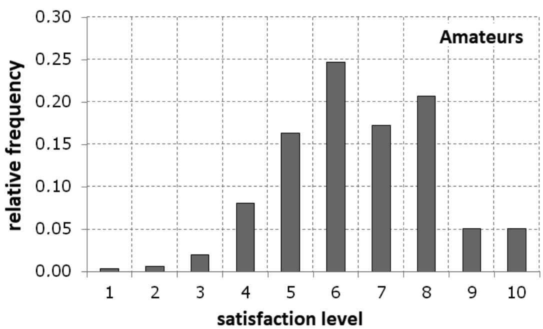

Figure 1. The availability of sport and recreation facilities in the city in the opinion of service recipients (amateurs)

Source*:* own study.

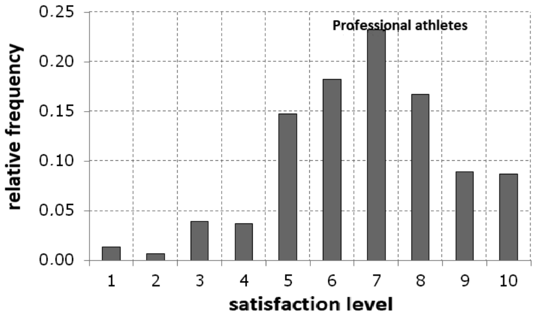

Figure 2. The availability of sport and recreation facilities in the city in the opinion of service recipients (professional athletes)

Source: own study.

Table 2. Statistical characteristics of ratings regarding availability of sport and recreation facilities in the city in the opinion of service recipients

Statistical measures	$\bar{X}$	S	SK	K	N	Test for equality of means *p*	Test for equality of variances *p*
Amateurs	6.414	1.859	–0.555	4.170	683	0.3041	0.0001
Professionals	6.538	2.211	–0.839	4.046	476		

Source: own study.

Figures 4–8 and Table 3 present the level of satisfaction with the availability of sport and recreation facilities in the place of residence, i.e. the city district. The study included the administrative division of the city into 5 districts: Grunwald, Jeżyce, Nowe Miasto, Stare Miasto, and Wilda.

The comparison of five districts in Poznań, in the opinion of the surveyed recipients, clearly indicates Nowe Miasto as the district that offers the greatest opportunities to use sport and recreation facilities. 27.6% of surveyed service recipients indicated this district. Moreover, the applied ANOVA test (test for equality of means and equality of variances) proved the statistical significance of differences in the assessment of particular districts (Table 3). In this way, service recipients expressed their opinions about the sport and recreation offer presented by facilities located in their place of residence (district) (Figure 3).

Figures 4–8 illustrate the level of satisfaction with the availability of sport and recreation facilities in individual districts of the city of Poznań, rated by the respondents. The characteristics of satisfaction levels regarding availability of sport and recreation facilities in individual districts in Poznań indicate Nowe Miasto and Stare Miasto as the highest scored districts. According to the service recipients, the differences between evaluated districts in Poznań, which were presented in table 3, proved to be statistically important ($p < 0.01$). Although the values are close to each other, ANOVA test firmly contradicts the hypothesis of equal averages. This probably results from

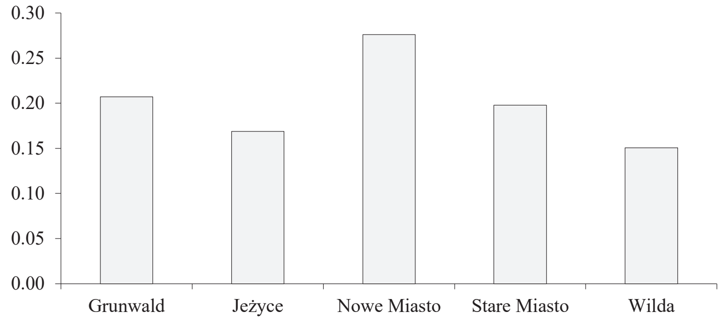

Figure 3. The distribution of possibility to use sport and recreation facilities by service recipients in their place of residence (district)

Source: own study.

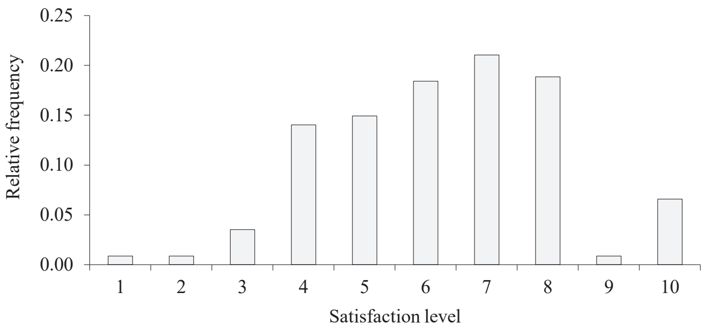

Figure 4. The level of satisfaction with the availability of sport and recreation facilities in the Grunwald district

Source: own study.

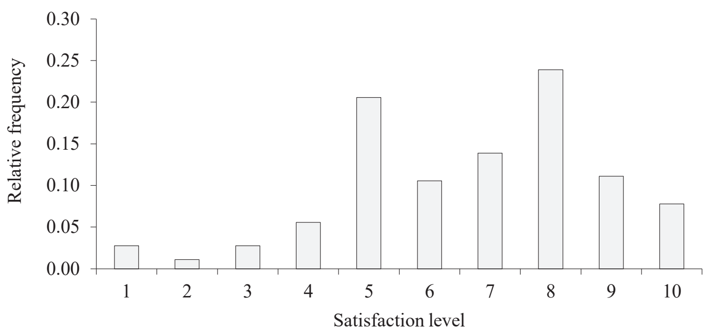

Figure 5. The level of satisfaction with the availability of sport and recreation facilities in the Jeżyce district

Source: own study.

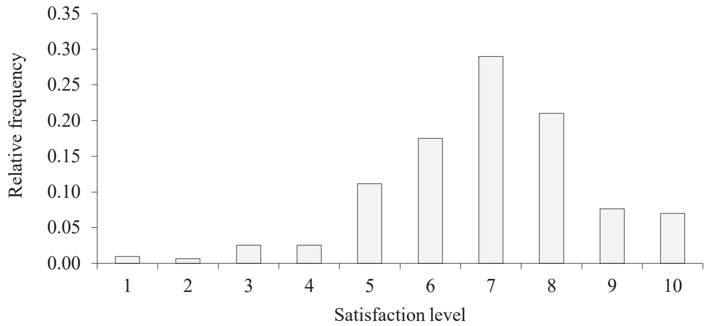

Figure 6. The level of satisfaction with the availability of sport and recreation facilities in the Nowe Miasto district

Source: own study.

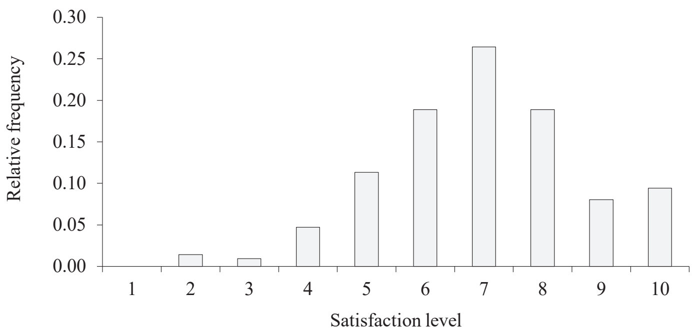

Figure 7. The level of satisfaction with the availability of sport and recreation facilities in the Stare Miasto district

Source: own study.

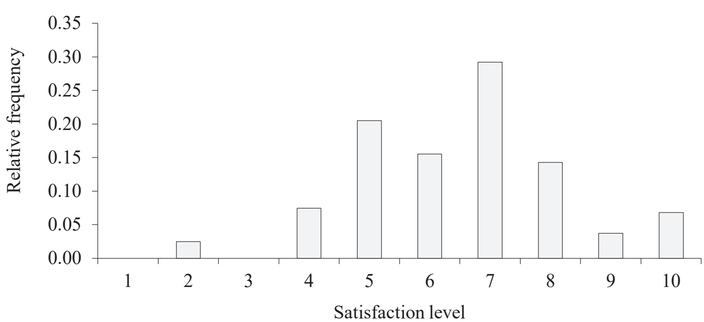

Figure 8. The level of satisfaction with the availability of sport and recreation facilities in the Wilda district

Source: own study.

differences in the distribution observed for Grunwald and Jeżyce. Nevertheless, negative values of skewness coefficient for every surveyed district show that there is a tendency to award points higher than the average. Therefore, it can be concluded that the residents of the city of Poznań are mostly satisfied with the possibility of access to sport and recreation facilities located in the city of Poznań. Thus, it was confirmed that the current state of sports and recreation infrastructure makes it possible for the city residents to actively spend time.

Table 3. The characteristics of satisfaction levels regarding availability of sport and recreation facilities in individual districts in Poznań according to service recipients

District	$\bar{X}$	S	SK	K	N	Test for equality of means p	Test for equality of variances p
Grunwald	5.735	2.486	–0.734	3.319	249		
Jeżyce	5.921	2.907	–0.761	2.698	203		
Nowe Miasto	**6.533**	2.281	–1.233	4.766	332	0.000	0.002
Stare Miasto	**6.206**	2.713	–1.044	3.566	238		
WILDA	5.790	2.610	–0.888	3.393	181		

Source: own study.

Discussion

In the modern world, sport, tourism and recreation constitute an important civilizational, cultural and economic value. Thanks to their specificity, they are an important factor in shaping health, developing habits and pro-health behaviours, as well as they constitute a very desirable form of spending free time. Therefore, the State has a strong interest in the development and popularization of sport. The increase in the level of physical activity of the society can be obtained mainly through activities aimed at increasing the accessibility of sport, as well as the development of a habit of constant striving in order to maintain a certain level of fitness (the Ministry of Sport, 2007). Insufficient access to sport and physical activity constitutes an important constraint to the physical activity of Polish people. By removing this obstacle, the effectiveness of programmes promoting physical activity and healthy lifestyle may be increased (Sieńko-Awierianów et al., 2015).

All citizens are guaranteed common access to physical culture goods by the Constitution of the Republic of Poland (Article 68 (5)). The obligation to ensure real participation in the use of these goods is imposed on both the government and local government. The responsibilities of local authorities in this respect are defined in, first and foremost, the acts on local governments and the Act on Sport of 2010, under which ensuring the conditions for the development of sport is the task of local government units (Śniadek, 2011).

Sport, tourism and recreation are an important area of activity of the authorities in Poznań, who each year devote more than 6% of the city's budget to physical culture. Thanks to that, Poznań achieves a level equal to the EU average in this respect (Bąk, 2010). Expenditure on physical activity is the highest in the country, amounting to 12.3% of the city's budget. Expenditure is channelled towards investments in recreation and sport infrastructure, improvement of conditions for practicing various disciplines or organization of important sport events. One of the strategic goals presented in the City Council Resolution on the Development Strategy for the city of Poznań until the year 2030, implemented on 11 May 2010, is increasing the importance of the city as a centre of sport (Rogala, 2011). From among many tasks envisaged in the programs, particular emphasis was put on the development of sport and recreation infrastructure, revitalization of the urban space for the needs of physical recreation, activity in effort to organize international sport events and creating the image of Poznań as an international sports centre (Śniadek, 2011).

When evaluating the level of satisfaction with availability of sports and recreational services in Poznań, an attempt was made to examine the response to marketing actions undertaken by the City Government of Poznań in the scope of sports and recreational services. However, it must be clearly emphasized that the proper determination of the level of these services significantly depends on promotion, particularly on the accuracy of the selection of promotional instruments. In a situation when physical activity is performed only thanks to the available sport and recreation facilities, sports and recreational services are a condition for undertaking this activity.

Consumption patterns in the sphere of recreational and sports services are in part caused by the implemented economic and social policy, as well as shaped to a large extent by a number of other conditions (factors). Daszkowska divides them into objective and quasi-subjective. Moreover, she distinguishes overall economic factors in these groups on both the demand and the supply side, as well as demographical and sociological ones (Daszkowska, Senyszyn, 1994). The studied availability of sports and recreational services is presented in the group of stimulating, supply factors objectively shaping the consumption of recreational and sports services. The literature on the subject clearly states that the consumption of sports and recreational services in Poland depends on two main factors: those in the sphere of needs and motivations, and broadly understood accessibility.

Conclusions

The summary of the analysis of the service recipients' opinions, divided into amateur and professional athletes, regarding the attractiveness of sport and recreation facilities and the possibility to use them, led to many interesting conclusions. Both surveyed groups highly evaluated the provision of equipment in sport and recreation facilities, the availability of services and the range of sports and recreation activities. Thus, it was confirmed that the current state of sport and recreation infrastructure makes it possible for the city residents to actively spend time. Therefore, the sport and recreation offer provided by the city to residents and tourists should be varied and properly adapted to the requirements, type and nature of the recipients' expectations.

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Ocena możliwości korzystania z obiektów sportowo-rekreacyjnych w Poznaniu

Słowa kluczowe: infrastruktura sportowo-rekreacyjna, usługi sportowo-rekreacyjne, badania ankietowe

Streszczenie

Ranga oraz znaczenie sportu, turystyki i rekreacji w rozwoju miast i regionów świata jest już uznana i niepodważalna. Współczesne miasto w swoich przestrzeniach publicznych posiada różnorodne miejsca aktywności społecznej, w których przestrzeń sportowo-rekreacyjna stanowi specyficzną i atrakcyjną ofertę. Sport to ważny obszar aktywności władz w Poznaniu, gdzie wydatki na kulturę fizyczną należą do najwyższych w kraju i dorównują pod tym względem średniej unijnej.

Celem pracy była ocena możliwości korzystania z obiektów sportowo-rekreacyjnych na terenie miasta Poznania, oraz z oferowanych w nich usług sportowo-rekreacyjnych. Dla realizacji celów pracy przeprowadzono badania ankietowe wśród 39 usługodawców i 1159 usługobiorców w wybranych obiektach sportowo-rekreacyjnych w Poznaniu. Analiza opinii usługobiorców, z podziałem na amatorsko i wyczynowo uprawiających sport, wykazała, że obie grupy badanych wysoko oceniły stopień wyposażenia w sprzęt obiekty sportowo-rekreacyjne oraz dostępność usług i ofertę zajęć sportowo-rekreacyjnych. Zastosowany test istotności wariancji badanych zmiennych między grupami pozwolił wyodrębnić istotne różnice w rozkładzie badanych cech, odzwierciedlając różnorodność opinii w badanych grupach. Różnice te wynikają z rożnych oczekiwań osób wyczynowo uprawiających sport i amatorsko korzystających z obiektów sportowo-rekreacyjnych wobec efektywności polityki Urzędu Miasta Poznania.

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ORGANIZATION AND MANAGEMENT OF TOURIST ATTRACTIONS. CASE STUDIES OF LOWER SILESIA PROJECTS

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Keywords tourist attractions, sightseeing values, organization and management, Lower Silesia

Abstract Tourist attractions are changing dynamically in terms of form, location, scale, and manner of their creation. This thesis is confirmed by the selected tourist attractions of Lower Silesia presented in the paper. They are an important phenomenon for tourism, as they play a special role in creating the regional tourist product. However, the function of tourist attractions in this area is changing. The expectations of tourist traffic participants and tour operators evolve, which results in changes in the market of tourist attractions, considered a complex and efficiently managed tourist product.

Introduction

Tourist attractions are an important component of the tourist market. They stimulate interest in visiting a tourist destination and guarantee visitors' satisfaction. They invite tourists to the region and stimulate demand for other tourist services (Gunn, Rusk, 1979), playing a special role in creating tourist products.

The role of tourist attractions in the tourist activity and contemporary economy is changing. Consumer demands and the innovation of tour operators have led to an evolution and diversification of the sector. Tourist attractions are changing dynamically in form, location, scale, and style.

Selected tourist attractions of Lower Silesia created within the recent 25 years are the subject of analysis in the paper. The criterion for their choice was the high level of interest in the offered tourist product.

Tourist attractions: theoretical approach and current state of research

So far, the term 'tourist attractions' has been rarely used in the Polish literature of tourism economy, and thus has not been clearly defined. Terms similar in meaning are commonly used, such as 'tourist values' or 'sightseeing values' (Rogalewski, 1972). In the English language literature, the notion of 'tourist value' is infrequent; the synonymous 'tourist attractions' are rather referred to. In its broad sense, a tourist attraction denotes a place which attracts tourists' attention because of its specific characteristics. Literature also provides related terms, such as German 'touristische Attraktionen' and French 'attractions touristiques'.

The notion of tourist attractions was introduced by E. Cohen (1972), who stated that visiting tourist attractions was the main purpose of mass foreign tourism. He divided the attractions into the real ones, appealing because of their specific features, and artificial ones, 'invented' for tourists. According to Cohen, a feature of mass tourism is 'adding attractiveness' to tourist attractions. He claimed that even 'natural' attractions were made more attractive for the sake of tourism consumption. Since then, numerous definitions of tourist attractions have been developed. Among the earliest ones is that by D. Lundberg (1985), referring to attractions as anything that interests tourists: tourist attractions include all the elements that make tourists leave their homes. A. Lew (1987) depicts tourist attractions in a similar way.

For B. Goodall (1990), tourist attractions are particular places, often unique, such as the natural environment or a monument of history. Z. Sawicki mentions artistic events (2016) and spots events (2013). K. Podemski (2004) perceives tourist attractions in a broader way, including price levels, local population attitudes towards tourists and tourism, tourist facilities, and infrastructure.

Contemporarily, the systemic definition by D. MacCannell (2002) contributes much to the discourse: a tourist attraction is an empirical relation of the tourist, the sight, and the marker (information on the place).

The term 'tourist attractions' is difficult to define. The existing definitions differ in terms of objectives, disciplinary approach, and applicability. J. Swarbrooke (1995) divides attractions into four groups:

- natural tourist attractions,
- works created by man for a purpose other than attracting tourists, which over time have become attractions,
- places designed from scratch as attractions,
- cultural, sports, and religious events, festivals, Olympic Games, etc.

Another classification suggested by J. Swarbrooke (1995) is the following:

- basic attractions (the main reason for traveling and the main place of spending time),
- secondary attractions (the ones ‘on the way’).

With this understanding of tourist attractions, the tourist values should be seen as a more general, objective category, encompassing the characteristics which provide a potential basis for tourist phenomena development. Tourist attractions, in turn, seem to be a subjective category, as they require appropriate organization and promotion. Tourist attractions can be created anew, even in areas primarily devoid of tourist values.

In tourist economy, tourist attractions are treated as a specific tourist product. It is generally recognized in the literature that a tourist product is a complex set of tangible and intangible characteristics including usefulness and functional, social, and psychological benefits. Its market value is also considered. These features form the core of the product or its essence, the core being the main advantage that the tourist wants to take. S. Bosiacki and J. Sikora (1999) point out that the basic product, i.e. tourist attractions in their essence, contains basic values meeting specific tourist needs and constitutes the basic version of the choice.

What is important in this respect are the properties and attractiveness of the product, i.e. of the tourist attraction. The concepts of ‘expected product’ and ‘extended/enriched product’ are also bound with this issue. The expected product is a set of additional features that the customer expects when buying the basic product (e.g. uniqueness, quality, price). In turn, an extended/enriched product is a product offered ahead of expectations. It contains additional benefits that make the offer distinctive. All these elements constitute the potential product, of possible interest to the customer. Moreover, the tourist attraction as a product includes the capacity of further development, encouraging tourists to visit the site again and to pass on positive opinions.

It is worth to recall the opinion of Z. Kruczek (2002, 2005) pointing out that many attractions are accompanied by tourist traps, designed to draw money from tourists. The author states that although such products meet the definition of tourist attractions, the extremely extensive commercial setting is inadequate for the quality of the product core.

Tourist attractions are the subject of interest of social, economic, natural, and spatial sciences. In Poland, tourist attraction research have been performed mainly by M. Nowacki (2000a, 2000b, 2002, 2003), and also by Z. Kruczek (2002), K. Podemski (2004), K. Kożuchowski (2005), and the Institute of Tourism (Byszewska-Dawidek, Kulesza, 2004).

Genesis, management, and structure of the tourist product of selected tourist attractions in Lower Silesia

The analysis involved the Museum of Industry and Railway in Silesia in Jaworzyna Śląska, Museum of Gold Mining and Metallurgy in Złoty Stok, and Arboretum in Wojsławice. The aim was to answer the following questions:

- What was the genesis and the organizational process of the facilities?
- What kind of entities participated in the creation of the projects and who financed them?

- What is the structure of the offered tourist products and how does it influence tourism interest?
- Have the analysed undertakings contributed to local socio-economic activation, and to what extent?

Museum of Industry and Railway in Silesia in Jaworzyna Śląska

The museum operates on the premises of the former Polish State Railways locomotive facility. In 2004, the Museum of Steam Locomotives created there was handed over to the municipality of Jaworzyna Śląska.

The Museum of Industry and Railway in Silesia is now a social institution, supervised by the Ministry of Culture, with the status of a public benefit organization. It is financed by the Founder and the statutory activity. The main objective of the museum is to protect the technical heritage in Silesia and to implement didactic and scientific activities. Since January 2017, the museum has been a part of the Foundation for the Protection of Silesian Industrial Heritage, a non-government organization.

The exposition is the basic element and core of the potential tourist product and contains the values meeting the cognitive and educational needs of tourists, constituting the basis for choosing the museum as a tourist destination. The expected tourist product is historic railway machinery and equipment, as well as an exhibition of historic motorcycles or radio receivers. The extended/enriched product includes trips and festivals. Taking into account the specificity of the exhibition, the tourist product turns out extremely popular, as in years 2014–2017 it was attended by 55–65 thousand people per year.

In the early 1990s, Jaworzyna Śląska had hardy any significance in the tourist structure of Lower Silesia. It was the unique Museum of Industry and Railway in Silesia that contributed to perceiving Jaworzyna Śląska as a place of tourist attractiveness. The increasing tourist traffic and the consequent demand for tourist services resulted, among others, in developing three hotels and four catering facilities.

Museum of Gold Mining and Metallurgy in Złoty Stok

It is located in the former gold mine in Złoty Stok, dating back to the 13th century. In 1962, mining and metallurgy were definitively discontinued here and the mine was sunk within a short time as a result of natural water circulation.

In the early 1990s, the decision was taken to make the abandoned and flooded mine available for tourism. In 1996, the underground tourist route was launched. Year 2001 was a breakthrough for the facility, as Elżbieta Szumska became the majority shareholder of the management company. She initiated an ambitious program to expand the exhibition and the range of tourist services. The Golden Mine is now a unique attraction on a European scale. The museum is visited by about 250 thousand people every year.

Still in the 1990s, Złoty Stok, a town situated on an important tourist route, did not stand out in the tourist structure of Lower Silesia. Currently it is an important tourist destination. The particular success of the project was determined by the quality and complex structure of the tourist product.

The underground tourist route and the exposition are the basic elements and core of the potential tourist product, constituting the basis for choosing the museum as a tourist destination. The expected tourist product is the Forest Adventure Park, the Paintball City, the Medieval Technology Park, and the Labyrinth of Fear. The extended/enriched product includes hotel and catering facilities.

The project joins a museum function and a commercial function. This is reflected in the range of the supplementary offer. The museum also plays an important city-forming role, providing employment to about 300 inhabitants.

Arboretum in Wojsławice

The natural values of the Niemcza-Strzelin Hills created favourable conditions to establish a romantic garden in Wojsławice in the mid-19th century. However, the wasteful exploitation resulted in a gradual devastation of the facility.

In 1977, the Commission of Botanical Gardens and Arboreta in Poland gave the Wojsławice park the arboretum status, and in 1983, the facility (almost 5 ha) was entered into the register of monuments of culture. Since 1988, the Arboretum, now with the area of 62 ha, has been a branch of the Botanical Garden of the University of Wrocław. The University has obtained significant resources from the Lower Silesia Regional Operational Program and from the European Union targeted funds. In the late 1990s, intensive works were undertaken to adapt the natural environment of the Arboretum to the tourist traffic needs and to create a modern tourist product on its basis.

The commercial success of the Arboretum is mainly conditioned by its structure, tourist product quality, and favourable location. The basic elements and core of the potential tourist product are the historic part, the National Collection of Rhododendrons of the Lusatian Race, boxes, and the biggest European collection of daylilies. The numerous exhibitions, competitions, and concerts constitute the expected product, and the considerably developed infrastructure creates the extended/enriched product.

Over the last five years, the Arboretum has been visited by approximately 70 thousand domestic and foreign tourists per year. It is gradually becoming an important factor in the social and economic activation of the nearby Niemcza.

The rich tourist potential of Niemcza has been adequately appreciated in the plans and programs of tourist spatial development of the whole country and Lower Silesia. However, the progressing degradation of the town, and the deteriorating aesthetics and technical condition of historic buildings result in a low tourist interest.

Conclusions

Attractions play a specific role in creating tourist product. This role, though, is undergoing constant changes. The expectations of tourist traffic participants and tour operators evolve, modifying the tourist attractions market.

Tourist attractions change dynamically in their form, location, scale, and way of creation. This is depicted in the three presented tourist attractions of Lower Silesia. Two of them, the Museum of Industry and Railway in Silesia and the Museum of Gold Mining and Metallurgy, promote post-industrial values of the Lower Silesian cultural heritage. The Arboretum joins scientific, didactic, and commercial aims.

At the beginning, the process of creating these projects was similar, with a significant importance of social and public factors, whose activity stimulated local self-governments to develop the centres of tourist reception. Then, however, it turned out that maintaining or supporting the facilities exceeded the capacity of the individual municipalities. As a result, each object represents a different sector of national economy:

- Museum of Industry and Railway in Silesia – social sector,
- Museum of Gold Mining and Metallurgy – private sector,
- Arboretum – public sector.

An important factor determining the attractiveness of the objects is the complex construction of their tourist product. The basic cognitive values are accompanied by an extensive infrastructure offer.

The performed analyses did not reveal differences in the effectiveness of the facilities' organization or management with regard to their ownership. In all cases, the activity aims at increasing the project popularity and recognition on the market. The indicated attractions (products) constitute an area characteristic, already being a target or an environment of tourist migrations of at least regional significance, and their development lets assume that their range of interest will increase to the national level.

In terms of the impact of the described products on the socio-economic environment and the tourist traffic, it should be assumed that it will gradually increase, although their development so far is considered extensive rather than intensive. One can also believe that all indicators of the condition and development dynamics of the presented tourist attractions will contribute to revitalisation and socio-economic and tourist activation of the areas.

It should be stressed at this point that the directions of transformations and management of the discussed attractions adopted by the local governments turned out particularly relevant and despite many organizational and economic limitations led not only to their maintenance, but also to their successive development and stabilization in the Lower Silesia tourist market.

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ORGANIZACJA I ZARZĄDZANIE ATRAKCJAMI TURYSTYCZNYMI. STUDIUM PRZYPADKÓW PRZEDSIĘWZIĘĆ DOLNOŚLĄSKICH

SŁOWA KLUCZOWE: atrakcje turystyczne, walory krajoznawcze, organizacja i zarządzanie, Dolny Śląsk

STRESZCZENIE

Atrakcje turystyczne zmieniają się dynamicznie w zakresie formy, lokalizacji, skali i sposobu kreacji. Potwierdzeniem tej tezy są zaprezentowane w pracy wybrane atrakcje turystyczne Dolnego Śląska, wykreowane w okresie ostatnich 25 lat. Są one zjawiskiem ważnym dla turystyki, gdyż pełnią szczególną funkcję w tworzeniu regionalnego produktu turystycznego. Jednak rola atrakcji turystycznych w tym zakresie się zmienia. Oczekiwania uczestników ruchu turystycznego i organizatorów turystyki podlegają ewolucji, co skutkuje zmianami na rynku atrakcji turystycznych, traktowanych przez nich w kategorii złożonego w swojej konstrukcji i efektywnie zarządzanego produktu turystycznego.

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WOODEN ORTHODOX CHURCHES IN THE MARAMUREŞ REGION – OPPORTUNITIES AND THREATS OF TOURISM DEVELOPMENT

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Abstract This article is an attempt to determine, analyse and evaluate the most urgent problems of tourism development in Romania illustrated by the case of the Maramureş region. The fieldwork was carried out in the period from 2013 to 2017. Not only basic statistical analyses regarding tourist traffic in Romania and the region were carried out, but also literature studies allowing for the evaluation of the scale of the problems. The Maramureş region is a real living open-air museum despite growing tourist traffic, located in the northern part of the country. Wooden Orthodox churches with high steeples are particularly remarkable. In 1999, eight of them were included on the UNESCO List of World Cultural and Natural Heritage due to their uniqueness. However, this extraordinary world of wooden architecture and cultural heritage is being under pressure from increasing tourist traffic. Determining the most burning development problems of this region is the main objective of this study. The authors carried out a SWOT analysis aimed at determining opportunities and threats of tourism development, as it has been stated in the title of the article.

Introduction

"Romania is a country which has had strong ties with Poland for many centuries due to the geographical proximity between the two counties. For more than 300 years Romanian Principality of Moldavia was a direct neighbour of Poland" (Maryański, 1973, p. 5). However, after World War II a negative image of Romania has been widespread in Poland for many years. Nonetheless, a continuously growing number of Polish tourists visiting Romania (Table 1) proves that this stereotype is quickly changing into a positive one.

Nowadays, Romania is one of the most attractive tourist destinations in Europe which has not been fully recognised by tourists. There are numerous tourist attractions, both natural and anthropogenic. A strong marketing "Dracula" brand is recognised throughout the whole continent.

Table 1. Number of tourists visiting Romania in the period from 2000 to 2016 (in thousands)

Number of tourists	2000	2005	2010	2015	2016	2016/2000 (%)
Total	5,264	5,839	7,498	9,331	10,223	194.2
Europe	5,024	5,522	7,098	8,676	9,508	189.3
Poland	102	62	238	355	302	296.1

Source: based on Romanian Statistical Yearbook, 2016 and Călătoriile internaţionale înregistrate la frontierele României în anul 2016, 2017.

Apart from the capital city, Sibiu, Brasov, Sighisoara, Cluj-Napoca in Transylvania, Bran in Wallachi, Oradea in the Crişana region and Timisoarę in Banat (Ilieş A., Ilieş D.C., Tătar, Ilieş, 2017) are among the most frequently visited Romanian cities. However, the region of Maramureş has become one of the most interesting destinations over the last few years. According to the information by National Geographic Traveler Magazine – Maramureş region was classified in the Top 20 mandatory tourist destinations for 2015, summing up a series of criteria: authenticity, sustainability, cultural richness (Mazilu, Gheogheci, 2015, p. 5).

Objective and research methods

The Maramureş regions is a real living open-air museum despite growing tourist traffic. It is located in the northern part of the country, near the border with Ukraine (Figure 1). It is an outstanding ethnographic enclave when one can get to know the culture and old Romanian traditions (Bârcă, Dinescu, 1997; Baias, 2013; Baias et al., 2014). It is a region where the traditional wood architecture remained unchanged. Next to some typical modern buildings, wooden churches, houses and richly ornamented gates are still constructed. Wooden Orthodox churches with high steeples are particularly remarkable. They are among the most valuable monuments of the sacral architecture in Europe. In 1999, eight of them were included on the UNESCO List of World Cultural and Natural Heritage due to their uniqueness.

However, this extraordinary world of wooden architecture and cultural heritage is being under pressure from increasing tourist traffic (Ilieș et al., 2018a, 2018b). Determining the most burning development problems of this region is the main objective of this study. This article is an attempt to determine, analyse and evaluate the most urgent problems of tourism development in Romania illustrated by the case of the Maramureş region. The fieldwork was carried out in the period from 2013 to 2017 during several study visits and field trainings. Not only basic statistical analyses regarding tourist traffic in Romania and the region have been done, but also literature studies

Figure 1. Location of the Maramureș region

Source: Ilieș, Wendt, Ilieș, Herman, Ilieș, Deac (2016).

allowing for the evaluation of the scale of the problems. The Maramureş region itself is well-known to the authors as some of them live there while the others have been visiting it since 2001 while conducting the field trainings (Ilieş, 2006; Ilieş et al., 2009; Ilieş, 2010; Ilieş et. al., 2011). The analyses were based on observations of changes in tourist infrastructure as well as interviews with professional researchers being into the Maramureş tourist market and tourism itself. The authors carried out a SWOT analysis aimed at determining opportunities and threats of tourism development, as it has been stated in the title hereof.

Strengths and weaknesses of tourism development in Maramureş

The name Maramureş was first mentioned in some Hungarian documents which date back to the end of the 12th century. After World War I Maramureş was divided into two parts: the northern part, inhabited mostly by Ukrainians, was incorporated into Czechoslovakia and the southern one into Romania. In 1940 the region was consolidated within the Hungarian borders and after World War II it was divided again. This time, its northern part was incorporated into Ukraine, being part of the Soviet Union at that time and the southern part returned to Romania (Ilieș, Wendt, 2014).

The traditional wooden architecture of the Orthodox churches and houses is undoubtedly the main anthropogenic value of the region (Patterson, 2001; Ștef, 2008). There are also treasures of intangible heritage. Local people are proud of their folk songs, dances and music. Almost every valley has its own unique traditional outfit which people are proud of (Ilieş, Wendt, 2015). Still, the main anthropogenic value of the regions is the wooden architecture of the Orthodox churches. The eight of them which were included on the UNESCO List of World Cultural and Natural Heritage in 1999 represents the richness of tourist values. They are usually oak or beech constructions with characteristic tall belfries and one-tier or two-tier roofs covered with shingle. They reflect all the skills and artistry of local craftsmen.

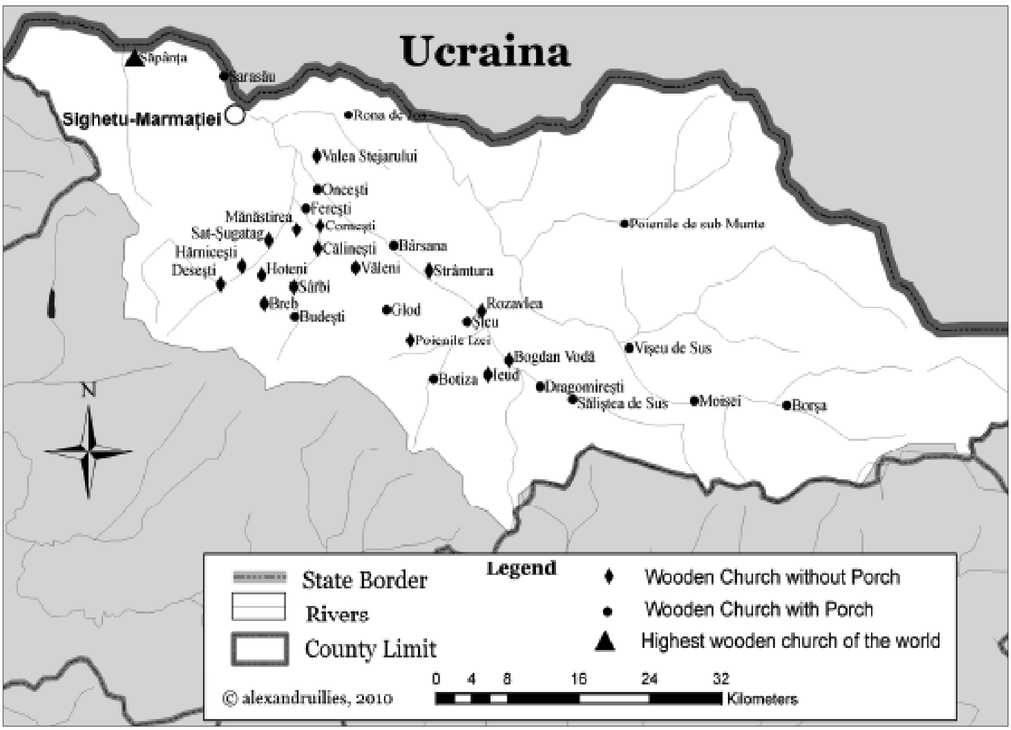

Figure 2. Wooden Churches in the Maramureş region

Source: own study.

Almost a half out of thirty wooden churches have exquisitely carved wooden porches. Moreover, a few of them have four additional small steeples, symbolising that one of the villagers was appointed a member of the board (Table 2). The church in Poienile Izei is one of the oldest buildings in the region. It is not a big one, having a two-tier roof and a valuable interior – a beautiful iconostasis and the eighteen-century 'Last Judgement' scenes by Gheorghe from Dragomiresti on the walls. Another eighteen-century building in Budeşti does not represent a typical architecture of the region. With a height of 38 meters it has a two-tier roof over the whole surface of the building with 14 pillars that support it. The belfry has a dome with four steeples. Inside there are well-preserved artworks by A. Ponehalschi and I. Opris. The church in Rogoz is as old as the previous one yet it also has four steeples on an elongated dome. Inside there is a magnificent wooden chandelier, some Biblical scenes and an iconostasis by R.N. Munteanu (1785). In the attic the 'Codex z Ieud' was discovered, claimed the first document written in Romanian, in the Cyrillic alphabet. An open steeple with a balcony is crowned with a small dome. The 1782 iconostasis by A. Ponehalschi depicts the Last Judgement (Porumb, 2005).

Table 2. The Orthodox churches included on the UNESCO List of World Cultural and Natural Heritage

The Church of	Year	Location
St. Paraskewa "Cuvioasa Paraschiva"	1604	Poienile Izei
St. Nicolas "Sf. Arhanghel Mihail"	1643	Budeşti
St. Archangels Michael and Gabriel "Sf. Arhangheli Mihail si Gavril"	1663	Rogoz
Immaculate Conception of the Most Blessed Virgin Mary "Nasterea Maicii Domnului"	1717	Ieud
Mary the Mother of God Entering the Church "Intrarea Maicii Domnului in Biserica"	1720	Bârsana
St. Archangels "Sf. Arhangheli"	1721	Şurdeşti
St. Paraskewa "Cuvioasa Paraschiva"	1770	Deseşti
St. Archangels "Sf. Arhangheli"	1798	Plopiş

Source: own study.

The church in Bârsana was built in 1720 in place of an old one, burnt by Tatars. Initially it was a conventual church, built out of oak wood with a two-tier roof. A unique two-tier porch was added later. The interior painting, executed by T. Hodor and I. Plojodeste, is varied and has baroque influences. The 54-meter high church in Surdesti, built by master Macarie, is considered the highest wooden church in Romania. It has a two-tier roof with a dome and four steeples. There is also a double tiered porch. The church has a stone floor, unlike most wooden churches. The church in Deseşti dates back to the second half of the 18th century. It has an open steeple with a balcony and a two-tier roof. The iconostasis, made by R. Munteanu around the year 1780, shows signs of post-Byzantine art influences and it displays Biblical scenes. Tourists visiting the church are usually most interested in an extraordinary painting depicting people of different nations present at the Last Judgement – the French, Germans, Tatars, Turks or Jews, all wearing traditional clothes. The church in Plopiş was erected at the end of the 18th century. A one-tier roof is topped with a 47-metre slim tower with four small steeples. The iconostasis was allegedly made by S. Zugravulow in 1810 (Man, 2005).

The weaknesses of tourism development in this region include some typical Romanian problems. They are the absence of government support to tourism, weaknesses in destination marketing, unprofessional practices in the tourism business, low standards of services for visitors, inadequate tourism infrastructure (Mazilu, Gheogheci, 2015, p. 5). In Maramureş the major problem is ongoing changes in the cultural landscape. Another weakness of the region is its location in the most impenetrable part of the country with poor quality transport services and infrastructure.

Opportunities and threats

The Maramureş region is characterised by an intense pace of tourist infrastructure development. During the period from 2007 to 2016 the number of tourists increased by 175%, similarly to the accommodation capacity (Table 3). However, the growing number of visitors and development of accommodation facilities have their price. On the one hand, it can be perceived as a development opportunity, on the other as a threat resulting from excessing the limits of tourist capacity and absorbency.

Table 3. Tourist arrivals (Romanians and foreigners) and the accommodation capacity in the period from 2007 to 2016

Year	Number of tourist arrivals (in thousands)	Accommodation capacity (number of beds)	Changes (%) year to previous year	
			Tourists	Beds
2007	108	3,635	X	X
2008	106	3,995	98.1	109.9
2009	91	4,207	85.8	105.3
2010	92	4,368	101.1	103.8
2011	107	4,629	115.7	106.0
2012	108	4,730	100.9	102.2
2013	109	4,805	100.9	101.6
2014	121	4,636	111.0	96.5
2015	155	5,614	128.1	121.1
2016	189	6,451	121.9	114.9

Source: own study based on: Popescu, Plesoianu (2017).

The already-mentioned changes in the landscape which are directly translated into a significant decrease in quality of tourist spaces are caused by many different factors. One of the most important one, apart from a classic process of modernization, is economic migration of people who usually move to Italy, Spain and France, countries being culturally close to Romania. The migration process triggers money transfers fostering housing investments. The new buildings are most often constructed in the modern architectural style and the landscape they create is a mixture of different Western European landscapes, eclectic and chaotic in its structure.

On the one hand, it is a result of the growing number of tourists followed by the increasing accommodation capacity (Table 3) of new hotels and guesthouses, development of the already existing public swimming zones and swimming pools and organization of different events, like fairs or festivals (Ilieş et al., 2017). On the other hand, the demographic factor plays an important role. When the population is ageing and lots of young people migrate there are no people eager to cultivate old traditional crafts like carpentry, wood carving and others which may contribute to preservation of the wooden architecture of the region. Traditional wooden fences, gates, doors and others are being replaced by modern materials allowing to build fast and economically.

However, there are some positive examples of actions taken in the region which contribute to preservation of the traditional cultural landscape. One of them is construction of a monastery in Bârsana. A new building was built on the outskirts of the village in 1994, right after overthrowing the communist regime. Its exterior resembles old eighteen/nineteen-century Maramureş wooden churches. The complex has a typical wooden gate with a soaring roof. One of the buildings is an Orthodox church of the Twelve Apostles with classic steeples. More and more people returning from emigration modernise their houses in accordance with the requirements of spatial order. In terms of architecture, new hotels and guesthouses more often correspond to the old Maramureş styles and wood, being a traditional construction material, used more and more commonly, both in construction and decoration.

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Drewniane cerkwie regionu Maramureş – szanse i zagrożenia rozwoju turystki

Słowa kluczowe Maramureş, drewniane kościoły, szanse, zagrożenia, rozwój turystyki

Streszczenie

W prezentowanej pracy podjęto próbę wskazania, analizy i oceny głównych problemów rozwoju turystyki w Rumunii na przykładzie historycznego regionu Maramureş. Badania nad problemami rozwoju gospodarki turystycznej w regionie Maramureş przeprowadzono w latach 2013–2017. Poza prostą analizą danych statystycznych dla ruchu turystycznego w Rumunii i w badanym regionie, do oceny wykorzystano literaturę przedmiotu. Region Maramureş, położony na północy kraju, jest prawdziwym żywym skansenem, pomimo wzrastającego z roku na rok ruchu turystycznego. Nadal kultywowane są tradycje drewnianego budownictwa wiejskiego. Cerkiewna architektura drewniana Maramureş jest niezwykła. W 1999 roku osiem z nich, ze względu na ich unikalność, wpisano na Światowego Dziedzictwa Kulturalnego i Przyrodniczego UNESCO. Jednak ten niezwykły świat drewnianej architektury i kulturowego dziedzictwa, tak jak każdy rozwijający się gospodarczo i modernizujący się pod presją wzrastającego ruchu turystycznego region, boryka się z licznymi problemami, których diagnoza stanowi cel niniejszych badań. Podstawą do analizy były obserwacje zachowywania zmian w zagospodarowaniu turystycznym oraz wywiady z profesjonalistami prowadzącymi badania rynku turystycznego i turystyki w Maramureş. W pracy zawarto analizę SWOT wskazującą na tytułowe szanse i zagrożenia dla rozwoju turystyki w regionie.