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PROFESSOR ANDRZEJ MATCZAK

Prof. Andrzej Matczak is the Head of Geography of Hospitality Section, which is a part of the Institute of Urban Geography and Tourism Studies at the Faculty of Geographical Sciences, University of Lodz. He was born on 19th May 1950 in Uniejów. The University of Lodz became a part of his life in 1968, when he started geographical studies at the Faculty of Biology and Earth Sciences. He wrote his MA thesis, entitled *Changes in the forms of land use in the rural areas of Lodz urban agglomeration in 1963-1973 (based on census material provided by the Central Statistical Office)*, under the supervision of Prof. Tadeusz Olszewski. Initially, he worked at the *Wojewódzka Pracownia Planów Regionalnych* (Voivodeship Regional Planning Studio) in Lodz, but soon (1974) moved to the Economic Geography Section of the Institute of Geography at the University of Lodz whose head was Prof. Ludwik Straszewicz. In 1982, Andrzej Matczak defended his doctoral thesis, *The recreational function of the Lodz suburban zone*, prepared under the supervision of Prof. Stanisław Liszewski. He was granted his habilitation degree in 1992 for his work *A model for tourism research: a methodological study*, and the title of the full professor in 2002.

In 1995, Andrzej Matczak was appointed Director of the Institute of Economic Geography and Spatial Organization and, at the same time, Head of the Quantitative Methods in Geography Section at the Urban Geography and Tourism Studies Department, headed by Prof. Stanisław Liszewski. In 1996-1999, Prof. Matczak was the Vice-Dean of the Faculty of Biology and Earth Sciences at the University of Lodz. In 2001, the Faculty of Geographical Sciences was opened at the University of Lodz. As a result of the reorganization within the new department, Prof. Andrzej Matczak took up the position of Head of the Geography of Hospitality Section, which was initially a part of the Department, but in 2007 became a part of the Institute of Urban Geography and Tourism Studies. Andrzej Matczak worked at the University of Lodz as associate professor from 1997 until in 2004 when he was granted the title of full professor. During his working career, he cooperated with other universities as well: the Higher School of Tourism and Recreation in Warsaw (1998-2000), the Institute of Geography at Kazimierz Wielki University in Bydgoszcz (2001-2008), the Higher School of Humanities and Economics in Lodz (2003-2005) and the Faculty of Tourism and Geography at the Higher School of Economics in Bydgoszcz (2008-2012).

Prof. Andrzej Matczak has cooperated with various academic institutions in Lodz and in Poland. In 1995, he joined 'Lodz Society of Sciences and Arts' (Łódzkie Towarzystwo Naukowe). He is also an active member of the Polish Geographical Society, Lodz branch. In 1999-2003, he was the Secretary of the Geographical Sciences Committee at the Polish Academy of Sciences, and in 2016-2020, he was its active member.

Since 1992, Prof. Andrzej Matczak has been a member of the editorial team at the University of Lodz Publishing House, "Acta Universitatis Lodziensis. Folia Geographica Socio-Oeconomica", holding the position of Secretary in 1993-1994. Since 2000, he has been a member of the "Turyzm/Tourism" Editorial Council. He has taken part in numerous study visits and academic internships, both in Poland and abroad, e.g. in Leipzig (1975), Warsaw (1979-1980), Giessen (1983), Berlin (1985), Prague (1989, 1997), Sofia (1990), Tbilisi (1990), Aix-en-Provence (1991), Prešov (1994), Bratislava (1999). In 1994, he received the Gold Badge of the University of Lodz and in 2001, he was presented with the "University of Lodz Service to Society and Science" medal, in 2002 with the Silver Cross of Merit. In 2019, the Faculty of Geography and Regional Studies at the University of Warsaw presented Prof. Andrzej Matczak with the Jerzy Kondracki Award. On 7th January 2008, during a special session of the town council, the decision was made to give Prof. Matczak the title of Honorary Citizen of the municipality of Uniejów.

The academic and research activity of Prof. Matczak is focused around two geographical sub-disciplines: tourism geography and settlement geography. Here are the most important research issues in the field of tourism geography which he has been involved with: methodology of research on tourism flows, transformations of the recreational and tourist functions in suburbs, the location and functioning of tourism enterprises, particularly hotels. Supplementary research has concerned the tourism function of cities and the geographical analysis of the tourism market. The research conducted by the Professor in the field of settlement geography covers the methodology of research concerning the spatial impact of cities by means of analysing the relationships between them and their surroundings, the functional and functional-spatial structure of cities, and the functional-spatial transformations of the suburban zone.

As his major achievement, Professor Andrzej Matczak evolved tourism research methodology. He described it in detail in his postdoctoral dissertation, which appeared in print. This work was an attempt to evaluate the earlier and to indicate the future directions in tourism research. What is more, Professor Andrzej Matczak made an attempt to adjust tourism research methodology to specific empirical conditions of protected (Matczak, 2002c), coastal (Matczak, 2005a, 2005c, 2009a) and urbanized areas (Matczak, 2012). He pointed to the relationship between tourism development and the perception of tourism space (Matczak, 1993a, 1994a, 1996a).

The discussion started by Prof. Andrzej Matczak regarding the recreational and tourist functions of suburban areas was a result of many years of empirical studies, mainly embracing the functional area of Lodz. First, he attempted to describe the tourist function in suburban zone (Matczak, 1984b, 1986a, 1986b, 1986c, 1986d, 1987a, 1987b, 1991a, 1991b, 1991c, 1994b, 1996b). Next, he concentrated on the analysis of tourism colonization processes in this zone (Matczak, 1995a, 1995b). He devoted his latest works on these issues to the pressure of the residential function in summer recreation areas in this zone (Matczak, 2005b, 2009b, 2016a). A summary of Prof. Andrzej Matczak's work on the tourism function is his review article entitled *Research on the tourism function conducted at the tourism geography centre in Lodz* (Matczak, 2015).

Prof. Andrzej Matczak initiated a discussion regarding the location of hotels, as well as the relevant research methodology (Matczak, 2004b; Matczak, Szkup, 2020). The most important works were the result of many years of studying the locations of facilities which provide hotel services in three urban centres: Lodz (Matczak, 1993b, 1998d, 2002b, 2004a, 2011c, 2016b, 2018, 2020); Bydgoszcz (Matczak, Grabiszewski, 2010); and Budapest (Matczak, Napierała, 2004, 2014); as well as on a national scale (Matczak, 2017). The works mentioned above concerned, above all, the development of hotel enterprises and their location policy during the socio-economic transformation in Central and East European countries. The results confirmed that the growth of the hotel industry sector depends on general economic development during the transformation.

The research conducted by Prof. Andrzej Matczak in the field of settlement geography was, above all, on the delimitation of urban region, based on an analysis of migration as well as the functional-spatial transformations of the urban regions under study. They were mostly case studies of small and medium-sized towns in Poland: Brodnica (Matczak, Szymańska, 1998; Szymańska, Matczak, 1996, 1998), Łask (Matczak, 2000b; Matczak, Michalski, 1999), Łęczyca (Matczak, 2002a), Prudnik (Matczak, 1984a), Sępólno Krajeńskie (Matczak, 2011b), Sieradz (Matczak, 1998c; Matczak, Michalski, 1981) and Zduńska Wola (Matczak, 1998a, 1998b). Prof. Andrzej Matczak also published numerous comparative studies regarding these issues (Matczak, 1992, 2000a, 2011a; Matczak, Szymańska, 2000a, 2000b). The results of his research confirmed the particular character of the urbanization process in the functional regions of small and medium-sized towns, where departure from specialization towards the dominance of standard services was of key significance. The urbanization processes in the countries which went through systemic transformation were very different from the urbanization observed in West European countries (Szymańska, Matczak, 2002).

Prof. Andrzej Matczak has published 158 academic works, most of which are his own or co-authored articles or chapters in monographs presenting the results of empirical studies. He has been repeatedly asked to act as a reviewer in doctoral (17), postdoctoral (6) and professorial (4) procedures. He has successfully promoted eight doctoral candidates: Roman Szkup, Ewa Szafrańska, Krzysztof Parzych, Rafał Gotowski, Alicja Gonia, Tomasz Napierała, Andrzej Płoński and Monika Kozłowska-Adamczak. He has supervised 297 MA theses defended at the University of Lodz, 30 – at the Kazimierz Wielki University in Bydgoszcz and 17 – at the Higher School of Economics in Bydgoszcz. He has also supervised 50 BA diplomas at the Higher School of Tourism and Recreation in Warsaw and 51 at the Higher School of Humanities and Economics in Lodz.

Tomasz Napierała

The editors of „Turyzm/Tourism", the employees of the Institute of Urban Geography and Tourism Studies, as well as the whole community of the Faculty of Geographical Sciences at the University of Lodz want to congratulate Professor Andrzej Matczak on his 70th Birthday Anniversary, wishing him health, a lot of joy and prosperity, as well as further successes in his scientific career. Dear Professor, *ad multos annos!*

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SELECTED ATTRACTIVENESS FACTORS OF ACADEMIC CONFERENCES AS A PRODUCT ON THE INTERNATIONAL TOURISM MARKET

Abstract: The paper identifies selected determinants of attractiveness of international academic conferences as products on the contemporary international tourism market, especially on the business tourism market. To achieve this aim, methods of analysing the literature, reports, synthesis, along with passive and active observation were used. In addition, a direct survey using a research questionnaire via a website and addressed to participants on an Erasmus International Week in Kaunas was made. Some of the most important conditions of the attractiveness of the conference for participants, including transport and information accessibility as well as to the originality of the destination and the leisure program for participants, were indicated. Contemporary international academic conferences lasting a few days epitomize multiple products on tourism market. The article is empirical, but it also presents ideas for the development of conferences as attractive products in the contemporary economy of the European Union.

Keywords: tourism product, system product, meetings industry, international conference.

1. INTRODUCTION

The global tourism market is still developing (WTTC, 2018). Business tourism is developing as a very important part of tourism (related to travel to meetings organised outside the place of permanent residence of participants). It is driven by the needs of organizers and the professional activity of the visitors. The development of products offered on the business tourism market should be the result of a recognition of the needs of their participants (Malekmohammadi, Mohamed, Ekiz, 2011; Breiter, Milman, 2006). This may contribute to their better management, the greater satisfaction of the visitors and to higher delegate expenditure at the destination.

The aim is to identify the determinants of the attractiveness of international conferences as products on the tourism market through the example of an Erasmus+ International Week (EIW) conference. To achieve this, methods of analysing the literature, reports, passive and active observations were used. The authors prepared some questions located on the survio.com website and addressed to the participants of the conference. The main criteria used for the selection of a conference by participants were chosen after reviewing the literature on the subject. The most important determinants are different kinds of transport and current information, as well as to the originality of the destination and leisure program.

Contemporary international conferences, especially those which are academic, are multiple system products on the tourism market (Niemczyk, 2014; Żabiński, 2012). There are certain determinants for tourism attractiveness that have been identified and recognised as success factors for such products as a result of the author's own research. An EIW conference in Kaunas, Lithuania in 2018 was chosen and a direct survey of the participants was conducted. The authors are aware of the limitations of this research. Organizers and managers of business tourism in destinations (both companies and the local administration) can use the conference success factors described here to improve the results of such professional events.

2. INTERNATIONAL CONFERENCES AS PRODUCTS ON THE TOURISM MARKET

Tourism is a social, cultural and economic phenomenon that entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes comprising the activities carried out there (UN WTO, 2010). There are various forms of tourism separated according to different criteria. If the main purpose (reason) of the trip, and the methods of financing and professional activity are taken into account, it can be divided into leisure tourism and business tourism.

Business tourism is related to those travelling for business purposes and is described by the acronym MICE: meetings, incentives, conventions, exhibitions (Dwyer, Forsyth, 1997) or the term 'meeting industry' is used as a synonym (UN WTO, 2010). At the same time, the term business trip may refer to a 'face to face' meeting as well as various forms of group meetings. The term business tourism preferably refers to travel for group meetings (Davidson, Cope, 2003). The UN WTO (2014), for statistical purposes, specifies that group meetings counted as business tourism are those with a minimum of 10 participants, lasting four hours or more, in a rented room. Entities engaged in the planning and implementation of such a meeting are on the supply side of the business tourism market, while institutional 'purchasers' and participants, are on the demand side (Cieślikowski, 2014).

The business tourism market can be separated from the general term due to the object of the transaction, which is a business meeting (business event) on the market. Planning and implementation require the cooperation of many different entities providing strictly tourist-oriented services as well as those operating on markets other than tourism, and the local government of the conference destination (Berbeka, Borodako, Niemczyk, Seweryn, 2014; Borodako, Berbeka, Rudnicki, 2014).

The term 'conference' refers to many types which differ in their number of participants, frequency of implementation, location, financing methods, type of organizer, time of implementation, topics, etc (Cieślikowski, 2014; Sidorkiewicz, 2014; Swarbrooke, Horner 2011; Weber, Chon, 2009).

Adding the word 'international' to the name of the conference suggests a larger scale, significance, use of several languages, as well as participants from other countries (Numella, 2017). International conferences usually last several days, and some of the participants come from abroad (ICCA, 2007; UIA, 2018). Many studies and reports show that foreign participants at such meetings generate higher expenditure in the destination than domestic visitors (Berbeka, Borodako, Niemczyk, Seweryn, 2014; Nummela, 2017). Due to the importance of international conferences, the participants are usually opinion leaders in their professional environment, attaching great importance to their own development as well as that of the organization that has delegated them. Some authors emphasise that the participants of conferences use basic tourist services, and in their leisure time outside the conference program, satisfy the same needs as those of other. This similarity applies to the use of the general infrastructure of the city, cultural facilities and other tourist attractions (Swarbrooke, Horner, 2011).

Analysing contemporary international conferences, treated as products of enterprises and destinations, it can be noted that they have many attributes of system products. According to Żabiński (2012), such products (including complex services, as well as organization and conference services) are:
– ready to satisfy a specific complex of needs and expectations of buyers and solve several of their problems at the same time,
– ready to meet needs assigned to more than one level,
– usually characterised by a high technological level,
– generally innovative products from a market/ consumer perspective,
– capable of improvement in their use or further development,
– branded products (by definition, new product categories),
– characterised by network connections (they are often created when a producer/ manufacturer/ service provider interacts with networks of component suppliers or commercial agents).

The products meet the needs of visitors from abroad, too who are interested in various services (local travel, accommodation, restaurants, free time services, guide services, etc.). They expect all needs to be met by the organisers (according to Maslow's hierarchy of needs) during the conference. The participants usually spend more money in the destination than leisure tourists (EIC, 2018), but also expect a high level of services supported by the latest technology (Dwyer, Forsyth, Spurr, 2004). But for organizers and destinations it is very important to understand that conferences can be a branded product (Ayaz, Samata, 2017; Cieślikowski, 2015; Malava, Bénaroya, Digout, Szapiro, 2013; Rogers, Davidson, 2016) and their process of planning and organising requires the cooperation of many entities (Borodako, Kožić, 2016; Crouch, Louviere, 2004). The identification and measurement of participant motivations (official and unofficial) are very important for the attractiveness of a conference as a product on the tourism market.

3. SELECTED SUCCESS FACTORS OF CONFERENCES AS EXEMPLIFIED BY EIW IN KAUNAS

3.1. RESEARCH METHODOLOGY

The success of a tourism product can be considered from the point of view of satisfying the needs of visitors (Lemanowicz, Puciata, 2010) and other entities involved in its planning, its organisation and its offer (Żemła, 2010). There are many studies identifying criteria for choosing venues and destinations in the literature (Cieślikowski, 2014; Crouch, Ritchie, 1997; Fenich, 2001; Gugg, Hank-Haase, 1995; Oppermann, 1996). However, international conferences are very diverse products and meet of the needs of many different groups of participants (both visitors and residents). There are several criteria differentiating these: duration, place, type of participant, motive for participation, etc.

The success of such a tourism product can be understood as the greatest satisfaction of the most important individual needs. It seems very important to identify the tools and forms of communication preferred by participants when they are expecting and looking for information, the means of transport used to arrive there and to satisfy a range of other needs met in the destination itself (accommodation, security, sightseeing etc.).

Taking into consideration the main goals of participants, the sources of financing and the type of insti tutions delegating, it is possible to distinguish 'international conferences' – academic and cultural meetings in which most of the guests came from abroad – from the general group.

An example of such a conference is an 'EIW' type conference. EIWs are multifarious conferences (including several smaller events) that usually consist of academic conferences, workshops and other events and trips with interesting leisure programs (sightseeing, learning about the history of the city, country, cultural performances, etc.). Research centres, universities and schools in EU countries and beyond implement them (Smith, 2018).

The main purposes of participants at the conferences are broadening knowledge, exchanging academic findings, establishing new professional relations, etc. It should be noted that participants will represent different academic centres.

Erasmus+ is an EU administration program for the education, training and development of sport in Europe which will last until 2020. The program is addressed to both individuals and institutions who qualify can take part in EIW conferences or organize their own (ECEC, 2014; European Commission, 2018).

The object of the authors' research was to identify the determinants of the attractiveness of such conferences. Forms of communication, the means of transport used by participants, the main criteria for the selection of an international conference, as well as the motivations of both official and unofficial participants were identified.

Indirect research (desk research) and direct (questionnaire) surveys were carried out. EIW conferences from 2014 to 2018, concentrating on 2017, were subjected to statistical analysis. A direct survey (using questionnaires) concerned participants of the EIW conference in Kaunas (Lithuania) from 19 to 23 March 2018. To create a questionnaire, the authors used elements of the 'servqual' methodology (Zeithaml, Parasuraman, Berry, 1990), as well as selecting the evaluation criteria (features) of conference services from existing studies regarding the conference market (Oppermann, 1995; Oppermann, 1996). To measure the quality of services offered to the participants and to identify the success factors of an international conference a questionnaire was used too.

As a result of a review of the literature and reports on business tourism (NBTC, 2015; Zhang, Leung, Qu, 2007) and other events, including cultural (Ayaz, Samata, 2017) and sporting events (Agha, 2011; Cieślikowski, Brusokas, 2017), a list of 17 factors which, according to the authors, have a significant impact on the choice of location and the evaluation of a conference (service features) was prepared.

The five-degree Likert scale (from 1 to 5) was used to assess the validity and fulfilment of individual factors (Pal, Joshi, Kale, Chandel, 2015). In the case of validity: 1 – meant 'not important for participants' and 5 – 'very important'; while in the case of fulfilment: 1 – 'not fulfilled' in the opinion of participants, and 5 – 'very well fulfilled'. A questionnaire was created and opened on the survio.com website.

The 57 foreign participants of EIW – the conference organized by *Kauno Kolegija* in Kaunas, from 19 to 23 March 2018 – were the research sample. The questionnaire was prepared only for guests from abroad. The total number of participants in this conference was 90, and the 57 foreigners were from 18 different countries and from 29 research centres. From May 1-10, 2018, the participants were sent via e-mail an online questionnaire and a request to respond; 56 answered and the results were subjected to a statistical analysis and interpretation. The authors are aware of the small size of the research sample, however these studies may still be helpful, especially in the selection of key elements of the evaluation of an international academic conference and the research methodology. However, the methodology and results can be used to improve and develop the product and can help to achieve market success by companies involved in the process of preparation and implementation.

3.2. FINDINGS

The total number of EIW conferences that were registered on the staffmobility.eu database (*Staff weeks search*, 2018), on August 30, 2018 was 728. The analysis of information contained on the websites of their organizers makes it possible to see that they are academic conferences, with many workshops and cultural events in free time. 30 to 90 people usually attend them, mainly from other countries. Participation in most is free, and the costs of travelling to the conference and staying in destination accommodation are covered in whole or in part by Erasmus+ program funds.

Respondents to the survey (participants at the EIW conference in Kaunas, Lithuania) came from 29 research centres and from 18 different countries. 26% came from neighbouring countries, with the remaining from countries elsewhere in Europe (58%), and outside (16%). The participants from Lithuania were excluded from the study (the organizer of the event).

In the questionnaire, the participants were asked how they had first obtained information about the event. Most pointed to their supervisor/boss at their work (43% of responses), while 29% indicated e-mail and friends (Figure 1). It ought to be noted that participants could indicate more than one answer.

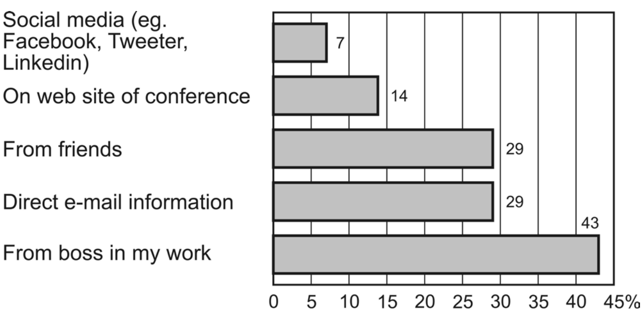

Figure 1. Ways of searching for information by EIW participants in Kaunas
Source: based on research (Cieślikowski, Brusokas, 2019)

These indications show the strong business relationship of EIW. Therefore, communication, promotion and information should be directed at decision-makers in a given organisation or directly to interested parties using direct marketing and personal meetings.

The respondents were asked about their main motivations. They determined 11 likely motivations, on a scale of 1 to 5 (1 – not important, to 5 – very important). The obtained results (Table 1) indicate that the most important motivations are knowledge acquisition (4.29), new professional contacts (4.21) and the promotion of their own organisation (4.00).

Table 1. The key motivations for EIW participants

No.	Motivators	Average rate
1	Acquire knowledge	4.29
2	New professional contacts	4.21
3	Promotion of their own organization	4.00
4	'Personal relations'	3.86
5	Personal development of qualifications	3.57
6	University's (organizer) popularity	3.57
7	Personalised participation certificate	3.43
8	The possibility of recreation in free time	3.36
9	Low participation costs	3.14
10	Other attractions, e.g. membership cards, freebies	2.64
11	A short distance from the university to the accommodation	2.57

Source: based on research (Cieślikowski, Brusokas, 2019).

Another question was related to the level of fulfilment of these factors by the EIW organized by *Kauno Kolegija* in 2018 (the same factors were listed: 1 – fulfilment was 'not enough', up to 5 – 'completely'). The difference between the results for individual features/factors (the difference between expectations and fulfilment) allows an analysis of the attractiveness of the university and the city as perceived by the foreign EIW participants.

The questionnaire responses of EIW participants show that what is important during the selection of a conference are 'novelty of the host university' (4.0) and 'information availability of this EIW' (4.0). On the other hand, the least important were 'accessibility by car' (2.50), 'many shopping centres', 'other business conferences and events at the same time' (these last two features have an average rating of 2.43).

The questionnaire contains two questions related to the 17 different significant features which, according to the authors, influence the success of a well-organized EIW conference. The first is related to how important these features are for the participant when choosing a conference, and the other to what extent these features were met by EIW in Kaunas. On a scale of 1 to 5, the participants had to refer to each feature, 1 – not important to 5 – very important. Next, the participants assessed the fulfilment of these features by the organizers on a scale from 1 to 5, 1 – 'poorly satisfied' to 5 – 'met very well'.

The authors calculated the average for each characteristic, assigned a rating ('rate of importance' in Table 2) and fulfilment ('rate of fulfilment' in Table 2) and compared fulfilment to expectation (the average of rate

Table 2. Choice factors for a conference and their fulfilment in the opinion of participants of EIW in Kaunas in 2018

No.	Factors	The rate of importance (Expectations)	The rate of fulfilment	Result
1	Novelty of host university	4.00	4.14	0.14
2	Information availability of this EIW	4.00	4.14	0.14
3	Diversified conference program	3.93	3.86	–0.07
4	Opportunity to explore the destination and the surrounding area	3.93	3.71	–0.21
5	Prior contact with this university	3.79	4.50	0.71
6	Novelty of host country	3.71	4.14	0.43
7	Novelty of host destination	3.64	4.21	0.57
8	Faculties at this university are similar to my own	3.64	4.14	0.50
9	Accessibility by public transportation	3.64	3.86	0.21
10	Many cultural facilities	3.64	4.00	0.36
11	Varied gastronomic base	3.21	3.86	0.64
12	Many green areas	3.14	3.93	0.79
13	Many cultural and sporting events at the same time	3.00	3.64	0.64
14	Varied accommodation base	3.00	3.86	0.86
15	Accessibility by car	2.50	3.00	0.50
16	Many shopping centres	2.43	3.86	1.43
17	Other conferences and business events at the same time	2.43	2.86	0.43

Source: based on research (Cieślikowski, Brusokas, 2019).

of fulfilment was subtracted from the average rating of expectation). The results expressed the level of success of the organizers in relation to the individual criteria.

Almost all the factors that were evaluated (Table 2) positively show the difference between fulfilment and expectation. Only the 'diversified conference program' (-0.07) and the 'opportunity to explore the destination and the surrounding area' (-0.21) did not meet the expectations of the participants.

What was most important for the participants when selecting the conference were 'novelty of host university' (average rating of 4.0) and 'information availability of this EIW (4.0). The level of fulfilment of these features was greater than expected. The least important were 'many shopping centres', 'other conferences and business events at the same time' (both with an average rating of 2.41). In the case of these two features, the level of fulfilment exceeded expectations and EIW participants were surprised by the shopping centres in the city (expectation exceeded by 1.43).

In the general assessment of the EIW in Kaunas, it should be noted that the participants were very satisfied with 'prior contact with this university' (average fulfilment was 4.5). The following features attracted attention 'novelty of host destination', 'novelty of host country', 'novelty of host university' as well as 'faculties at this university are similar to my own', 'information availability of this EIW' (for all these features the average score was above 4).

4. DISCUSSION

The results of the research indicate the specificity of international EIW-type conferences and the authors determined the success factors of this product on the modern business tourism market from the point of view of the expectations of the participants.

The specificity of an EIW conference is reflected in their seasonality (most are organised in the spring). For other conferences, research indicated autumn and spring as major periods. In addition, these conferences are open to all those eligible whose criteria are described in the Erasmus+ program rules (European Commission, 2018). The main purpose is related to the professional and academic activity of participants and their institutions (universities). Participants have a lot of freedom to choose a conference, destination and the services they will use (type of transport, accommodation, etc.). Funding is received both from Erasmus+ program funds and from the participants. For an efficient communication process between the organisers and future participants, it is necessary to focus on establishing prior knowledge of key persons in partner universities and transferring information directly to them (e.g. using electronic mail) so that they can recommend a conference and even send an employee. An important factor in the selection of an EIW meeting by participants was an earlier conference at the university. Similar results in terms of preferred methods of communication (focused on personal sales, direct marketing and public relations) can be noted in the research carried out on the participants of other conferences (EMS, 2017; Nummela, 2017). This way of communication is characteristic of B2B markets (EIU, 2007; Gilliland, Johnston, 1997).

The authors of the paper have identified the key motivators for participating in conferences. These themes are official motives related to professional goals, gaining knowledge, establishing new professional relations, etc. An overview of the results of other conferences shows that these motivations apply to those participants too (Anahita, Badaruddin, Ekiz, 2011; Jung, Tanford, 2017; Oppermann, 1995).

Interesting research results were obtained after an analysis of the main factors of the conference selection and their level of fulfilment. In the opinion of EIW participants in Kaunas, the most important factors are 'novelty of the host university' and 'information availability of this EIW'. The university is treated as a conference venue as well as an academic entity (academic centre). This may indicate a great involvement of the participants in the preparation, as well as creating a conference product (consisting of the many other services provided for the participant).

Any business meeting becomes a joint experience of the participants and the organisers and in this context a conference is an attractive product of the contemporary 'experience economy' (Chang, 2018; Stasiak, 2013). A conference meets many different needs therefore it is an example of a modern tourism product (Niemczyk, 2014; Olearnik, 2016). Satisfaction with a service can lead to customer loyalty by repeated purchases (Hallowell, 1996) which, in the context of academic conferences, it is expected that satisfied participants will more likely return in the future.

5. CONCLUSIONS

Conferences are complex products on the tourism market. The success of entities involved in their organisation and implementation can be described as the process of identification of their participants and meeting expectations. Conferences includes various forms that can be distinguished according to various criteria (e.g. importance, the scale of internationalisation, impact on the destination, and ways of financing). The authors found that EIW conferences are an interesting contemporary example of a tourist product. The conferences are international, held in many countries, annual (repeated) and financed from EU funds. To identify the success factors of these conferences as tourism products, the authors focused on the opinions of foreign guests participating in the EIW at Kaunas, Lithuania in his research.

The analysis of the distribution of EIW conferences during the year showed that most take place in April and May. Organising such a conference in other months will help the organisers avoid competition and may arouse the interest of the participants.

An important element of conference success is good communication (initiated earlier so that the planners will make decisions in the time provided for in their organisations) and with the use of appropriate forms. Communication is based on direct contact at other events, direct marketing to decision-makers in the institutions from which participants are expected to come.

The content of promotional materials, programs, invitations, should refer to the official motivations related to professional goals, gaining knowledge as well as establishing new professional relations. An important element in the communication will be the presentation of the 'information availability of this EIW' as well as various aspects of the 'novelty of the host university'.

Due to the fact that both superiors and future participants decide, it is necessary to prepare information about the event, the city, the destination very well (in several languages, including transport accessibility, accommodation, general program and detailed events). This may take the form of a website developed for the event, and also a mobile application.

An important factor in the success of a conference is the organisation of a program of accompanying events, in particular sightseeing of the destination and the surrounding area. The participants of international conferences are people from abroad who are very interested in establishing professional contacts and promotion of their own institution, but also exploring the destination and the host country. Therefore, they are seeking and expecting from the organisers that these needs will be met. Participants reach shopping centres by themselves and information about them in promotional materials is not necessary, but such information may make their stay and time spent outside the conference more attractive.

The authors focused on an analysis of selected determinants of the attractiveness of conference meetings. They are aware of the limitations associated with this research and the inference resulting from an analysis of the criteria used and changes in the expectations of participants. The article can provide an example of the methodology of academic research, which in the conditions of economic changes in Europe are an interesting product for business as well as public institutions. Further refinement of success factors, their observation and identification of other conditions for the development of this product, requires research on other types of conference, as well as in other countries.

The success factors of EIW meetings identified in the article can be used by the organisers of academic conferences, as well as tourism destination organisations, to develop the attractiveness of their offers and to better organise various services included in such products.

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CONTROVERSIAL ANIMAL TOURISM CONSIDERED FROM A CULTURAL PERSPECTIVE

Abstract: An aspect of controversial animal tourism that has received little attention is its relationship with cultural tourism. The article presents a categorization of cultural tourism, and sports attractions and events related to the abuse of animals. It shows how tourists, driven by cultural omnivorousness and the wish to stand out from the crowd, eagerly enjoy controversial forms of animal tourism on their travel. In order to avoid the pitfall of western ethnocentrism ending in accusations of barbarism, the issue is also reflected on from an intercultural point of view, which helps to understand that local communities have different attitudes to animals and their wellbeing. In addition, a historical overview shows that 'animal friendliness' does not have a long tradition in western thinking about the human-animal relationship and is only of recent date. Sustainable solutions for controversial animal tourism have to be found by raising tourists' awareness by means of information and education.

Keywords: controversial animal tourism, animal attractions and events, cultural tourism, sports tourism, cultural omnivorousness, ethnocentrism, responsible tourism, sustainable tourism.

1. INTRODUCTION

The so-called postmodern tourist looks increasingly for sensational, emotional and often controversial forms of travelling including sex tourism, drug tourism, stag-party tourism, slum tourism, ghetto tourism, dark tourism, extreme tourism, war tourism and shock tourism. The constant search for new, extraordinary and shocking holiday adventures is typical of tourists living in postmodern consumer-centred societies dominated by sensation seeking (Pine and Gilmore, 2011; Schulze, 1992). Another reason why controversial tourism is developing in a very dynamic way can be found in the eagerness of individuals to distinguish themselves from the mass and to impress others. It is true that many forms of tourism can be controversial, including traditional sightseeing, which may lead to the overexploitation and destruction of frequently visited sites, or museum tourism focusing on shocking exhibitions. However, in this context, we limit controversial tourism to "all touristic endeavours that arouse controversy, provoke discussions and conflicts, instigate discrepant opinions and are mostly evaluated negatively" (Stasiak, 2015). Criticism which may arise in connection to these types of tourist behaviour can be legal, ethical, cultural, social, aesthetic, economic or ecological.

This article aims to analyze a particular type of controversial tourism: the abuse of animals for tourism and sports purposes. The use of animals in the tourism industry dates back to the very beginning of tourism, for instance in zoos, oceanaria, dolphinaria or during safari trips. Millions of animals are used annually in the tourism industry as captives for shows and entertainment, as porters and carriers, as quarry to be hunted and fished, as well as for the purposes of competition and sports (Fennell, 2013). Together with a rising awareness of the necessity to develop sustainable tourism, growing attention has been paid to the fate of animals. Activists insist that visitors who come to areas where wild animals live should be admitted only if they are driven by educational purposes. Social media are swamped with campaigns against holiday souvenirs made of endangered species and with appeals for donations needed to enhance wild animals' quality of life. Researchers estimate that between 230,000 and 550,000 animals are being used in attractions that have a detrimental effect on their welfare. In contrast, only 1,500 to 13,000 animals are likely to be treated in a way that has a beneficial effect on their wellbeing and preservation. An analysis of the comments from tourist visitors concerning animal-related attractions given on TripAdvisor shows that 80% of visitors did not recognize the problem nor were open to the welfare status of the animals (Moorhouse, Dahlsjo, Baker, D'Cruze, Macdonald, 2015).

This paper's contribution is to shed light on controversial animal tourism from a cultural and intercultural point of view since this is an underestimated aspect which has rarely been brought up by tourism, sports and leisure researchers. To begin with, the analysis of the problem will focus on the tourism supply side by presenting an overall thematic classification of controversial animal attractions and events which have their roots in local culture. Next, the causes will be considered from the point of view of the tourist demand side by placing controversial animal tourism in the context of both cultural omnivorousness and ethnocentric thinking about the relationship between humans and animals. Finally, a suggestion will be given on the development of responsible animal tourism as a possible solution.

2. RESEARCH METHODOLOGY

The article is based on both descriptive and analytical approaches to the issue. The case studies of controversial animal attractions have been collected by means of qualitative desk research from written and digital sources. Then selected by relevance and classified into thematic categories and subcategories.

3. ANIMAL TOURISM: A CLASSIFICATION OF CONTROVERSIAL ATTRACTIONS AND EVENTS

3.1. ANIMALS IN CONTESTS

3.1.1. Animals in contests against animals

Cockfighting has an important place within Balinese culture and a lot of holidays and festivities on the Indonesian island begin with this old tradition. The birds take part in a religious cleansing ritual in which a bloody sacrifice is given to the spirits. What seems cruel to foreign spectators is daily practice for the Balinese (Geertz, 2005).

Camel wrestling is a long-standing tradition upheld mostly on the Aegean coast of Turkey during the winter months from January to March, for this is the mating season for camels, and is as important as bullfighting in Spain. Their natural aggressiveness during this period is used to train the animals to fight with their feet and heads. Current law limits camel activity to one fight daily and this is supposed to prevent death and serious injuries (Sawala, Krawczyk, Bednarski, 2005).

One of the most popular pastimes in Ireland is dog racing, especially greyhound racing in which dogs chase an artificial hare. In many countries hunting with greyhounds is forbidden, while the popularity of this sport is high in Ireland. For the Irish, dog races are a peculiar element of their national culture (Zemsta 2008). However, this discipline has many opponents. Animal rights activists argue that it is a purely commercial business because dogs are treated like money-making machines. In addition, the greyhounds, due to their speed, do not have good manoeuvrability at a gallop, which means that the animals often crash into the fences while taking sharp bends. Opponents of the races also criticize the numerous cases of negligence or injuries, and the killing of greyhounds that are no longer capable of taking part. Although there seems to be a heightened sense of public contempt in many countries towards the cruel treatment of animals such as dogs in sports, the ways in which racing greyhounds are mistreated continue to be disregarded in academic research (Atkinson, Young, 2005).

The same goes for blood sports implying abuse, suffering and neglect of animals. In most western countries dog fighting is forbidden. However, this does not stop the organization of illegal dog fighting matches where the dogs fight on behalf of their owners. In Europe illegal dog fights take place in Germany, France, Italy, Great Britain and Russia. The USA is notorious as well for illegal dogfights which take place in nearly every state. It is a global problem as in many regions of Latin America, Africa, the Middle East and Asia, such fights are not only very popular, but also legal (Pierko, 2014).

3.1.2. Animals in contests against men

As a national sport bullfighting (corrida de toros) is one of the basic elements of Spanish identity. It is not only deeply rooted in Spanish culture, but also an integral part of the tourist imagination related to Spain. This tradition arouses controversy worldwide and in Spain itself because of the torturing of the bulls. Held in Pamplona, the traditional event of San Fermin consists in humans running in front of a group of bulls through the streets of the inner city. Prior to the event, the bulls are sedated so they are hurt when falling and are confused by the noise. Later they die, killed by a bullfighter. It can be estimated that approximately fifty bulls die yearly during the festivities, which is a huge number killed purely for fun.

La Rapa das Bestas is a festival of horse wrestling organized in Galicia. At the celebration, young people from Sabucedo head for the mountains at dawn. Their aim is to find the wild horses living in the area, drive them to the village and cut their manes, which leads to body-to-body fights between human and animal. Each year, the *Rapa das Bestas* festival attracts more and more visitors because of the spectacular nature of the battle between man and beast. In 1963 the event received the title of *Fiesta de Interes Turistico Nacional* in Spain, and in 2007 of *Fiesta de Interes Turistico Internacional*. The Galician people are very proud of this event as it is a symbolic ancient tradition. However, the feast is not a source of pride for everyone because it is detrimental to the wellbeing of the horses. Animal rights activists and ecologists far beyond the borders of the country publicly criticize the catching of wild horses and the cutting of their manes and tails (Buczkowska, Malchrowicz, 2010).

3.1.3. Animals in contests between men

Even events registered on the UNESCO List of Intangible Cultural Heritage arouse controversy such as camel polo, a team game played mostly in Mongolia. Tournaments are held by the Mongolian Camel Federation founded in 2002. The federation promotes the game through competitions among which the Naadam Festival, a traditional sporting event yearly organized during one of the main holidays in Mongolia. Ecologists claim, though, that camel polo may cause harm to the animals involved because they may be hit when players score goals (Lipoński, 2001).

An even worse case is the participation of children in sporting competitions involving camels in the Middle East which leads to serious injuries caused by the lack of observance of basic health and safety regulations (witness badly fitted caps). For years, thousands of minors from Pakistan and Bangladesh were sold by poor families to traffickers who sent them to the United Arab Emirates and Saudi Arabia where camel polo is extremely popular. Camel owners preferred to hire young children as they allegedly let the animals run faster. According to children's rights activists, many boys fell during high-speed races and suffered long-term injuries. Some children were trampled to death. The use of child jockeys was banned in 2005. Before that, approximately 3,000 children had been forced to work in this way. Asian children sold into slavery as camel racers received compensation from the United Arab Emirates for the injuries they had suffered. Nevertheless, some of them are still struggling with the indignity and the abuse they have experienced (*Races in United Arab Emirates…*, 2010).

Negative associations are also brought to mind by the *Velká pardubická* in the Czech Republic or the Tuscan *Palio* horse race in Siena because these events are very hard on animals. *Velká pardubická* is considered as the most difficult cross-country steeplechase run in Europe (Jastrzębska, Gugołek, Strychalski, 2017).

3.2. ANIMAL SLAUGHTER

3.2.1. Animals as religious sacrifices

In Nepal, until a few years ago, one of the most controversial events was a sacrificial ceremony called *Gandhimai*. The festival is partly financed by the Nepalese government, however tourists also add their contribution by paying entrance and parking fees. Millions of people from India and Nepal take part in the festival in honour of the Gandhimai goddess who is thought to fulfil their wishes if they sacrifice animals. Participants believe the ritual will bring them happiness and prosperity. In spite of the campaign against the festivities in 2014, nearly half a million animals were slaughtered that year: buffaloes, goats and young doves. Animal rights activists addressed the president of Nepal to end the abomination of killing animals which has lasted for 250 years. As a result, in 2015 Nepal's temple trust cancelled all animal sacrifices at the festival (Compassion in world farming, 2019).

3.2.2. Animals as hunting prey

Every now and then the European media speak about the traditional slaughter of dolphins held yearly by Japanese fishermen. These reports are usually accompanied by vociferous opposition and the shock caused by "Asian barbarism". One should, however, notice that similar practices also happen on the Danish Faroes in the form of slaughtering pilot whales. Once the inhabitants begin their traditional hunt, coastal waters literally turn red. The hunt of pilot whales, mammals from the cetacean family, is usually held in summer and dates back several hundred years. During the hunt, pilot whales are herded towards the beach or fiord, dragged out and slaughtered on the sand. Surprisingly, the whole procedure has been legally regulated. For instance, Faroe Islander law specifically indicates which tools fishermen can use to kill the animals. The hunt has been criticized for years by animal rights activists who underline that the inhabitants no longer need to consume the whales' meat or fat, so the cruel hunt is thoroughly unnecessary. Those who practise the tradition argue that it is an inseparable element of Faroese culture, especially its culinary heritage. They also claim to kill pilot whales in a humanitarian manner and not to use the hunt for commercial purposes as most of the meat is not sold to local stores or exported, but distributed among the islanders. Meanwhile, the hunt has become an attractive event for tourists (Baliszewski, 2014).

3.3. ANIMALS AS TOURIST COMMODITIES

3.3.1. Animals as means of transport

In Southeast Asia elephants are commonly used as a traditional means of transport for tourists. Tourists who decide to visit the Cambodian temple and enjoy this form of entertainment usually do not realize that the elephants which work there have no access to water. In Cambodia in 2016, a female elephant which had been carrying tourists in the Angkor Wat temple for 15 years died of exhaustion. This accident shows that animals working in the tourism business are often subjected to a bad treatment and spend their lives suffering (*Elephant dies…*, 2016).

3.3.2. Animals as circus attractions

In South and Southeast Asia, the exploitation of elephants as tourist attractions is subject to many controversies. The phenomenon called *phajaan* (elephant crushing) is especially notorious. *Phajaan* is supposed to crush the elephant's spirit in order to domesticate it and place it under human control; it allegedly separates the spirit from the body of the animal. These elephants are later used in the tourism industry in Thailand, India and Cambodia. The process of *phajaan* starts with separating a baby elephant from its mother, already a traumatic experience as shown by the young animal's cries of despair. Next, it is put into a small cage which makes it impossible to lie down or to sit; the elephant is forced to stand still and is neither fed nor given water. "Trainers" prevent the elephant from sleeping by hitting its head, trunk and ears with primitive tools. Bamboo sticks covered with nails are hammered into the animal's skin, and its ears are torn apart. Once a 'shaman' states that the spirit has been separated from the body, the next step of the training begins. An elephant which has been subjected to physical punishment and locked in a cage will do anything to avoid this maltreatment which is encoded in its memory (Rizzolo, Bradshaw, 2018). As long as the elephant survives the torture, it is taught various tricks which are later presented to tourists to entertain them.

In Asian countries, one may come across an attraction called "elephant camps" in which these animals play football or make paintings. In Thailand, there are even – ethically questionable – art schools for elephants. The majority of tourists are not aware of the fact that elephants that they admire in the circus or watch in the streets while they are painting with their trunks, have most probably have undergone the process of *phajaan.* As long as tourists enjoy attractions and shows featuring elephants, these animals will continue to suffer. In order to inform tourists visiting Thailand about this practice, the Elephant Nature Park was founded in which elephants that experienced *phajaan* are taken care of (Elephant Nature Park, 2019; Rizzolo, Bradshaw, 2018).

3.3.3. Animals as street attractions

The tourism industry has been operating with snakes for many years. Snake charming is the practice of claiming to hypnotize a snake by playing an instrument. The dance these snakes perform is in reality a reactive sway to the snake charmer's movements as a means of self-defence from attack. The practice is most common in India, though other Asian countries are also home to snake performers, as are the North African countries of Egypt, Tunisia and Morocco. For tourism purposes, the snakes are captured and transported out of their natural habitats. Their teeth are removed, often without anaesthetic, their mouths are mostly sewn and partly shut, and their venom ducts are disabled by means of hot needles. A snake's life expectancy in this environment is much lower than the average. Lately, kissing the cobra has become an attraction on the street entertainment scene in Thailand. Cobras are captured and pinched with pliers, and their venom channels are blocked or removed with devices that can cause infections and even a painful death (*Animals in tourism*, 2017).

3.3.4. Animals as stuffed toys

In recent years, the Tiger Temple in Thailand which attracts masses of tourists, has earned a bad reputation for mistreating animals and practising an illegal trade. The attraction is an extremely profitable source of money for the Wat Pa Luangta Bua Yannasampanno monastery whose yearly income reaches three million dollars. It is one of the rare places where humans can be in direct interaction with tigers. Tourists visiting the temple can feed, wash, and walk tigers while taking pictures; the animals can even be hugged or patted. Behind that cute image, however, there is serious harm to the tiger's well-being. Animal welfare campaigners and former temple workers claim the tigers are kept in tiny cages, improperly fed and given sedatives. Recently, opposition to this attraction increased when new details on animal abuse were published. Inside a huge refrigerator, dozens of dead cubs were found. Tiger births and deaths should be officially reported to the authorities, yet no such thing had been done for a long time, neither were the cubs seen around the temple. The monks were also blamed for illegally breeding, buying and selling the animals. Tigers belong to an endangered species according to wildlife protection acts and the Convention on International Trade in Endangered Species (CITES), a multilateral treaty signed by 183 parties, including Thailand, so the monks were violating international laws on nature protection. The Thai government was, hence, pushed to close the attraction and to move the tigers somewhere else, an unpopular decision as the legal intervention in a temple is a delicate matter in the Buddhist religious community (*Nikt nie spodziewał się takiej tragedii…*, 2016).

3.3.5. Animals as tourist picture objects

Selfies taken with animals are also an attractive extra for tourists. These pictures, however, are not only taken, for example, while sitting on an elephant. The use of wild animals as photographic objects is prevalent across the globe and is widely recognized to constitute a potential animal welfare concern (Carder et al., 2018). Misconduct of tourists towards animals is stimulated by their wish to share unusual photos on their social media accounts. An illustrative example is taking pictures with llamas which is a popular practice in Peru. This is not an easy thing to do because up in the mountains their natural behaviour is to run away from people. Peruvians, however, have found a way to meet tourists' expectations and to make some money. They walk decorated llamas, baby llamas and alpacas down the streets of the capital Cuzco while offering the opportunity for tourists to take pictures for money. However, llamas' natural habitat is pasture, not crowded streets.

In other countries, like Morocco or Israel, goats in trees are a local tourist attraction for taking pictures. Goats have an instinct to climb trees in search of leaves and nuts as it allows them to survive the harsh desert conditions. Nevertheless, some of these animals are forced to stay on trees for hours, looking nervously at the locals standing nearby who make sure the goats do not climb down so that tourists have the opportunity to make a selfie with the animals.

Tourists also love taking pictures with dressed up monkeys. In the majority of Asian countries the phenomenon of monkeys humanized for tourists' amusement can be found. Fully dressed monkeys take part in parades or talent shows, they even serve drinks in local pubs. In India, it is widely popular to demonstrate to tourists the arcana of taming and training monkeys. Most monkeys trained for tourist shows have been captured in the jungle and, probably, taken away from their relatives. The animals are taught a few tricks, such as greeting pedestrians, dancing or performing acrobatic tours for money. Monkeys are extremely intelligent, hence teaching them unconditional obedience can only be achieved by means of torture. The animals are beaten and starved in order to make them obey their owners' orders and their teeth are extracted so that they are not able to bite in self-defence. Interestingly, such activities have been forbidden by Indian law for years, yet the application of the legal rules is very faulty.

Carder et al. (2018) investigated how brown-throated three-toed sloths were handled by tourists, and how these slow-moving mammals behaved during wildlife selfie sessions of tourists in Brazil and Peru. Research results show that, when handled, sloths were frequently held in ways that could compromise their welfare. To date the behaviour of these sloths has not been dealt with in the academic literature, certain behaviours documented by Carder et al. (2018) can certainly be interpreted as symptomatic of the physical suffering endured by the animals.

3.3.6. Animals as tourist food

During the month-long "celebration" of the annual Dog Meat Festival in China, thousands of dogs are slaughtered. It is often the case that dogs are kidnapped from their owners so that they can be used. Terrified and kept in cages, the animals wait to be killed. Dog meat lovers use blunt sticks to hit the animals and watch them bleed to death. Next, the dogs are put on hooks, disembowelled, skinned and sold as a culinary treat. Scientists claim that the canine brain is fully capable of experiencing emotions, hence the torture that the dogs experience during the festival must be heavy. It could be suggested that international public opinion can push the Chinese to abandon this tradition, yet deep-rooted cultural habits can only be changed gradually, which takes years (Zemsta, 2008).

Extraordinary dishes are often prepared by using endangered species. Usually, local communities cannot afford this food, even though it constitutes part of their gastronomic tradition. This kind of phenomenon can be observed in some parts of Portugal where a rare crustacean, the goose barnacle (*percebe* in Portuguese) lives. The crustaceans can be found only in Portugal, Galicia, Brittany, and Morocco. They look like pointed shells with a protruding 'leg' which is the edible part to be cooked in seawater. The freshest barnacles are served in Alentejo, Portugal, in local restaurants called *percebeiros*. Barnacles are expensive for one crustacean does not provide much that is edible. Besides, the animals live in hard-to-reach colonies on coastal rocks which are strictly guarded family secrets and in the poor regions of Portugal, there are families who make a living by collecting them. Officially, this practice is prohibited as it might lead to destroying whole colonies and it causes danger for the collectors. Nevertheless, due to tourists, there is an increasing interest in goose barnacles and their prices have become exorbitant. National regulations and potential danger do not discourage illegal collectors. Hence, the controversy here is twofold. Firstly, as tourists wish to consume the barnacles, there is a risk of extinction; secondly, locals who collect barnacles for tourist restaurants endanger their health and even lives. Moreover, tourists participate in the process of collecting barnacles driven by the wish to learn more about the local culinary heritage and to take part in gathering local food. This so-called *foraging tourism* is a variant of creative tourism, a niche within the cultural tourism market that is rapidly developing due to a tourist's need for experience in the form of educative interaction with the culture, nature and landscape of the destination. Richards and Wilson (2006) define creative tourism as a type of tourism which offers visitors the opportunity to develop their creative potential through active participation on courses and learning experiences which are characteristic of the holiday destination where they are undertaken.

4. THE IMPACT OF CULTURAL OMNIVOROUSNESS ON CONTROVERSIAL ANIMAL TOURISM

Up to now tourism research has neglected cultural omnivorousness as a factor which can help to explain the attitude of tourists towards the abuse of animals in the tourism industry. In this section how cultural omnivorousness contributes to keeping alive controversial forms of animal tourism, that are closely linked to (inter) cultural tourism, will be argued.

There is a rapidly growing body of literature defining and discussing cultural omnivorousness from a sociological point of view. Peterson (1992) proposed the term "cultural omnivore" to address the phenomenon of people of higher social status enjoying participation in activities associated with popular culture. A decade later, Holbrook, Weiss and Habich (2002) confirmed the emergence of a category of consumer who like to spend their leisure time on a wide range of cultural activities. In line with this, Warde, Wright and Gayo-Cal (2007) describe cultural omnivorousness as a trend in western society for the experience of a wide variety of forms of culture. By characterizing omnivorous cultural consumers as those with an extremely varied cultural taste who enjoy crossing the borders between high and low culture, Bauman (2011) not only retakes the definition of Peterson (1992), but confirms at the same time its permanence of which Peterson discerned the first contours twenty years earlier. The scope of omnivorous cultural consumption is broad, covering areas like culinary tastes, interests in music and engagement in sports. The term is now a crucial element within modern cultural theory, and a heated debate on the connection between a person's socioeconomic status and cultural taste is ongoing. Furthermore, the question arises whether cultural omnivorousness encourages tolerance and cultural integration (Karademir-Hazir, 2015; Warde, Wright i Gayo-Cal, 2007).

Cultural omnivorousness has stimulated to a considerable degree the development of cultural tourism (Richards, 2002, 2013). Research has clearly shown the causal relationship between cultural omnivorousness, and participation in cultural events, visiting cultural sites and discovering exotic cultures (Toivonen, 2019). The behaviour of the contemporary cultural tourist seems increasingly not to match the label attached to the standard cultural tourist. The 21st century cultural tourist is more likely to look for cultural experiences which meet very specific cultural wants and needs. The development of the 'zap culture' has stimulated the rise of the omnivorous cultural tourist, who undertakes a growing diversity of leisure activities and consumes both high and popular culture with equal ease. This trend away from general to more individualized patterns of cultural consumption is an evident feature of the postmodern leisure market characterized by a hunger for new experiences. Suppliers of leisure experiences have reacted to the development of this *Erlebniskultur* (experience culture) by combining different types of experiences in their products (Richards, 2003). Omnivorous cultural tourists are the most typical representatives of 'post-tourism'. This term was introduced by Feifer (1985) and then adopted by Urry (1990) and Rojek (Rojek, Urry, 1997), created in order to analyze the new consumer tourist attitudes observed in the postmodern era and which are influenced by such phenomena as globalization, hyper-consumption, the experience industry, and the development of new technologies.

There is a general perception that cultural tourism is good as it attracts high-spending visitors and causes little damage to the environment or local culture while contributing a great deal to the economy and the preservation of culture (Buczkowska, Malchrowicz-Mośko, 2012). However, researchers have noticed that cultural tourism may do more harm than good, inciting the cultural tourist to penetrate sensitive cultural environments as an advance guard of mass tourism (Richards, 2003). Basically, controversial animal tourism originates in the need for 21st century cultural travellers from wealthy countries to visit exotic destinations and, as they believe, "undiscovered" cultures. This cultural omnivorousness makes tourists sensation-seeking, which contributes to the rise, development and perpetuation of controversial forms of tourism such as the abuse of animals featuring in tourist attractions or cultural and sports events. It is for the needs of these tourists that events with the participation of animals in many developing countries around the world are given. As typical representatives of contemporary consumer-centred societies, they want to experience unusual and exciting holiday adventures which they may boast about to impress those in their own social environment with a view of increasing their social prestige, distinguishing themselves from others, and developing a special identity.

Interestingly, omnivorousness in the figurative, cultural sense may contribute to culinary omnivorousness in the literal, physical sense. As one of the main forms of cultural tourism, culinary tourism has characteristics—what, when, where, how and with whom we eat—which are determined by natural, cultural, religious and medical factors. Food consumption serves as a basis for human relationships as it constitutes a bonding ritual and contributes to closeness. Food can also be interpreted as an indicator of status: the higher the social status, the more variety on the menu, meeting the desire to try rare and exotic dishes. In other words, groups of a higher social status are more willing to taste unknown food, which leads to culinary omnivorousness. The increasing need to experiment with new dishes explains the dynamic growth of culinary tourism, often characterized by snobbery, ostentatious consumption and a desire for social prestige and distinction (Konopczyński, 2016). A very special category of culinary tourists are those who tend to choose exotic destinations where they can try unusual dishes and, in this way, upgrade their social status. Eating dog meat like Chinese people do constitutes a taboo subject for Europeans. Culinary taboos are a conscious ban on consuming specific food which is, nevertheless, edible in terms of digestion. Tourists who take part in the Chinese Dog Meat Festival consciously break a culinary taboo and as a part of their holiday adventures abroad, this meaningful act contributes to the prestige of the performer. Eating hard-to-reach dishes is a clear instance of cultural and culinary omnivorousness going hand in hand and leading to the risk of extinction of endangered species such as Portuguese goose barnacles.

5. THE PITFALL OF WESTERN ETHNOCENTRISM

The preceding descriptive analysis of controversial animal tourism may be described as unicultural because it is focused on the western point of view. Hence, it is worthwhile supplementing it with an intercultural approach based on comparison and the bridging of differences between cultures. Contacts between the international tourist as a guest and the local population as a host community are encounters between cultures. Similarities and differences in cultural background determine the social interaction. If there is a difference in norms, values and rules of conduct between the tourist and the local population, there is the potential risk of a collision between the two cultural patterns. This collision is due to the natural phenomenon that members of a culture consider customs taught by their parents and ancestors as good and beneficial, and respect the social norms and rituals transmitted by tradition. People are submitted to the natural inclination to look at the foreign culture from their specific background and to regard their own traditions, beliefs and values as superior to others, an attitude known as ethnocentrism. This problem particularly applies to intercontinental tourism (Reisinger, Turner, 2003).

When it comes to the problem of using animals in tourism, representatives of western cultures very often describe these practices as unethical, inhuman and barbaric from an ethnocentric point of view. It should be highlighted, however, that local communities have different attitudes to animal welfare: for most of them, animals are simply economic resources to be used. Animal rights are not the top concern of local people in many developing countries, who are often extremely poor and are simply trying to make a living. As tourists bring in money, they contribute to maintaining an extensive supply of controversial attractions or cultural and sports events with a long history and tradition which put animals at risk for entertainment. In addition it is necessary to recognize that Westerners are heirs of many cultural practices that cause suffering to animals. The examples of controversial tourism in Europe and the United States of America presented in the first section demonstrate that similar phenomena happen in western cultural communities too. Hence, a certain level of cultural relativism is required, especially when we look at the history of western thinking about the relationship between humans and animals which will help to explain the origins of their present mistreatment in western societies.

Ancient western philosophy did not distinguish itself when it came to standing up for the wellbeing of animals. Aristotle played a very important role in proclaiming the idea of man's superiority. In his work *Politics* (Arystoteles, 1964) , he is one of the first thinkers to state that animals are deprived of reason, which determines their inferiority and subordination. In his opinion, animals only serve human needs just like vegetation serves the needs of animals. These needs are, for example, clothing and food. As Vardy and Grosch (1996) notice, the Christian tradition was inclined to follow the views of Aristotle. Saint Augustine attests that animals, being deprived of reason, are not at the same moral level as humans which is why people can do anything with them and whatever they want. Thomas Aquinas expresses views similar to those of Saint Augustine, if even more emphatically. In his work *Summa theologiae*, he argues that it is not important how man deals with animals because God subjected all earthly things to human rule. Furthermore, God does not care for animals and does not ask people to account for what is done to animals. Although Descartes did much to free philosophy from theological ties, he alleged that animals can be experimented with at will because they cannot experience pain (1984). Descartes's views are shared by Kant in his *Metaphysics of Morals* (1984). He believes that when it comes to animals, humans do not have any duties as animals are deprived of self-awareness, they are only a means to the end, and this end is human. It can be concluded that for a very long-time western thinkers were convinced that the relationship between human and animal was not subject to ethical considerations because animals are creatures without reason. This was the justification for an almost absolute permission for humans to do what they liked with animals.

Today, however, more and more western people have become aware of the harm humans can cause to animals by making them suffer. Animal activists argue that humans should not do what they like with animals: inflicting unnecessary pain degrades us as moral beings (Vardy, Grosch, 1996). Probably, the broadest definition of animal activism would describe it as an effort to defend the interests of animals and to intervene in any social, political, economic, or environmental area where it is necessary to improve their coexistence. In recent years, this change in the western attitude towards animals has also been reflected in the growth of the interdisciplinary field of animal studies. Animal studies are basically inspired by so-called post-humanism, relying on the principle that the world does not have to be perceived and organized in such a way as to secure only the interests of humans, and that also applies to tourism (Wolfe, 2013).

6. CONCLUSION: TOWARDS A RESPONSIBLE ANIMAL TOURISM

The need for solutions to the current environmental crisis has never been greater (Mastrangelo, Aguiar, 2019) and the ecological modernization theory has recently grown in importance. Ecological modernization is a school of thought in the social sciences that argues that the economy benefits from moves towards environmentalism (Hajer, 1995). As farm animal welfare in particular has become an increasingly important component of contemporary global livestock production, animal welfare science and animal welfare policymaking need to find new ways of entering global debates on food security and sustainability (Buller, Blokhuis, Jensen, Keeling, 2018). Therefore, sustainability is also an important topic for animal tourism. Analysis of controversial animal tourism supply shows that the abuse of animals for the needs of cultural tourism occurs in all continents. The persistence of the phenomenon is due to a significant extent to cultural omnivorousness which incites tourists to eagerly enjoy animal attractions and cultural events during their travel. Can traditions be a justification for treating animals in a bad way? Would some cultural rituals involving animals still be in their current forms if they were not attractive to tourists? How to prevent the need for novel and sensational cultural experiences resulting in highly controversial tourist conduct? Such questions are raised by animal activists as well as animal studies scholars who claim nature does not necessarily exist to satisfy the needs and wants of humans only. Both are looking for solutions which might serve as arguments in a cross-cultural discourse on how to behave towards animals while taking into consideration both animal welfare and local needs. It is to be feared that faced with a growing demand for shocking attractions the tourism industry will offer more and more controversial products related to animal tourism unless NGOs, such as animal welfare organizations, backed by the outcomes of research on animal tourism, succeed in creating awareness about existing bad practices among all involved parties. These efforts may benefit from the attention and care for sustainability in tourism shared by more and more of the key actors involved, tour operators as well as local suppliers and policymakers. Responsible and sustainable animal tourism expresses itself by avoiding destinations involving the abuse of animals, endeavours to stop the exploitation of animals in the tourism industry, and donating money to various organizations and charities aimed at improving animal welfare.

In the tourism business, like in any kind of commercial industry, demand usually creates supply. Hence, it is crucial that above all tourists should be made aware of the rights of animals to welfare. Despite the increasing awareness of animal welfare issues, many tourists still do not realize the impact of their conduct on animals at the destinations they visit. More than bans and sanctions, an appropriate way to improve animal quality of life in the tourism industry seems to be effective information and education on the negative impact that tourist consumer behaviour may have. Tourists should be taught to take responsibility to ensure that their holiday is sustainable not only by benefiting local host communities from their stay, and by protecting the environment, but also by contributing to animal welfare. The Elephant Nature Park in Northern Thailand where elephants that have endured *phajaan* are kept can serve as a best practice of tourist education to be followed. In this respect, the tourism industry too has a crucial role to play by informing their customers about animal rights and welfare and by making them aware of their individual responsibility. As a part of a company's sustainability policy, managers should develop and observe guidelines based on the "Five Freedoms" for animals: freedom from hunger or thirst; freedom from discomfort; freedom from pain, injury or disease; freedom to express normal behavior; freedom from fear and distress (see Thomas Cook, 2019). More generally, these freedoms may serve as pillars of responsible animal tourism and as an effective weapon in the battle against its controversial counterpart. They can also be used as a background for further quantitative and qualitative field research, involving managers and visitors to animal attractions, in order to broaden the theoretical perspective.

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THE ALEATORIC ASPECT OF LITERARY TOURISM: AN EXAMPLE FROM HAVANA

Abstract: The expression *literary tourism* is an established term which rarely raises controversies. It fits well into a positivist way of thinking about tourism reality. An analysis of Cuban literature, as well as field study conducted in Havana, however have pointed to the need to reconstruct the definitions of *literary tourism* that are currently in use as there are many contexts and current definitions are insufficient. The article presents an aleatoric approach based on the phenomenon of chance while exploring the literary space of Havana.

Keywords: literary tourism, chance, *claves*, Havana.

1. INTRODUCTION

A tourist's world is a set of events: events that have passed, are taking place, or will happen in the future. Each has meaning and is based on probability, therefore they do or do not exist. Events are divided into intended or accidental. Reality experienced during a journey becomes a tourist's reality and this can be expressed in words. Thus, literary tourism is sometimes identified with finding reality in an unhurried movement through a world of intended and accidental events happening in literary space during journeys stimulated by literary works (based on Arystoteles, 2003; Wittgenstein, 2012). The aim of this article is to define new horizons in the existing literature on the subject of literary tourism. Among the numerous academic papers where researchers define literary tourism and its empirical and analytical scope, there is a notable publication with a pronounced methodological theme (Roszak, Godlewski, 2013). Its authors propose an inspiring approach to the evaluation and presentation of tourism potential in places of literary travel. If, however, the path presently indicated is extended, we will obtain the following contexts for literary tourism:

- literary tourism research methodology,
- methods of organizing literary space,
- a classification of tourists' attitudes to a literary work within the space in which its author has set it.

The author focuses on the third aspect which is the experience of space in a specific literary and geographical context. It is assumed that an intriguing analytical motive would be to understand the attitudes of the reader/tourist who travels to the sources of literary works. The reader/tourist has already been placed at the centre of research in humanist works. This is because a reader is sometimes seen as the co-author of the interpretation of a book, which becomes 'alive' as a result of active reading. Adopting this convention of literary perception leads to the following conclusion: "The reader as an active factor of interpretation, is a part of the generative picture of the text itself" (Eco, 1994, p. 9). The writer often challenges readers and does not let them remain passive, summoning them to actively interpret the text. The reader should not be a spectator but a creative partner (Czermińska, 2000). The target of a literary journey is of great importance, but the destination does not have to be the essence of the trip. The wandering itself is crucial, searching for traces of narration in space, but this approach requires appropriate methodological perspectives (Zajas, 2008).

The main thread of thought in the proposed research procedure will be the inclusion of the category of chance into literary tourism. An aleatoric approach based on chance will be discussed using the example of literature whose main arena is Havana. This city is presented in two historical contexts, the first being the 1950s through works by G. Cabrera Infante: *Delito Por Bailar el Chachacha* and *Tres Triste Tigres* (Cabrera Infante, 2009, 2016). The second is the 1990s and the poignant picture of Havana presented by P.J. Gutiérrez in *Trilogia sucia de la Habana (Dirty Havana Trilogy)* (Gutiérrez, 2019). The field study was conducted in the 2010s and took advantage of the aleatoric approach to a reader/tourist experiencing literature space in Havana. The basic research method was the auto-ethnographic approach (Botterill, Platenkamp, 2012) where field research requires direct involvement on the part of the researcher in the interpretation of the literary work at the place of its 'action' (Photo 1).

Photo 1. *Hotel Nacional de Cuba* – field study
Source: S. Kaczmarek (February 2015)

Auto-ethnographic studies were supplemented with a 'phenomenological unveiling' which makes it possible to discern the place where space and time converge as one of the exact instant when something is happening (Heidegger, 1996). This moment sometimes comes when we are entering the world of a literary work while directly experiencing literary space. In another ontological approach, the 'phenomenological unveiling' is an *a priori* experience (Stein, 1995). The origins of the research, i.e. the choice of literature, the literary journey and the field study methods, can be summarized by the famous words of Winnie-the-Pooh: "[…] Poetry and Hums aren't things which you get, they're things which get you. And all you can do is to go where they can find you" (Milne, 1928, p. 125). Havana is, beyond a shadow of a doubt, a city which captures the reader/tourist researcher and leads him/her along a path of aleatoric experience to an understanding of local lives through literary works. In this situation, there is nothing left but to "move forward and this reader, always standing aside the text or, rather, sitting on its shoulders or following closely behind, is placed in the text" (Eco, 1994, p. 15).

2. EXPERIENCING CHANCE

Chance defines unplanned events but is above all a statistical concept which, nevertheless, has considerable influence on every individual's life. Let us start our deliberations from some examples of chance affecting the contexts of events recorded on the pages of literary works. At the beginning, let us delve into the intriguing verses written by F. Pessoa as Álvaro de Campos (Pessoa, 2016, p. 189):

> The bloom of an accidental meeting
> Of those who are meant to remain strangers forever…
>
> One uninterested glimpse thrown
> By an anonymous woman…
>
> A curious look of a child led by the hand
> By an absentminded mother…
>
> Accidental words exchanged
> With an accidental traveller
> During an accidental journey…
>
> Great pain that all things are mere fragments
> An endless road…

A slightly different approach can be found in a literary puzzle of J. Cortazar, *Rayuela (Hopscotch)*: "[…] a chance meeting is something least accidental in our lives and (that) only those set a date who write to each other on lined paper, and squeeze toothpaste out of the tube to the very end" (Cortázar, 2013, p. 8). Is chance really accidental? Or, as Wittgenstein (2012, p. 5-6) remarks, having already happened, did it have to be an inherent element of the essence of being:

> 2.012 In logic, nothing is accidental. If something occurs in the current state of affairs, this possibility must have been determined from the start.
> 2.0121 […] If things can happen in status quo, it must be inherent to them.
> 2.913 Each thing is, in a way, in the space of possible status quo.

Thus, we may assume that chance is inevitable, inherent in the scenario of the course of events. What is an event? It is a primary concept. It can be assumed, however, that events are real situations which have specific temporal and spatial parameters. Events are defined as 'temporal-real objects' which are experienced empirically and have their own 'history', i.e. a course and duration (Kaczmarek, 2005; Kobiela, 2011). Every event, as mentioned at the beginning of the article, has meaning and is based on probability. The literary examples presented here carry the idea of aleatoricism, i.e. the randomness of everything that happens every day, in art, thinking and human existence. Chance is the basis of probability and mathematics is a discipline where the aleatoric approach is unavoidable. Let us return, however, to art and its various forms. Wandering around an urban literary space may bring some surprises and may knock the wanderer from the traditional experience of space. A variety of chances appear everywhere:

> What is Rome like? It is what it is. You leave home not knowing what you're going to see on your way. Today, I'm going to the same bar as usual and I'm discovering Chinese figures over the bar, looking just like the famous Chinese terracotta army statues. I'm coming into the office to find a piece of paper with written on it that the landlord is a cannibal (Mikołajewski, 2011, pp. 411-412).

Surprise or amazement makes the wanderer confused. Chance introduces confusion into spatial orientation which, in turn, creates subsequent chances. In this way, one can discover strange cities by leaving the banal, ordinary guidebook behind in the hotel room. In this situation, chance marks a route across the varying spaces of literature for the straying tourist:

> Among the many ways of getting lost in Rome, there is also the ordinary type when you realize that you don't know where you are. Apart from an absolute lack of a sense of direction, its source for me is the Tiber, in its windings, which overturn awareness through its atypical bends (Mikołajewski, 2011, p. 17).

Chance leads not only to tourists getting lost, but also roaming within their own awareness. A literary tourist discovers the world which is rooted in a literary work, but what happens later is sometimes surprising and unpredictable. Thus, following in the footsteps of literature can be unanticipated, as well as dangerous because the changing state of tourist awareness may show them who they really are.

The influence of chance on human fate has also been analysed in film. Of course, chance may determine different paths of human wanderings in a hostile world. However, the stable, permanent value is our attitude to changing reality. Being human should be the basic value, regardless of who we are and in what circumstances we have found ourselves. K. Kieślowski presented this issue in *Przypadek* (*Incident*). No matter what path fate will indicate, the person we become still depends on our choices. People living in ancient times treated human life as a tragedy, and fate was the 'screenwriter' weaving the cloth of accidental life. However, in wearing this 'cloth', one could be either decent or a rogue. Sometimes, tossing a coin will determine our future and our further life will depend on chance:

> The main character Lazare (from "The Cartographer" by Guillaume Jan), a young Parisian, walks around, carries a city plan found in the street, and is unfamiliar with the reality of Central-Eastern Europe. With no money and unable to speak the language, he travels as a hitch-hiker or on foot acrossk Bosnia, Albania, Romania, Moldavia, Ukraine and Czechia. His way back from Sarajevo to Paris is complicated, as it depends on chance and on the people he meets en route. His guides are usually emigrants returning home for holidays from Belgium, Italy or France, but also music makers playing at weddings, circus artists, an American missionary and a farmer looking for seasonal workers to pick tomatoes (Konończuk, 2014, pp. 183-184).

The hero of *The Cartographer* draws a map of his journey on the back of the map he has found. In this way, a new map is created whose key consists of accidental meetings and the subsequent choices of roads eventually leading to Paris. Lazare does not use tourist guidebooks; he writes a new guide himself. Life, literature and tourism are determined by chance. Mathematically calculated hope does not fit into our lives and the journeys we experience. From an aleatoric perspective, cognitive priority is given to unlikely events. Can something unlikely happen during a journey? The answer is affirmative because the occurrence of an event even if of low statistical significance is not impossible. Let us ask another question: do unlikely events have little impact on explaining reality? In the opinion of statisticians, such events should be rejected in terms of low probability. It turns out, however, that we cannot reject phenomena which remain outside the limits of statistical significance, i.e. fall within the range where $p=0.05$. Such statistical significance is very important in literary tourism, especially when it exposes the role of chance. That is why, in literary tourism, we must allow epistemological truth for phenomena having low statistical significance. This is not a particularly insightful or revolutionary statement. Professional statisticians suggest that the limits of low statistical significance (i.e. where $p=0$) should be crossed boldly. Conclusions from research should not be based only on the level of statistical significance (Wasserstein, Schirm, Lazar, 2019). The key parameters of literary tourism include surprise and imagination, which help to surpass the schema contained within the limits of statistical significance. After all, "in the universe, no dream, no matter how absurd and illogical, is wasted. A dream contains a hunger for reality, a pretence that obliges reality, invisibly turning into a debt, and a claim, and a debt security which demands to be covered" (Schulz, n.d., p. 5). Dreams cannot be contained in conventional representation. The aleatoric approach has been best defined and used in music but aleatoricism is not an artistic trend which is popular or well understood. First of all, we should explain the meaning of the aleatoric approach whose meaning echoes in a string quartet composed by W. Lutosławski, in 1964.

> In this piece of music, Lutosławski uses the technique of, so-called, restricted aleatoricism, which allows chance to an extent that serves the purpose of the rhythmical and expressive enrichment of music, and at the same time does not limit the composer's full power over the

> final shape of the piece of music. The quartet consists of small sections (which the author calls "mobiles"), performed in a certain sequence. With the exception of synchronic places marked in the notation, each of the musicians plays their part completely independently of other musicians. The independence of the part is so advanced that individual performers do not always have to know what the others are playing at that moment. With this type of structure, a traditional music score is not possible (there is only the 'special book of voices'), because setting the vertical precisely would make it impossible for the musicians to follow their own cadence, individual rubatos, accelerations, slowings down and lengths of fermata. Nevertheless, the musical notation provides necessary information about the music itself and the necessary agreement between the performers. Thus, the quartet is an attempt to perform a completely new kind of chamber music. (Gwizdalanka, 1998, p. 368)

Thus, literary tourism, played on an aleatoric note, must give tourists an opportunity to choose their own way, take their own decisions. A literary trail or a tourist guidebook should be dismantled and its deconstruction should result in experiencing the place visited individually. The writers of the books referred to here also suggest aleatoric thinking at a time when the work is being created and interpreted, as well as while searching for traces of literature in specific tourist realities (Kaczmarek, Kaczmarek, 2015). Cabrera Infante (2016, p. 373) suggests the following creative solution:

> Along with the book, the reader would receive a set of letters for the title and some dice. Using these three elements, everybody could create their own book. It would be enough to toss the dice. If they threw a 1 and a 3, the player would choose the first and third words or word number four, […]. The order of words on the list, also arbitrary, as well as their distribution by the reader would depend on the throw of the dice. Perhaps in this way, true poems would be created, and the poet would be the creator or a troubadour again. Aleatoricism would be an approximation or metaphor.

The creative procedure described above takes place to the rhythm of *bachata*, i.e. a dance from the Dominican Republic, going back to the musical traditions of Dominican peasants and referring also to the Cuban bolero. It is a sensual dance, sometimes obscene, which expresses sensitivity, betrayal, alienation, despair and hopelessness. There is, however, another understanding of *bachata* as a noisy party, playful conversation or witty retorts. This other face perfectly expresses the spirit of aleatoricism. Chance is a necessity in our life. It is sometimes a joke, an irony, a retort or reaction to all kinds of sarcastic remarks and taunts. To wander the streets of Havana, looking for literary spaces, is to dance *bachata*. It is this particular dance that expresses the spirit of aleatoric Havana better than the salsa which is heard all around. Musical rhythms must be these 'mobiles' from Lutoslawski's music which create an opportunity to choose tourist paths through literary Havana. The sounds of *claves* let the tourist construct their own interpretation in literary tourism among the amazing architecture of astonishing Havana:

> It's true that Cuban music is primitive, but it has a joyful charm; it surprises with a strong beat and something hard to define, poetic, which flies up high together with the maracas and guitar, while the drums keep them tied to the ground and the claves – two sticks which make music – are like a stable horizon (Cabrera Infante, 2016, p. 199).

These rhythms are what creates a 'stable' horizon for visiting Havana where a great number of performances (literary experiences) appear in the space of the Cuban capital. These examples from under a Caribbean sky clearly indicate that literary tourism has many undertones and cannot be specified through a single definition. Thus, the concept of literary tourism needs to be reconstructed.

3. THE SCOPE OF LITERARY TOURISM

The academic and conceptual dimension of literary tourism has established cognitive boundaries. Popular definitions of cultural tourism are not controversial and fall into a fixed range. They fit well into the positivist approach to tourist reality. In Polish academic literature, the basic definition of literary tourism as a product was proposed by Zmyślony (2001, pp. 22-23):

> […] literary tourism comprises all activities which accompany readers' short journeys to and stays at destinations related to literary works and their authors, outside of permanent places of residence and work. The main potential functions of tourist activity originating from a fascination with literature include cognitive and learning functions, the cultural education function and the ethnic function.

The next attempt to specify the conceptual scope of literary tourism was made by Buczkowska (2008, p. 58): "Literary cultural tourism is a form of cultural tourism, where the main motivation is to reach specific destinations related in various ways to literature (fiction and non-fiction), which allows extensive contact with culture".

Still other aspects in the definition of cultural tourism were stressed by Mikos von Rohrscheidt (2008, p. 68), who stressed the importance of subjective contexts as well as personal reflections during a journey:

"[…] a cultural literary journey in the tourist sense where the leading theme is the author (or authors) and their works, while the visited destinations are an occasion to reflect on this creation". These attitudes were collected by Stasiak (2009, p. 224) who suggested the following solution with regard to the definition of literary tourism:

> Literary tourism is an important part of cultural tourism, comprising all tourist journeys which follow in the footsteps of great writers and their works, and which create an opportunity for deeper reflection on and personal experience of literary works. Literary tourism understood in this way consists of two basic forms of travel: biographical tourism and literary fiction tourism.

Tourism researchers have introduced the theme of literary tourism into studies of sustainable tourism. Small changes have been proposed which do not significantly affect the concepts established: "[…] literary tourism is understood as a form of cultural tourism comprising all journeys which are inspired by literary works and their film adaptations, as well as the lives of their authors" (Kowalczyk, Kulczyk, 2010, p. 232).

It should be added that the arena of literary tourism may be composed of various spaces. Traces of literary fiction and authors' biographies are followed in both literature and literary space (Wawrzyniak, 2010). Recent studies on literary tourism have not brought any new concepts and current publications have little usefulness. An aspect often analysed is the literary potential for specific areas (Roszak, 2016). The development of the subjective trend looks promising; it involves observing and analysing the behaviours and experiences of a travelling reader/tourist (Korpysz, 2019). We must, above all, see the reader in the authentic literature space which was entered as a tourist. Then, the reader/tourist, traversing tourism space, moves from point X to point Y which are tourist attractions or other sightseeing destination points. As a result, we will obtain three logical categories of tourist behaviour:

– planned behaviour – the tourist travels across the space following a pre-set route between points X and Y. The points on the way have been set and everything has been carefully planned, e.g. the individual stages of a tour.
– targeted behaviour – tourists know the location of the places which they would like to see. However, the route between them may change, depending on the circumstances, interests or predispositions of the visitor.
– accidental behaviour – the tourist knows only the starting point of the journey and the route chosen is determined by chance. The direction sometimes depends on an unexpected impulse as he/she has no specific destination in mind. The starting point is known, but the route and destination are a question of chance events (Kaczmarek, Kaczmarek, 2015; Płocka, 2013).

Literary tourism requires diversity in constructing a tourist product because the place and the type of literature are the basis of the tourist experience. We cannot, then, describe a single literary tourism, there is no universal definition of this kind of travelling. There are many types of literary tourism and they cannot be encapsulated in a single formula. Hence the aleatoric approach proposed for Havana because the place and literature enforce such an approach on the reader/tourist. It was chance that was responsible for the inspirations of the Cuban literary works mentioned in the Introduction, as well as for the organization of contemporary literary space in Havana.

Literature, space and tourism are studied in many academic disciplines and it is worth looking around and noticing that there is other academic work. An interesting view of the spatial links between literature, space and tourism is presented by literary scholars who have developed the domain of geopoetics. According to White, one of its pioneers, it is a poetic opening to the world and to the links between humans and the Earth (White, 2011). In the traditional understanding of literary tourism, the idea of geopoetics is usually disregarded, which is regrettable as it enriches a geographical approach to research concerning literary journeys as well. Geopoetics sensitizes the reader/tourist, and introduces a poetic point of view into the world inhabited and discovered. Literary tourism and the poetics of space often walk hand in hand along city streets. The paths leading through an area and the sites visited by tourists, can be classified according to the categories of the poetics of space. We deal here with the agency of literature in relation to specific places in geographical space. This agency is revealed in a practice referred to as literary tourism, i.e. journeys motivated and organized based on the places where a book's plot is set and the writer's biography (Konończuk, 2014). The poetics of space has an influence on the course of literary journeys. Here are the geopoetic categories that can be distinguished:

– indirect places – areas/sites experienced according to a model proposed by a writer (e.g. literature-based guides).
– spaces without traces – areas/sites from which the characters have been removed. They have been erased from memory and do not appear in literary records. The reader looks for their traces.
– unclosed territories – areas/sites presented in the form of a text of culture (literary text) which are an invitation presented to the reader, encouraging him/her to set out on a journey (a meeting, experiencing reality as geography, understanding the visited spaces) (Kaczmarek, 2016).

This discussion leads to questions about the essence of literary tourism and the force which pushes tourists out of their homes to travel to exotic (or not so exotic) literary spaces. The causative factors of reader/tourist behaviour will be identified. The stimulators of such activity are the character of the literary work, as well as the atmosphere and mysteriousness of the visited areas, and the attitude of the tourist. The course of a literary journey also depends on the relationship between the author and the reader/tourist. The latter does not remain passive when reading the text but creates his/her own places in the spaces of the literature visited. This creativity depends on the reader's intuition, imagination and sensitivity, while the factor intensifying the experience of a literary work at the place where it is set, is often chance.

4. LITERARY SPACE IN HAVANA

The aleatoric contexts of literary tourism in Havana are not accidental. Havana is a city whose complicated wholeness consists of diverse fragments, unyielding to morphological and social classifications which stem from its intricate historical, geographical, cultural and social contexts. Literature cannot be different from those; it has been created in Havana and tells about this wounded city:

> It's hot all the time. Perhaps in the early morning the heat will subside. I left only one small window open overlooking the south. You can see the whole city from there, which – dark and quiet – suffocates below in the silver light of the moon. It looks as if it has been bombarded and abandoned. It's falling apart, but it's beautiful – this damned city where I have loved and have hated so much (Gutiérrez, 2019, p. 287).

Arriving at night, the tourist is informed that they are about to land at José Marti airport in Havana. It is dark all around and only individual lights can be seen. In contrast, the arrivals hall is crowded and full of ideological vigilance. Arriving tourists are checked carefully. Passport and luggage controls are excessively celebrated so that dissolute enemies of the system cannot enter. In the night, you will not see a joyful, dancing city. If the traveller sets foot on Havana in winter, they will still feel extreme heat. But the night will conceal the ruins of the huge, 'damned' city:

> Berta is seventy-six years old. She lives alone on the eighth floor, the last but one in a tall building in San Lázaro in Havana Centrum. She goes to the balcony and suddenly feels depressed. Everything around looks as if it's been bombed. Just ruins. The only sound coming from below is the muffled murmur of a devastated city. It's been a while since Berta decided not to even open the balcony door (Gutiérrez, 2019, p. 287).

The central part of the city looks depressing (Photo 2).

Photo 2. The panorama of the city from *Edificio Bacardi*
Source S. Kaczmarek (February 2015)

Tourists delight in the former grandeur of *Centro Habana* and they are surrounded with a glamorous past. A stroll along San Lázaro is a journey between two worlds: the former and the one that exists today. You can clearly see the great past and the gloomy present. People are sitting on the thresholds of dilapidated houses; they live in shared flats, supervised by local revolutionary committees. Cubans are smiling and greeting visitors, very noticeable in San Lázaro which is a beautiful, charming, wasted world. *Centro Habana* is also a good place to observe the visited unknown world:

> In the late afternoon, I got myself a glass of strong rum on ice […]. At this time of day, everything becomes golden, so that was when I watched the world. In the north – a light-blue and unpredictable sea, made of gold and the skies. In the south and east – an old city, damaged and withered by time, salt, wind and human negligence. In the west – modern districts with high-rise buildings. Everywhere, the people are different, just as the hum of their voices and music (Gutiérrez, 2019, p. 287).

A different look at Havana after a glass of rum does not change the facts. The ruined city has destroyed the minds and souls of its inhabitants. The Portuguese have sad eyes, but Cubans have sad souls. Their spontaneous joyfulness is often a mirage, a façade built to defend them from the visitors: "[…] I am always happy when I meet intelligent and self-confident Negroes, not just people who never look you in the eye and have this damn, shrunken mentality of slaves" (Gutiérrez, 2019, p. 287).

The damage in the hearts and souls of Havana dwellers is terrifying; the climate and communism will wreck everything and everybody. Even hope is buried under the ruins of houses standing along Malecón Boulevard. Life goes from day to day and it is easier to catch a glimpse of Florida than to find the lost faith in life:

> What was I waiting for? For nothing. I was just waiting. Here, everybody is waiting. Day after day. Nobody knows what they are waiting for. The days pass by. And the brain is slowly going numb. It's ok. It's good to have a numb brain because you don't think then (Gutiérrez, 2019, p. 287).

Havana is sometimes an illusion. On the surface, *Habana Vieja* is colourful, covered in icing sugar, and polite (Photo 3). But on the inside it is empty, falling apart. A powdered face does not have a soul.

Photo 3. *Habana Vieja*
Source: S. Kaczmarek (February 2015)

Music, which in the Caribbean comes straight from the heart, is a well-prepared commercial product. Everything is for sale. Even the nobility of attitudes and behaviours has become cheap.

> But poverty also has different faces. Perhaps the easiest to notice is the meanness or, rather, the narrowing of the spirit. You become a pathetic, greedy and calculating type. Your only concern is how to survive. The hell with nobleness, solidarity, politeness, pacifism (Gutiérrez, 2019, p. 210).

The street festival of cadging money from dopey tourists goes on incessantly. It seems to them that they have reached the Cuban paradise, it is only that Havana dwellers are somewhat sad. It is hard to believe in the authenticity of the omnipresent salsa. Even rum and cigars are mere commodities and their legend has vanished unnoticed. The inhabitants have assumed this attitude for a reason. It is not the Cubans' character that prompts the behaviours described in the "Dirty Havana" trilogy. The Cubans simply had no alternative; they had become victims of communism. It is difficult to be a noble person when hunger kills all feelings:

> It was when the worst hunger ever had begun in Cuba. It was in 1991.[…] It was in July or August 1994. For four years, the whole country had been starving in complete chaos, but Havana was most heavily affected. […] The crisis was really deep and affected us all, filtering through our minds and souls (Gutiérrez, 2019, p. 41, 45, 162).

In such conditions, it was hard to keep a serene and fun attitude when each day was a fight for survival. The present situation is different that at the end of the 20th century, but painful wounds have not healed. Wandering along the streets of Havana sometimes resembles dark tourism, pushing reflexive, academic literary tourism to the side.

An observant wanderer will notice a significant diversity in the egalitarian socialist society on the streets of Havana. It is a fact that white Cubans walk with their heads up. Their skin colour is surely a pass to a career. You can see many uniformed police officers who also feel confident in these ruined yet charming parts of *Centro Habana*. After all, someone has to keep an eye on socialist order. The tourists will soon leave this beautiful, wasted world behind.

The excerpts from the "Dirty Havana" trilogy leave no illusion – a literary journey across Havana cannot be elegant, composed, sensible tourism. It should be an aleatoric, passionate and filthy experience of the city, like fast, panting sex in the ruins of once grand houses: "Sex is an exchange of fluids; sex is saliva, panting breath, sharp smells, urine, sperm, shit, microbes and bacteria. Or there's no sex. If sex is limited to tenderness, ethereal moods and spirituality, it's simply nothing" (Gutiérrez, 2019, p. 10).

In Havana, literary tourism for sensitive, delicate tourists is a misunderstanding. Life in this loved and hated city is subject to chance. Havana is not a mawkish attraction for tourists walking along literary trails with multi-lingual guidebooks in hand. A spirited tourist would march toward the revitalized older part of the city – this postcard-like imagination of the Cuban paradise (Photo 4).

Havana must be touched from off the beaten track. A walk along the neglected yet exciting *Avenida de Belgica* will lead a leisurely traveller to the Central Railway Station, a place rarely visited by foreigners. A chance tourist may, undisturbed, look at the impressive art deco building, from the early 20th century. Over the platforms, there are remarkable riveted steel structures. The former life of this place has disappeared somewhere; there are not many passenger trains left. Next to the station, there is a square where you can rest. If an accidental tourist sits down on a bench, they will become a part of ordinary, everyday Havana for a while. A place frequented by local people who chat to strangers who have stopped there. Some drink vodka,

Photo 4. Cathedral Square
Source: S. Kaczmarek (February 2014)

Photo 5. The University in Havana
Source: S. Kaczmarek (February 2014)

others stroll with families. The stranger tries to talk in Spanish, shyly and, at least for a moment, the tourist becomes a part of the less recognized city. For a moment, he or she is an acquaintance, no matter how much money they have in their wallet. There is a need for authenticity, even when the tourist enters dangerous areas. Otherwise, the genuine experience of literary space in Havana will be replaced with 'hygienic' visits to popular tourist sites.

Some parts of Havana have always been evaluated in the same way through the years. San Lázaro Avenue was not a delight to the eye in the 1950s, either. However, it was not a ruin, or a terrifying area, it was the life stage for those who had arrived in the capital of Cuba:

> We returned to see something different. San Lázaro. I don't like this street. That is, I want to say that at the first glimpse, in the beginning, it looks metropolitan, like a street in Paris, Madrid or Barcelona, but the very next minute, it turns out to be average, profoundly provincial, and next to Maceo Park, it changes into one of the most depressing and ugliest avenues in Havana. Merciless in the sun, dark and unfriendly in the night, it has only a few pleasant places – Prado, Beneficiencia and the University steps (Cabrera Infante, 2016, p. 346).

When the tourist is striding along San Lázaro towards the Vedado district, then into Neptuno Street, on a small hill they will see the monumental edifice of Havana University. There is the eye-catching statue of *Alma Mater* and the breath-taking, majestic steps. Tourist guidebooks say that it is a popular meeting place (Photo 5).

Personal experience may be surprising. On days free of work, the steps are guarded by a uniformed policeman who stops people from entering the university premises. But the steps are delightful.

The functional areas are changing their position in space. The contemporary reader/tourist may not find the places described in books because they have moved somewhere else:

> It was simply the centre, that's it. Later, this centre moved to Prado, just as before, it had to be in Cathedral Square or in Plaza Vieja, or by the City Hall. As the years went by, it was moving up, as far as Galiano and San Rafael and Neptuno, and now it is in La Rampa. I wonder where it will finally end up – this moving centre, which, interestingly, is moving just like the city and the sun, from the east to the west (Cabrera Infante, 2016, p. 338).

The new functional sectors are better maintained and they attract more interesting people. They also offer a range of services and this is how the district is gaining a metropolitan character. La Rampa is extremely busy. It does not matter that most of the cars are old American road cruisers or Soviet vehicles. Sometimes you can see new cars of famous marques, too. The street looks brighter then, you can feel a lighter and more joyful atmosphere. Cuba is beginning to change, which can be seen in the space of the city: "Later, he led us down the section of the street which the Cubans call La Rampa, full of shops, lights and people walking up and down. It's quite all right" (Cabrera Infante, 2016, p. 192).

Regrettably, other areas were not so lucky. This is often the fate of places losing their important functions: "Finally, everything started to close to an end. Slowly, the district [Centro Habana – author's note] stopped being what it had been before. It was inhabited by different people: primitive Negroes and all sorts of boors arriving from the back country" (Gutiérrez, 2019, p. 10).

The discovering of literary space in Havana must include an emblematic place: the Malecón Boulevard. A stroll along the shore, from the harbour to de Velado should be aleatoric. Chance should rule the collection of tourist experiences in Malecón:

> The most wonderful thing in the world is to walk ahead along Malecón, while a cyclone is wreaking havoc all around. You walk and sometimes you think. Sometimes you don't think. It's better not to think, but it is very difficult to achieve, nearly impossible. You must be used to that. […] Now, the rain has turned into a real downpour. There isn't a single living soul in the whole of Malecón.

> It's only five o'clock, but the overcast skies have already turned the day into an evening. Grey, cold and damp light, unusual on this island, always full of fluorescent, blinding light. The pale afterglow slipping through the curtain of rain, salt and iodine. I'm hiding behind a pillar and waiting for the downpour to subside (Gutiérrez, 2019, p. 138).

Malecón is, above all, a meeting place. You can see all sorts of people there, it does not matter who they are and where they come from. They may be representatives of high society or suspicious individuals from the Cuban underworld. To get to know Havana, you must spend quite a long time sitting on the wall at Malecón. It is where questionable and short-lasting relationships are made. This boulevard embodies social Havana (Photo 6).

Photo 6. Malecón
Source: S. Kaczmarek (February 2015)

When you decide to go to Malecón, you absolutely must surrender to fate:

> We talked for quite a few hours at Malecón and we were getting to like each other more and more. We were joking, laughing, teasing each other a little. At 1 a.m. we could swear we had always been friends. We stopped talking for a moment (Gutiérrez, 2019, p. 59).

The Malecón Boulevard can be admired or despised… (Photo 7).

… but nobody can stay indifferent to it; neither the inhabitants nor the tourists. However, you should not plan your stay there. A tourist walking westwards along the Malecón Boulevard is unavoidably heading towards the majestic towers of the *Nacional de Cuba* Hotel:

> The hotel was exquisite. It cost a lot but it was worth the price. If the Cubans have learnt something from us, it is the sense of comfort, and the Nacional is a luxury hotel. What's more, their service is irreproachable. We woke up after dark and went for a walk nearby (Cabrera Infante, 2016, p. 191).

Photo 7. Malecón – the ruins of the boulevard
Source: S. Kaczmarek (February 2015)

The *Nacional de Cuba* has become a legend and a place in which people dream of staying. The building is really magnificent and attracts tourists with its promised luxury. Despite renovation and restoration of its former grandeur, the *Hotel Nacional* still carries the stigmata of communist ideology. The staff have many features typical of socialist 'entrepreneurship'. They work more slowly than in other hotel chains and are more focused on their own business than on the guests' needs. The legend is crumbling but visitors who arrive for a short time will not notice that it is a facade of the Cuban legend. A longer stay would let them see the many cracks. What is left is sentiment and distance from the irritating and beautiful building. Well, legends are whimsical sometimes.

Cabrero Infante and Gutiérrez enjoy the same entertainment places. Both authors refer to the same sites and events which take place there:

> We wanted to see Tropicana – a nightclub which advertises itself as „the most fantastic cabaret of the world". To Mrs Campbell, it was the sole reason for that trip (Cabrera Infante, 2016, p. 207).

> I paid a short visit to Las Vegas. Las Vegas is eternal. It has always been there and will remain. It was in Las Vegas where she sang boleros. The same piano is standing in the corner, bottles are still kept under the bar counter, rum is still served on ice (Gutiérrez, 2019, p. 59)

Entertainment places in Havana do not change and the *Nacional Hotel* offers a variety of exciting performances. An interesting concert is given by *Grupo Company Segundo* an ensemble who stress their connections with the Buena Vista Social Club. The performance was organized most skilfully and salsa ruled the stage. The price was not too high – just 25 CUC. In other circumstances, it is worth watching the *Cabaret Parisien* in a show about the history of Cuba. After a concert, the group invites the audience to a common dance evening in the rhythm of salsa and samba. It is worth trying such opportunities. The entertainment continues regardless of time, so the tourist will find it not only in Las Vegas but in many other places as well.

Cuban literature has its own rhythm set by the authors. Careful reading, feeling the sound of the words, lets the reader discover the musical rhythm in the literature. In Cabrera Infante's short stories, we can hear cha-cha as the rhythm of literature should stimulate the rhythm of visiting the city. One must read and listen carefully to follow the rhythm of cha-cha:

> She looked at me. She looked at me with her opal olive urine eyes. She looked at me eating and smiling. She was eating in an almost perfect manner, if we ignore the slight Americanism, which made her move the fork from her left hand to the right one […] (Cabrera Infante, 2009, p. 47).

Music resonates in Havana at every step you take. Even if it is played for commercial reasons, its roots let us reveal the meaning of Cuban nature. Let us not be misled by the facade of Cuba and Havana; the city can be discovered, but it has to be understood. Literature is a good way to achieve this goal.

Literary tourism in Havana must be spontaneous and practiced during the reader/tourist's intuitive wandering. The shabby door to the city, the dingy Havana which the writers had experienced, has been left half-open:

> Naked reality is always the best. Severe and brutal. A reality which you see all around you in the street. You grasp it in your hands, carry – if you're strong enough – and transfer onto paper. And that's it. Just that. No retouching (Gutiérrez, 2019, p. 59).

Photo 8. Dilapidated Old Havana
Source: S. Kaczmarek (February 2014)

Readers are invited by these authors to find adventure. Academic, 'hygienic', groomed literary tourism simply does not pass the test.

5. CONCLUSIONS

In literary tourism, time is a key category of cognition and experience. Without the temporal aspect, explaining the phenomenon of travelling in the footsteps of literature is sometimes seriously simplified or becomes impossible:

> Cué was obsessed with time. I mean, he was looking for time in space and our continuous, unending journeys were nothing else but searching. One eternal journey around Malecón. Like now and at any time of night and day, we were traversing a landscape full of holes between Maceo Park and La Punta, with old buildings which had turned into what people had taken away from the sea to build Malecón: one more reef subjected to the impact of salt and moisture on days with waves and wind, and the sea jumps onto the street and hits the houses, comes for the coast which had been taken from it, creates it, makes itself a second coast. Then, there were parks […], followed by harbour taverns, […] and St Francis' Church by the monastery, opposite the Exchange and the Customs Office, traces of various epochs and domination left on this square, […] we went down into the tunnel under the bay and paid a short visit at Matanzas for supper, […] philosophizing all the time, aestheticizing, moralizing, […] – and we always had time for talking about time (Cabrera Infante, 2016, pp. 332-333).

In literary tourism, time should be treated in two ways. Firstly, we deal with the time of the literary story, the time of the author and the events described. Secondly, there is the time of the reader/tourist's experience. Travellers follow the time of the literary story, but at the same time construct their own from the experience of literature during the journey. In accepted definitions of literary tourism, this distinction between the time when literature was being created and the time of experiencing it during a journey, is usually ignored. Everything becomes unified, devoid of the different tones of describing and reading. There are no subtle shades of describing the start of literary journeys. Referring to the story on life in a unique Swiss resort, pictured on the pages of "The Magic Mountain", this submersion in time can be treated as constructing a specific personal landscape of tourist experience at literary places.

> Life sometimes generates such situations, such landscapes (if we may call so what we have in mind at the moment) where such mixing and blending temporal-spatial distances, leading to the absolute homogeneity of everything, is a natural, justified fact; then you can't deprecate somebody who in their free time delves deeply. We mean a stroll along the sea shore, […] You're going and going… you will never be back at home on time, as you have lost time and time has lost you (Mann, 1982, pp. 244-245).

Moving in their own time, tourists simultaneously look for the time of the literary story. As a result, they construct and experience their own subjective time. The reader/tourist's wandering and changing of places gives sense to space because tourist time creates tourism space. It is worth going back to Ingarden's thought, mentioned earlier, that "it is by analysing the text and revealing underdefined places, or by clearly realizing what the text says about the presented reality and the ways of evidently capturing it, that the boundaries of concretization are set […]" (Ingarden, 1964, p. 101; Kobiela, 2011). These two 'temporal orders' may meet then in the literary spaces that have been found.

Following the trail of Thomas Mann's inspiration we may assume that the 'literary landscape' is an effect of experiencing literature by the reader/tourist during the journey. The paths of discovering a work of literature in space are an individual, personal experience of it. Unfortunately, established literary tourist trails are sometimes wounds inflicted on the cities or regions which they traverse. The scars show the violence which affects the tourists' thinking and behaviour. Tourist guidebooks limit the way that surrounding reality should be perceived. They become dressings placed on the wounds that are the result of the visited places losing their originality. Tourists are not authentic there (Kaczmarek, 2018) because they think as guidebooks tell them and follow the set routes. Naturally, going along a tourist trail set by someone who imposes a way of thinking establishes the perception of the world. Such dressings are laid on injured places, on wounds inflicted on space by "vandals in sandals" (Lowry, 2018, p. 231), who only deepen these wounds in tourist areas become sick. Rivers of tourists, from the past and today, have made these furrows deeper. New tourist trails, new information boards for visitors reopen wounds that are healing. Injuries to tourism spaces are a consequence of depriving those places of their qualities. They become the same for every traveller who walks along established trails and uses the language of guidebooks, looking for the experience they describe. Planning and fully uncovering what should remain an individual experience and personal discovery, makes areas alike because the way to perceive them is imposed.

Intimacy, mystery and sensitivity have become commodities; they cease to be a personal experience of literary space. Thus, the aleatoric approach to tourist experience can be a remedy for the wounds inflicted on visited spaces. An authentic traveller thinks for him/herself, and discovers literature independently. Then, the experience is constructed personally and not planned or imposed. In the end, the author and the reader/tourist create the literary space together.

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A 'CONTEST' AS A PEDAGOGICAL METHOD IN TOURISM HIGHER EDUCATION: A CASE STUDY IN TEACHING CREATIVITY THROUGH PROBLEM-SOLVING[1]

Abstract: The main goal of the paper is to discuss whether a contest, as an educational tool, can develop the creativity of participants when the main goal of the students may be to win. A 24HOURS contest was implemented as a case study. Three methods were used to evaluate the effectiveness of the 24HOURS contest: a written questionnaire, individual in-depth interviews, and an online questionnaire. Results proved that the contest was unsatisfactory in increasing students' creativity, as they were oriented to win, or to acquire knowledge, rather than to cooperate or interact with representatives of other student teams. The investigation confirmed the tutors' enabling responsibility for both cooperation and creativity during the contest. However, expectations of tutor engagement caused concern and their role should, therefore, have been more clearly defined. Analysis of the case study presented in this paper can provide pedagogues with insight into the design and implementation of contests as educational tools.

Keywords: tourism, higher education, contest.

1. INTRODUCTION

Interest in tourism education has increased in the last fifty years. This is especially seen in the context of the rapid innovation generated by new technologies in the tour ism sector (Barkathunnisha, Lee, Price, 2017; Ndou, Mele, Del Vecchio, 2018; Sigala, Baum, 2003). Critical approaches to tourism pedagogy force students to think more broadly and reflectively about tourism (Rouzrokh, Muldoon, Torabian, Mair, 2017). A heavier emphasis on skills and behaviours oriented to creative and critical thinking has become a key priority in the tourism labour market (Ndou, Mele, Del Vecchio, 2018). The development of new ideas to solve problems in the tourism industry should be enriched with new thinking and know-how using knowledge from existing theories in a context of changing needs (Li, Liu, 2016).

In the search for new educational tools, researchers prioritise the benefits of new methods compared to traditional classroom learning in an effort to make knowledge more accessible. Consequently, the comprehension and application of new information is expected to be more effective. In combination with clear goals and difficulty levels, students should be enabled to solve increasingly complex tasks, while being further motivated through enjoyable and challenging interaction with other students (Paraskeva, Mysirlaki, Papagianni, 2010).

As Barkathunnisha, Lee and Price (2017) has noticed, experiential and participatory social learning and insightful thinking in tourism education are required. Unfortunately, there is not much research examining pedagogy and the development of innovative and creative teaching approaches. Little research has been carried out on the education of future employees of the tourism industry either. This study describes one teaching technique which can be used in learning and in teaching the social skills required in problem solving within the field of tourism. In addition, this teaching method can increase creativity during problem solving.

The main goal of the paper is to discuss whether a 'contest', as an educational tool, is limited to developing the creativity of participants when the main goal of the students may be to win. Moreover, the role of tutors in the contest, as responsible for triggering creativity, was widely discussed. Thus, a 24HOURS contest was used as a case study to evaluate their effectiveness as an educational tool in tourism higher education. It is assumed that an effective educational method will enable student creativity, mainly through cooperation and networking, with the support of tutors. Effectiveness refers to whether the contest was able to stimulate student creativity, encourage them to want to win while developing knowledge and social competencies, and in addition to successfully creating networking opportunities between students. The influence of tutors on the educational effectiveness of contests was also considered. The analysis of the case study presented in this paper can provide pedagogues with insight into the design and implementation of contests as a learning tool.

2. LITERATURE REVIEW

2.1. CONTEST AS AN EDUCATIONAL TOOL

Dagiene and Skupiene (2004) indicate that contests are a form of problem-solving teaching, in contrast to traditional classroom teaching which is often focussed on a small, specific exercise. Despite the fact that analysing real datasets is more difficult, many students prefer working with them rather than on abstract problems (Boyle et al., 2012). Real datasets are often more appealing and intuitive, and provoke an individual's personal interests (Dagiene, 2010). Consequently, the incentive to use contests as a learning tool arises from students' positive attitude to working on practical issues. Real-world learning is suggested in some recent studies (Johnston, Boyle, MacArthur, Manion, 2013) as an encouraging addition to modern educational tools which allow students to recognize, discuss, and solve complex, multifaceted, and real problems, using a range of methods.

In the discussion of gaming as an educational tool, Johnston, Boyle, MacArthur and Manion (2013) argue that such modern tools should allow students to enhance their experience, and develop their knowledge and skills in a safe environment, simulating reality as much as possible. Consequently, a contest as an educational tool should be a forum where learning emerges as a result of a task for competing students, knowledge is developed through the task expected to be solved, and skills are developed as a result of participating (Pauschenwein, Goldgruber, Sfiri, 2013).

Prince (2004) assumed that the difference between collaborative and cooperative learning is in the method of student assessment. Both these learning forms involve working as a group to solve a particular problem, but in cooperative learning students are assessed individually, whereas in collaborative learning students are assessed as a group.

A problem-based learning cycle starts with the introduction of the relevant problem (Prince, 2004); subsequently students are motivated to learn about, discuss, and solve it. Problem-based learning has usually, but not necessarily a collaborative or cooperative character. The competitive aspect of group problem solving is

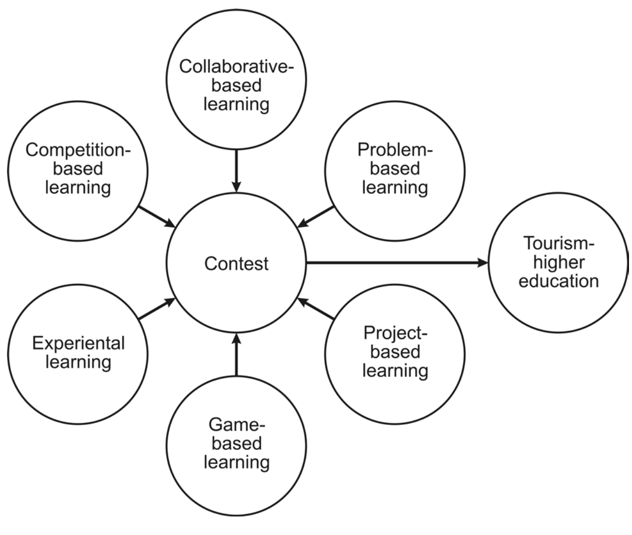

Figure 1. A contest and similar pedagogical tools in tourism higher education
Source: authors

noted by Prince (2004) as being opposite to that when working individually. Fig. 1 sums up the characteristics of a contest as an educational tool, as reviewed here.

2.2. STIMULATING STUDENTS' CREATIVITY THROUGH A CONTEST

In a contest, the factors influencing the creativity of those participating can be divided into two groups: firstly, the students' attitudes; and secondly, the variation between students including levels of creativity, knowledge, and social competence (see Fig. 2). Regardless of the field of study, creativity is understood as an essential factor of innovation which stimulates new knowledge. It is defined according to Liang and Lin (2015) as a student's capacity to come to an original solution for a task which satisfies the criteria of both originality and usefulness. Both cognitive ability (learning, which allows one to understand existing knowledge, i.e. reproductive imagination) and creativity (the development of new knowledge) are results of creative imagination (Liang, Lin, 2015).

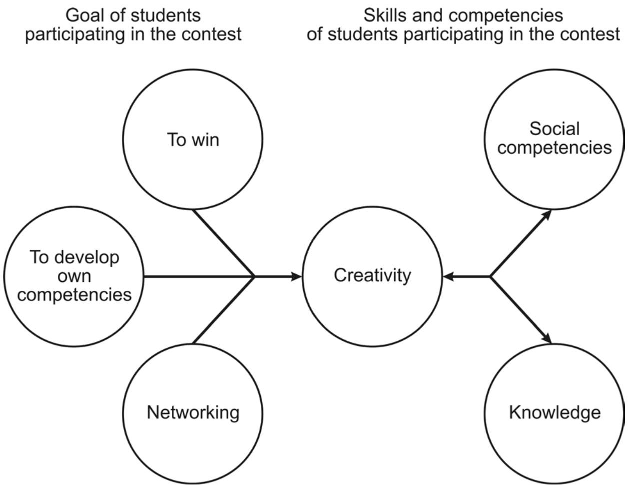

Figure 2. Creativity versus students' skills, competencies and attitudes during a contest
Source: authors

Effective cooperation refers to the success of interactions between students. Therefore, students need both social and cognitive skills in cooperative learning. Social competencies are understood as the ability to solve conflict and manage competition within the group, and for the group's participants to be open to different viewpoints. Cognitive skills allow the students to use, acquire and even create knowledge. Thus, cognitive skills refer to the ability of students to ask questions, define problems, set up hypotheses, define goals, and use tools and methods to find a solution (Cohen, 1994). Contests might be seen as an informal tool to introduce a subject to a group of students. Contests make the learning process more attractive and possibly more effective. Moreover, contests are a useful tool for students' networking (Dagiene, 2010).

Cohen (1994, p. 8) defined a group task as:

> a task that requires resources (information, knowledge, heuristic problem-solving strategies, materials, and skills) that no single individual possesses so that no single individual is likely to solve the problem or accomplish the task objectives without at least some input from others.

It should also be noted that the time needed to solve a task is a significant resource. Thus, a group task is one that cannot be accomplished by a single person within a reasonable timeframe.

Panitz (1999) discussed the differences between collaboration and cooperation in the learning process. He indicated that collaboration is rather a personal philosophy whereas cooperation should be understood as a way of developing personal interactions. Cooperation is needed to accomplish any specific goal by a group, therefore, in our study of a 24HOURS contest, we compared individual work to cooperation (not collaboration) as a learning technique. Working on open-ended tasks refers to collaboration rather than cooperation and it is argued that cooperation is used to find recognized or predicted answers for problems defined by teachers. The learning environment is, therefore, more controlled by the teacher than in collaborative situations. According to the findings of Panitz (1999), contests (such as the 24HOURS contest of our study) relates more to collaboration than cooperation.

If it is agreed that creativity is the more desired skill to be developed through the contest, this should be the main focus of organizers and of members of a jury. Consequently, the winners of the contest are anticipated to be the most creative. Students who are focussed on cooperating with others should be more creative than self-oriented students interested in the development of personal competencies or in winning. Hence, if the main goal is to win, this must be expected to limit the development of the participant's creativity. Experience and knowledge seem to be crucial proficiencies necessary to win a contest in which participants are expected to create new solutions for a particular problem (Artiles, Wallace, 2014). However, it was noted by both Austin (1990) and by Artiles and Wallace (2014) that choosing contests as tools to solve any, especially complex, problems can be challenging.

2.3. THE ROLE OF A TUTOR IN A CONTEST

The attitude of the students to the learning process at an academic level has changed in recent years. At the same time, students' perception of the significance of social competencies that are developed during higher education has also changed. According to the 'Recommendation of the European Parliament and the Council of 18 December 2006 on Key Competencies for Lifelong Learning' (2006), social competencies are:

> linked to personal and social well-being which requires an understanding of how individuals can ensure optimum physical and mental health, including as a resource for oneself and one's family and one's immediate social environment, and knowledge of how a healthy lifestyle can contribute to this.

These so-called "soft" competencies related to efficient time and responsibility management, effective behaviour in social situations, communication in a group and motivation seem to be becoming more important (Heckman, Kautz, 2012; Martowska, 2014).

It was recognized that working in small groups constitutes the best opportunity for cooperative learning. It stimulates all students in a group to prosocial behaviour (being cooperative and friendly), active learning and essential conversation. Cooperation between students, especially when dealing with complex issues, should be assisted by the teacher or tutor. This assistance is also required when the student group is heterogeneous, for example representing different research fields or different levels of achievement (Cohen, 1994). Advanced group work occurs when students use one another as resources which means that group work does not mean only to delegate tasks, leaving out good interaction. Structuring the interaction between students working in the same team is challenging, therefore tutors need to be aware of the requirement to structure the level of student interaction (Cohen, 1994). Considering the fragile psyche of the students, contests as an educational tool should be used with care; students participating in them must be confronted with problem solving rather than dealings with other students (Dagiene, 2010).

As discussed above, student creativity is stimulated by cooperation rather than individual work or rivalry. Thus, the most valuable elements of a contest are those focused on developing cooperation between the participants. The main goal of the 24HOURS contest was to develop the creativity of the participants, and to encourage mechanisms that strengthen cooperation rather than the development of individualism or rivalry. The educational effectiveness of contests depends on a tutor's ability to explain to the students its basis, and the benefits of both cooperation and creativity. Therefore, both tutors and student teams should be responsible for encouraging cooperation as well as creativity during the contest. Here we have introduced a problem-based contest as a learning technique in tourism higher education. This means that (according to these criteria) the 24HOURS contest studied should be considered an example of a collaborative learning technique as used in problem-based learning. Thus, the following research question should be stated: are tutors of student teams responsible for enabling both cooperation and creativity during a contest.

3. METHODOLOGICAL FRAMEWORK

3.1. A 24HOURS CONTEST AS A CASE STUDY

The 24HOURS contest was organized in Lodz, Poland on 14th November 2014 by two academic institutions: University of Lodz (Poland) and Lillehammer University College (Norway) (now the Inland Norway University of Applied Sciences). The main idea was to implement the Norwegian educational 24HOURS contest in Poland (*Schedule project – significance of competition in higher education*, 2015). The student teams (1 tutor and 4 students) participating in the contest were allowed 24 hours to decide on the best strategy to develop MICE tourism[2] in the metropolitan area of Lodz, Poland. The 24HOURS contest was supported by a grant from Iceland, Liechtenstein and Norway through EEA Grants and Norway Grants, and was co-financed by Polish Funds. English was the event's official language.

The organizers of the 24HOURS contest decided to invite student teams, rather than individuals, to represent various academic institutions in the event. This was because a cooperative environment provides better conditions for learning than a competitive one (Prince, 2004). Submissions from seven teams, representing six academic institutions, were received and accepted: Lillehammer University College, Lodz University of Technology, Poznan University of Economics, University of Lodz, Warsaw School of Tourism and Hospitality Management, and Wroclaw University of Environmental and Life Sciences.

As organizers of the 24HOURS contest, we encouraged team gender balance. Cohen (1994) argued teams with equal number of females and males can eliminate the negative impact of gender status on effectiveness in group work. Every team participating in the 24HOURS contest was requested to be supported by a professional tutor.

This was intended to remedy the negative effects of not having an expert tutor in problem-based learning, which in our case was self-paced and self-directed (Prince, 2004). PhD candidates were recommended. Artiles and Wallace (2014) regard workshops and tutorials as the most valuable parts of a contest's programme therefore the 24HOURS contest was enriched with a guided city tour. In addition, organizers delivered a presentation about planning and after the contest, during a week-long visit to Lillehammer, the winning team presented their solution for the 24HOURS contest and discussed the abstract and details of a future academic paper.

An important element of the 24HOURS contest was the website and the use of social media (Twitter and Facebook). The website was the primary source of information shared with the participants and it was made available to the students before the event. The tutors had prepared presentations on the topic for the participants, and the teams compared their knowledge with all other participants in the event. As in the Sigala (2002) study, the idea of a contest was to make use of knowledge rather than to internalize and reproduce it.

The task to be solved during the 24HOURS contest was defined by a jury and publicly announced at the beginning and was to prepare 'a strategy of development of MICE tourism in Lodz Metropolitan Area 2020+'. The jury included representatives of the organizers as well as external experts. Each student team was asked to put the results of its work into a template and submit it to the jury. The teams participating in the 24HOURS contest then presented their prepared strategies to an audience for which each team was allowed up to seven minutes. The jury assessed the presentation on the basis of nine evaluation criteria: value of the solution, conditions, assessment and strategic diagnosis, vision/mission statement and strategic goals, strategic actions and responsible institutions/main actors, risk assessment, implementation plan for the strategy, summary, completeness of the solution, and overall impression.

The 24HOURS contest was established not only as an educational event, but also as a case study for research on the use of contests in tourism higher education. The idea of combining the implementation of educational methods with research on its effectiveness has its parallel in the CHERMUG project ('Continuing/Higher Education in Research Methods Using Games') which was developed to verify the possibility of the implementation of digital games in lifelong learning programs (Johnston, Boyle, MacArthur, Manion, 2013), the VR-ENGAGE project ('A Virtual Reality Education Game') to teach children geography (Virvou, Katsionis, 2008), 'Play the Learning Game' project, which was established to create an international network of educators interested in the innovative and effective use of digital games (Pauschenwein, Goldgruber, Sfiri, 2013), and finally the EPINOISI project ('Specialized Formation of General and Special Education Teachers and Production of Educational Material for Mild Intellectual Disability'), which discussed the potential and limitations of using digital games in teaching students with mild intellectual disability (Saridaki, Gouscos, Meimaris, 2006).

3.2. DATA COLLECTION

Three data-collecting methods were applied to evaluate the effectiveness of the 24HOURS contest. First, a short, written questionnaire was given to all the participants in order to assess its organization, handed out just before the final decision of the jury and the award ceremony. It contained both open and closed questions, with the purpose of evaluating a participant's general opinion of the 24HOURS contest, its organizational aspects, the main reason for taking part, and the uniqueness of the event. We had 35 completed surveys returned (100% research sample).

Second, individual in-depth more interactive interviews were conducted to better understand participants' opinions of the contest (Savenye, Robinson, 2005). Interviews were held on 6th March 2015 at the end of the study tour to Lillehammer (the prize for the winning team). Both tutors (T1 and T2) and eight students (S1 through S8) representing two of the teams participating in the 24HOURS contest were interviewed. To facilitate these, an interview schedule with a set of questions was prepared. The average interview lasted 18 minutes; those of the tutors were longer. The interviewed participants were asked whether their social competencies, knowledge or organizational skills improved or were developed during their participation in the 24HOURS contest. Moreover, participants' overall impression about the event was evaluated.

Third, the authors used an online questionnaire to evaluate the attitude of the participants to the most significant social aspects of the 24HOURS contest: individual work, competition, and cooperation. Like the individual, in-depth interviews, online questionnaires were conducted a few months after the contest.

3.3. METHODS OF ANALYSIS

A common framework of assessment of educational tools should refer to three subjects: student, teacher, and resources. Moreover, four main dimensions of the assessment should be considered: where the tool is employed, the learner or learner group, the place (real or artificial) used to introduce the problem to solve, and finally, the critical reflection on the learning process (de Freitas, Oliver, 2006). Both likeability and usability of should be assessed. Only likeable tools should be used for educational purposes while on the other hand, only useful tools can make a learning process more effective than it already is (Virvou, Katsionis, 2008).

The findings from the qualitative data differed greatly both between team members and between teams. After converting it to text, ordering techniques were used to allow for interpretation of the large amount of

data (Angrosino, 2008; Gibbs, 2008; Kvale, 2008). The qualitative results were used to define and verify research questions such as:
1. which of the students' social competencies were improved or developed during the 24HOURS contest;
2. did the contest enable the students to improve and develop their knowledge;
3. what were the team members' roles during the contest;
4. what were the individual perceptions of the contest?

Prince (2004) argued that many relevant learning outcomes are often difficult measure. This is especially the case when measuring the outcomes of problem-based learning methods. Therefore, an online questionnaire treating the social aspects of the 24HOURS contest was conducted to assess the students' attitude to work, the potential competencies they developed, and their general impression of participation. The results of the questionnaire were analysed with *k*-means clustering and presented on ternary plots.

The *k*-means method was employed twice to identify homogenous groups of students regarding separately investigated phenomena:
– three types of skills and competencies indicated by the participants of the 24HOURS contest as most strengthened – knowledge, creativity, and social competencies,
– three types of social relations found by the participants of the 24HOURS contest as most emphasized – cooperation, competition, and focus on individual work.

The *k*-means clustering method is a cluster analysis algorithm, i.e. searching for and extracting groups of similar objects (clusters). The *k*-means method allows for different scenarios of clusters and relies on moving objects from one group to another until the variations within and between the clusters are optimized (Kanungo et al., 2002). To present the results of this analysis, ternary plots were prepared separately for three different types of investigated skills and competencies, and for three different kinds of social relation. It should be explained that the ternary plot is a triangular diagram which displays the proportions of three variables that sum to a constant value. Thus, it might be used for the presentation of phenomena with a tripartite structure. It graphically depicts the ratios of the three variables as positions in an equilateral triangle (Korycka-Skorupa, 2007; Runge, 2006).

4. RESULTS AND DISCUSSION

4.1. GENERAL OPINIONS ABOUT THE 24HOURS CONTEST

General opinions of the contest shown through all the data-collecting methods was positive (see Fig. 3). Factors such as the organizers, volunteers, and the city tour (which was part of the event) were rated very highly. It is worth emphasising that human factors were recognized as the best part of the event but ICT facilities and catering were, however, rated significantly lower. It might be supposed that recent student expectations about learning and working conditions were very high. It needs to be underlined that the contest's participants focused on the idea of the event, rather than the prize, rating all human factors higher than prize-oriented students. They cared much less about the food and beverages. However, they were very aware of the quality of the ICT facilities provided by the organizers, as these were recognized by the students as one of the crucial resources to deliver results.

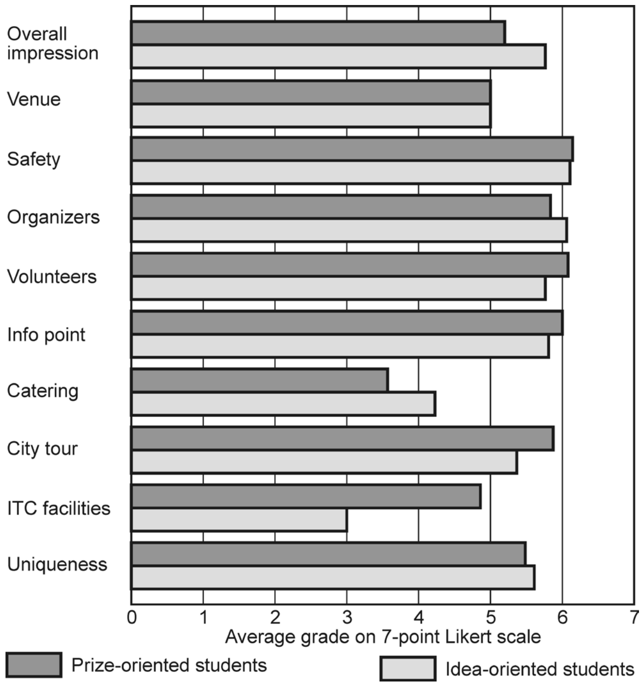

Figure 3. Evaluation of the 24HOURS contest by participants regarding their willingness to win
Source: authors based on questionnaires

The program of the contest was considered the main factor determining the participants' overall impression of the event. Regarding this aspect, some students' opinions should be presented, for example (S5): "It was a really good competition but it was too long. 24H was really tiring for us". Another student noted that (S1):

> When the time start to get about 5 in the morning, and I was so tired, I felt sleep on a chair, and… We knew that we had two more hours and the project have to be done, and… We got… I got a bit frustrated. I need sleep, and I need food, and… When I lack bathroom it's… it's hard to focus, and hard to concentrate.

4.2. STIMULATING CREATIVITY THROUGH THE 24HOURS CONTEST

When discussing students' skills and competencies, creativity should be confronted with social and cognitive skills. Students were asked to indicate those skills and competencies which were most strengthened by participating in the 24HOURS contest (see Fig. 4). It should be emphasized that individual knowledge was recognized by most of the students as the crucial skill. Only one group of students (represented by triangles on Fig. 4) considered creativity as the most important. Moreover, some groups noted that creativity was increased during the contest by the development of social competencies, rather than individual knowledge.

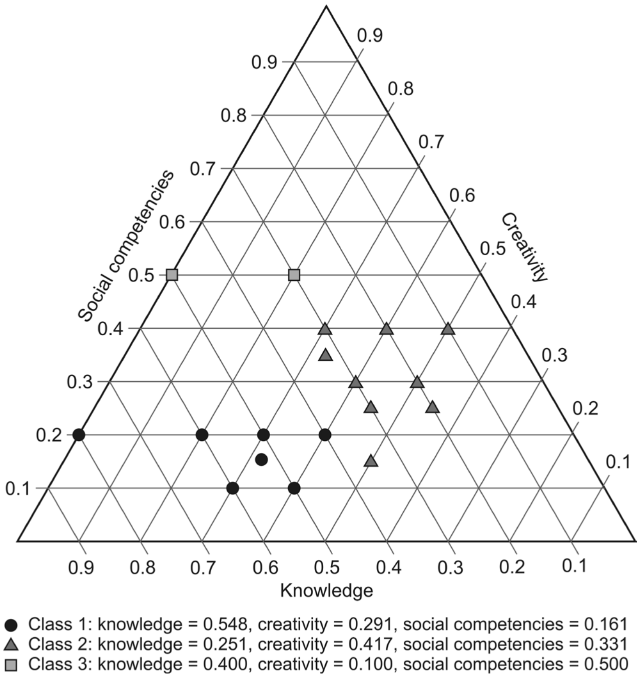

Figure 4. Skills and competencies indicated by the participants of 24HOURS contest as most strengthened by the event
Source: authors based on an online survey

Findings from the online survey were in line with results from the in-depth interviews. The students considered that knowledge was the main skill developed during the 24HOURS contest, for example S1 said:

> I didn't know anything about MICE tourism. I didn't know what that word meant. And… I learnt a lot about the subject, about MICE tourism… I learnt a lot of new expressions and… When I came back, I actually used a lot of the information that I got in Poland on my exams.

Similarly, another student (S6) said:

> I have learnt about a strategy, how build the strategy, what is its structure, so vision, mission and what we should do […]. Of course we had lessons on our university about that but it was obligatory and, seriously, we don't like this subject.

However, contrary opinions were also found. The participants reported that their knowledge and social skills required to interact as a group during the 24HOURS contest had increased, for instance (S1):

> I got new knowledge about MICE tourism and probably working with other people under pressure. I can see my role a bit more clearly as the guy who comes up with good ideas and develops them. But maybe I'm not the perfect man to write the paper. I can be the guy with the ideas and solutions. And someone else would be the girl or boy with the pen.

Another student (S3) noted:

> We divided everything equally. I don't know if it is good thing or bad thing. We have learnt more about how to work in a team after that. For some people it is just more natural to be a leader than others. I think we were together as a team very well.

Rating the opportunity for creativity, a student commented for example that (S6):

> We had a brainstorm and it was very amazing that it was so late and we had SWOT analysis on the table. We had a lot of ideas at this late hours. It's great for us. We had a lot of fun. We have done it and we won.

It is argued that both creativity and cognitive ability are positively correlated with openness (Liang, Lin, 2015). It must be noted that during interviews only the most extroverted students had no problems in defining results of their creative behaviour, for example (S1):

> I developed the idea of a page called "Meet in Lodz". Because, we searched the web for a lot of information about Lodz. But, there is nothing in English. So, it was really hard for us to get any knowledge at all.

One of the abovementioned students even indicated introversion as a significant weakness of fellow students participating in the 24HOURS contest (S1):

> Polish people are not as open as Norwegians. I noticed that at once, that when we got there we were like... from Norway. But Polish people are not in the same way as we are. So, it was... It wasn't so easy to get in touch with anyone […]. But, it took some time to make them open, open themselves for us. So, I think the Polish students are bit reserved. And, it's not easy to get in touch with them. So, they could be a bit more open, like us Norwegians. And then we would probably end up in a lot of new friendships.

Student relations as developed during the 24HOURS contest were divided into three groups: focus on individual work (lack of interactions between students), competition, and cooperation (see Fig. 5). It should be emphasized that most students were eager to focus on both cooperation and individual work simultaneously. However, regarding the rules of the contest, teamwork was forced by the organizers. Hence, the main focus was on cooperation between members of particular teams. Thus, students could compete and cooperate at the same time (see students represented by squares on Fig. 5).

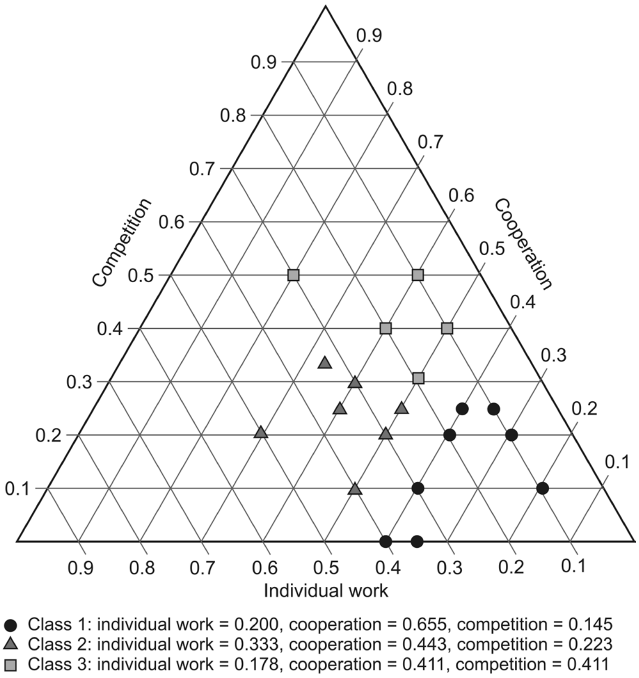

Figure 5. Social relations indicated by the participants of the 24HOURS contest as most emphasized by the event
Source: authors based on an online survey

It should be underlined that students rated cooperation as the most important aspect for the team, as did S7: "First of all, the teamwork – that's key for… making all the strategy for Lodz. Because we had only 24 hours. I couldn't make all the strategy alone". T2 and S8 noted the same, and that: "We all decided to take a part of our work". However, cooperation between the teams was not evident during the contest. Thus, while cooperation only among team members occurred, conditions for developing creativity were not perfect. On the other hand, students considered the competition between the teams as important, for example (S1): "If there were no competition, it wouldn't be that fun. Because, that we didn't have to compete. We can just say: 'oh, whatever'. But, when we knew we were competing against other teams, it was important". While the main goal of the students participating in the contest was to cooperate (but only with members of their own team), and to compete (to win), individual knowledge, rather than creativity was evidenced as a main skill developed during the event.

4.3. ROLE OF TUTORS IN THE 24HOURS CONTEST

The role of the tutor in a group of students could be understood as a guide to planning the project work, piloting the project very carefully, especially estimating the time required for the completion of tasks (Roisin, Fitzmaurice, 2005). The tutor should mainly be there to help the group especially in a situation when students cannot find an appropriate way to solve the problems (Woltering, Herrler, Spitzer, Spreckelsen, 2009). During the 24HOURS contest, the role of the tutor was problematic and the in-depth interviews showed that they were uncertain of the expectations of their engagement in the work of their group.

In the winning team the responsibilities were very wide, and the tutor became a natural leader doing a lot of work. This was confirmed by the students, for example (S5): "because she has got the huge knowledge. And she knows/ speaks better than we in English". Another student noticed (S6): "She did a lot of things. She used information from her university […]. It was very useful for us". Regarding the educational results, the undefined role of the tutor should be emphasized as the main limitation of the 24HOURS contest. Students supporting the tutor was revealed as the best strategy for winning. However, this was completely opposite to the main educational goal where the tutor supports the students.

The tutor in another investigated team had a completely different role. As one of the students noticed (S1) "he told us that he can help us but he can't give us the answers and he can't… he can't do the presentation for us". The opinion of this tutor (T1), the leader of the team was one of the students, who "told them what to do. She said what has to be done. She went through the assignments and assigned different tasks to people". At the same time the students noticed that the tutor did not do any tasks in the project (S2): "He didn't do much. He just answer the questions if we ask him. We did everything ourselves".

When it is the educational goal of the contest that is primary, the role of tutor should be precisely defined. As stated in the research question, tutors are responsible for enabling both cooperation and creativity during the contest. However, when the tutor's responsibilities are not well described, there is a risk that creativity will be developed rather by individual knowledge, and through competition. This is not as effective as it could have been when developing creativity through social competencies and cooperation and unfortunately this part of the research exposed the greatest disadvantage of the 24HOURS contest.

5. CONCLUSIONS

The creativity of the tourism students was stimulated through the contest, as the different teams produced different and innovative solutions to a real tourist industry problem. The students who participated in the event were positive towards the contest and noted this conclusion themselves. The 24HOURS contest clearly integrated theory with practice, as was discussed by Fidgeon (2010), enhancing tourism curriculums by balancing vocational and academic goals. Tourism students were expected to draw on their academic knowledge to recognize and solve a real problem. Creativity was, however, not the main aspect of learning stimulated through the contest. Participants believed that the competition mainly improved their individual knowledge of the tourism industry and its workings, in addition to learning social skills that are required to work as part of a team. Moreover, cooperation with members of a student's own team was developed, rather than with members of the other teams.

Regarding the arguments of Dale and Robinson (2001), representatives of tourism and other disciplines should be brought together when discussing the effectiveness of a contest as a tool in tourism higher education. Almost half of the Polish students participating were recruited from non-tourism graduate programs and members of the winning team represented the spatial management (not tourism) program. This shows that complex problems in the tourism industry can be effectively solved not only by tourism professionals. More importantly, this shows the value of contests in stimulating learning about an industry like tourism and in stimulating creativity to find a "winning solution". Moreover, Artiles and Wallace (2014) have argued, creating interdisciplinary teams for a contest is an effective way of making participants more familiar with other disciplines. Working with students from other disciplines is much more effective than forcing them to participate in lectures delivered by professionals representing other fields. However, cooperation between teams was not in evidence, thus the positive effect of combining interdisciplinarity and cooperation did not occur during the 24HOURS contest.

The findings of Johnston, Boyle, MacArthura and Maniona (2013) are relevant to the implementation of contests in tourism higher education and should engage students and make them interested in the research problems at hand. Students should be encouraged to formulate explicit research questions, choose and evaluate project design, and learn to employ qualitative and quantitative methods. Students should be creative. All these challenges should be considered when defining the role of students' tutors during the contest. As was emphasized in the research question, tutors are responsible for enabling both cooperation and creativity during the contest.

Austin (1990) has suggested a few factors that should be considered regarding contests as an educational tool. Firstly, in American-centred cultures competition is more of a 'fetish' than a natural part of human nature. Secondly, competition does not necessarily motivate people to do their best because it may not rely on competence. Finally, self-confidence is not a clear result of participating in the contests. Thus, it should be concluded that the 24HOURS contest did not turn out to be a fully successful learning environment. Moreover, the desire to win fostered acquiring new knowledge within the tourism field rather than creativity.

ENDNOTES

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[2] MICE is an acronym from "meetings", "incentives", "conventions" and "exhibitions". MICE tourism is related to all forms of business travel (Sylla, Chruściński, Drużyńska, Płóciennik, Osak, 2015).

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ASSESSMENT OF THE EFFECT OF NEW TOURISM PRODUCTS ON THE ECONOMIC RECOVERY OF RURAL AREAS IN THE CONTEXT OF EMPIRICAL RESEARCH ON SELECTED COMMUNES OF THE LUBLIN VOIVODESHIP

Abstract: This paper presents examples of several original tourism products available in the rural areas of the Lublin Voivodship (Eastern Poland) which in the context of empirical research have contributed to the development of tourism. The primary objective is to determine how selected tourism products are created, and their role in the development of the tourism function and local development in general. The article employs the case study method and concerns four tourism products in four communes of the Lublin Voivodeship. An assessment of the effect of the created product on local development was based on research employing a diagnostic survey in the form of a questionnaire and interviews. The interviews concerned the process of the creation of a tourism product and its effects was undertaken among entrepreneurs from the tourism industry, and the questionnaire concerning the effects of the resulting tourism product on local development was addressed to residents. The survey results showed that in each of the analysed cases, the creation of the tourism product could have considerably contributed to the development of the tourism function and economic development of rural areas where such products were created. Socio-economic phenomena accompanying the development of the tourism function are perceived as positive by residents of selected communes that see the development of tourism as a chance to improve their image and improve living conditions.

Keywords: rural areas, tourism product, Lublin Voivodeship.

1. INTRODUCTION

The modern development of rural areas, both in Poland and globally, takes three basic directions: 're-grounding' – reduction of expenditure on agricultural production and investment, and a search for new sources of income; 'deepening' – the production of high-quality food, including organic food, and 'broadening' – the appearance of new forms of activity, e.g. tourism (Halamska, Śpiewak, 2008). The internal potential of a region is considered as the basic development factor of a given area, and this includes tourism (Kuciński, 1994; Stanny, 2013). The development of tourism is directly determined by the occurrence and level of what has environmental and cultural value, tourism management, and transport accessibility (Lijewski, Mikułowski, Wyrzykowski, 2002; Rogalewski, 1974). Butowski (2010) supplements this list of endogenic factors with promotion and tourism information, development and commercialisation of the tourism product, i.e. elements of territorial marketing as well as socio-economic, cultural, political, and ecological conditions (attitude of the local community towards tourists, activities of public authorities).

A *smart village* uses its strengths and resources for the development of new opportunities. According to Górka and Łuszczyk (2013), this concerns so-called high opportunity services, i.e. services with prospects for permanent development. Residents of a *smart village* implement specialisation in the scope of their tourism products (*Portal Inteligentnych Wiosek*, 2017). The introduction of the tourism function corresponds with the concept of village renewal and the multifunctional use of rural space. It can contribute to economic strengthening, comprehensive development, and an increase in the quality of life for village residents. It can also contribute to the revitalisation of rural areas. In the literature, research on the tourism function of rural areas shows that tourism can be a factor contributing to their socio-economic activisation (Durydiwka, 2012).

One of the conditions for development of the tourism function is the creation of an interesting tourism product. Rural areas feature a high potential for the development of tourism products based on local space, nature, history or culture, or resulting from the observation of market needs or their creator's imagination. In the current period, the tourist searches for new sensations and emotions, modernity, surprise and wonder, the so-called the "wow" effect (Stasiak, 2013, 2015). Experience, knowledge, entertainment and emotions constitute a specific combination called the triad of tourism experiences, applied in creating the modern tourism offer (Stasiak, Włodarczyk, 2013).

This article presents an analysis of four original tourism products located in rural areas of the Lublin Voivodeship, the development of which, according to the respondents of the survey, has contributed to the development of the tourism function and considerable positive social and economic changes in the local environment. The objective of this study is the determination of the conditions for development of particular tourism products, an assessment of their effect on the tourism development of the analysed communes, and their role in local development overall.

The planned research tasks were implemented by means of a diagnostic survey in the form of a questionnaire and direct interviews in May 2018 in four communes of the Lublin Voivodeship. The interviews concerning the development of the tourism product and its effects was directed at those who had introduced a given product to the market, entrepreneurs from the tourism industry and institutions, and the survey concerning the effects of the developed tourism product on local development was directed at residents of the communes.

2. THE TOURISM PRODUCT IN THE DEVELOPMENT OF THE TOURISM FUNCTION IN RURAL AREAS

The tourism function comprises all socio-economic activity in a given location (village, region), directed at managing tourism, and resulting in the ability to meet specified tourism needs (Kurek, 2008). It is currently one of the basic non-agricultural functions developing in rural areas. It supports the process of comprehensive development, and is treated as a factor in socio-economic growth (Durydiwka, 2012; Kowalczyk, 2003; Sikorska-Wolak, 2007). Benefits resulting from the development of the tourism function in rural areas include diversification of sources of income for a commune, an increase in employment with greater opportunities for young people, an increase in the wealth of residents, infrastructural and economic development and the revitalisation of villages. The important role of tourism in rural development is confirmed by numerous EU financial support programmes. In recent years in the Lublin Voivodeship, tourism projects were financed e.g. from programmes such as Integrated Operational Programme Regional Development 2004-2006, Regional Operational Programme of the Lublin Voivodeship 2007-2013, Operational Programme Development of East Poland 2007-2013, and Rural Development Programme 2007-2013. The fact that tourism is an important aspect of the development of Polish rural areas is emphasised by the issue in 2015 of the national operational document "Programme for tourism development in rural areas in Poland" (*Program rozwoju turystyki na obszarach wiejskich w Polsce*, 2015), defining the objectives and vision of tourism development in rural areas, and characterising activities that should be implemented for its development.

The degree of development of the tourism function is determined by many factors. The most important one is considered to be tourism attractiveness, i.e. environmental or non-environmental features in an area determining the interest of tourists (Kurek, Mika, 2008). The basic element contributing to the tourism attractiveness of an area, and a necessary condition for development of the tourism function is the availability of tourism products.

In economic terms, a product is anything that can be introduced to the market, purchased, used or consumed, satisfying someone's wish or need (Kotler, 1994). A product is a group of benefits for the purchaser, a set of tangible and intangible useful properties, bringing functional, social and psychological benefits (Levitt, after Zdon-Korzeniowska, 2009). The tourism product comprises all goods and services created and purchased in relation to travel outside the place of permanent residence satisfying the various needs of tourists (Gołembski, 1998). Medlik (1995) distinguishes between tourist product *sensu stricto*, i.e. all that tourists buy, and tourist product *sensu largo* – a combination of what tourists do and the assets, facilities and services they use. It constitutes the whole experience, from the moment they leave home to the moment of return. With reference to this understanding of the concept of the tourist product, rural areas can offer both, product *sensu stricto*, in the form of objects, services, events, cultural products, tourism infrastructure, etc., and product *sensu largo*, adding a specific rural atmosphere and scenery to the offer, thus providing conditions for experiencing tourism in a unique way.

The range of tourism products that can be offered in rural areas is broad. Sznajder and Przezbórska (2004) divide them into nine categories: accommodation, gastronomy, agritourism, direct sale, recreation, sport, entertainment, therapy and ethnography. The list can be supplemented with many other elements such as the rural landscape and microclimate, nature, local history and its heroes, traditional craftsmanship and production, traditional architecture (residential, economic, sacred), archaeological sites, local lifestyle, etc. In addition to tourism products based on the authentic and traditional resources of rural areas, those with no relation are also encountered, resulting exclusively from their creators (e.g. amusement parks) or market demand (e.g. sports complexes).

Kruczek and Walas (2009) designate the enterprise tourism product, defined as a group of tourism services sold in travel agencies, and the tourism product of the destination, covering tourism attractions, infrastructure, services, image of the place in which tourism is implemented. In the cases described in this article, concerning tourism products offered in the rural areas of the Lublin Region, the latter type occurs, i.e. the tourism product of the destination.

According to the assessment of the European Network for Rural Development, in spite of the potential offered by permanent growth of tourism in Europe (3% annual increase in the number of tourists in recent years), the offer of rural tourism products is still relatively limited (European Network for Rural Development, 2019). Therefore, demand for creating original, interesting and diverse tourism products in rural areas meeting various needs of tourists is high.

3. CHARACTERISTICS OF THE TOURISM PRODUCT OF SELECTED COMMUNES IN THE LUBLIN VOIVODESHIP

This article presents the results of detailed research concerning four original tourism products in the rural areas of the Lublin Voivodeship. The products include: "Magic Gardens" in Trzcianka (Janowiec commune, Puławy poviat), "Nartsport" in Rąblów (Wąwolnica commune, Puławy poviat), "Goths' Village" in Masłomęcz (Hrubieszów commune, Hrubieszów poviat), and "Iron and Blacksmithing Traditions Trail" in Wojciechów (Wojciechów commune, Lublin poviat). They will be briefly presented further in the article.

"Magic Gardens" (Photo 1 and 2) is a family thematic-sensory park based on fairy tales whose concept is an original idea of a private investor. The park has been in operation since 2014 and is dedicated to the individual tourist and families, and to school, pre-school and organised groups. Animators provide a guiding service. A souvenir shop is available on site (many souvenirs are personalised for the purposes of the park), as well as a restaurant and a cafe. Special and thematic events are organised there. Internet users rated the "Magic Gardens" as the greatest tourism attraction of the Lublin Region "Top attractions" in 2016 and 2017. The product was also awarded the Certificate of the Best Tourism Product in 2015, granted by the Polish Tourism Organisation.

Photo 1 and 2. Thematic-sensory park "Magic Gardens"
Source: M. Wesołowska

"Nartsport" (Photo 3 and 4) is a sports-recreational complex founded by a private investor. It was constructed in 1993 as the first ski lift in the Lublin Region, due to a very high demand for winter sports infrastructure. In the following years the offer was gradually expanded. Currently, in the winter season the product offers a skiing-snowboarding and sledging slope as well as equipment rental. In the summer season the offer covers swimming pools, jacuzzi, beach volleyball, playground and trampolines. Moreover, a restaurant is available for tourists along with a bar and accommodation. "Nartsport" hosts accompanying integration and special events.

"Goth Village"(Photo 5 and 6) is a historical-cultural reconstruction, created in 2008. Its idea is based on the archeological research conducted in the village since 1977. This research concerned Gothic culture, a tribe of Germanic origin that reached the Hrubieszów Basin in the 2nd century. After the completion of the research, based on the initiative of local residents, the Masłomęcz Society "Goth Village" was established, with the primary objective of popularising knowledge of the cultural-historical heritage of the region, and the implementation of the "Gotania" Project. The society currently numbers 30, and provides educational, academic, promotional, entertainment and business activities. The open-air museum features a presentation recreating the everyday life of the Goths, and offers workshops, "living" history lessons, cyclical reconstruction and thematic events (among others the Archaeological Feast), and academic and popular science conferences organised by the Society. "Goth Village" was recognised as the Best Tourism Product of the Lublin Voivodeship in the category "Object" in 2017.

"Iron and Blacksmithing Traditions Trail" (Photo 7 and 8) is an integrated public-private product, which was created by the gmina and some economic entities with reference to local blacksmiting traditions. The product consists of several components, such as: visiting the Museum of Blacksmithing and the currently working Roman Czernic»s smithy, a possibility to eat a traditional meal on an agritourist farm called „U Kowalowej", and melting and molding metals in a bloomery. Moreover, a tourist can visit the Regional Museum and participate in workshops and blacksmith events. In 2010, the "Iron and Blacksmith Tradition Trail" was awarded the Certificate of the Polish Tourism Organisation for the best tourism product. It also received

Photo 3 and 4. Sports-recreational complex "Nartsport"
Source: M. Wesołowska

Photo 5 and 6. "Goth Village"
Source: M. Wesołowska

the title of *Perełka Lubelszczyzny* (Pearl of the Lublin Region) in 2009, and third prize in a competition for the most interesting rural tourism package during the II International Fair of Rural Tourism and Agritourism, AGROTRAVEL Kielce 2010.

Photo 7 and 8. "Iron and Blacksmith Tradition Trail"
Source: M. Wesołowska

4. STUDY RESULTS

The study was conducted in May 2018 in four communes of the Lublin Voivodeship employing a diagnostic survey (interview and questionnaire). The objective was to collect opinions on the effect of the development of a tourism product on the tourism function in communes, and an assessment of the effect of the tourism product on the local environment. The direct research (questionnaire) was based on a random sample of residents of particular communes. Responses were obtained from a total of 276 (Janowiec commune – 76 questionnaires, Hrubieszów – 78, Wąwolnica – 65, and Wojciechów – 57). In the case of entrepreneurs/institutions running the selected tourism product, research in the form of a direct interview was used (four interviews).

The questionnaire directed to residents included 20 questions. First, respondents were asked to answer the question: *Are you glad that the investment is in operation in this area?* The majority of residents were satisfied with tourism investments implemented in the area (as much as three-quarters of respondents from Janowiec and Hrubieszów, somewhat less from the remaining communes) (Table 1). The respondents believe that the investment has improved the image of their communes. The residents themselves take more care of their premises, and owing to the investment, new roads and infrastructure have been constructed. The majority of residents in the surveyed communes were of the opinion that the investment has had a positive effect on the commune (Table 1) because it employs local residents (particularly in the tourism season), cooperates economically with the surrounding area, and conducts activities for the benefit of the commune (integration events, free access to services for residents, sponsoring). Owing to the investment, the commune is recognisable, and the product itself contributes to the promotion of the village where it is located. This is recognised to the greatest degree by residents of Wojciechów (Table 1).

The respondents (from 77 to 83%) also believe that the investment has contributed to the economic development of the commune. This is confirmed by the fact that the main investment is accompanied by the development of other services and commerce aimed at tourists (e.g. production of souvenirs, accommodation, gastronomy, transport, sale of local products), the revival of traditional craftsmanship (pottery, smithery), and the appearance of new supplementary tourism attractions providing residents with higher profits resulting in the improvement of their economic situation.

A very high number of respondents (more than 80%) believe that tourism contributes to the better development of communes, and would like them to develop in terms of tourism to a greater degree – the residents themselves point to many suggestions and ideas for activities that would support such development. The respondents generally assess the activity of commune local government in terms of tourism development quite negatively (Table 2). They point to a lack of training and incentives for residents in terms of the development of business activity, and the lack of financial support for investments. The respondents repeatedly complained about the gmina allocating insufficient means to tourism development and pointed out that new investments in tourism are more frequently private than public.

The second part of the research, in the form of interviews, was conducted among investors or representatives of institutions running a given tourism product. Their results permitted the formulation of the following conclusions.

All investors/organisers are satisfied with activities related to the tourism product, and think it is profitable.

Table 1. Responses to questions concerning the effect of the tourism product on the area (%)

Product (commune)	Are you glad that the investment is in operation in the area?			Did the image of the area improve owing to the activity of the object/ attraction?		Do you think the investment has an effect on the area?			Were other companies established in the area owing to its activity?	
	no	yes	I am indifferent	no	yes	no effect	positive effect	negative effect	no	yes
Magic Gardens (Janowiec)	11,7	74,0	14,3	34,2	65,8	22,1	63,6	14,3	74,7	25,3
Goths' Village (Hrubieszów)	9,0	74,3	16,7	35,9	64,1	34,6	64,1	1,3	63,6	36,4
Nartsport (Wąwolnica)	3,1	69,2	27,7	35,4	64,6	34,3	57,1	8,6	63,1	36,9
Iron Trail (Wojciechów)	3,5	66,7	29,8	28,1	71,9	37,5	62,5	0,0	69,1	30,9
Average	6,8	71,1	22,1	33,4	66,6	32,1	61,8	6,0	67,6	32,4

Source: own research based on a survey.

Table 2. Responses to questions concerning the development of the tourism function in the commune (%)

Product (commune)	Would you like the commune to develop in terms of tourism?		Would you like other tourism investments to be implemented in the area?		Does the commune undertake any action for the development of tourism in the area?		Does the commune facilitate the access of residents to funds for tourism development?		Does the commune encourage residents to invest in tourism development?		Are any training/ educational activities concerning development of tourism entrepreneurship implemented in the commune?		Do you think that tourism deve-lopment would contribute to the better development of the commune?	
	no	yes	no	yes	no	yes	no	yes	no	yes	no	yes	no	yes
Magic Gardens (Janowiec)	18,4	81,6	25,0	75,0	52,0	48,0	60,8	39,2	63,3	36,7	74,7	25,3	20,0	80,0
Goths' Village (Hrubieszów)	24,4	75,6	25,6	74,4	44,7	55,3	42,7	57,3	48,6	51,4	58,3	41,7	9,0	91,0
Nartsport (Wąwolnica)	6,2	93,8	14,3	85,7	55,7	44,3	56,7	43,3	55,7	44,3	59,3	40,7	6,1	93,9
Iron Trail (Wojciechów)	21,1	78,9	20,7	79,3	58,2	41,8	55,4	44,6	66,1	33,9	71,2	28,8	7,1	92,9
Average	17,5	82,5	21,4	78,6	52,7	47,3	53,9	46,1	58,4	41,6	65,9	34,1	10,5	89,5

Source: own research based on a survey.

Moreover, having knowledge of today's socio-economic reality, they would undertake the investment again. All the respondents are planning to develop their activity, although depending on the need for financial resources. Obtaining external funds will facilitate the development of investments. External funds would also be of high importance at the stage of the implementation of particular undertakings. The tourism products were implemented from their own resources and with EU assistance, and in the case of the "Goth Village" the entire investment was financed externally. All respondents confirmed that with no financial support the implementation of the tourism product would not have been possible.

According to the investors, this led to the launch of investment-generated tourism at a level from several to several tens of thousands of visitors annually. Unfortunately, citing the necessity for data protection, the investors did not agree to provide detailed information regarding the number of visitors. Based on interviews and direct observations in the field it can be presumed, however, that the highest number of tourists visit the "Magic Gardens" in Janowiec commune where the investment generates tourism at a level of several tens of thousands of visitors annually.

The interviewed entrepreneur/organisers encounter positive perceptions of the investment in the local environment, and observe a general increase in interest of the residents in the development of the tourism function in the commune. The positive reception is related to professional opportunities created by particular investments for the local community and particularly young people. Entrepreneurs employ (although mainly in the tourism season) and train employees particularly from the local environment. The "Magic Gardens" employ more than 100. Moreover, all the entrepreneurs/organisers cooperate with the local environment not only in the business sphere, but also in the non-business socially-oriented one, e.g. by organising integration events for residents, ensuring free access to the tourism attraction, and even sponsoring different kinds of activity for the local community.

The interviewed investors observe the positive effect of their activity on the development of entrepreneurship in the area. They set an example and incentive for residents to create and develop their own business ideas, and also to take care of the general image of their households and communes.

Similar to surveyed residents, the entrepreneurs/organisers observe a need for greater involvement of local government in the development of the tourism function, particularly in terms of infrastructure as well as training and support for residents.

5. SUMMARY

The survey showed that in all the analysed communes the development of the tourism function occurred after the creation of an interesting tourism product. According to the opinion of the respondents in the survey, the products had a considerable effect on the recovery of tourism. The survey, concerning both the opinions of residents and entrepreneurs, as well as the observations of the authors, suggests the following conclusions:

1. the development of tourism has contributed to an increase in the economic level of communes and the development of local entrepreneurship, particularly in terms of commerce and services targeted at tourists;
2. investments related to the creation of particular tourism products are positively evaluated by the local community. Residents of the communes see the need for tourism development as a way of improving the economic situation. The development of tourism also provides professional opportunities for young people, in many cases contributing to a decision to remain in the place of residence, which in a situation of the out-migration of the young from rural areas is of considerable importance for the demographic future of villages. The seasonal character of the tourism industry in Poland, and the related time limitation for making a profit, however, is still problematic. A partial solution is the expansion and diversification of the offer of tourism products with consideration for the interests and needs of different groups of tourists, and the preparation of offers for different seasons. An example of a bi-seasonal offer, for winter and summer, is the sports-recreational complex "Nartsport" in Rąblów, and a multi-seasonal character is represented by the "Iron and Smithery Tradition Trail" and the "Goth Village";
3. tourism investments have a substantial effect on business and the social integration of the local rural environment, undertaking cooperation for the economic and general development of the commune. Other, positive effects of the implemented projects are also evident. They have contributed to the improvement of the aesthetic image of communes, and to the preservation and development of the cultural heritage of the analysed areas. Moreover, the identifiability and popularity of communes among visitors has increased, as well as the sense of pride of inhabitants concerning their place of residence and strengthening their local identity;
4. the weakest link in the process of tourism development is local government. According to both residents and organisers, the contribution of commune local governments in tourism investments is insufficient. The majority of implemented concepts are private, and based on the entrepreneurship and creativity of individual investors or institutions. Only the "Iron and Smithery Tradition Trail" is a commune-private project. Greater involvement of local government institutions in the education as well as consulting and financial support of residents, in terms of developing the tourism function, as well as the development of infrastructure, is also necessary,
5. the described tourism products are of local character and are not interconnected in a network of attractions located in different communes. No common tourism infrastructure exists either. Integrated, complementary products with an inter-commune character that could attract the tourist for a longer stay are definitely missing. This is another area requiring the involvement and coordination on the part of commune authorities, as well as cooperation between particular communes.

The analysis of these cases shows that creating an interesting tourism product can be a developmental factor for the tourism function in rural areas. It also contributes to their socio-economic development. The supply of this type of product, however, is still relatively low, and an increase requires conceptual, educational, and financial measures not only on the part of individual subjects, but particularly on the part of commune authorities.

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AN ANALYSIS OF THE *EUROPEAN CITY OF SPORTS* PROJECT AND ITS IMPACT ON THE DEVELOPMENT OF TOURIST ACTIVITY: THE EXAMPLE OF SELECTED SLOVAKIAN CITIES

Abstract: The paper presents the issue of sports activity development in the context of the *European City of Sports* project in selected Slovakian cities: Košice, Banská Bystrica and Nitra. It is an analytical overview aiming at the development of these cities for tourism through the organisation of international sporting events. Using several methods, especially comparison, the authors analyse certain activities and other sports-related issues. The events and activities not only contributed to the development of sport but also supported tourism in the region. A review of the literature on the subject demonstrates the importance and basic assumptions of the *European City of Sports* as a popular project. The comparative analysis has enabled the authors to present its results in each of the three Slovakian cities.

Keywords: European City of Sports, Košice, Banská Bystrica, Nitra, sports tourism.

1. INTRODUCTION

Sport and sports activities should play an important role in the life of any population. However, a modern lifestyle and the high demands of the workplace do not allow much time to be saved for sport (Uher, Švedová, Šenková, 2013). Children more and more often prefer spending their leisure time in a passive way. Therefore it is becoming increasingly necessary to develop sporting activities and opportunities. On the other hand, it is crucial to create proper conditions for these activities to take place and this should be the responsibility of cities and their representatives and authorities in cooperation with private sector organizations. Every town or city should provide appropriate conditions for the self-fulfilment of children, the young and adults.

The tourism industry and its related activities are also very important when we consider the development of sport. Generally speaking, tourism plays a significant role in the development of a national economy, therefore each country should make an effort to help develop this industry effectively (Šenková, Šambronská, 2014). Tourism in the 21st century is attributed to many spheres of life, confirming its universality, affecting not only economic but also social aspects. Tourism makes travelling possible, enables tourists to gain new experiences, travel without disability barriers, escape from everyday routine and stereotypes, act independently and increase knowledge (Šambronská, Matušíková, Gallo, Šenková, Mitríková, 2016). Tourism has strong connections with sport and recreation. It is also an important attribute of economic development in Slovakia, especially in the region of Košice (Uher, Švedová, Šenková, 2013). Unfortunately, the current GDP of Slovakia (2.5%) indicates that the country lags behind others in the EU. On the other hand, its strong primary and secondary potential points to existing opportunities. Sport has always been considered as a motivation to travel therefore, tourism might also be taken into account while organizing sports events because they can increase its importance and popularity.

Sports experts claim that sport is becoming a standard and necessary part of our lives today and the trend is to put it in the forefront. It is important to show people that sport brings positive aspects into their daily routine. For some it is a part of life, for others it is a kind of entertainment, hobby or just occasional fun.

Present-day sport plays an important role in our lives and it is a rapidly growing and increasingly attractive phenomenon. Sport and the travel industry go hand-in-hand. Whether it is fans attending a match or an event, or teams and officials travelling to fixtures or competitions, sports tourism is certainly one of the fastest-growing niches of the travel industry. It is not just World Cups, Olympics and big events that are driving the sector, but also team travel, school sports and smaller competitions. It is worth underlining that sport has a lot in common with tourism. They are of course different because sport involves rivalry, whereas tourism does not but there are more similarities than differences between them.

2. A REVIEW OF THE LITERATURE ON THE SUBJECT

When analysing sports tourism, it should be remembered that there are many definitions of this phenomenon according to different perspectives. Below, the authors present some definitions of sports tourism to show what they have in common and the relationships between them.

> Sports tourism is a type of tourism activity which refers to the travel experience of the tourist who either observes as a spectator or actively participates in a sporting event, generally involving commercial and non-commercial activities of a competitive nature (UNWTO, 2018).

Whether we talk about sport as a professional, amateur or leisure activity, all types involve travel. Perric (2010) states that sports tourism is a sociological phenomenon which has developed in the last decade and is considered to be the fastest growing sector in the global travel and tourism industry. Redfern (2016) points out that sports tourism refers to travel which involves either observing or participating in a sporting event, staying away from one's own environment. Sport is a fast-growing area in tourism and the industry earns around $600 billion annually. This kind of tourism also benefits local inhabitants who are involved in providing tourist services. Another author (Butowski, 2016, p. 90) claims that "there is no such thing as sports tourism" from the ontological point of view. However, the same author admits that there are various forms of tourism related to sports activities and it is somehow justified to use such a term. This literature review has enabled the authors of this paper to conclude that it is very difficult to reach an agreement in discussion concerning the validity of any sports tourism definition. Another author (Alejziak, 2016) claims that it is disputable whether the term (sports tourism) should be distinguished as a separate category. According to some academics (Kaganek, 2015), sports tourism is also defined as "active tourism" differing from sport. Nevertheless, the phenomenon is developing rapidly and it brings more and more benefits, both social and economic, so it seems a legitimate area of discussion.

As it was mentioned, sports tourism brings significant benefits to destinations which host sporting events. The main advantages are economic, both direct and indirect. Direct spending by tourists at sports facilities, hotels, restaurants and entertainment venues stimulates local economies. Jobs are created and tax revenue is earned. Notable sporting events may also improve the image of the areas in which they are organized and the opportunities they offer. These areas attract visitors and the money they will spend there; a desirable effect for many cities (Hassan, 2019).

The authors note that sports tourism is actually one of the most important tourism sectors overall. One of its main points is active recreation and participation in sports activities. Sports tourism represents a wide spectrum of activity; it involves a short or long stay connected mainly to the sport. However, it does not have to be only active sport, it can also be passive, when we travel to a selected sporting event to support our favourite athletes, or simply enjoy that particular sport. In general, sports tourism is divided into domestic and foreign, performance and competition, recreation and relaxation (Ross, 2001).

Sports events of various kinds and scale attract tourists as participants or spectators. Therefore, destinations try to add local flavour to distinguish themselves and provide authentic local experiences. Great sporting events, such as the Olympics or World Cups, can be a tourism development catalyst, provided destination branding, infrastructure development and other economic and social benefits are well balanced (Sport Advisory, 2016). These massive tourist events attract millions

Table 1. Social impacts of sport tourism events

Benefits	Costs
– increase in the level of local interest in the activity associated with the event; – pleasure in experiencing event; – influence on community pride and increased involvement of individuals in community activities; – the improvement of regional identity that is seen as being closely related to urban renewal; – entertainment and social opportunities for local residents; – volunteerism – improve local social support networks; – strengthen cultural values and traditions; – build national identity.	– social problems (crime, prostitution, rowdy bahaviour, drinking, drug use, violence, vandalism); – potential for intercultural misunderstanding; – changing moral values; – dislocation of locals and loss of amenity as a result of noise and crowding; – commodification and commercialisation of traditional local events; – traffic congestion.

Source: Jönsson, Lewis (2014).

of people and help bring income for local inhabitants. Tourists buy local products, food and souvenirs. The hotel staff, who are usually local, earn salaries and tips, so it can be said that sporting events increase the local economy (Redfern, 2016).

Hosting sporting events during the tourism high season can have an impact on the quality of life of the residents living in the host community. Therefore, in order to successfully assess the influence of such events on social well-being, the perceptions of those who live close to the event should be taken into consideration. Social impact assessments of sports tourism events (Table 1), though seemingly important, are often avoided by academics who give priority to the visible economic benefits of hosting an event. Avoiding a measurement of social impact stems from the limited credibility of this type of assessment, as residents' perceptions can change over time. Regardless of this, the manner in which local residents view a particular event is critical to its long-term success (Jönsson, Lewis, 2014).

3. METHODS AND METHODOLOGY

The main aim of the paper is to evaluate the *European City of Sports* project using the examples of Košice 2016, Banská Bystrica 2017 and Nitra 2018, as well as to observe whether significant tourism development might be linked to organizing more sports events.

Several research methods were used for the purpose of writing the paper, the main one being the structured interview. It was conducted in cooperation with the administrative employees in the cities of Košice and Banská Bystrica, who provided the necessary information concerning the project, as well as additional information that was not a part of the annual report.

The second method was desk research, which provided data regarding specific activities and events organized as part of the project in the cities involved. The main reference document was the annual report providing crucial data and material for analysis. Mathematical and statistical methods were used to evaluate the data and generalize / synthesise it in the form of tables and graphs.

Finally there was comparison of the activities in the cities in question; the authors focused on sports and tourism statistics.

4. PROJECT ASSUMPTIONS

ACES Europe is a non-profit association based in Brussels which chooses the European Capital and European City of Sport. ACES Europe allocates these titles in accordance with principles of responsibility and ethics being aware that sport has a strong impact on society and improves the quality of life. ACES Europe has received the recognition of the European Commission in a 'White Paper' and became an official partner of the European Commission in European Sports Week (White paper of the future of Europe, 2019). Both facts point to the recognition of the work and activity of ACES Europe (ACES Europe, 2019c).

According to general information about the project, the title of European Capital of Sport has been given to one European city every year since 2001, similar to the European Capital of Culture. The choice of European Capital of Sport (a city with 500,000 or more inhabitants) is followed by the appointment of several European Cities and Communities of Sport (25,000-499,999 inhabitants), as well as several European Towns of Sport (up to 25,000 inhabitants) – see Fig. 1 and Table 2. Since 2013, the category of best European sports facility has been included in the project. While the European Capital of Sport title is given to only one city for a year, it is necessary to apply for it together with several other cities across Europe (*O projekte EMŠ*, 2016).

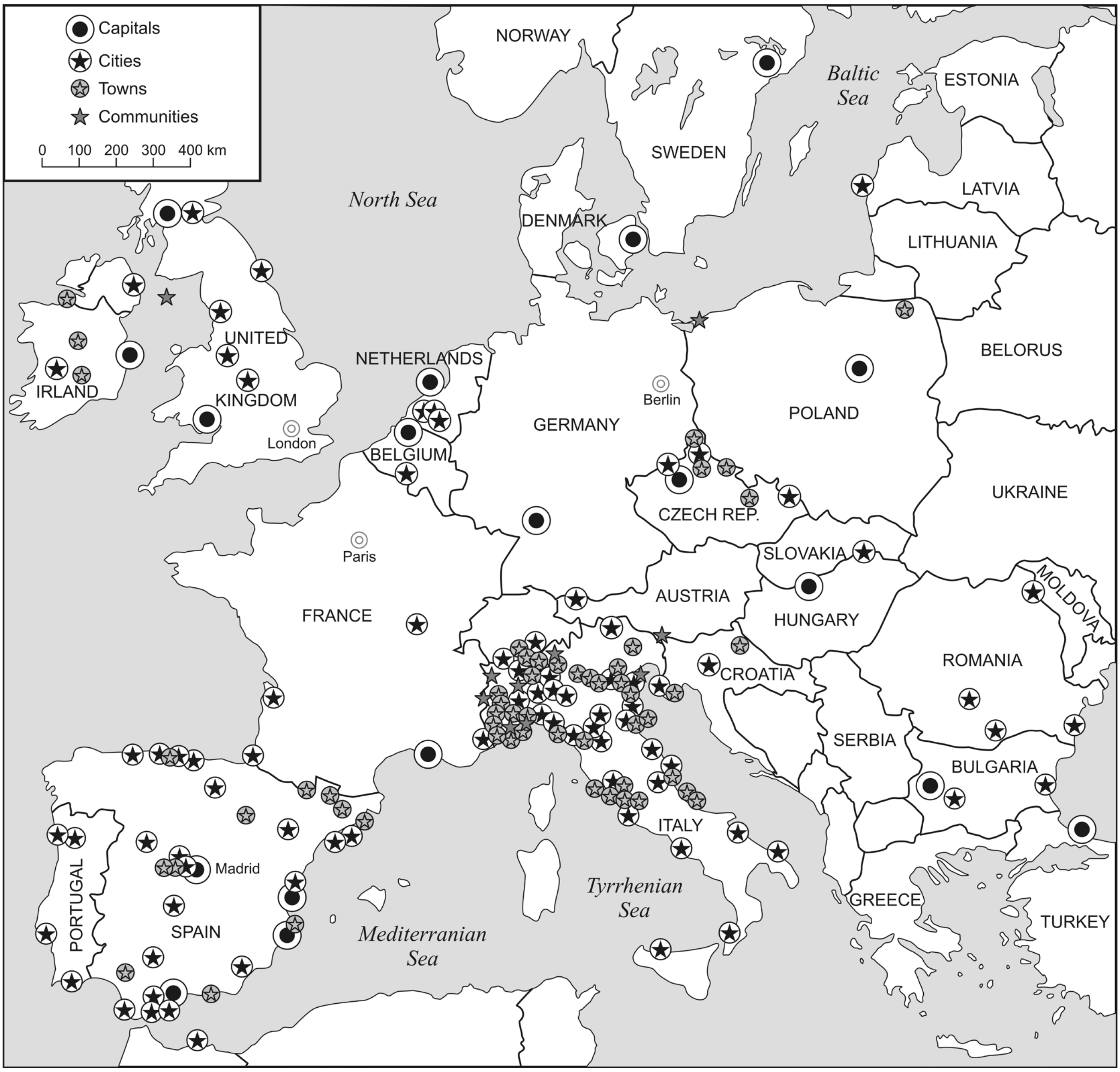

Figure 1. The European Capitals and Cities of Sport Federation
Source: ACES Europe (2019a)

The aim of the project is to support sport in the city, sporting activity and its further development (ACES Europe, 2019b).

To be awarded a title by ACES Europe means:
– international recognition,
– city visibility,
– participation in the largest network of cities of sport in Europe,
– sharing experiences between members,
– participation in congresses and conferences held during the year,
– opportunity to apply for a range of EU grants with other cities,
– improvement in urban sports policy.

Table 2. ACES Europe projects and their logotypes

European Capitals and Cities of Sport Federation		
aces europe		
Type	Description	Logo
European Capital of Sport	a city with 500,000 or more inhabitants	european capital of sport
European City and Community of Sport	with 25,000 to 499,999 inhabitants	european city&comunity of sport

Type	Description	Logo
European Town of Sport	with less than 25,000 inhabitants	
European City of Sport of the year	one of the award-winning cities will receive this award, based on the evaluation by an independent body taking into account the city's overall activity	european city&comunity of sport
European Sport and Healthy Company	public recognition of companies that promote sport and health among their employees	
World Capital of Sport	a format similar to the European Capital of Sport, but outside Europe	world capital of sport

Source: authors.

5. KOŠICE – EUROPEAN CITY OF SPORT 2016

Košice was the first city in Slovakia to be awarded the European City of Sport title in 2016 (Fig. 2). One year later, it was Banská Bystrica and in 2018 Nitra.

In 2015, Košice was allocated 4.6 points out of 5 as a city competing for the title of European City of Sport, in the category of up to 500,000 inhabitants. Košice had pursued this goal systematically since a visit to Ostrava, a partner town, in February 2014. Ostrava had received the title that year and invited representatives from Košice to present their sports activity at the International Conference on Sports. The time needed to prepare for the event meant a thorough analysis of all sporting events organized by sports organizations and clubs, including the involvement of individuals and infrastructure used for all-year-round physical activities.

Figure 2. *Košice – European City of Sport 2016* logo
Source: *Ciele projektu EMŠ* (2016)

Košice representatives visited selected sports facilities, participated in several sporting competitions and non-competitive events, including mass ones. During those visits, the city's genuine interest in engaging in the competition for the title was verified. At the press conference held during the Lukáš Vorela observation mission in Košice, the ambition of the city of Košice to apply for an ECS title in 2016 or 2017 was strongly supported.

Košice – European City of Sport 2016 aimed to attract the largest number of inhabitants of all ages, as well as visitors, to sport. By offering interesting activities, the city wanted to address those who had not been active in sport before or only sporadically. The disabled and the elderly also played an important role, alongside the socially disadvantaged to whom the activities included in the project were offered free of charge. At the same time, the goal was to make the city of Košice visible, both at home and abroad. By announcing its candidacy, the city received offers from federations and international associations to organize various sports events which had an undeniably positive economic effect, providing sporting experience and motivating young people to take up a wide variety of sporting activities (*Ciele projektu EMŠ*, 2019).

6. BANSKÁ BYSTRICA – EUROPEAN CITY OF SPORT 2017

Banská Bystrica had declared an interest in competing for the title of European City of Sport 2017 two years earlier, i.e. in 2015. On 24 March 2015, the city council approved the candidacy and expressed its support for this project. ACES Europe Secretary General, Hugo Alonso (Banská Bystrica, 2019) visited Banská Bystrica in February 2016. Preparations for the competition included a call for tenders for the design of the *Banská Bystrica – EMŠ 2017* logo (Fig. 3).

Figure 3. *Banská Bystrica – European City of Sport 2017* logo
Source: Banská Bystrica – European City of Sports 2017 (2019)

A project team was assembled in order to set the timetable and allocate responsibilities for the tasks, decide on the image of the candidacy, establish communications with the public, plan the campaigns and provide necessary documents. The team consisted of the project team leader (vice-president of Banská Bystrica), the *EMŠ 2017* project manager and the Head of the Sports Department (Banská Bystrica Region, 2018).

The title greatly increased the attractiveness of sport in Banská Bystrica and became an important milestone in the city's sporting history, while also showing a commitment to its inhabitants (Bystricoviny.sk, 2019). During the year when Banská Bystrica held the title of European City of Sport (2017), it was represented by twelve popular athletes whose achievements had made the city visible in Slovakia and internationally. Olympic, World and European champions and athletes representing Banská Bystrica were great role models for all the inhabitants, especially for the young (Banská Bystrica Region, 2018).

7. NITRA – EUROPEAN CITY OF SPORT 2018

Nitra applied for the European City of Sport title in 2017. The city strived to attract as many inhabitants and visitors of all ages as possible. It also wanted to attract those who had not been involved in sport before or rarely engaged in sporting activity.

The candidacy process began in March 2018, when a letter was sent to the ACES Europe Secretariat, declaring the wish to stand for the European City of Sport title. The city requested the support of several institutions, such as the Ministries of Education, Science, Research and Sport of the Slovak Republic, Slovak Olympic Committee, Slovak Paralympic Committee, Slovak Ice Hockey Association, Slovak Football Association, Sports Association for All and Slovak University Sports Association. Nitra sports clubs were also addressed. In May 2017, the European City of Sport logo competition took place. It involved five competitors who submitted several graphic designs. The jury chose the design by Tomáš Belovič (Fig. 4). The logo was used in the year when Nitra was competing for the title of a European City of Sport and throughout 2018 (Mesto Nitra, 2019).

Figure 4. *Nitra – European City of Sport 2018* logo
Source: Šport.sk (2019)

8. THE *EUROPEAN CITY OF SPORT* PROJECT IN NUMBERS

The eligibility criteria have been established by ACES Europe to have a thorough understanding of how the candidate cities are promoted through sport, as well as ACES Europe values: enjoyment found in exercise, willingness to achieve, sense of community, learning fair play and improvement of health.

In this part of the paper, the authors present several outcomes and interesting facts concerning the three Slovakian destinations which have held the European City of Sport title.

8.1. PROJECT PARTNERS

The European City of Sport 2016, *2017* and *2018* projects were realized thanks to the financial support of several partners representing different spheres (Fig. 5) who provided sponsorship and packages. The Košice – European City of Sport 2016 project was implemented due to financial support of 460,000 euros. In Banská Bystrica, one of the first partners for the *EMŠ 2017* project was EUROMOTOR which provided four Škoda vehicles with the logo *Banská Bystrica EMŠ 2017* and regularly refilled petrol, totalling 5000 euros. Other partners contributed 59,000 euros.

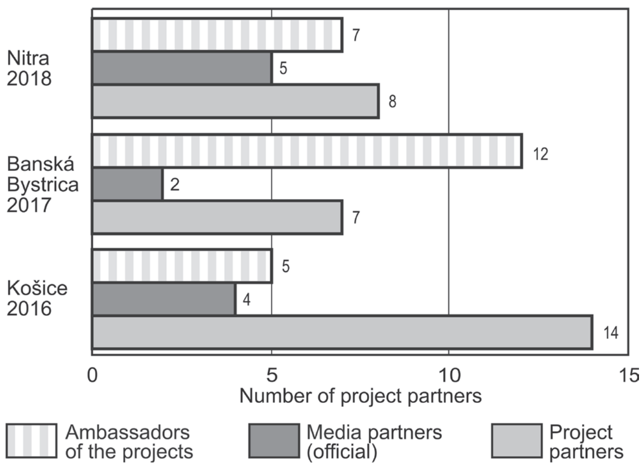

Figure 5. Number of project partners
Source: authors' elaboration, based on annual report

8.2. RESEARCH RESULTS

The *European City of Sport* project was oriented towards sports activities where the public is invited to participate. At the beginning, it is important to point out the results of the events that were held in the three cities in respective years.

The largest number of events during the year was organized in Nitra (305), followed by Banská Bystrica (229) and Košice (191) – see Fig. 6. An overview of the competitions and sporting events is presented in Table 3.

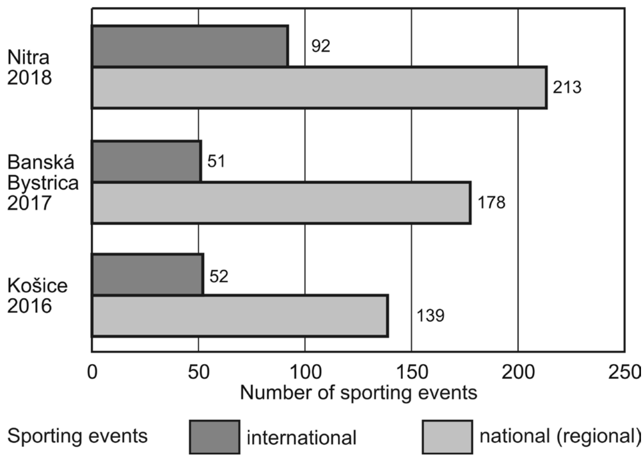

Figure 6. An overview of competitions / sporting events in the *European City of Sport* project
Source: authors based on EMS Košice (2019)

Table 3. Sporting events held in *European Cities of Sports*

	Overview of sporting events	
City of Sport	National (regional)	International
Košice 2016	139	52
Banská Bystrica 2017	178	51
Nitra 2018	213	92
	Number of participants	
City of Sport	National (regional)	International
Košice 2016	208,863	72,866
Banská Bystrica 2017	37,276	10,126
Nitra 2018	104,364	9,581

Source: authors.

The most interesting sporting events during the Košice – European City of Sports 2016 included the Runway run, the Spartan race in the centre of Košice, 'Discover your City by running', Sports Sundays in parks, Sports Fridays on the main street, Summer and Winter Senior Olympics (with over 300 participants whose mean age was 72), Football Connects, tournaments for Roma (gypsies), homeless people, students and local authorities. Sport without Barriers for the disabled including on wheelchairs, "Quadrille-Quadruple", "Retrospartakiáda", Jumps in the City Centre (jumping on bikes, skis and snowboards). The largest number of participants (116,985) was recorded in May.

In Banská Bystrica, most events for amateur athletes were organized between May and September. A very important target group were disadvantaged athletes who suffered from physical, mental or combined handicaps. The city of Banská Bystrica tried to organize various interesting events for this target group not only in 2017 as European City of Sport, but every year.

Monitoring the all-year-round sporting events in Banská Bystrica showed that up to 18,400 registered athletes were actively involved in sports competitions at local, regional and international level during the year. In addition, there were 2400 people taking part in ice hockey, football and basketball league games and 1280 children and young athletes registered at major clubs, such as the UMB, the UMB Swimming Club, the BK ŠKP 08 Youth, or the Dukla BB. There were 22,160 athletes altogether. Recreational sports had even higher numbers. More than 37,200 people in Banská Bystrica participated in recreational and sporting events for disadvantaged groups. This number includes individual and team athletes who use a gym, indoor swimming pool or ice rink. The data on attendance and the use of sports facilities was provided by ZAaRES (Slov. *Záhradnícke a rekreačné služby* –– Gardening and Recreation Services) and MBB (Slov. *Mestský úrad Banská Bystrica* – Banska Bystrica Cityhall). The large number of public sporting activity enthusiasts in Banská Bystrica includes those who do inline skating, walk on cross-country trails in the city and its surroundings, and the use of the cycling bus service in the summer season and the ski bus in winter.

Fig. 7 presents the proportion of active participants who took part in international, national and regional events within the framework of the City of Sport project. Most participants will know of Košice – the City of Sport 2016 because it is the second largest city and held events such as the World Championship Latin Senior,

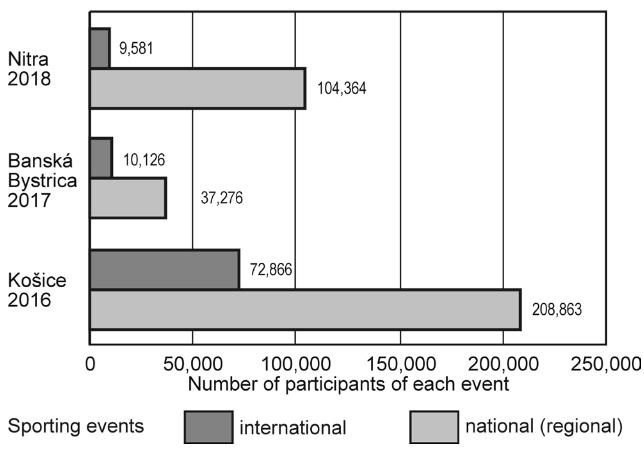

Figure 7. The number of the *European City of Sport* project participants
Source: authors

World Water Ski Championship, Water Polo Euro Cup, 'Good Angels Košice' – European Women's Basketball League, and the International Peace Marathon. The total number of athletes registered at Nitra sports clubs exceeds 5087, which is 6.41% of the population and they competed in events organized in all three European Cities of Sport.

8.3. TOURISM STATISTICS

The statistics show that in 2016, in terms of tourist volume, Košice was 5th as regards the number of guests in accommodation establishments, compared to other Slovak regions (Table 4).

Košice websites (Travel in Slovakia, 2019) point to a sharp increase in 2016, so it was important to maintain this trend in the following year. Visitors numbers grew considerably, which increased accommodation revenues rising by over one million euros to nearly 21 million euros in a year. This was the result of the efforts made by all those involved in tourism and was especially positive for the economy of the region in general. Tourism activity can play an important role in the development of the region and that is why it is absolutely essential to pay attention to it.

From the databases available from the Statistical Office of the Slovak Republic, it is clear that the number of guests at the accommodation establishments of a given destination increased in the year when the city held the title of European City of Sport. For evaluation purposes, quadratic regression analysis was used.

2016 was the first and only year for Košice to hold the European City of Sport title because it is allocated for just one year. The increase in the number of tourists in the city was followed by an increase in the number of overnight stays. 2016 was a successful year with significant numbers of tourists. This trend was maintained in the following year and it can be assumed that it was not only general interest that led tourists to the city and the region but also high-quality sporting activities for the public.

2017 recorded a high increase in tourism figures for the Banská Bystrica region, as shown in Table 3, the number of visitors doubling compared to 2016, giving an increase in accommodation income. The success was the result of the efforts of all the institutions and organizations which were engaged in the events held in 2017. The figures available from the Statistical Office of the Slovak Republic show that the number of visitors in accommodation facilities increased in the year when Banská Bystrica was the European City of Sport. In Nitra, in the same situation the number of visitors in accommodation facilities increased by over 100% compared to 2016 and by approximately 40% compared to 2017.

9. DISCUSSION

Sports tourism involves travelling in order to play sport, watch sport, or visit sporting attractions, including competitive and non-competitive activities (Delpy, 1998). Although there are many definitions of sports tourism, Weed and Bull (2004) identify five main categories: participation in sport, tourism with sports content, luxury sports tourism, sporting events and sports workout.

The *European City of Sports* is a testament to the efficient linking of the economy and sport, demonstrating that the two areas can effectively help each other. The success of this project is evidenced by the fact that every year there are more and more cities interested in this project and willing to invest a lot of money in this and similar schemes.

The year-long program of the *European City of Sport* project created our cities as new sporting centres in the region. Europe saw, heard and tasted the beauty of a unique combination of tradition and innovation in sport in Slovakia. The authors believe that the combination of sports-related personalities working and living in the cities presented in the article, new sporting events and support from sports organizers from all over Europe, has developed a unique mix of large- and small-scale sporting events, events for the general public, one-time experiences and long-term projects.

To sum up, the fact that European Cities of Sport are selected by the EU Council of Culture Ministers makes the project harder to evaluate. The nominated cities are likely to differ from those which have not been selected.

Table 4. Number of guests at accommodation establishments in Slovakian regions

City of Sport	2012	2013	2014	2015	2016	2017	2018
Košice region	401,869	314,651	260,494	266,361	**347,014**	366,142	386,088
Banská Bystrica region	283,180	400,251	384,801	448,568	245,904	**569,164**	627,660
Nitra region	219,952	238,440	236,875	261,582	128,252	263,264	**335,670**

Attention: the authors marked in bold the number of visitors in the years when a given destination was a European City of Sport.
Source: authors based on the Statistical Office of the Slovak Republic (Štatistický úrad Slovenskej Republiky, 2017).

For example, ministers of culture may choose cities that are struggling or (alternatively) have just begun to develop, and any differences in outcome may be due to these conditions rather than the ECoS status and the investments that have been made. Furthermore, individuals who live in the nominated regions may represent fundamentally different levels of satisfaction with life or at least different tendencies (*How to evaluate sport and culture…*, 2020).

10. CONCLUSIONS

It is highly significant how Weed and Bull (2004) identify sports tourism benefits. Identifying, attracting and retaining international, national, regional, state and local sports events result in the following:

– stimulating the local economy (direct spending related to the use of sports facilities and services; visitors' and residents' spending on goods and services; employment opportunities, revenue),
– enhancing the image of the area,
– providing outstanding entertainment and, in some instances, an opportunity to participate in sport,
– improving the quality of life.

The concept of sports-related tourism has become more prominent and very interesting for cities in the last few years. The purpose of this paper was to evaluate the activities of the three Slovak cities participating in the *European City of Sport* project in 2016, 2017 and 2018.

The results show that the implementation of the project evoked a positive reaction in tourism participants and the number of events in individual areas has increased. This has benefited not only the cities, but their regions as well. These results are crucial as a theoretical foundation for future project plans. Sport has always played an important role in the tourism sector, and the results of this study confirm this.

The added value of this project for a city as well as for its region is the sustainable development and preservation of these events for the future. Their character can be changed and their periodicity can be adapted to the needs of the city. In the years discussed in the article, the infrastructural and technical base of tourism at the presented destinations was significantly improved. The number of accommodation establishments and facilities increased to receive more tourists. This was confirmed by the evidently larger number of visitors and overnight stays in the regions in question. Despite the fact that statistics regarding income from tourism were not included, it is worth mentioning that this increased tourism activity gave rise to several activities which motivate visitors to travel to the destinations discussed in the article.

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CAUSES OF VARIATIONS IN THE SCALE OF TOURISM IN POLISH NATIONAL PARKS

Abstract: National parks are among the most frequently visited tourist places in Poland. Every year, millions of tourists travel to spend time there and their number is constantly rising. National parks take nearly 30% of all domestic tourism. However, the number of people visiting individual national parks strongly varies. Some parks are visited by millions, others by only several thousand. The article is an attempt to indicate the main causes of the varying number of tourists visiting national parks. By analysing individual features of tourism in specific national parks, especially in those where the differences are most visible, the author attempts to distinguish aspects which may explain this phenomenon.

Keywords: national park, tourism, differences.

1. INTRODUCTION

Protected areas, including national parks, attract crowds of tourists due to the fact that the natural environment of these places has not been transformed too strongly yet and it has exceptional natural and human assets. Because of their particular character, such areas enable various forms of tourism and recreation to be practiced, as they offer environmental assets which cannot be found elsewhere. In the early days of tourism, naturally valuable regions were the foundation for the development of different forms: recreational, medicinal, specialised and sightseeing. With time, as tourism was growing, so were the number of people visiting naturally valuable areas. In the 19th century, this reached a level where the need to protect these areas had become an issue. Nature preservation ideas first appeared in the mid-19th century (Walas, 2019). Initially, the need for a new approach was the result of the growing human impact on the environment through the development of industry, transport and agriculture. However, the increasing number of people (researchers, tourists, as well as foragers, poachers, etc.) staying in naturally valuable areas led to the setting up of institutions which dealt with the organization of tourism and acted for the benefit of environmental protection (e.g. the Tatra Society, established in 1873). The 20th century, especially the period after World War II, was a time when tourism became a global phenomenon. After the first protection institutions appeared as early as the mid-19th century, the mass character of tourism in the second half of the 20th century boosted the development of similar organizations, including in Poland. The first Polish national park was created in 1932, and followed by another 13 in the next half of the century. Currently, there are 23 national parks and another 10 are being planned, including Turnica, Mazury and Jurassic National Parks (Partyka, 2010a).

Despite the fact that the total area of national parks in Poland takes up slightly over 1% of the overall area of the country, their unique character compared to other areas makes them places which are most frequently visited by tourists. According to the Central Statistical Office, in 2017, Polish national parks were visited by over 13 million people. In many national parks, tourism is becoming a mass-scale phenomenon, which in conjunction with the low level of tourist education and their poor ecological awareness, may have a negative impact. That is why an increasing number of these institutions are running environmental and ecological education classes.

The problems of tourism in national parks are the subject of many studies, and tourism has been presented from different perspectives. In their description of tourism, Liszewski (2009) and Partyka (2010a) refer to the areas of all parks. Liszewski classified parks into four categories by the intensity with which they were used for tourist purposes. Following this, it was possible to identify the type of tourism space for each park which, in turn, can be useful in research on the tourism function of national parks. Partyka described national parks, conducted an analysis of tourism and presented the scale of tourist infrastructure for each park. Comprehensive collective analyses were also made by Smoleński (2006) who divided them with regard to size, location and accessibility by transport. Many academic papers related to tourism in national parks discuss ecological issues and the problems of making them available to tourists and the results of this policy (Partyka, 2002, 2010b). Gałązka (2009) presents the results of research on tourists' opinions of sustainable tourism, and Mazurczak (2009) discusses the execution of ecological and sustainable tourism assumptions in the Warta River National Park. Researchers devote a lot of time to discussing negative effects of tourism in national parks, with regard to the development of the tourist function (Fidelus, 2008; Głuchowski, Nawrocka-Grześkowiak, 2013; Stasiak, 1997). Tourism in national parks in relation to the development of the tourist function was analysed by Włodarczyk (1993) and Krakowiak (2000). In the author's opinion, most papers have presented analyses of tourism conducted for individual national parks and works that should be mentioned include papers written by Dzioban (2013), Hibner (2013), Prędki (2015), Rogowski (2018), Semczuk (2012) or Wieniawska-Raj (2007). The analyses are conducted in different ways and regard different aspects of tourism. Their authors discuss its scale, seasonality, present places of greatest concentration, and discuss problems related to tourism developing in a given park. Many papers have been based on field studies and measurements of the scale of tourism taken by the authors. They provide details about those who visit the parks, such as by gender, education, place of birth, motivation, preferred forms of tourism, etc. This data enables researchers to present the profile of the visitor to the park.

In the author's opinion, despite the huge variety of research papers, there is a shortage of publications which touch on the problem of disproportion in the scale of tourism. The difference between the number of tourists in the park which is visited most often and in one that is visited least is enormous and measured in millions. The author attempted to identify the main causes of the varying numbers by doing desk research on the available literature presenting tourism in individual parks. In the course of the analysis, the author focused on the features of a national park which can have an influence on the number of visitors and their fluctuations. The other method was an analysis of the statistical data published by the Central Statistical Office. The most significant were presented in the form of tables or graphs. The analysis of accessibility was based on Geoportal (2019) and Google Maps (2019). The outcome of the study is a general description of tourism in Polish national parks, with particular attention being paid to the factors which may have an influence on the differences in the scale of tourism.

2. MONITORING THE SCALE OF TOURISM

Every year, numbers visiting national parks grows. In some parks this increase occurs rapidly while in other ones – more slowly. Considering the fact that the parks are areas of unique environmental value, their most important function as institutions should be the protection of nature. However, the Nature Preservation Act of 16th April 2004 obliges park administrators to make these areas available for various purposes. Proper tourism management is required, so that impact on the environment is minimal. Thus, there is a need for precise data regarding tourism, such as who visited the park, where they arrived from, from which side, when and how they entered the park, what they were doing there, how much time they spent there, etc. This information will enable administrators to manage tourism in an optimal and rational way so that it does not harm the environment, an extremely important, but also very difficult issue. One way to learn about tourism in a given national park is monitoring. However, not in all parks is collecting such data easy and in some it is even impossible. Every park records and monitors its environmental resources. In order to function properly, it also needs information regarding tourism, so monitoring is essential (Graja-Zwolińska, Spychała, 2014; Kruczek, Przybylo-Kisielewska, 2019). Kajala (2007) lists the following methods of measuring tourism:

- **indirect**, i.e. counting tourists based on signing out, ticket sales, issued permits or other forms of registration,
- **direct**, i.e. counting tourists, e.g. on the trail, observation from the air,
- **automatic**, i.e. using measurement tools.

Although there are various methods of measurement, many national parks have problems obtaining reliable and accurate data regarding tourism. The most popular method used by park employees is an estimation of the scale and intensity of tourism based on the number of admission tickets to the park itself, the attractions on its premises or educational paths (Spychała, Graja-Zwolińska, 2014). However, in some parks, it proves to be an ineffective method. According to Lawin (2000), counting tourists in this way is impossible in Magura National Park, as it does not sell any tickets. Dzioban

(2013) points to the difficulties involved in monitoring tourism in this way in Kampinos National Park, which is in practice open and accessible on all sides. Moreover, the number of tickets sold does not give the full picture of tourism, because in a given park, they may be sold only for a particular attraction or only at a few places, while tourists walk around the whole area. Jastrzębski (2009) points to the disadvantages of using this method in Świętokrzyski National Park which keeps records of tickets for specific places, e.g. the Holy Cross Mountain. However, it can be accessed from several other places and the people who use these entrances are not counted in any way.

Another method for monitoring tourism is to 'count' tourists by means of a questionnaire where they are asked questions about their motivations and preferences as regards the choice of destination. Such a method, which goes beyond quantitative data, makes it possible to create a profile of the tourist who visits a given park. This kind of research is done in many national parks, e.g. in Babia Góra, Gorce, Tatra, Karkonosze or Stołowe Mountains. In recent years, other parks have systematically implemented this method. Measurements are often taken not only by park employees, but also by field researchers and volunteers. The method however is time-consuming and costly. Preparing a proper questionnaire takes up a lot of time, likewise collecting data and analysing it later. Measurements must be made regularly which entails finding an appropriate number of respondents. Apart from counting tourists, vehicles are also monitored; counted and their registration numbers written down in order to know which regions the tourists arrive from.

The most effective method seems to be the use of electronic measuring equipment. This method is used in 14 parks which use the eco-counter system by Amreco, consisting of pyroelectric sensors, movement detectors and other devices which detect vibrations and count passing tourists with the help of infrared rays. This method has many advantages: it does not require additional staff to take measurements, and it is fast and easy to manage. Nevertheless, it is not without faults. Due to its technological advancement, such a device is very expensive. Furthermore, sensors sometimes get damaged or stolen and there are frequent mistakes in measurements. Buchwał and Fidelus (2010) and Hibner (2014) point to measurement errors in these devices while monitoring tourism in Tatra National Park. The device may not recognize two tourists walking side by side and count them as one person. When the trail is overloaded, the system ignores some people, treats the legs of the tall as two people, does not register short people or counts animals. Problems also appear when the sensor is improperly set. Despite many problems with the sensors, more and more parks have decided to use this method in recent years. As indicated by Rogowski (2018), this system has made it possible to acquire credible data for Stołowe Mountains National Park, especially information about trail load or the popularity of attractions and various areas. New ways have been developed to eliminate mistakes occurring in sensor measurements. For instance, in Tatra National Park, an employee or voluntary worker stays near the sensor and counts the tourists; then the data is compared with the information provided by the sensor. Depending on the gravity of the error, the sensor's settings are adjusted and the test is repeated, until the data from the two sources is more or less the same. Despite its drawbacks, the method seems to be the most effective. Sensors can be installed in many places in the park and data may be collected from a vast area.

Although the method has its weaknesses, monitoring tourism in national parks is a major issue. It makes it possible to estimate the number of tourists, define the most crowded places, the points where tourists enter the parks and obtain other data. All this information supports proper tourism management.

3. THE SCALE OF TOURISM IN NATIONAL PARKS

This part of the article presents selected quantitative data regarding national parks. The data comes from a Central Statistical Office report, "Nature Preservation 2018" (*Ochrona Środowiska 2008*, 2008, *Ochrona Środowiska 2018*, 2018). The author also prepared his own analyses, which he believes will allow him to present the causes of differences in the numbers of tourists visiting individual national parks.

3.1. THE SCALE OF TOURIST TRAFFIC IN POLISH NATIONAL PARKS

The map (Fig. 1) presents the distribution of national parks in Poland, and the graph (Fig. 2) the scale of tourism in 2007 and 2017. It can be found that in the majority of national parks, the number of tourists increased over the decade in question, while in several others (Wolin, Karkonosze, Wielkopolska, Magura, Kampinos) it did not change. In the author's opinion, these figures are not accurate, due to the lack of exact data regarding tourism and the data is only approximate and flawed. These parks have problems with monitoring the scale of tourism because they can be entered from many points, admission tickets are not sold or measuring of the scale is for some reasons impossible. Looking at the generally increasing trends, these parks are currently visited by more tourists. There are also parks where the number

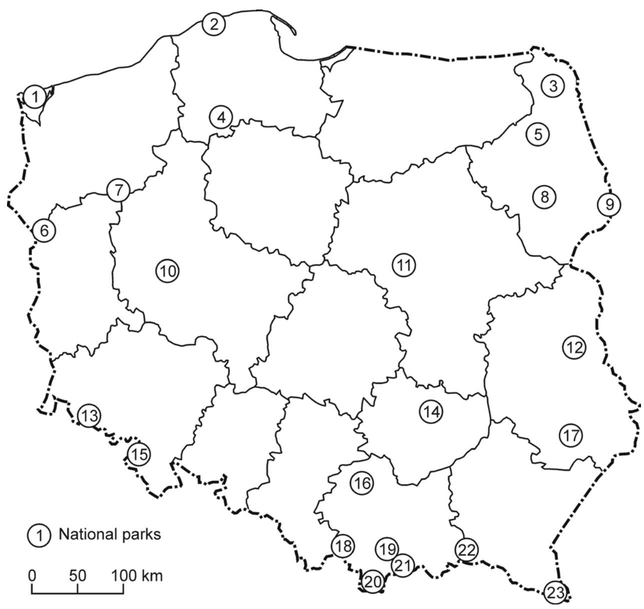

Figure 1. National parks in Poland. 1 – Wolin, 2 – Słowiński, 3 – Wigry, 4 – Tuchola Forest, 5 – Biebrza, 6 – Warta River, 7 – Drawno, 8 – Narew, 9 – Białowieża, 10 – Wielkopolska, 11 – Kampinos, 12 – Polesie, 13 – Karkonosze, 14 – Świętokrzyski, 15 – Stołowe Mountains, 16 – Ojców, 17 – Roztocze, 18 – Babia Góra, 19 – Gorce, 20 – Tatra, 21 – Pieniny, 22 – Magura, 23 – Bieszczady
Source: author

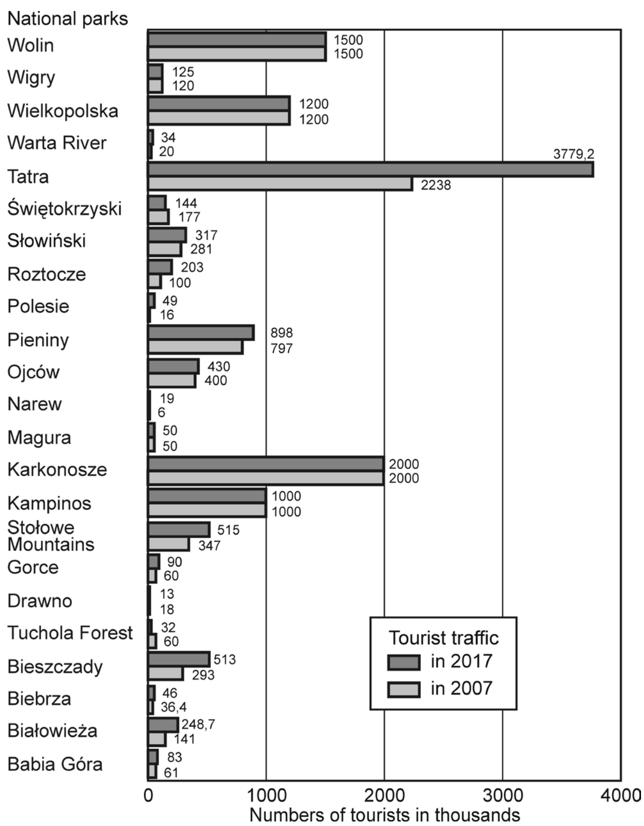

Figure 2. Tourism in 2007 and 2017
Source: author, based on Central Statistical Office data

of tourists was reported to have fallen: Tuchola Forest, Drawno and Świętokrzyski.

When analysing the spatial distribution of national parks and the scale of tourism, we may notice that the parks with the largest numbers of tourists are situated in regions which are most willingly chosen as tourist destinations, i.e. the seaside, lake districts and mountain areas. Parks which are chosen less frequently represent forest areas and wetlands. On the other hand, the group of parks visited least frequently includes those situated in mountain areas, though they are visited by the largest number of people. This situation shows that there are factors which diversify tourism in mountain national parks, and that geographical location is only one of them.

In order to find other causes of the differing numbers visiting national parks, the author compared the number of tourists with the number of years that a given park has been functioning (Fig. 3). The pyramid shows that there is a group of parks whose time of existence may have an influence on the number of tourists visiting. The most popular have been functioning for over 60 years. Perhaps over such a long period, they have developed an effective method of tourism management, won tourists' appreciation, and have been properly prepared to organize tourist activity in their area. Giving a space the status of a national park makes it more valuable and attractive to tourists. Therefore, it can be assumed that the longer a given park exists, the more unique its assets appear to be. The upper part of the pyramid (Fig. 3) shows that the shorter a given park has existed, the fewer those who visit it. Perhaps, its resources have not been recognized by tourists yet, or the park itself has not been properly prepared as regards tourism, which may also be attributed to the fact that the superior objective of national parks is nature protection. It may also have not developed a suitable level of awareness, contrary to the most popular parks. A longer period of activity has let the most popular parks develop appropriate strategies of tourism management and prepare a product and educational campaigns, which might help to gain more appreciation among tourists. However, a number of parks do not comply with these assumptions. Stołowe Mountains National Park, which is relatively new, compared to others, is visited by several hundred thousand more tourists than, e.g. Białowieża or Świętokrzyski, which are over 60 years older. According to Rogowski (2017), the area in question features unique assets, due to which it has been classified as an area of major importance for recreational tourism. In addition to this, the greater number of tourists may result from the very location of Stołowe Mountains National Park, because it is situated close to popular tourist and spa destinations: Duszniki-Zdrój, Polanica-Zdrój; as well as larger towns, such as

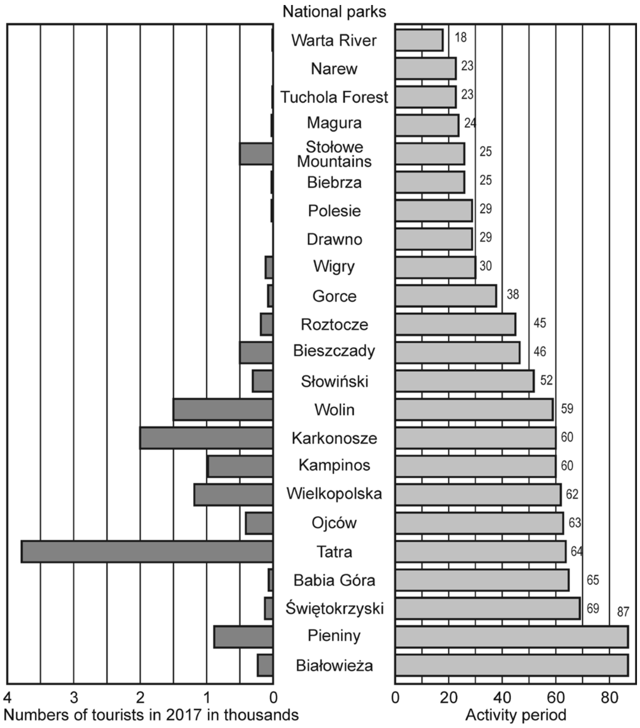

Figure 3. Graph of the numbers of tourists and the activity period of national parks
Source: author

Kłodzko. Babia Góra and Białowieża National Parks are situated much further from major destinations and feature fewer tourist trails. Świętokrzyski National Park is visited by large numbers of excursionists, organized groups and pilgrims. Despite good access to the park by transport and the fact that it is located close to Kielce, it can be assumed that its advantages have a regional range and are directed towards specific groups of visitors.

3.2. ACCESSIBILITY BY TRANSPORT

The next stage in the analysis was the study of access to each national park. Similar research was conducted by Smoleński (2006) who divided parks with regard to their accessibility into 'easily accessible', 'difficult to reach by transport' and 'hard to access'. He also divided them with regard to the length of the tourist season. Using the Geoportal and Google Maps tools, the author conducted an analysis of accessibility by transport in the following ways: he estimated the distance from a major destination and checked the accessibility of roads and other means of transport that can be used to reach individual parks (Table 1). The criterion was a distance not longer than 25 km, because at the present stage in the development of the transportation network, this distance can be covered in about half an hour, depending on the means of transport. The author also analysed the distance of the national park from an urban conurbation (Fig. 4), as well as the number of conurbations within a radius of 100 km (Fig. 5). The isopleths were set at every 25 km which can also allow the time needed to reach the park to be estimated, assuming that this distance can be covered in half an hour (100 km → about 2 hours). However, the access time will be different for each park, due to the varying transport infrastructure (e.g. motorways and dual carriageways close to the park will substantially shorten

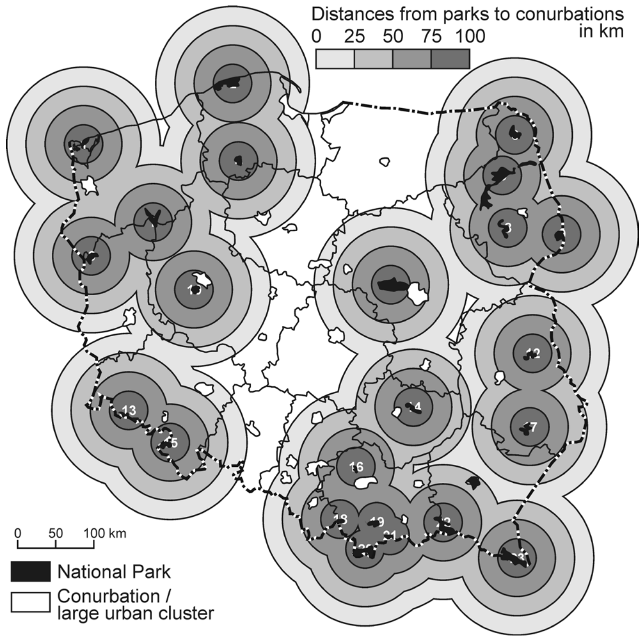

Figure 4. Distances from parks to conurbations
Source: author

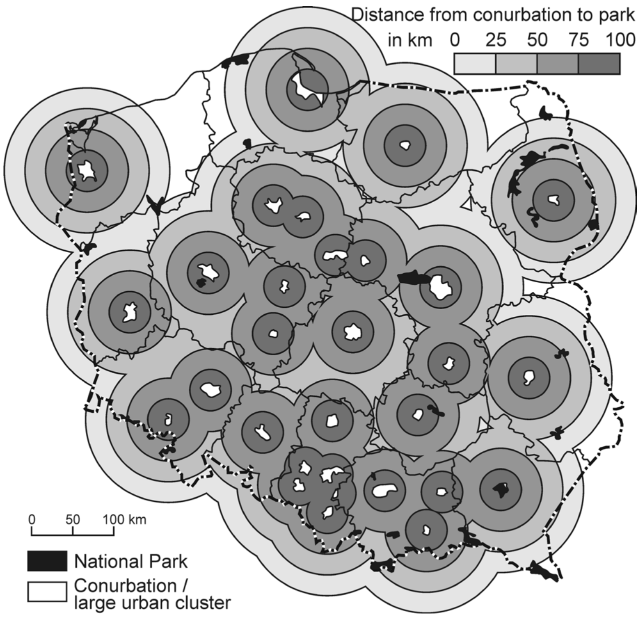

Figure 5. Distances from conurbations to national parks
Source: author

Table 1. Access by transport to national parks

National Park	Occurrence within a distance of 25 km from the park boundaries							Conurbation within 50 km	Total
	motorway node	national road	provincial road	railway station	public transport	nodal town up to 10 000 inhabitants	nodal town over 10 000 inhabitants		
Babia Góra			×		×	×		×	4
Białowieża			×	×	×	×	×		5
Biebrza		×	×	×	×	×	×	×	7
Bieszczady			×		×	×			3
Tuchola Forest		×	×	×	×	×	×		6
Drawno		×		×	×	×			4
Gorce			×	×	×	×	×	×	6
Gór Stołowych		×	×	×	×	×	×	×	7
Kampinos	×	×	×	×	×	×	×	×	8
Karkonosze		×	×	×	×	×	×	×	7
Magura		×	×		×	×		×	5
Narew	×	×	×	×	×	×	×	×	8
Ojców		×	×		×	×	×	×	6
Pieniny			×		×	×	×	×	5
Polesie		×	×		×	×			4
Roztocze		×	×	×	×	×			5
Słowiński		×	×	×	×	×			5
Świętokrzyski		×	×		×	×	×	×	6
Tatra		×	×	×	×	×	×		6
Warta		×	×	×	×	×	×		6
Wielkopolska	×	×	×	×	×	×	×	×	8
Wigry	×	×	×	×	×	×	×		7
Wolin		×	×	×	×	×	×		6
Total	4	18	22	16	23	23	16	12	

Source: author.

the journey). In the case of conurbations, the criterion for their occurrence near a park was 50 km. Covering this distance should not take more than one hour, which in the case of many parks may have a great influence on the frequency of visits and the character of tourism. The analysis encompassed the 27 conurbations in Poland listed by Klimska and Swianiewicz (2005). The parks situated closest to conurbations include Kampinos, Wielkopolska, Świętokrzyski and Ojców National Parks. Eight parks are located no further than 50 km from a large city while every park is located no more than 75 km away. However, the closer it is from a city to a park, the larger the number of tourists who visit it. A close proximity of a conurbation makes reaching a national park by different means of transport much easier. Moreover, a large city may influence the tourist infrastructure of a park.

As shown on the map of distances from conurbations to national parks (Fig. 5), no larger city lies farther than 75 km from the four parks which record the smallest numbers of visiting tourists: Tuchola Forest, Drawno, Polesie and Warta River National Parks.

A similar peripheral location is found in the case of Bieszczady, Słowiński and Wigry, but their situation is slightly different. Firstly, these three parks are visited by a considerably larger number of tourists than the parks mentioned earlier. Secondly may be the fact that they are parks with assets which tourists may consider to be more attractive. Słowiński and Wigry National Parks are located near fairly large towns with a strongly developed tourist function (Łeba, Suwałki) but which are not classified as conurbations. Despite the fact that Bieszczadzki National Park is not situated close to large cities and it is more difficult to reach than other parks, it is surrounded with several destinations with a well developed tourist function, and its landscape assets are appreciated by tourists. In addition, reaching it is much easier due to the A4 motorway node.

Only eight urban conurbations have a national park within a distance of 50 km. Three cities, Olsztyn, Opole and Toruń, are located further than 100 km from a park. Two – Nowy Sącz and Białystok – are surrounded by national parks, with three located within a distance of 50 km. In the case of Nowy Sącz, we may easily include Tatra National Park, which despite being located further than 50 km away, can be reached in not more than two hours. It is obvious then that the distance from a park to a conurbation and its access time are often of primary importance, e.g. in the case of parks situated directly next to a large urban cluster where the inhabitants constitute the majority of visitors. There are also cases where the location close to a conurbation or a lack of an urban centre is not that important (e.g. parks situated on wetlands or in river valleys). In the author's opinion, in many cases, what is more important than a location close to an urban conurbation is the existence of well-known places with a strongly developed tourist function close to the park. Such destinations are the tourist back-up of the park and they are very often small towns or villages.

The materials presented above show that the accessibility of national parks by transport has a considerable influence on the number of visitors. As a rule, it may seem that all parks can be easily accessed and are located near a nodal destination. However, there are substantial differences between them. The national parks which are visited by many tourists are usually situated close to a town or conurbation. They are often destinations with a strongly developed tourism function, as in the case of Karkonosze, Tatra or Wolin National Parks. Some parks are strongly impacted by the presence of a large urban conurbation nearby, which not only provides the tourist back-up, but also has a significant influence on the distribution of tourists. Kampinos or Wielkopolska National Parks are typical parks which serve the inhabitants of nearby cities as recreational areas. Access from large cities significantly facilitates reaching a park. Drawno National Park is located furthest from any town, it can be reached by a national road, but getting there by other means of transport is difficult. The lack of a nodal destination nearby makes staying near the park more difficult too. The tourist is forced to travel a long distance and take a lot of time to get there. The situation is similar as regards Babia Góra and Gorce National Parks. They are also located quite far from nodal destinations and reaching them is time-consuming. Perhaps this is why the number of tourists visiting them is very different than in other mountain parks. It is worth noting, however, that tourists can access these parks via route 47, the popular 'Zakopianka', parts of which have been changed to a dual carriageway in recent years, in order to make travelling more efficient and easier.

3.3. TOURISM INFRASTRUCTURE

In accordance with the Nature Preservation Act (2004), tourism in national parks may take place on tourist trails. As a result, tourism in a national park is distributed linearly. However, designated trails alone are not enough. In order to provide appropriate services to tourists, special amenities and tourist infrastructure are installed and built, e.g. hostels, shelters, canopies, ski-lifts, etc. Below, the author presents the length of tourist trails in kilometres for each park (Fig. 6) and the number of selected elements of tourist infrastructure (Table 2). The length of tourist trails depends mostly on its shape, land relief and the type of protected natural resources. Therefore, a large number of trails can be found in mountain parks which have attractive landscape assets, located in various parts of the park. The trails are designated in order to make these assets accessible to tourists with minimal interference with the environment. Trails in mountain areas are distributed unevenly, forming irregular networks and at the same time making diversions from the most precious natural sites. A large number of tourist trails are found in lowland parks situated near large cities. They serve their inhabitants with easily accessible recreation areas used for short visits. Relatively many trails run through parks located in lake districts, wetlands and river valleys.

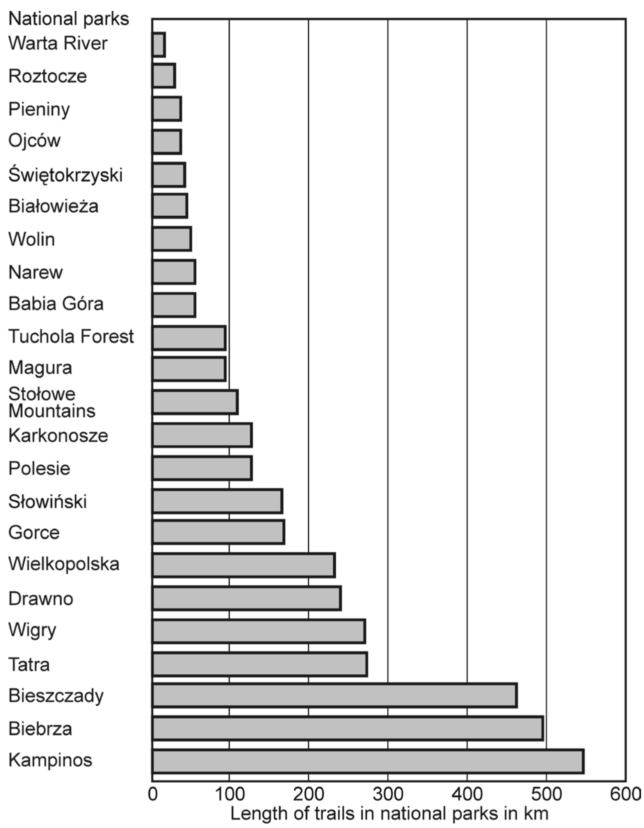

Figure 6. Length of trails in national parks
Source: author, based on Central Statistical Office data

Table 2. Number of selected elements of tourist infrastructure

National park	Tourist hostels	Holiday resorts	Camp sites	Shelters	Ski routes in km	Cable cars	Ski lifts	Competitive trails
Babia Góra	1	0	1	14	6,0	0	0	0
Białowieża	0	1	0	0	0,0	0	0	0
Biebrza	0	0	3	31	0,0	0	0	0
Bieszczady	3	0	3	19	0,0	0	0	0
Tuchola Forest	0	0	0	0	0,0	0	0	0
Drawno	0	0	6	1	0,0	0	0	0
Gorce	0	0	2	3	0,3	0	0	0
Stołowe Mountains	2	3	0	13	34,0	0	0	0
Kampinos	1	0	0	87	0,0	0	0	0
Karkonosze	10	0	0	3	14,7	4	9	0
Magura	0	0	0	13	0,0	0	0	0
Narew	0	0	2	0	0,0	0	0	0
Ojców	0	0	1	1	0,0	0	0	0
Pieniny	0	0	0	3	0,0	0	0	0
Polesie	0	0	4	27	0,0	0	0	0
Roztocze	0	0	0	7	0,0	0	0	0
Słowiński	0	0	0	37	0,0	0	0	0
Świętokrzyski	2	0	1	4	0,0	0	0	0
Tatra	8	0	2	0	24,8	7	3	3
Warty	0	0	0	0	0,0	0	0	0
Wielkopolska	0	0	1	20	0,0	0	0	0
Wigry	0	5	4	92	15,3	0	0	0
Wolin	0	0	0	10	0,0	0	0	0

Source: author, based on Central Statistical Office data.

A sizable number of trails are designated along forest paths, with water trails being counted as well to calculate the overall trail length (Stasiak, Śledzińska, Włodarczyk, 2014).

Some parks with the highest tourist visitor rate also offer the largest number of trails. However, there are parks which are visited by many people but the trail distances are short, and the reverse, parks where there are many tourist trails but they are frequented by a small number of tourists, e.g. Biebrza National Park. An explanation can be provided by the analysis of a different type of tourism infrastructure. As shown, in Biebrza National Park, there are rain shelters and camp sites. However, also the majority of parks with shorter tourist trails do not have too many other elements of tourist infrastructure. It is worth noting that mountain national parks clearly stand out as regards infrastructure.

It can be said then that the cause of this situation is the geographical location of the park. Mountain areas make it various forms of sport and tourism possible, such as skiing or climbing, so there is a need for an appropriate infrastructure to provide an appropriate standard of service. There is a similar situation in Wigry National Park which also has a varied tourism infrastructure related to different forms of water tourism.

3.4. TOURISM SEASONALITY

The next step was an analysis of tourism seasonality for four national parks representing different geographical regions, which enabled the author to identify the features of tourism characteristic of a given group of parks. The graphs (Fig. 7) present seasonality indices for four national parks: Tatra, Wigry, Biebrza and Tuchola Forest. The red line marks values above 100% (mean value from 12 months), which show the boundaries of tourist seasons. The common feature of all parks in question is that during the holiday months, they display very high index values, which is typical for Poland. The seasonality of tourism depends mainly on the climatic conditions and the weather throughout the year. The most favourable conditions for tourism occur during the holiday months and include high temperatures, high exposure to sunlight and day length. Besides, it is a time when many people do not work and go on a summer holiday (Błażejczyk, Kunert, 2011; Koźmiński, Michalska, 2016). However, the indices also indicate features characteristic of individual parks.

In Tatra National Park (Fig. 7), there are in fact two seasons: during the winter months (January, February), i.e. during the skiing season, and in the summer, at the peak of the holiday season. May, June and September are when the Tatras are visited by school groups, while in the autumn – the high index values are maintained due to visits by students and those who want to avoid the summer crowds. It is worth adding here that even during the summer there may be few people present in the park. Tourism in the mountains depends, above all, on weather conditions. The Tatra National Park stands out from others as regards the scale of tourism. Its exceptional landscape and climatic assets, well-prepared tourism infrastructure, the possibility to engage in many forms of tourism, as well as the symbolism of these mountains, e.g. Giewont, make this park one of the most frequently visited areas of Poland (Buchała, Fidelus, 2010).

In Wigry National Park (Fig. 7), the tourist season shows features similar to those of Tatra National Park, but here the advantage of the spring months is clearly visible. The high season comes between May and August. The park is an area where different forms of water tourism are found (sailing, kayaking). It is also visited by large numbers of people during, the so-called 'long weekends' (May). The summer months are traditionally the peak of the season, due to the most favourable weather conditions (Czarnecki, 2009).

In Biebrza National Park (Fig. 7), the tourist season occurs differently than in the parks described earlier. The high season comes in April and May, while a secondary season is found in the summer holiday months. It is worth remembering that the park represents wetlands which are the habitat of many rare bird species. Consequently, Biebrza National Park was taken under protection in 1995, within the framework of the Ramsar Convention.

The majority of people visiting this national park most arrive in April when birds start their breeding season. During the holiday period, those who enjoy water tourism (kayaking) and cycling appear. As Bałtyk (2012) writes, Biebrza National Park has significantly developed its tourism infrastructure. The existing trails have been improved and new ones have been designated, shelters, waterside hostels and water sport equipment rental points have been built. As a result, the tourism season has been extended and the number of tourists has increased in recent years.

The peak season in Tuchola Forest National Park (Fig. 7) is the summer holiday period, with a number of characteristic features. A secondary season, like the one discussed earlier, does not occur. The attractiveness of this park lies mostly in its special natural assets and the types of tourism include hiking, cycling, horse-riding and water sports. Spring months (April–June) are the time of school and organized group excursions while summer months are when individual tourists arrive. The park is located close to tourist destinations (Charzykowy, Swornegacie) (Szyda, Sokołowski, 2013). Other national parks, whose monthly statistics have not been presented here (problems with monitoring) also

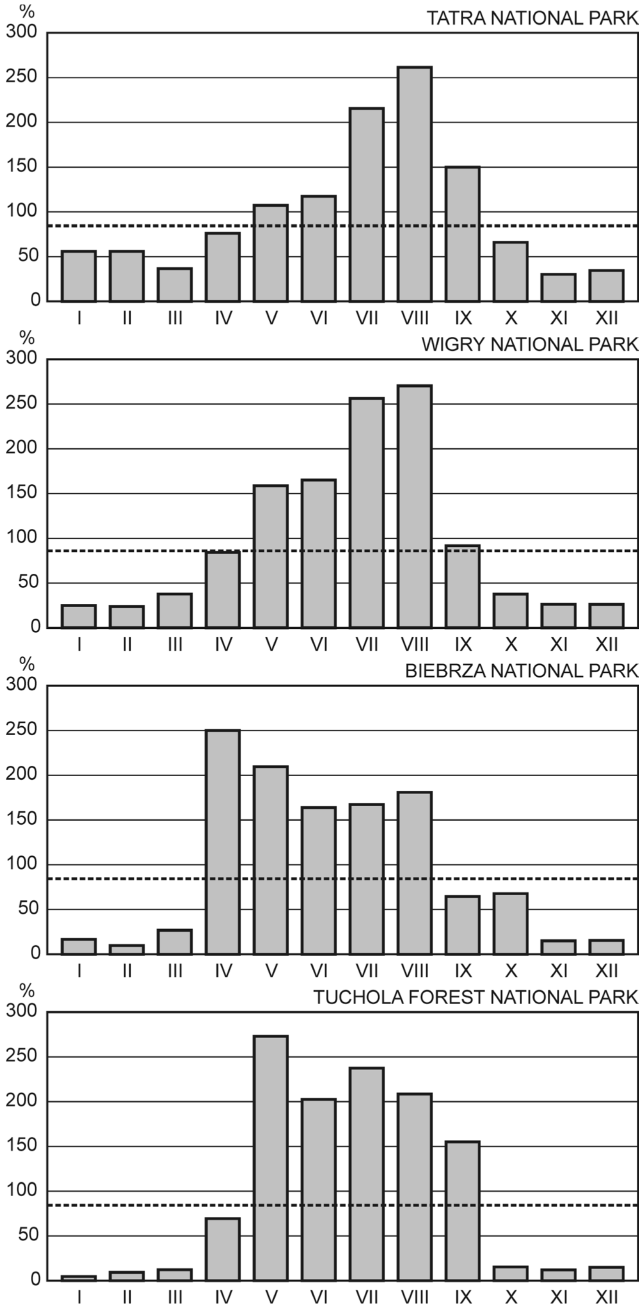

Figure 7. Seasonality indices in selected national parks: Tatra, Wigry, Biebrza, Tuchola Forest
Source: author, based on data provided by the national parks

display some similarities as regards tourism. A similar distribution is found in parks located close to large urban conurbations (Kampinos, Ojców, Wielkopolska). Kampinos National Park is a tourist-recreational area for the inhabitants of Warsaw and so tourism here is different than in the parks discussed before with the peak season in the spring (April–May). Many people treat Kampinos National Park as a 'suburban park'. High numbers of tourists have been found at weekends when city dwellers go on excursions outside the city. During the holiday months there is a strong decline in tourism as the majority of inhabitants travel in other directions (mountains, seaside, lakes) (Dzioban, 2013).

Seasonality is clearly visible in the parks situated on the coast: Słowiński and Wolin National Parks. Both display a strong tourism concentration in holiday months (July, August) mostly due to favourable climatic conditions (temperature, exposure to sunlight, length of day) and the holiday period. The strong concentration of tourism in the holiday season also results from the fact that both parks are located near large tourist destinations: Łeba (close to Słowiński National Park) and Świnoujście (close to Wolin National Park) and those spending their holidays in these places make day trips to these parks. Large numbers of tourists are also recorded in June and September when there are many organized trips; school excursions and for business and health. The smallest numbers arrive in winter and early spring (Dusza, 2013; Parzych, 2014).

Typical features of the scale of tourism can also be found in Bieszczady National Park. The peak season here is also in the holiday months, however the largest number of visits are recorded in August and September. The most visited trails lead to Polonina Wetlińska and to Tarnica from the Wołosate side, the most scenic areas of the park when the *połonina* takes on green and golden hues. In September – October, a strong domination of school, organized groups and student tourism is found (Prędki, 2015).

After analysing the variability of tourism in Polish national parks, it can be concluded that there are groups of parks where the course of the tourist season is similar. For instance, Warta River National Park displays a very similar pattern to Biebrza National Park (a small number of visitors, high season in spring months, low season in autumn and winter months, specific assets, floodplains, the visitors are mainly bird watchers and researchers) (Bałuchto, Chara, Fischbach, Florczak, Kraszewska, 2005). Parks near conurbations display heavy tourism in spring months, with the greatest drop in holiday months for the benefit of seaside, mountain and lake district parks, which record their maximum values. Some parks, such as Tatra National Park, have more than one season. The high season comes in the holiday months, but a period (intermediate season) when a park is also often visited, though not by such large numbers of tourists as during the high season, is also found. In many cases, its peak comes during the holiday time (school holidays, May holidays, winter break) or during Christmas or Easter. However, in parks located in wetlands, the course of the tourist season results from the qualities of the park and the kind of protected resources. The length of the season varies as well. In some parks, high attendance is maintained over several months, in others only during the summer holiday period, which may be due to the climate conditions which are best for visiting a given park in this particular period. It is obvious then that tourism seasonality in national parks is strong and varied in many respects, often resulting from the properties of the park itself.

4. CAUSES OF THE DIFFERENCES IN TOURISM IN NATIONAL PARKS

The analyses performed by the author point to multiple causes of tourism diversification in Polish national parks. One of the main determinants is the geographical location of a park, which gives it a unique character, distinguishes it from other parks or makes it less popular. This is because the character of an area and its advantages have a strong impact on local tourism.

The geographical location also has a direct effect on the accessibility of the park, e.g. access to nodal destinations or access by different means of transport. Easy access to the park will make it reachable by more people than is the case in peripherally located parks. Transport accessibility, then, may be one of the factors determining the tourist's choice. The possibility to engage in various forms of tourism and recreation depends on the location of the park, its assets and the conservation policy regime (dividing the parks into protection zones: strict, active and landscape). The properties of the natural environment enforce a type of area development which is not damaging while the national park chooses to implement a tourism strategy which is appropriate to its individual character. Only those forms of tourism are found which a given area allows and which will not cause much damage. The assets of a national park may be attractive to most people or only to enthusiasts or specialists (as it is the case of the Warta River National Park). In parks like Tatra, Karkonosze, Pieniny or Ojców, individual attractions or assets may draw huge numbers of tourists, although the park offers other places worth seeing as well. The trails to Giewont of Morskie Oko, Śnieżka, Trzy Korony or Hercules' Club are places of such symbolism and enormous significance

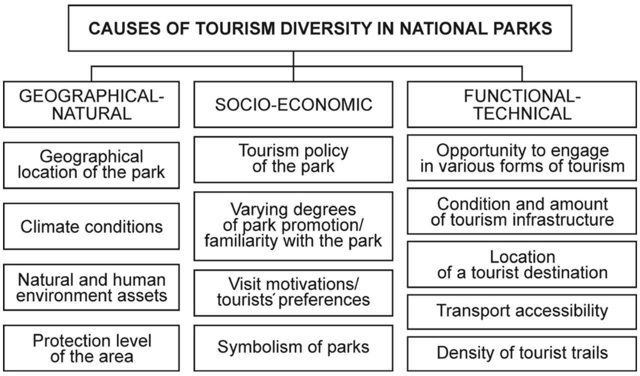

Figure 8. Causes of tourism diversity in national parks
Source: author

that they are often obligatory elements of tourist trips; tourists will not leave the park without visiting them. Thus, it is evident that there are many causes of tourism diversity in national parks (Fig. 8) arising largely from the character of individual parks, but also from other factors.

5. SUMMARY

The analyses of different aspects of tourism in Polish national parks show many differences which have an impact on the diversification of the number of tourists visiting these areas. However, a given diversifying feature does not have to appear in only one park. It is usually found in several which are similar in some respect or show a similar tourism distribution. The classification proposed is based on the analysis of various aspects of tourism in all national parks in Poland, Central Statistical Office data and geographical location. The most distinctive features determined assigning a given park to a specific group. Naturally, a park can be assigned to two groups at the same time, e.g. Słowiński National Park belongs to 'holiday parks' and 'excursion parks' at the same time, because the analysis of the scale of tourism there indicates that the high season comes during holiday months, but large numbers of tourists are also reported in the months when organized trips predominate. However, the classification was based on the assumption that it is necessary to consider the quality which is most visible in a given park rand, in the author's opinion, may significantly influence the distribution of tourism. Based on the analyses that were conducted, Polish national parks can be divided with regard to the following:

1. **The scale of tourism –** the classification was based on statistical data provided by the Central Statistical Office:
   - **parks with a large number of tourists** (over 1 million): Kampinos, Karkonosze, Wielkopolska, Wolin, Tatra;
   - **parks with a medium number of tourists** (100,000 to 1 million): Białowieża, Bieszczady, Stołowe Mountains, Ojców, Pieniny, Roztocze, Słowiński, Świętokrzyski, Wigry;
   - **parks with a small number of tourists** (up to 100,000): Babia Góra, Biebrza, Drawno, Gorce, Magura, Narew, Polesie, Tuchola Forest, Warta River.
2. **Geographical location (landscape zone):**
   - **coastal parks:** Słowiński, Wolin;
   - **parks in lake and forest areas:** Białowieża, Drawno, Kampinos, Roztocze, Tucholskie Forest, Wielkopolska, Wigry;
   - **parks in water areas and marshlands or in river valleys:** Biebrza, Narew, Polesie, Warta River;
   - **upland parks:** Ojców, Polesie;
   - **mountain parks:** Babia Góra, Bieszczady, Gorce, Karkonosze, Magura, Pieniny, Stołowe Mountains, Świętokrzyski.
3. **Accessibility by transport –** classification based on an earlier analysis of national parks accessibility, using Geoportal and Google Maps tools, as well as maps presenting distances between parks and urban conurbations:
   - **well-connected – peripheral:** Białowieża, Biebrza, Gorce, Karkonosze, Narew, Pieniny, Roztocze, Słowiński, Stołowe Mountains, Tatra, Tuchola Forest, Warta River, Wolin;
   - **poorly-connected – peripheral:** Babia Góra, Bieszczady, Drawno, Magura, Polesie, Wigry;
   - **well-connected – suburban:** Kampinos, Ojców, Świętokrzyski, Wielkopolska.
4. **Tourism seasonality –** classification based on analyses of the scale of tourism in national parks. The criteria were the months in which a given park was visited by the largest numbers of people and those which clearly indicated the tourist season. The multi-season parks were also classified according to their special assets, which in specific times of the year attract tourists to these parks:
   - **summer holidays** (the largest numbers of tourists in July and August): Słowiński, Wolin, Wigry, Karkonosze, Bieszczady, Pieniny, Gorce;
   - **excursions** (considerable numbers of tourists in May, June and September): Babia Góra, Białowieża, Drawno, Kampinos, Magura, Ojców, Stołowe Mountains, Świętokrzyski, Wielkopolska, Tuchola Forest;
   - **multi-seasonal:** Biebrza, Narew, Polesie, Roztocze, Tatra, Warta River.
5. **The possibility of engaging in various forms of tourism –** the classification was based on the figures provided by the Central Statistical Office (length of trails, tourism infrastructure), as well as various features of national parks which, in the author's opinion,

have an influence on opportunities for engaging in tourism in the park (geographical location, land relief and types of protected environment resources, the protection regime, protection and tourism policy of the park, types of tourist trails):

- **touristically multifunctional (more than 3 forms):** Babia Góra, Bieszczady, Gorce, Karkonosze, Pieniny, Stołowe Mountains, Tatra, Wigry, Wolin;
- **touristically poly-functional (2-3 forms):** Biebrza, Drawno, Kampinos, Magura, Roztocze, Tuchola Forest, Wielkopolska, Wigry, Wolin;
- **touristically mono-functional (one predominant form):** Białowieża, Narew, Ojców, Polesie, Słowiński, Świętokrzyski, Warta River.

Dividing and classifying national parks is strongly controversial due to the large number and great variety of features identified in these areas. The choice of criteria and groups into which the parks have been included was made in such a way that after identifying a given park in each group, they expressed its character most appropriately and indicated the most important features of tourism in its area.

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STRATEGY FOR THE DEVELOPMENT OF TOURISM AS A TOOL FOR PLANNING AT A LOCAL LEVEL: THE EXAMPLE OF KARLINO COMMUNE

Abstract: The study aims to analyse the correlation between planning tourism development at the local level and the development of the space that is being planned. Another goal is to determine the role of the local authorities (of the Karlino commune – *gmina*) in the implementation of strategic activities and the integration of various local beneficiaries around such activities. Further it will analyse how elaborating and implementing tourism development strategies may contribute to the local tourism economy and indicates the role and place of strategic planning in the process of creating and developing the tourist potential of a commune with particular emphasis on Karlino. The paper also discusses the tourism policy of Karlino's local government as well as the strategic goals to be implemented and indicates its tourism development directions. The following research methods have been applied: expert method, observation method (using the inventory technique, physical inventory of the elements of the analysed space and actions taken), monographic method, document research, diagnostic survey analysis (using the survey technique of institutions from the examined area: Karlino Commune, the communes of the Białogard Powiat, the municipalities of the Association of Towns and Communes in the Parsęta Valley), and a critical literature review. The case of Karlino Commune and its strategic activities in the field of tourism indicates that planning constitutes one of the most effective tools for local development. Such activity particularly shows that the commune can and wants to direct its socio-economic development based on optional (rather than obligatory) activities focused around the strategic use of endogenous resources. The paper indicates strategic action directions based on an inventory of such available endogenous resources. It shows how the local tourism economy may benefit from a tourism development strategy.

Keywords: tourism development strategy, planning, commune (*gmina*).

1. INTRODUCTION

The development of tourism has for many years constituted one of the most important issues of tourism policy represented by authorities at various levels, from the national through regional to the local – the municipal level in particular. The reason for this is that tourism is more and more frequently treated as a significant factor in local socio-economic development (tourism being an important or main workplace for the local community). This also increasingly applies to those areas where tourism has not played a significant role yet, especially an economic one (other forms of management and economic activity, including earning, predominated in these communes). Both the increasing significance of tourism and the intensive development of many local tourist destinations have made it one of the main development tools at the local and, primarily, municipal level. This particularly concerns those areas that previously had an agricultural character and are currently struggling with problems of structural unemployment, and looking for ways to stimulate economic activity, create new jobs, etc. Industrialisation is, in these cases, often difficult due to the location or lack of raw materials and, therefore, other forms of economic activity are unprofitable (Głąbiński, Duda, Szostak, 2017).

The development and planning of tourism at the local – particularly the municipal level – requires local authorities to think and act non-operationally, i.e. from season to season, yet strategically, as exemplified by a well-developed *gmina* (commune) development plan or a strategy dedicated to tourism (Kosiedowski, Potoczek, 2001; Szostak, 2017). Planning in the field of tourism development at the local level allows specific benefits for individual communes to be indicated, namely:
– identification of the basic problems and tourist development potential of a given *gmina*; accurate inventory of its endogenous tourist potential;
– identification of key tourist development opportunities and threats;
– coordinating all participants in a commune's development processes (authorities, community and local business) around the these conditions;
– indicating the tools that are necessary for implementing tourism projects recognised as the most important for local development;
– coordination of these projects in time and space;
– integrating a significant part of a local community around the vision and detailed concepts for local development and joint actions for it (Rochmińska, Stasiak, 2004; Sztando, 2015; Wysocka, Koziński, 2000).

The implementation of the municipal tourism development strategy should contribute to identifying areas of tourist activity that provide the greatest local socio-economic benefits, understanding why various initiatives in different areas of tourist activity have brought market success or failure, indicating which qualifications and endogenous resources are lacking on the local tourist market, indicating the target groups of tourists who will be the beneficiaries of local tourist product development, and creating local tourist products based on its endogenous potential (Stasiak, 2005; Szostak, Zalewski, 2017).

Therefore, the article aims at:
– indicating of the role and place of strategic planning as well as activities in the area of developing and implementing tourism development strategies, in creating tourism products and developing the tourist potential of the commune (Karlino *gmina*) in particular);
– discussing the tourism policy Karlino's local government has adopted for the implementation of strategic goals and indicating its tourism development directions.

2. PLANNING AS A MANAGEMENT FUNCTION AT THE LOCAL LEVEL

Planning constitutes the basic and primary management function, regardless of whether it concerns business entities (commercial, mainly companies) or others, mainly local government at various levels. In order to make planning effective, it should be correlated with inspection, which is another management function. Any good and effective plan should, therefore, have implementation and verification tools, or at least they should be taken into account before implementation begins. Numerous strategies being developed have modules for monitoring implementation and evaluation and, sometimes, commune committees are appointed for this which will increase its effectiveness. This is one of the most important factors determining the implementation of local tourism development strategies (Głąbiński, Szostak, Zalewski, 2016).

Planning essentially increases the effectiveness of operations and rationalises further management functions (including organisation). The significance of planning is particularly visible when analysing various development aspects of local government, especially at commune level. The planning process is a result of various causes and functions. On the one hand, local authorities plan activities or a specific development, as required by law or other legal regulations and, on the other, those communes that want to develop specifically should plan how to exploit their resources on the basis of which they intend to, for instance, develop some form of management or economic activity (Szostak, 2016b).

It is the commune authorities who hold responsibility for actively managing the various processes of local development through, above all, regulatory, initiating, organising and stimulating developmental activities. Thus, the authorities should apply modern management tools (including strategic management) and actively influence both the scale and pace of development including effective planning. Effective management of a given commune requires putting decisions into practice and strategic management concepts (i.e. elaborating local development strategies and development strategies for specific areas of the local economy, e.g. tourism or product). By applying efficacious and effective planning in the field of tourism, a commune may make the most of its own assets and tourism resources in the long term. The basis for tourism development is the appropriate use of (endogenous) potential. Strategic activities in the field of tourism allow the development processes of a commune to be shaped as well as solving defined problems within the longer term. The strategic planning of a commune's tourism economy enables the maximisation of the use of endogenous tourism factors of local development (mainly natural and human) and of local business entities and residents living in the commune. The key aspect in this type of activity is the commune authorities' awareness of the benefits of solving development problems based on tourism as well as their determination in its practical application (Ziółkowski, 2015).

Planning local authority activities refers, in practice, to two basic levels, i.e.:

- the level of the 'hard' resources, including cost control, planning and allocation of resources (e.g. endogenous), setting appropriate targets for implementation, capital needs, etc.; in most cases, tourism development strategies refer to managing resources owned by the commune and located on its territory;
- the level of the 'soft' resources, which primarily include the motivational function, i.e. a plan should both motivate (local authorities, the people and local organisations responsible for implementing plans, commune residents) to act and meet needs; efficient action at the local level usually requires an effective and appropriate action plan; when a commune wants to develop in some field, it should have a plan, which is usually the best motivator for action; the plan is not only used to achieve intended goals, but also becomes a tool to survive in a competitive and increasingly unpredictable market environment (Jarmuż, Tarasiewicz, 2017).

3. STRATEGY FOR TOURISM DEVELOPMENT IN A COMMUNE

The stimulating and development functions constitute two of the most important which can be currently fulfilled by a tourism economy, and applies primarily to those communes that perceive tourism as a factor stimulating local socio-economic development. Development based on tourism is determined by whether a particular local government possesses tourism resources that would guarantee the implementation of numerous commercial activities. Particular communes that do not happen to have been previously regarded by both residents and local authorities as tourism destinations (in practice, stimulating and development functions were emphasised on the basis of other key resources e.g. agriculture or raw materials). The growing importance of tourism has made many representatives of local authorities begin to perceive as having the potential to stimulate the local economy. Through appropriate planning and the setting of real and achievable socio-economic goals, these communes can gradually become attractive destinations for tourism and, sometimes, may become an alternative destination for mass tourism (Głąbiński, Szostak, Zalewski, 2016).

Creating and implementing a tourism development strategy in a commune most often results from the needs of effective management of a given space which means that, when shaping their own strategy, local authorities must define a vision for the development of a tourism economy and a mission, as well as the goals they want to achieve within a clearly defined period of time. This strategy additionally becomes a source of information on the functioning of a local tourism market for local authorities themselves, local entrepreneurs operating there, as well as entities from outside a commune willing to do business in a given area and, above all, tourists and the local community (residents). The development and implementation of tourism development strategies includes primarily:

- determining the direction of a given commune in terms of shaping its local tourism product,
- defining quantitative and qualitative economic (including social) goals to be worked on and achieved (articulating the main action priorities for the coming years),
- selecting and appropriate management of necessary tourism resources to achieve these goals, including the commune's mission.

The ineffectiveness of a tourism development strategy being implemented (e.g. failure to implement it, only partial implementation, etc.) and of, which follows, the adopted objectives and choice of tools may be determined by the following reasons:

- poorly conducted socio-economic diagnosis and inventory of tourism resources (incomplete scope of data, omission of certain phenomena, lack of detailed knowledge about the actions of entrepreneurs and directions of tourism resource development, incompatibility of internal and external plans with the local tourism development strategy, etc.);
- no development forecasts;
- incorrectly conducted social consultation and under- or over-estimation of their results;
- a lack or an incorrect process of implementing a tourism development strategy (Sztando, 2009).

The process of creating a tourism development strategy involves working out the rules for its creation based on the following principles:

- departing from one-sided or short-sighted thinking – thinking about the development of tourism means planning your future;
- recognising the importance of every competitive advantage as even the smallest may become a factor for further development;
- concentrating on the strengths of action as the basis for quantitative and qualitative development;

– emphasising activities within your market domain, i.e. what you are the best at;
– diversifying production as far as is needed in development activities;
– admitting that strategic development management and, which follows, the tourism development strategy should focus not on overcoming competitors, but on positive development of what a tourist expects a particular tourism product to be;
– developing and investing in marketing tools; conducting market research;
– observing near and more distant surroundings (Meyer, Milewski, 2009).

The higher the level of tourist attractiveness of a given space, the greater the dependence of local government (including communes) on tourism and the development of a tourism economy. Tourist attractiveness consists primarily in the occurrence of what is of value in a given area as well as the quality and capacity of tourism and para-tourism infrastructure. In many communes, tourism is increasingly becoming an important part of the local economy and, thus, becomes an accelerator of local development (Szostak, 2016a).

4. CHARACTERISTICS OF ENDOGENOUS TOURISM POTENTIAL IN KARLINO COMMUNE

According to the Central Statistical Office, the West Pomeranian Voivodeship is the region in Poland that is most frequently visited by tourists. It has been observed, however, for many years that there is an excessive concentration of tourism in the coastal zone. The area of the central part of the province, which includes Karlino Commune, is by contrast the least visited part of the region. In connection with the above, while implementing the principles of sustainable development, spatial de-concentration of tourism and its dispersion, or at least part of it into the neighbouring areas, should be striven for. Karlino Commune, located about 30 km south of the Baltic Sea, may be an example of such an area and, at the same time, become a beneficiary of dispersion activities. Its area is a natural service base (as an alternative and supplement) to the coastal zone and, therefore, should be a destination for short sightseeing trips for tourists who go to the seaside, or provide accommodation for people who want to combine a stay at the seaside with activity in rural areas (Główny Urząd Statystyczny w Szczecinie, 2016).

The urban-rural Karlino *gmina* is one of the three communes of the *powiat* (district) of Białogard (Białogard, Karlino and Tychowo) and is located in the north-eastern part of the West Pomeranian Voivodeship. From the south, it borders the rural commune of Białogard and the commune of Sławoborze (Świdwin *powiat*), while to the north the communes of Dygowo and Gościno (Kołobrzeg *powiat*), as well as Będzino and Biesiekierz (Koszalin *powiat*). In terms of area (141.02 km^2), it is one of the smallest, second only to Białogard. Of all 114 in the entire province, Karlino ranks 75th in terms of area. The commune is located slightly higher in relation to population. In the beginning of 2017, there were 9255 inhabitants which accounts for almost 19.5% of the entire *powiat* population. This puts it in 41st place in the voivodship (Urząd Statystyczny w Szczecinie, 2018).

The dominant part of the region is formed by a slightly undulating ground-moraine plateau whose height reaches 30-40 m a.s.l. and clearly increases to the south, reaching around 120 m a.s.l. in the vicinity of Białogard. After the ice sheet had subsided (about 14-12,000 years ago in these areas), the plateau was cut by the wide and winding Parsęta River with its tributaries (the Radew most prominently). They form an extremely picturesque river network, quite deeply cut into clay-sand glacial sediments. The height of the valley reaches 25-27 metres on the section between Karlino and Lubiechów and again in Poczernin. To the north of Karlino, from its confluence with the Radew, the valley widens to 400-500 metres and its floor abounds in oxbow lakes, a testament to the extraordinary meandering of the river. It is currently one of the most interesting landscapes in Karlino Commune and, visually, one of the most beautiful fragments of the Parsęta valley in this part of its course (*Strategia rozwoju powiatu białogardzkiego*, 2015). The Radew valley which here is under protection within a Natura 2000 habitat refuge, is yet another picturesque spot in the region. Additionally, the Radew confluence with the Parsęta forms a large island surrounded by wetland peat bogs and marshes. It was here, in a strategic position, that the castle of the Kamień bishops was erected in the 14th century, one of the most significant buildings of its type in Pomerania.

The natural course and floor of the Parsęta valley contributed to the fact that since the Middle Ages its salt route from Kołobrzeg to Wielkopolska was one of the most important trade routes of Pomerania and indeed this part of Europe. The salt that was mined in the immediate vicinity of Kołobrzeg, and sold for large sums to European rulers and merchants, was transported along the valley. Not without reason, a bishop's castle and then a settlement (today's Karlino) was erected at the crossroads of former trade routes, at the confluence of the Parsęta and Radew rivers.

The commune of Karlino is mainly agricultural and only 14.2% of its area is covered by forest and other natural vegetation. This is mostly concentrated along the valleys of the Parsęta and Radew rivers, which are the commune's most valuable natural resource. They are additionally covered by special protection within the habitat refuge. Within the commune there are also small fragments of two other Natura 2000 areas: " Radew, Chociel and Chotla valleys" and "Warno Bog".

There are only 16 natural monuments in the commune (including several 'group monuments' with a dozen or even several dozen trees), the lowest not only in Białogard *powiat* but also in this part of West Pomerania. All of the monuments are animate.

The proximity of Koszalin and the location of Karlino on the route of national road no. 6 (Szczecin-Gdańsk) and provincial road no. 163 (Kołobrzeg-Wałcz) give both the town and the commune a transit character, and passers-through do not pause here even for a short stop for sightseeing or recreation. This translates into the commune's infrastructure and tourism base (accommodation and catering) which is extremely poor. The Petrico Leisure Complex in Krzywopłoty is the only larger hotel and catering facility. Several nearby villages offer agrotourism farms (Daszewo, Kowańcz) or guest rooms (Lubiechowo, Karlino, Karścino). In Karlino itself there is also a small campsite with caravan plots located by the kayak marina on the Radew river.

The commune's big advantage is the several marked tourist routes (mainly for walking and cycling) of supra-regional significance that are also used by people from outside the region. These include the well-marked trail of the Pomeranian *Camino de Santiago* and the Salt Trail (*Szlak Solny*). The modern bicycle route along the embankment of the former narrow-gauge railway is also very popular, marked and equipped with the necessary infrastructure such as signposts, stopping places, asphalt paths, etc. In Kołobrzeg the trail connects with the international bicycle route R-10.

5. THE TOURISM POLICY OF KARLINO COMMUNE IN RELATION TO BIAŁOGARD POWIAT AND THE 'ASSOCIATION OF TOWNS AND COMMUNES IN THE PARSETA VALLEY'

As indicated by the diagnostic survey, which was conducted in the second half of 2017 for the purposes of the publication being prepared by the research team of the University of Szczecin (Szostak, Głąbiński, Duda), the analysed area is interesting, not only for inventory reasons, but as a good research subject for the relationship between planning the development of tourism at the local level and the development of the space that is being planned. In addition, it indicates a role and place for strategic planning in creating and developing the tourism potential of a commune. The survey covered 15 communes: Karlino and neighbouring communes, i.e. those belonging to Białogard *powiat* and selected from the Association of Towns and Communes in the Parsęta Valley. The same questionnaire was filled out by each participant who were all specialised in tourism and employed by a given administrative unit. The commune of Karlino was the main research area and the survey's goal was to indicate whether it is reasonable to develop a local tourism development strategy for such an area and what conclusions, economic, political and development benefits in particular, could be derived. The survey used was of an inventory and diagnostic character and its purpose was both to collect necessary information on the functioning of the local tourism economy and to obtain information on the knowledge that officials have of what the commune possesses, what pro-tourism activities are carried out and what planning tools are used.

What results from the collected material, analysis of the commune documents (Biuletyn Informacji Publicznej. Urząd Miejski w Karlinie, 2020) and interviews conducted with the employees, is the fact that the commune of Karlino does not have a developed and implemented tourism development strategy (so far tourism development has been based primarily on other strategic documents such as a local development strategy, in which tourism is only mentioned). Analysis of the available documentation indicates that the tourism economy is regarded as one of the directions of socio-economic development and is included in the current development strategy of Karlino (i.e. the strategy indicates the development of the tourism function, through implementing for instance the following tourism goals: development of the tourism base, increasing the tourist attractiveness of the commune, tourist education, promotion of tourism values, building a favourable attitude towards tourism among residents).

In comparison to other communes in Białogard *powiat*, the commune of Karlino is much more active in the field of tourism development and, above all, it undertakes many activities aimed at activation, e.g. through promoting tourism and communal tourism products, organising courses enabling the unemployed to change profession, including courses in entrepreneurship and business establishment, cooperating with tourism organisations of local and regional range, marking roads, routes, tourism facilities, preparing places for sport and recreation as well as keeping the commune clean and attractive.

The diagnostic research indicates that there are a number of pro-tourism and pro-investment activities undertaken (including the creation of a system of incentives and preferences for those investing in the tourism sector, as well as activities aimed at extending the tourist season).

Responsibility for tourism within the organisational structure of the commune have been entrusted to the Department of Promotion and Economic Development. Those who are in addition responsible for the development of tourism include all the employees of the commune council (within the scope of their work positions), commune authorities (depending on needs), as well as communal units and such organisations as the Sports Facilities, Tourist and Recreation Company, Karlino Culture Centre and the Museum of the Karlino Region.

The commune of Karlino, acting as an administrative unit responsible for the development of local tourism, applies specific forms of promotion to its pro-tourism activities: advertising via press, radio and television; publishing catalogues, folders, leaflets, maps on tourism or individual infrastructure elements, as well as the forms of tourism available in the *powiat* and communes; promoting the region on the internet through its own website www.karlino.pl. In practice, in addition to this website, there are also independent websites whose content directly relates to both positive and negative events that take place in the commune in the field of tourism.

The commune of Karlino implements or has implemented tourism investments of an infrastructural nature, e.g. by preparing ideas for walking and cycling routes, waterborne trails and leisure tourism, and the analysis covered, in particular, the years 2014-2017. The commune has obtained and continues to raise funds from the European Union or other sources for tourist and tourism-related undertakings, including the Homanit Arena, a Regional Centre of Tourism and Sport in Karlino (2014), construction of a hose point for firefighters in Konopnicka Street (2014), construction of a storm water drainage system and a section of road along Moniuszki Street and the Biedronka housing estate in Karlino (2016), development of the recreation area and a kayak marina on Nadbrzeżna Street (2017), the installation of photovoltaic systems on the roofs of public buildings (2014), the Museum of the Karlino Region and many other investments.

In the field of tourism, the commune of Karlino mostly cooperates with the neighbouring communes of Białogard *powiat* and the Association of Towns and Communes in the Parsęta Valley. This concerns exchanging folders, leaflets, tourist and cultural information, organising communal events, as well as mutual promotion and participation in planning and implementing tourism investments. Karlino is not a member of the West Pomeranian Regional Tourist Organiszation, but has indicated the need to intensify the cooperation that was initiated several years ago. The commune is, however, a member of LOT Kołobrzeg Region and LOT Parsęta River with which it carries out joint promotional activities, including participation in domestic and foreign fairs.

Analysing the tourist activity of Karlino Commune's authorities, in comparison to the selected communes associated in the Association of Towns and Communes in the Parsęta Valley, it can be concluded that it is positively oriented towards tourism (i.e. the commune authorities are active in the development of local tourism, implementation and development of tourism products based on the commune's endogenous tourism resources and have a vision and mission for the tourism economy). The only communes that remain more touristically active than Karlino are strictly tourist communes or those with attractive tourism qualities, namely Kołobrzeg and Borne Sulinowo. As the diagnostic study shows, unlike Karlino and other communes, those of Kołobrzeg and Borne Sulinowo have tourism development strategies and, therefore, based on their local tourism economy, they undertake very intensive activities at various levels in terms of activation and development. Tourism is a basic sector of the local economy for these communes. A current analysis of their development indicates that there is a clear relationship between the possession and implementation of tourism development strategies and the positive (particularly the economic) effects that are achieved. Moreover, the possession of development strategies results from the fact that tourism is an important and sometimes basic part of their economies. They also abound in tourist attractions of a high quality and are, additionally, a source of pro-entrepreneurial activities. Karlino has a chance to join them in the near future as, among others, it will have its own tourism development strategy. Kołobrzeg and Borne Sulinowo may, therefore, become role models including activities which have pro-development aspirations based on their endogenous tourism resources in combination with their location in comparison to other touristically attractive areas.

Like most communes of the Association of Towns and Communes in the Parsęta Valley, that of Karlino undertakes activities aimed at tourism activation through e.g. the promotion of tourism and tourist products, implementing infrastructural tourist investments, cooperating with tourist organisations, marking roads, routes and tourist facilities, preparing places for sport and recreation and caring for cleanliness and attractiveness. In addition, Karlino organises foreign language and entrepreneurship courses which others do not, except for Kołobrzeg and Borne Sulinowo. Karlino, like most, is aware that appropriate incentives and preferences should be used for those investing in the tourism sector. A similar situation applies to activities aimed at extending the tourist season.

Despite the awareness that tourism plays an important role in economic and social development it is not clearly displayed in the organisational structure of the individual communal councils. Tourism is most often combined or is a component of offices or positions along with promotion, development, sport or culture. In the case of Karlino, it is the Department of Economic Promotion and Development, which indicates that tourism and the related economy at this stage of development is not a priority sector.

All the communes consciously select the good promotion tools, yet Kołobrzeg, Szczecinek and Ustronie Morskie are the only ones that additionally include active participation in domestic and foreign fairs. All have and actively use their own websites for current operations, successfully implement local tourism investments and actively obtain EU funds for the development of tourism space. They are aware that the development of tourism cannot take place without cooperation with neighbouring communes, partner towns, local action groups, local tourist organisations or as part of the Association of Towns and Communes in the Parsęta Valley. Most are either members of West Pomeranian Regional Agency of Tourism (ZROT) (Kołobrzeg, Borne Sulinowo, Ustronie Morskie), or intend to cooperate (Karlino), or intend to join this organisation (Gościno, Sławoborze). Three, i.e. Karlino, Kołobrzeg and Borne Sulinowo, are members of LOT; two – i.e. Sławoborze and Gościno – want to establish such an organisation in their area, while four – Dygowo, Grzmiąca, Szczecinek and Ustronie Morskie – are not interested in this form of cooperation. The majority plan to implement investment projects in the coming years while only two, Kołobrzeg and Borne Sulinowo, conduct research on the local tourist market.

6. THE TOURISM DEVELOPMENT STRATEGY FOR KARLINO COMMUNE

The fact that the commune of Karlino, in its pro-development activities, has engaged external experts and began work on a document entitled "Strategy for tourism development for the commune of Karlino until 2025" resulted from an increase in awareness about the economic and future importance of its tourism assets (previously inventoried), modelled on the activities of communes that are successful in tourism (increase in tourism, increase in tourism income, development of the local entrepreneurship sector, development of tourism service infrastructure). As indicated by analysis of available documentation, this approach was consistent with the path used in numerous studies of this kind. It has a logically formulated plan, covering the following key stages of action: identifying the information base, making a diagnosis and inventory of natural and human resources, analysing the current state of tourism in the commune by assessing tourism potential in particular, applying SWOT analysis, defining a tourism vision and mission in the commune, determining priority areas, strategic and operational objectives of tourism development, developing a plan for tourism development for the coming years and, above all, indicating the strategic, selected forms and tourism products, determining the directions of development and promotional activities, indicating target groups, recommending the best channels for promotion and marketing, developing an institutional system for implementing and monitoring strategies and reviewing available funding sources.

As a result of this, a vision for the commune was created: "The commune of Karlino is an attractive place for tourism, having a well-established position on the regional market of tourism services, and the commune tourism economy is an important source of income for residents who live in a safe, friendly and clean environment" (Głąbiński, Duda, Szostak, 2017, p. 51). Karlino's mission, in turn, took the following form: "Comprehensive tourism development of the commune of Karlino through the use of what is of local natural and cultural value, the tourism infrastructure and the potential of the community and the commune's residents concentrated around tourism" (Głąbiński, Duda, Szostak, 2017, p. 51). The tourism development strategy for Karlino Commune is based on eight key strategic goals:

– the tourism economy as a workplace for residents;
– tourism as a stimulator of the economic development;
– extending the tourist season;
– development of the necessary tourism infrastructure;
– creating branded tourism products;
– cooperation with the neighbouring communes and partners from the association of towns and communes in the parsęta valley in the field of tourism in order to build joint regional tourist offers;
– promotion of the tourist offer;
– raising the tourism awareness and tourism education of the inhabitants.

7. DIRECTIONS OF STRATEGIC DEVELOPMENT FOR TOURISM IN KARLINO COMMUNE

An important strategic activity within the commune of Karlino, is the shaping of a tourist offer and creating the image of Karlino as a commune with a rich tourist offer. Moreover, local tourism branded products should be promoted or, if possible, created as exemplified by *Energia*, a Centre for Science and Technology. Although the centre is only in the phase of planning, the commune already prides itself on the slogan of 'A Commune with Energy' (*Gmina z energią)*. In the future, this is to be one of the most significant magnets attracting tourists around which the tourism service infrastructure will develop.

By applying the 'expert method' in the research and relying on the tourism inventory, as well as analysing possible tourist activities based on local endogenous

resources, the strategic directions of using the economic potential (including tourism) and building its tourist products are:
- the Baltic Sea coast along with the holiday resorts operating there (infrastructure connections, cooperation in the field of joint pro-tourist investments, joint promotion, leisure and accommodation facilities for seaside recreation, an alternative to the sea); this course of action results from the tourist offer of the Karlino commune may complement the offer that tourists relaxing at the seaside may take advantage of;
- transit – road S6. To the north of the commune border there will be an important national road connecting Germany and Szczecin with Tri-City; many tourism-oriented municipalities identify transit routes as both one of the primary sources of tourist inflow and a way to increase accessibility;
- tourism taking advantage of the local endogenous landscape, the Radew and Parsęta valleys in particular;
- a tourist reception and weekend tourism area for residents of the central, eastern and southern parts of the West Pomeranian Voivodeship, including the inhabitants of Koszalin and Kołobrzeg;
- recreational tourism in rural areas (including agro-tourism);
- based on the 'multicultural' development of the commune, looking for new opportunities to create tourism products based on natural and cultural resources;
- creating new, unique tourist products that could attract tourists, e.g. *Energia,* the Centre for Science and Technology;
- intensifying cooperation with the other communes in Białogard *powiat* and those in the Association of Towns and Communes in the Parsęta Valley.

Closer tourist cooperation between the communes of the Association of Towns and Communes in the Parsęta Valley should constitute the commune authorities' main direction. The purpose of such cooperation should include:
- creating equal conditions for the development of tourism in the associated areas through taking into account their specificities in the socio-economic development plans;
- developing criteria for assessing the quality and standard of tourism services (e.g. accommodation, catering) which are common to the cooperating areas;
- integrating communes by creating uniform operating conditions in tourism, sport, recreation, leisure, protection of natural assets, etc.;
- creating and implementing tourism development programs that are in line with general higher-level development priorities;
- enriching and complementing the cultural offer which is an important element of the local tourism product;
- constructing a joint inter-communal tourist promotion system and a system of information and reservation for tourism services;
- undertaking activities for the development of a tourism and para-tourism infrastructure;
- organising a monitoring system for tourism (research on tourism, identification of motivation and arrival directions) and records of tourism infrastructure facilities;
- undertaking joint action for establishing cooperation with other administrative units from the European Union in the field of tourism;
- joint development of tourist attractions and creation of joint tourism products (e.g. joint further development of the Parsęta River);
- taking steps to create mutual complementarity within the tourist offer;
- cooperation in the field of tourism not only at the planning stage, but also at the stage of implementation of joint proto-tourism projects.

8. CONCLUSIONS

The case of Karlino Commune and its strategic activities in the field of developing the local tourism economy indicates that planning is one of the most effective tools for local development. Such activity, particularly, comes down to the fact that it can and wants to direct its socio-economic development not on the basis of obligatory activities but on optional ones. It turns out in practical terms that it is not only rural communes and their endogenous tourist resources that can be the subject of strategic actions but it also applies in many cities (e.g. Wrocław, Lublin, Stargard, Racibórz, Oświęcim) and *powiats* (e.g. Gryfino *powiat* in the West Pomeranian Voivodeship).

Initiating pro-tourism activities and then creating specific tourism products based on endogenous resources (e.g. based on specialised tourism) would be, in the case of both Karlino Commune and other similar ones, the right action which would meet the needs of tourists. Karlino authorities should encourage local entrepreneurs as well as communities to actively engage in pro-development activities based on endogenous tourism resources. Lack of clear intentions or misunderstanding of the problem on the part of local entrepreneurship may contribute to failure in the area of tourism development undertaken. At the same time, any activities related to the development of the local tourism economy should constitute an element of long-term local development and be a model for other communes that intend to follow a similar development path.

To sum up, it should be stated that for many local authorities (including Karlino) planning plays the role of a marketing tool addressed to social recipients, above all, commune residents. It is usually the case that residents evaluate the activities of local authorities not only through the visible effects of work, but also through what the commune does for its residents and whether it does it in a rational and effective way. Its tangible manifestation is the development and then implementing of a specific plan. Planning at the stage of developing the appropriate document most frequently brings specific practical effects, i.e. through an inventory of resources, the authorities acquire knowledge about what specific development resources they have, where they are located, in what state they are, what can be done with them, and what is the cost of their development. The planning process sets out visible and achievable operating limits; the goals that can be achieved and those which cannot. For communes (*gminas*) and other types of local government, the scope of planning and activities related to it is most often limited by the spatial specificity of a given commune, location, endogenous resources, the activity and entrepreneurship of residents, and the activity of authorities managing a given space. The plan is to maintain order in a chaotic and unpredictable environment. The plan allows local authorities to integrate a local community consisting of residents, local entrepreneurs, organisations, and activists for the development of a commune around a common goal and to motivate them toward targeted action. Without an appropriate plan, local communities tend to fall into idleness, apathy and fatalism. Nobody does anything and, if something is done, it is done in a thoughtless and chaotic way.

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BEHAVIORAL FACTORS IN HOTEL LOCATION: A STUDY OF HOTELS FROM OPOLE PROVINCE IN POLAND

Abstract: The choice of location is one of the key economic decisions for hotel owners. In modern economics traditional premises are increasingly questioned, and assumptions are often made involving imperfect competition, limited rationality of behavior, and the incomplete scope of information or the inability to use it effectively. This is also reflected in the theory of location within which a behavioral trend has been developed assuming the occurrence of non-economic, subjective factors in making location decisions. The aim of the paper is to identify behavioral factors in hotel location in Opolskie Province in Poland. The paper uses four main research methods: literature review, documentation, diagnostic survey and individual case studies. The study results confirm the importance of the behavioral approach in the process of selecting a location for independent hotels in Opolskie Province, involving the choice of secondary or primary locations. In the latter case, the decision-making process is based entirely on behavioral factors or is supplemented by them in situations where an objective approach is not connected with decision-making certainty. Behavioral factors such as intuition, emulation, experience, place of origin and residence, individual cases and the influence of others should be regarded as highly significant.

Keywords: location, hotels, behavioral factors, Opole Province.

1. INTRODUCTION

One of the key economic decisions made by hotel proprietors is the choice of hotel location. A good location and an appropriately adjusted service program determine, in principle, the hotel's profitability and development prospects. Location is important not only for hoteliers, i.e. owners, managers and employees, but also for hotel guests - tourists, business representatives, and even for contracting partners - travel agencies, suppliers, as well as competitors and other hotel facilities (Cheng, 2018; Ju, Zhang, Wang, 2018; Popovic, Stanujkic, Brzakovic, Karabasevic, 2019; Ren, Qiu, Ma, Lin, 2018). The term "business location" means "the location of the size and type of a business, facility, or a set of facilities, within a defined area" (Budner, 2004, p. 22). A distinction between general and specific locations can be made. A general location consists of choosing a specific country, region and settlement unit (municipality, community) in which a given hotel facility could be located. Specific location is connected with choosing a specific place (land plot) where a given facility can be built. Within the conceptual category of hotel location, primary (active) and secondary (passive) locations can also be distinguished. Primary location is the selection of a new place of business for a start-up company or facility, e.g. construction of a new hotel. Secondary location, on the other hand, concerns a change in purpose of existing facilities or their extension, modernization or reconstruction (Budner, 2004; Godlewska, 2005).

Most location theories are based on several assumptions e.g. excellent competition, full rationality, access to information and the search for optimal locations by companies. In the process of selecting locations for business activities, decisions are based on an analysis of location factors, which Godlewska (2005, p. 35) define as "Specific features of particular locations, which have a direct impact on the formation of investment expenditure during the construction of the company's facility(ies) as well as on the net profitability of the business activity carried out in those locations". The results of previous studies indicate that location factors are important for hotels, and can be contractually aggregated into three groups: factors minimizing costs, which include construction factors (mainly land and labor) and all the related costs; factors maximizing revenues including demand and supply volume; and stimulating factors including administrative, planning, and financial incentives from public authorities (Chou, Hsu, Chen, 2008; Damborsky, Wokoun, 2010; Kowalczyk, 2001; Kundu, Contractor, 1999; Leśniewska-Napierała, Napierała, 2017; Matczak, 2017; Puciato, 2016; Włodarczyk, 2017; Yang, Wong, Wang, 2012; Zhank, Guillet, Gao, 2012; Żakowska, Podhorodecka, 2018). However, economic practice shows that the process of location choice also contains significant uncertainties and risks which should be treated as types of corporate costs.

Modern economic theory, however, largely undermines the traditional assumptions (Griffin, Tversky, 1992). Imperfect competition, a limited rationale for given behaviors, incomplete information or the inability to use it effectively, are currently presumed. They are also reflected in the theory of location which includes a behavioral trend based on premises accounting for extra-economic, subjective determinants of location decision making (Kuciński, 2009). Within this concept the main emphasis is not on searching for methods of optimizing the choice of location, but on understanding the mechanism of decision making. The selection process should be based on the indication of a satisfactory location, not an optimal one. Location decisions are long-term in nature and the assessment of individual locations may change over time, e.g. as a result of emigration of employees or changes in the level of tourist interest in specific reception areas. Under such circumstances, the aspiration to optimize the location decision loses its meaning. Making satisfactory, but not necessarily optimal choices, and using simplified heuristics in the decision-making process are key elements of the theoretical perspective of behavioral economics (Kahneman, 2011). The use of a behavioral approach in the process of making location decisions occurs especially when there is too much information to be processed, there are elements of uncertainty, and the time for making decisions is limited.

So far, empirical studies on the behavioral aspects of the process of location choice have only addressed industrial companies and indicated the significance of the previous experience of foreign investors (Mariotti, Mutinelli, Piscitello, 2008; Townroe, 2007). However, there is a lack of research on tourism market entities including hotels. Our earlier research indicates, however, that a behavioral perspective may be important, especially in relation to the location decisions of small independent hotels of low or medium standard, financed from Polish capital (Puciato, Dziedzic, 2017; Puciato, Gawlik, Goranczewski, 2016; Puciato et al., 2017; Puciato et al., 2019).

In the context of these observations, the present study attempts to identify the behavioral factors associated with hotel location decisions in Opolskie Province in Poland.

2. BEHAVIORAL ASPECTS OF THE PROCESS OF HOTEL LOCATION CHOICE

The development of hotel location theory has until now been based mainly on traditional concepts and has proceeded in two directions. In the former, hotels are considered part of the tourism economy, and location theories have been applied to tourism as a whole. Theories in this category include Christaller's notion of peripheries (1964), Butler's tourism area life cycle (1980), and Miossec's tourism space perception (1977). In the latter, hotels are treated as separate economic entities with certain specific features, which has been reflected, among others, in the concepts of the hotel market development cycle (Hotelling, 1929) and hotel sector internationalization (Alexander, Lockwood, 1996). The main location factors within these theories are presented in Table 1.

In their empirical studies both Polish and foreign authors tackled the problem of hotel location factors. For example, Kowalczyk (2001) considered the most convenient hotel locations in cities to be routes and hubs, city centers, shopping and business centers, trade fairs, river banks, and the vicinity of major tourist attractions. The most advantageous locations for hotels outside the city are main transport routes, suburbs of large cities, as well as recreation, exhibition and trade fair areas. Puciato & Dziedzic (2017) showed that the most important factors for locating independent hotels included access to qualified staff and investment sites, the supply of tourism services, intensification of competition in the tourism sector, and planning and administrative incentives from public authorities. According to Yang, Wong & Wang (2012) the most important business hotel location factors are accessibility for business tourists, demand volume, agglomeration effect, accessibility of public services and social goods, and urbanization. Ussi & Wei (2011), on the other hand, in their research on the significance of particular hotel location factors showed that the most important from the investor's point of view are level of regional tourism market development, availability of diverse tourism assets, physical infrastructure and public services, economic growth, political stability and openness to tourists.

However, there have been few empirical studies examining non-economic factors for hotel location. Romero-Martinez, Garcia-Muina, Chidlow & Larimo

Table 1. Behavioral factors of location

Theories of location	Main location factors
Peripheries	– natural tourism assets.
Tourism area life cycle	– tourism demand volume; – tourism supply (tourist facilities); – tourism assets (natural and cultural); – innovativeness of the tourism area.
Tourism space perception	– tourism demand (tourist flows, tourist preferences); – local demand (population size and structure); – supply of tourist, cultural, and entertainment services; – agglomeration effect; – organization of major events; – tourism market (employment); – tourism assets; – environmental characteristics; – communication accessibility; – labor market (flexibility); – local tourism policy.
Hotel market development cycle	– national and regional level of economic development (macroeconomic indices); – economic condition of existing hotels (microeconomic indices); – fluctuation of macro- and microeconomic indices (course and range of fluctuations).
Hotel sector internationalization	– globalization; – internationalization of the economy; – economic development level; – profitability level of the hotel industry; – technological development; – tourism demand; – tourism supply.

Sources: author on the basis of Alexander, Lockwood (1996); Butler (1980); Christaller (1964); Hotelling (1929); Miossec (1977).

(2019) showed that in the case of hotel chains, cultural differences, linguistic differences and formal institutional factors may be important location determinants. Albert & Rechnitzer (2018), on the other hand, stated in their study that not all the reasons for choosing a location are objective as sometimes the opening of a hotel is a spontaneous decision. It is therefore fully legitimate and desirable to consider behavioral factors in the process of hotel location choice.

The basic principles (assumptions) of the behavioral approach to the process of hotel location choice are:

1. The choice of a hotel site is not always a fully intentional process for a potential entrepreneur.
2. Starting a hotel may involve a choice of both primary and secondary locations.
3. The process of hotel location choice is characterized by a high level of uncertainty and risk.
4. Potential investors do not have access to full information and are not always able to use it effectively.
5. Investors are characterized by limited rationality in their location decisions and sometimes follow subjective premises including intuition.
6. The location decision is usually based on the analysis of factors that minimize costs, maximize profits, and stimulation; and is made in conditions of uncertainty involving behavioral factors.
7. In some situations, investors may base their location decisions only on behavioral factors.
8. The lack of an optimal location is not a reason for investors to change their investment plans.
9. Investors in the MSME sector, who are interested in building an independent hotel, sometimes choose a merely satisfactory location, due to high transaction costs and relatively low bargaining power (Puciato, 2015).

As already mentioned, four groups of location factors can be distinguished: minimizing costs, maximizing revenues, stimulation and behavioral factors. This division is, of course, a simplification, as certain factors can be included in more than one group. The proposed groups of determinants seem to be appropriate as hotels wishing to maximize their profit may undertake actions mainly aimed at minimizing costs or maximizing revenues. The location of a hotel is of great importance for the development of both these financial categories, and in terms of costs it concerns not only the use of the hotel facilities but also their design and construction.

Behavioral factors are the most important group of location determinants in terms of the research goals. Some investors rely entirely on them in their location decisions. On the other hand, investors who take into account objective criteria for location choice may also sometimes consider behavioral factors. This happens particularly in the case of decision uncertainty when an investor who chooses a hotel location from several previously selected sites with a similar "location value" may tend to consider subjective premises. These may include such location factors as the intuition and experience of the decision-maker, his or her place of origin and residence, and the 'bandwagon effect' (Puciato, 2015). Incidentally, it should also be noted that the last of these factors may also have an objective basis. It is connected with the process of development of the tourism function in reception areas and is sometimes visible in the initial phase of investment inflow to a specific location, when a successful investor finds his followers. This often leads to a spatial concentration of investments, which may bring certain economic benefits for the companies located there, especially with regard to the effect of agglomeration or the availability of public goods. These benefits may be related, for example, to a high level of spatial concentration of business entities of a specific profile, or to the joint use of a specific infrastructure network (transport, gas and energy, water and sewage). In extreme cases, the 'bandwagon effect' may also be a kind of a nascent effect leading to the creation of complex cluster structures.

Table 2 presents behavioral location factors in the context of investors' cognitive and motivational biases. Each of the factors can be applied to specific effects and heuristics (Kahneman, 2011; Thaler, Sunstein, 2017; Zielonka, 2011) according to the principles of behavioral economics. Choosing a hotel location by using intuition may be connected with such cognitive tendencies as excessive optimism and the affect heuristic. In the former, the decision-maker may be overconfident in his or her intuition and be unrealistically convinced of a good choice of hotel location. The decision may also be influenced by a noticeable emotional state of the decision-maker (the affect heuristic), which becomes an indicator of a too optimistic or too pessimistic assessment of a potential location. One, but not necessarily the key, characteristic may in this case determine the assessment and then selection or rejection of the site. Affective priming and the 'trap of projection' are, in turn, potential motivational biases of entrepreneurs using their intuition. Emotional decision making may involve the decision-maker's attachment to information that supports his or her emotional state while ignoring information that is contrary to it. A satisfied decision-maker will appreciate information about a given place more optimistically, and a dissatisfied decision-maker will appreciate it more pessimistically. Affective priming can lead to the strengthening of good or bad moods, to maintaining the status quo or to an analysis of problems and consideration of possible changes. A decision based on intuition and mood may lead to falling into the 'trap of projection', generating an expectation that the current emotional state, followed by the assessment of a given hotel's location, will remain unchanged in the future.

People who rely on their own experience in the process of making location decisions are exposed to excessive confidence in their own knowledge and skills. Their belief in the correctness of their own assessments, and overestimation of their competences, may sometimes lead to a wrong decision. This phenomenon is often accompanied by the illusion of control, i.e. hotel owner's conviction that it is possible to influence the course of phenomena that are actually independent (e.g. tourism demand volume or access to labor). Using experience is also connected with the accessibility heuristic. The easier the access in memory to previously made business or even non-business decisions the decision-maker has, the more likely he or she is convinced of their importance and of the occurrence of a similar situation (e.g. favorable macroeconomic conditions) in the future. People are more sensitive to losses than to profits (loss aversion), which means that even in the case of temporary financial difficulties, decision-makers,

Table 2. Behavioral hotel location factors and investors' cognitive biases and motivational biases

Behavioral factors	Cognitive biases	Motivational biases
Intuition	– excessive optimism, – affect heuristic.	– affective priming, – trap of projection.
Experience	– overconfidence in one's knowledge and skills, – illusion of control, – accessibility heuristic	– loss aversion, – hedonic treadmill.
Place of origin and residence	– hindsight bias, – cognitive dissonance.	– mere ownership effect, – status quo bias.
Bandwagon effect	– confirmation bias, – anchoring effect, – fundamental attribution error, – representativeness heuristic, – positive and negative recency effect.	– mental accounting, – sunk costs, – hedonic framing, – disposition effect, – myopic loss aversion.

Source: author on the basis of Kahneman (2011); Thaler, Sunstein (2017); Zielonka (2011).

who base their choice of location on experience, may opt out of a location with high potential which, however, has not been yet very popular among other entrepreneurs. On the other hand, those who have recently been successful may get stuck on the so-called hedonic treadmill and choose even a risky location only to meet growing financial expectations to maintain the current level of life satisfaction.

The effects of hindsight bias and cognitive dissonance are likely to impact decision-makers for whom the key location factor is the place of origin or residence. This involves convincing the decision-maker that events could have been predicted and that they were much more likely and easier to predict than nonexistent events. Cognitive dissonance, i.e. a feeling of tension due to a conflict between cognitive elements, may also occur. It can intensify as a result of the increased significance of one element (e.g. choice of location of a new facility for the financial situation of the entire hotel chain), the degree of contradiction between elements (e.g. choice of location based on the place of origin and not on the market situation in this area), or of the inability to reconcile elements (e.g. threat of financial losses in a hotel in the chosen location). The choice of location based on one's own place of origin or residence strengthens the effect of mere ownership as the decision-makers value goods they own and/or know more than those they do not own and/or know. This may lead to the 'status quo bias', i.e. maintaining the choice of location in the place of residence or origin due to aversion to potential losses.

The 'bandwagon effect' as a potential factor of hotel location involves the greatest number of threats resulting from the decision-maker's bias. The decision-maker may search for or interpret incoming information in such a way as to obtain confirmation for the hotel's chosen location (confirmation bias). This may involve the 'anchoring effect', where an individual depends too heavily on an initial piece of information offered. Making location decisions based on the behavior of other people is sometimes combined with a tendency to overestimate personality factors and underestimate situational factors in explaining their behavior ('fundamental attribution error'). Such a choice is also often made on the merits of individual cases, rather than on larger representative samples of people making such decisions in the past. It can also be expected that the most important decisions for decision-makers will be those made recently and their forecast of maintaining or reversing trends in the financial situation of hotels al ready operating in this area. The investments already made by investors in choosing a particular hotel location (e.g. time and effort spent, travel costs, administrative fees, purchase of reports, etc.) may lead to the phenomena of mental accounting and sunk costs. The difficulty or inability to recover these expenditures may affect the continuation of the process of location selection. The greater the resources invested by decision-makers from their perspective, the greater their reluctance to give up even a highly risky project. Depending on the situation, these expenditures can also be accumulated or divided (hedonic framing). The 'disposition effect' may also occur, in which case the decision-maker, being aware of the high risk of failure of the future hotel in a given location, will not be willing to withdraw from a particular investment. Decision-makers using the 'bandwagon effect' may also feel uncomfortable once they make a preliminary location decision and observe the temporary problems of other hotels in that location (myopic loss aversion).

3. METHODS

Four main research methods were used in the research: literature survey, documentation, diagnostic survey and individual case studies. The literature survey included an inventory of books and articles on the behavioral aspects of hotel location. The use of the documentation method (indirect observation) was connected with the acquisition of data from secondary sources, Statistics Poland (2019) and the Polish Ministry of Sport and Tourism (2019), which were necessary to identify hotels located in the Opolskie Province. As part of the diagnostic survey open structured in-depth interviews were conducted. The research tool was the author's interview questionnaire consisting of seven open questions regarding selected aspects of hotel location, as well as a respondent's details section. During the interview respondents were asked the following questions:

1. Was your process of selecting the hotel location a decision based on objective premises?
2. Was the current location of the hotel the only one taken into account?
3. Did you have any previous experience in selecting hotels or other types of business?
4. What were the most important factors for you when choosing the hotel location?
5. Did your location decision result from any stimulating activities undertaken by local or regional authorities?
6. What kind of behavioral factors did you consider in the process of hotel location selection?
7. How did you collect information before selecting the location?

Before the study the questionnaire was subjected to pilot tests and detected errors were corrected. During the direct research procedure consisting of collecting data from primary sources, respondents were informed beforehand about the purpose and course of the research. The selection of the sample was purposive, and the survey included 31 hotels whose owners expressed their

Table 3. Organizational and functional characteristics of the hotel enterprises studied

Criterion	Type	Number	Percent
Origin of capital	Polish	22	71,0
	foreign	1	3,2
	mixed	8	25,8
Total		31	100,0
Enterprise size	micro	0	0,0
	small	19	61,3
	medium	12	38,7
	large	0	0,0
Total		31	100,0
Business and legal organization type	individual owner	15	48,4
	civil law company	4	12,9
	general partnership	4	12,9
	private limited company	8	25,8
Total		31	100,0
Degree of integration	independent	29	93,5
	integrated	2	6,5
Total		31	100,0
Hotel rating	*	2	6,5
	**	6	19,4
	***	19	61,2
	****	4	12,9
	*****	0	0,0
Total		31	100,0
Main hotel product	business	17	54,6
	leisure/holiday	10	32,3
	transit	2	6,5
	conferences and conventions	2	6,5
Total		31	100,0

Source: author on the basis of survey results.

willingness to participate, i.e. about 48% of all hotel facilities in Opolskie Province. The main part of the research was conducted in the first half of 2019. The final method comprised individual case studies. The results of the survey led to the formulation of a collective 'case study' concerning the most typical situations regarding the behavioral location factors considered by decision-makers. Among the hotels in the survey, 71.0% were financed by Polish capital, 25.8% with mixed capital and 3.2% with foreign capital. Small enterprises constituted 61.3% of all surveyed facilities, and medium enterprises – 38.7%. Almost half (48.4%) were enterprises with individual owners, and 51.6% were companies: 25.8% – private limited companies, 12.9% – civil law companies, and 12.9% – general partnerships. The examination of the degree of integration with other business entities showed that the majority (93.50%) were independent, while only 6.5% were integrated hotels. Over 60% were categorized as three-star and almost 20% as two-star; four-star hotels were 12.9% and one-star – 6.5%. The majority of hotels offered business (54.6%) and leisure (32.3%) services. On the other hand, transit hotels or conference or convention hotels amounted to 6.5% of the research sample respectively (Table 3).

4. BEHAVIORAL FACTORS FOR HOTEL LOCATION SELECTION IN OPOLSKIE PROVINCE IN THE LIGHT OF EMPIRICAL RESEARCH

The results show that the decision-makers in about half of the hotels (48.4%) did not take any intentional actions based on objective premises aimed at choosing the location of their facilities. Moreover, one third of respondents (32.2%) declared that although they had used objective methods for hotel location choice, they also took into account subjective factors. In almost every fifth hotel (19.4%), including two integrated hotels, the choice of location was made on the basis of objective criteria (Fig. 1).

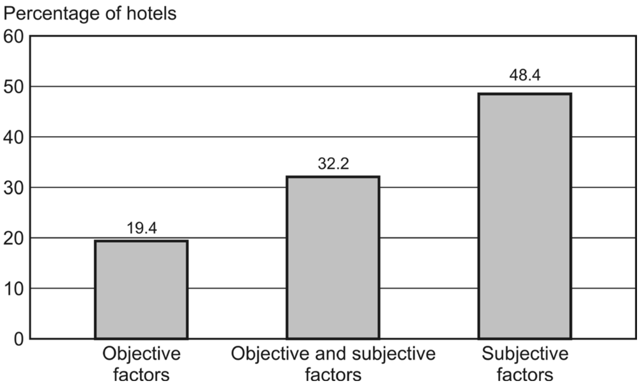

Figure 1. Factors of location for hotels in the Opolskie Province
Source: author on the basis of survey results

Among the respondents taking a subjective approach to hotel location selection, three choice pathways can be distinguished:
– choice of secondary location;
– choice of primary location made solely on the basis of behavioral factors;
– choice of primary location made on the basis of objective location factors, supplemented with behavioral factors.

A common feature of hotels in the first two pathways was that their current location proved to be the only one considered by decision-makers, who in addition did not make use of any information concerning the hotel site.

In the case of secondary locations, where 36% of the surveyed owners opted for a subjective approach, the choice of secondary location was often linked to the expansion of an existing restaurant where several rooms were rented and to its transformation into a hotel. Some hotels were also developed as a result of changes in the nature of the business activity. As a result, hotel facilities were opened in the building where office premises or apartments were previously rented and where financial services, including insurance, were provided. In one case the hotel owners had previously operated a guest house which was thoroughly modernized and adapted to statutory requirements. In one case the owners owned two historic buildings in the city center and after appropriate adaptation started to provide hotel services in them.

In several cases respondents had previously owned undeveloped property (land plots) on which they later built hotels. Sometimes the purchase of land was made earlier for investment purposes. At a time when land prices were rising rapidly, the land plot became a financial investment as the property was to be sold at a profit in the future. The economic slowdown and the subsequent inhibition of property price growth made the sale of the land plot less profitable, and the decision was made to change the business concept, resulting in the construction of a hotel on the plot. In one case the land plot was purchased by a business company. The purpose of the purchase was to construct an office building for rent. In the meantime, however, one of the partners had withdrawn from the company and it was not possible to carry out the existing investment projects due to capital shortages. Therefore, the decision was taken to alter the planned business activity and open a small hotel instead of the previously planned office building. The study also included a situation where the owner previously owned a plot of land inherited from his parents, and his decision to build a hotel was based on its attractive location.

The second pathway was taken by 24% of hotels where the choice of location was connected with the analysis of subjective factors. This process was associated with the need to find a suitable plot of land and create a functional concept for the hotel. However, the actions taken by the decision-makers were not fully rational as they were based on subjective premises, i.e. behavioral factors. The choice of locations in which hotels were later built was determined either by the decision-maker's place of origin or residence, intuition, spontaneous decision, or an opportunity to purchase a plot of land in an attractive place and at an attractive price.

One of the decision-makers declared that he opened the new hotel at his children's insistence. He was considering a land plot originally intended for other purposes, but under the influence of his children he decided to change his business concept. An interesting case was a situation where the owner somehow combined the two described pathways and, when choosing a secondary location for her hotel was guided mainly by behavioral factors. Previously, she had run a small hotel in another location, but it did not fully meet demand. The lack of a reserve location, resulting from the existence of close development around the facility, made it impossible to expand. The owner, guided by her sentiment towards the place where she had run her business so far, purchased a large building in the vicinity of a former cinema and opened a new hotel there. The old property was leased to another business for non-tourist purposes.

The third pathway, indicated by 40% of decision-makers, included a rational choice of primary location taking into account such factors as demand flow, transport accessibility, proximity to a communication hub, tourism assets (natural and cultural), central location, limited competition and low land prices. These entrepreneurs considered at least two alternative locations for their hotels, but their thorough analysis did not ensure their complete satisfaction with the location. The uncertainty led them to use three behavioral premises.

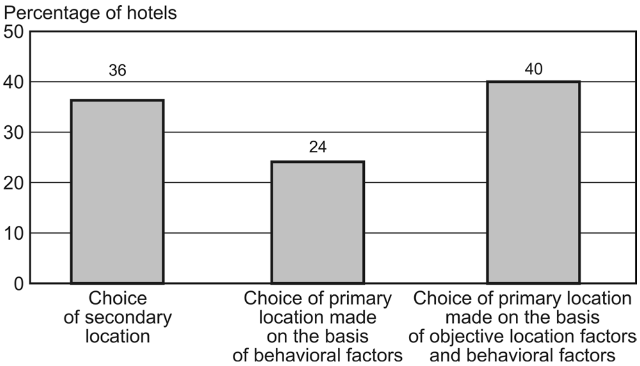

Figure 2. Choice pathways for the location of hotels in Opolskie Province based on subjective factors
Source: author on the basis of survey results

Most of them declared that they relied on their intuition in choosing the location of the hotel. Sometimes other entrepreneurs were emulated and a new hotel was opened in towns where prosperous facilities of this kind were already operating. In one case, the main factor was the decision-maker's past experience. Previously, he had run a restaurant in another place, which he had chosen independently, therefore in this case he made an independent choice based on his own conviction that a hotel located here would have a greater chance of business success (Fig. 2).

5. CONCLUSION

The results of the study confirm the importance of behavioral factors in the process of selecting the location of independent hotels in Opolskie Province. This selection was connected with both secondary and primary locations. In the latter case the decision-making process was based entirely on behavioral factors or complemented them when the objective approach resulted in a lack of decision-making certainty. In this case, therefore, behavioral factors were of key importance in determining the final choice of hotel location.

An important strength of the research is its innovative subject matter since the significance of behavioral factors of hotel location had not been examined empirically before. A weakness is the limited spatial scope and the use of qualitative methods only.

In the author's opinion, several points should become subjects for further reflection:

1. The spatial scope of research covering Opolskie Province allows certain assumptions to be made concerning the entire hotel market. In order to examine these assumptions, it is necessary to carry out comprehensive research covering the whole of Poland or even Central and Eastern Europe.
2. To increase the reliability of the research results the principles of 'triangulation' should be applied in subsequent studies. Triangulation should involve data from various sources, a combination of quantitative and qualitative methods and techniques, data analysis using several statistical techniques and environmental analysis (location of hotels in different countries and regions).
3. The review and critical analysis of the literature indicates a lack of a comprehensive research on the issue of hotel location in both its general (country, region, municipality) and specific aspects (land plot).
4. Research on location factors of tourism enterprises other than hotels should also be considered important, with a particular emphasis on other hospitality entities, travel agencies, tourism attractions, recreation centers, etc.

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BETWEEN ELITISM AND EGALITARIANISM: THE HERITAGE TRAM LINE IN WROCŁAW AS AN EXAMPLE OF A SEARCH FOR AN ACCEPTABLE TOURIST PRODUCT

Abstract: The Heritage Tram Line is one of the tourist attractions of Wrocław. It is a way of making use of a large and diverse collection of historic trams that illustrate the development of public transport in the capital of Lower Silesia and, more broadly, in Central Europe. Although it has been operating since 2009, in recent years major modifications have been introduced including increasing the number of routes, a guided commentary on selected journeys, diversifying the historic tram cars and changing the ticket prices. The aim of the article is to evaluate these changes from the perspective of the interest of its users. The data on the frequency of operation and sales of tickets in the 2019 season have been analysed and compared with data from the previous year. This takes into account the increase in availability of the offer, as a consequence of a considerable reduction in ticket prices and introducing a larger number of stops, which has made the Heritage Tram Line more similar to a regular one. The changes introduced have resulted in a greater number of passengers, but also lower revenues as well as certain organisational problems such as ensuring the quality of guided services when passengers are being exchanged at intermediate stops. These issues are considered in the context of how to design a tourist product.

Keywords: technical monuments, historic trams, transport in tourism, tourist lines, tourist product, Wrocław.

1. INTRODUCTION

The Heritage Tram Line (*Zabytkowa Linia Tramwajowa*, ZLT) has been operating in Wrocław since 2009 and can be assessed as a tourist product with an established position, although still not fully implemented. This results from formal restrictions (the line is commissioned by the Municipality of Wrocław from public funds, hence it is impossible to sell souvenirs), as well as financial (an increased limitation of funds leading to ZLT changing from year-round operation to seasonal, with periods of activity varying along with different journey frequencies). In recent years the season has begun on differing dates (from the beginning of May to the middle of June), meaning that its promotion must be started anew each time and differently to the previous year. Changes have also been introduced in the tariff, some of which seem to give it a more elite character, such as the substantial rise in prices in 2018 and the increasing presence of guides. On the other hand, the number of routes and stops has increased, which makes the offer more accessible. In 2019, unlike the previous year, ticket prices were set at the level of ordinary public transport, so in practice the Heritage Tram Line could also be used by Wrocław inhabitants simply going to work or to a meeting and the offer has become more paratourist than tourist[1] in character. In the article it was decided to analyse these basically mutually exclusive changes, assess their impact on the popularity of the offer and indicate possible directions for further development.

The Heritage Tram Line should be interpreted as a tourist attraction as evidenced by the growing number of users. Therefore, it fits in with popular definitions emphasizing that to be an attraction it must interest tourists and make them leave home (Lew, 1987; Lundberg, 1985; Nowacki, 1999). Other means of transport (e.g. by boat) are often mentioned as tourist attractions, however, it is somewhat problematic to assign the Heritage Tram Line to an individual category, for instance according to Swarbrooke's and Page's (2011) classification (see: Kruczek, 2011). Although the historical vehicles themselves were not built to attract tourists, ZLT was created for typically tourist purposes. The situation is similar in the case of Cohen's definition (1972) which distinguishes real and artificial attractions. Although ZLT has an organizational form (although it has undergone some changes, its core is permanent), it does not operate all year round, a criterion indicated by some authors as a necessary condition for being recognized as a tourist attraction (Nowacki, 2014). Definitions, however, vary, and it should be emphasized that the offer analysed has been on the market for over a decade, and functioning for a significant part of the year. Historic trams are also part of cultural heritage (or in a narrower sense – technical heritage) thus becoming a tourist attraction or an element of a tourist product (Nowacki, 1999).

Therefore, the issues analysed here can be considered as those of tourist product development (Kaczmarek, Stasiak, Włodarczyk, 2010; Smith, 1994; Stasiak, 2013); ZLT is a properly managed attraction to provide entertainment and education (Middleton, 1996; Nowacki, 1999, 2012, 2014). Among individual types of product, a tourist public transport line (including this one operated by historic tram cars) can be treated as a simple product-service, where the service is to provide transport, the most complex product is the product-trail (Stasiak, 2006, 2007; see also: Kołodziejczyk, 2014a; Mikos von Rohrscheidt, 2010; Styperek, 2002). In the latter case, however, the condition must be met that apart from the ride itself, additional elements are offered, e.g. guide services, souvenirs and cooperation with tourist facilities (attractions) connected by such a line. These can be related to technical heritage, modern human achievements in the field of transport[2] or represent a broader overview of the attractions of a given city whose common feature is that they are connected by the route of a given line. In such a broad sense, a tourist line has virtually all the features of a product-trail (Kaczmarek, Stasiak, Włodarczyk, 2010; Stasiak, 2006): spatial determination (the route results from the network and availability of tram tracks, but also, as far as possible, connect to the distribution of tourist assets), complexity (constituting a conglomerate of simple products[3]), multifunctionality (many producers of individual goods and services), and synergy (combining many attractions on a specific route into one comprehensive offer).

Features that bind the elements of such a product are the means of travel (e.g. a historic tram or bus), motives (desire to get to know the most important attractions of a given city in an attractive way and in a short time), or themes (with attractions being selected according to a specific idea). For such a product to develop, not only is its commercialization necessary, but also appropriate management (Bąk, 1999; Mikos von Rohrscheidt, 2010). Methods of implementation can vary from trying to reach the widest possible audience through providing the greatest availability (an egalitarian approach[4]), to attempts to create an elite product for which tourists will be willing to pay more for unique experiences. The so-called added value is crucial, i.e. providing recipients with additional benefits (emotions, satisfaction, contentment, prestige or uniqueness – cf. Stasiak, 2006), which can easily be achieved by contact with and travel on public transport vehicles which were regularly used up to a century ago. Creating ideas about a tourist product is largely due to marketing activities (Bąk, 1999), but can also be influenced by the "physical" elements of the offer (e.g. manner of service, form and quality of promotional materials).

The Heritage Tram Line and other tourist lines operated by vintage vehicles have so far been analysed either as a specific form of public transport (Kołodziejczyk, 2019; cf. Mehring, 2017; Meyer, 2009, 2011, 2015), as a way of using and maintaining historic vehicles (Kołodziejczyk, 2011, 2018; cf. Kucharski, Kikin, 2010), or in the context of individual types of tourism, mainly urban and heritage (Kołodziejczyk, 2019; cf. Ashworth, 1992; Kowalczyk, 2005; Lipińska, 2011; Matczak, 1989; Mikos von Rohrscheidt, 2008; Page, 1995). However, these analyses are still limited. The topic of vehicles (including historic ones) treated as a tourist asset is, however, present in academic discourse, for example regarding automotive tourism. It can be defined as a journey whose purpose and motivation is to visit places related to transport or important for its development, e.g. automotive museums, car factories, events (Cudny, 2018; Cudny, Horňák, 2016; Cudny, Jolliffe, 2019; Dolles, Dibben, Hardy, 2018; see also: Coles, 2004, 2008). The growing popularity of this type of tourism is demonstrated by motor festivals or rallies of vintage cars (in Poland alone there are several hundred such events every year, although their size and range are very diverse), but also by the interest of researchers (Cegielski, Mules, 2002; Cudny, 2018; Prideaux, Carson, 2011). The Heritage Tram Line fits in with the trend of giving tourist functions to historic structures as well (Pawlikowska-Piechotka, 2009), although this is more often the case for fixed monuments, e.g. manor houses, town residences, castles, palaces and monasteries, but sometimes also post-industrial facilities and technical monuments (e.g. Cudny, 2016; Jędrysiak, 2011; Kołakowski, 2010; Nitkiewicz-Jankowska, 2006; Widawski, Duda-Seifert, 2014; Wójcik, 2012).

The intention of the article is to evaluate the changes introduced to the Heritage Tram Line offer in recent years from the perspective of user interest (take-up). To this end, data from 2019 regarding number of passengers and revenues from tickets have been analysed, and then compared with data from the previous year to determine the impact of the evolution of the tourist product. The data obtained was so detailed (for individual routes and specific types of ticket) that it has allowed the author to capture daily changes in the line's operation, along with the overall period of time when the offer was available to both Wrocław residents and tourists. It can be assumed that thanks to the promotional campaign and regular presence of historic trams in the city space, awareness of the offer's existence and, consequently, user numbers increased. The data comes from two of the three carriers operating on the Heritage Tram Line in 2019 and from both carriers from 2018. The lack of information from the third carrier for 2019 is because of different operating rules and a longer working period, hence including it would distort the results. Desk work consisted of statistical analysis of the acquired data and its visualisation on Microsoft Excel. As a result, it was possible to compare the results from 2019 and 2018 and indicate the desired directions of development of the tourist product. The article is a continuation of the analysis of the Heritage Tram Line in 2018 (Kołodziejczyk, 2019).

2. CHANGES IN THE OFFER OF THE HERITAGE TRAM LINE: 2016-2019

The Heritage Tram Line in Wrocław has been evolving since 2016 in accordance with decisions from departments of Wrocław City Council (City Promotion and Tourism Office, and from 2019 the Social Participation Department), partly in agreement with the carriers. For many years the route only ran from the city centre to the Centennial Hall in the east, however in 2016 there was diversification, introducing additional journeys exclusively across the Old Town. Selected journeys with a guide also appeared at this time. Major changes occurred in 2018, when the line operated only on weekends[5] from June 16th to September 9th. Until 2018 it was operated solely by the Wrocław Admirers Society (*Towarzystwo Miłośników Wrocławia*, TMW), but was expanded to a consortium of associations which became operators[6], in which TMW was joined by the Urban Transport Enthusiasts Club (*Klub Sympatyków Transportu Miejskiego*, KSTM). This allowed a greater diversity of tram cars to appear on the line, including a *Konstal 102Na* tram from 1972, whose comprehensive renovation over several years had just been completed. In 2018, there were four routes: A and B operated by KSTM, which traditionally connected Opera and Centennial Hall (three journeys on each), and C and D, on which TMW trams ran around the city centre (respectively four journeys and just one – Fig. 1). As in 2017, route D, the so-called night route, showed the most interesting of the illuminated monuments, however, the time (20:00) turned out to be too early to see the lights for most of the season. A major change was the introduction of several stops on routes A and B near key tourist attractions which allowed for the implementation of a "hop on – hop off" offer, which is often and successfully used in many western and Polish cities, but had not been introduced in Wrocław[7]. However, this made a conductor service on KSTM trams necessary, but it was carried out on a voluntary basis.

In 2018, additional types of tickets (return and family) were introduced, which was the response of both carriers to the increase in price of single tickets (PLN 8 full-price and PLN 4 concessionary). The change was imposed by Wrocław City Council in the announcement of the competition for the organisation of the line (however, carriers were left with the chance to propose additional ticket types and prices). The new types of ticket were aimed at reducing the total cost in the case of travelling on both routes A and B (return tickets) and for families on all routes. Unfortunately, due to the need for separate accounting by both associations, it was not possible to introduce one-day tickets that would be valid on vehicles of both carriers. A guided commentary was offered on selected journeys on all routes. In 2019, for the first time, unequivocal competition appeared for the Heritage Tram Line, i.e. the Tourist Line launched at the beginning of July by the Municipal Transport Company (*Miejskie Przedsiębiorstwo Komunikacyjne*, MPK) using one historic tram car, also just renovated. As a consequence, there were two tourist tram lines, both financed from municipal funds (but by different departments), running on similar routes and at similar hours. On the MPK line a regular city tariff was valid, and thus significantly lower ticket prices. It is interesting, however, that this did not negatively affect figures for the Heritage Tram Line, which in fact increased. The MPK historical tram ran until the end of October, but the promotion of this offer was limited (only social media – no leaflets or other information at tourist information offices).

Changes to the Heritage Tram Line in 2019 were behind avoiding this competition as it basically absorbed the MPK line. Everything was promoted as one offer, although the accounts were carried out separately: MPK journeys on one side, and KSTM and TMW on the other, were financed by different city council departments. The main change was the introduction of the regular city tariff, i.e. the one already present in 2018 on the MPK line. Passengers on the ZLT could use any MPK ticket, electronic tickets encoded on city cards (or bank cards) or they could buy single tickets onboard historic trams, but at the prices for ordinary public transport. This was the only type of ticket available on vehicles (both single full-price and concessionary). Family and return tickets were not on sale any more,

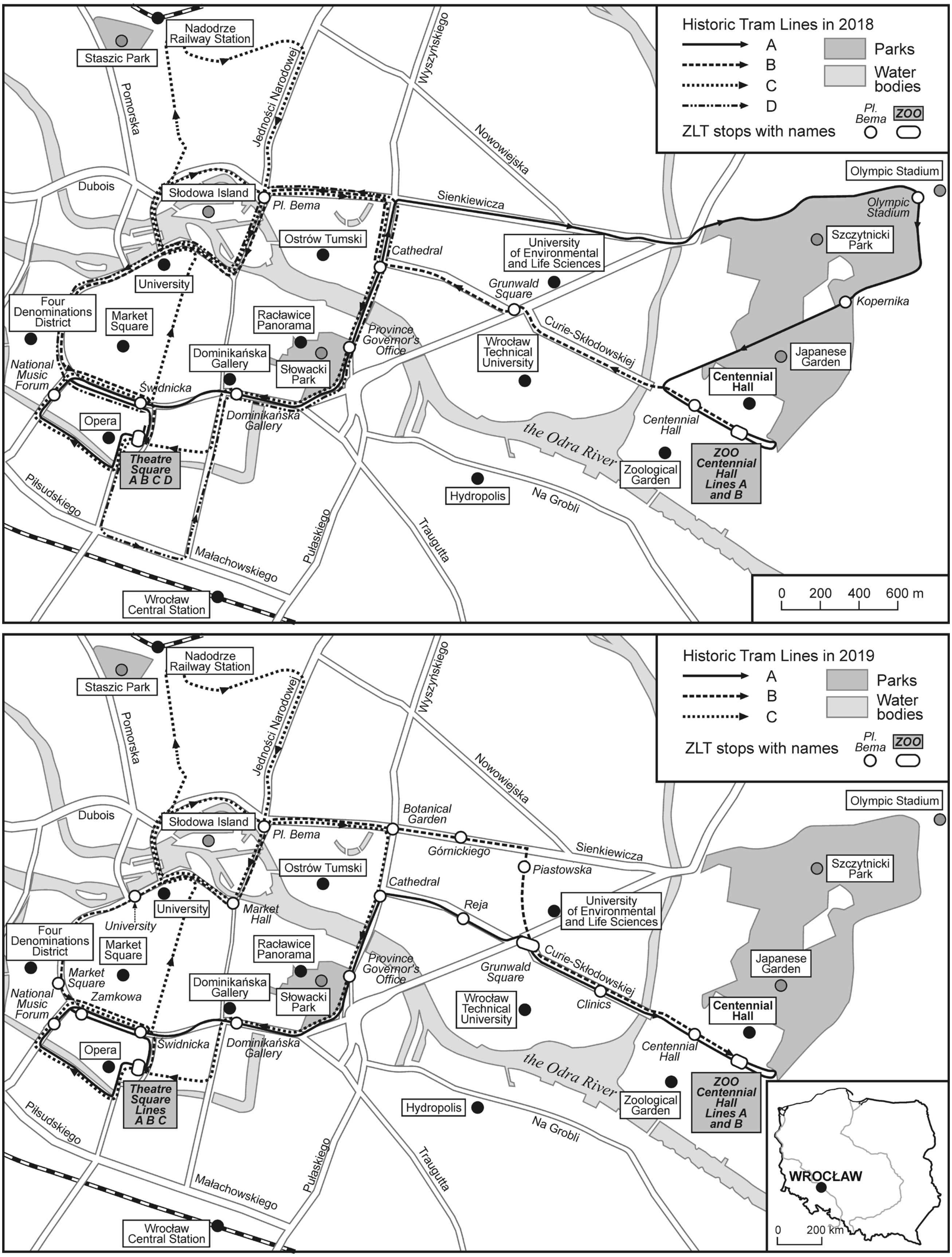

Figure 1. Route network of the Heritage Tram Line in 2018 and 2019
Notes: route C has not changed, route D did not function in 2019.
Source: author

Table 1. The presence of heritage related to public transport in the tourist and cultural offer of Wrocław

Form	Characteristic
Regular tourist line served by historic trams	Heritage Tram Line served by several tram cars, running every year in the summer season.
Occasional journeys taking passengers to events and to cultural facilities	Historic trams and buses run at various times in cooperation with city authorities, cultural institutions and companies. The largest range was during Museum Night, when several routes were run. Vehicles have taken Wrocław inhabitants and tourists for the opening of the exhibition in the *Pawilon Czterech Kopuł* (Four Domes Pavilion) near the Centennial Hall (branch of the National Museum), to the horse racing track in Partynice, for the unveiling of sculptures in *Park Wschodni* (Eastern Park), and for events organised by the Institute of National Remembrance (*Instytut Pamięci Narodowej*).
Historic public transport vehicles participating in cultural events	Jazz musicians (the so-called Jazz Tram from 2014) as well as other artists performing regularly onboard vintage trams (once such an event was also organised on a bus). Vehicles are becoming an attraction for events taking place in public space (e.g. as part of the European Week of Sustainable Transport).
Opportunity to rent historic public transport vehicles	All functional vintage vehicles can be rented for occasional journeys, integration events, etc. Suggested routes are prepared but, depending on the need, any route can be used. Often ordered as an attractive means of transport for a wedding. Additional guided trips are possible.
Making tram and bus depots accessible	Every year, the Popowice Depot Open Day is organised, during which most of the historic trams and buses can be seen, as well as selected interiors of the historic depot in the company of a guide. Rides and historical lectures are also organised. An additional offer is related to the education and promotion of sustainable transport. The depot is made open on a smaller scale several times a year (e.g. photo day). Every year an MPK Wrocław Open Day is held, when two depots (tram and bus) are made available. Historic urban transport vehicles also participate in this event.
Photo and film sessions	Opportunity to arrange sessions with historic public transport vehicles in the urban space or in the depot. Used by individuals (e.g. wedding sessions) and companies (mainly for movie purposes).

Source: author.

but this was not a big problem in the face of a significant reduction in prices (for example, the price of a standard single ticket dropped from PLN 8 to PLN 3.40). The route operated in 2019 from May 1 to October 27 on Saturdays, Sundays and public holidays, with only MPK running throughout the entire period, the associations only operated from June 15th to September 15th. MPK together with KSTM served routes A and B, which were somewhat shortened compared to the previous year (Fig. 1). The first performed four return journeys, and the second three, hence seven return journeys were available during the peak holiday season (departures from the Opera every hour from 11:00 to 17:00). Trams served all the stops passed which, combined with the tariff, made these routes analogous to regular lines giving the offer a paratourist character (cf. Kowalczyk, Derek, 2010). This was problematic on guided journeys when passengers got on and off frequently and had to have tickets sold or checked. The situation made it difficult for tourists to appreciate the information, and for guides to relate to the listeners properly, while for passengers joining at later stops the narration had already begun. For TMW, the "night" route D was liquidated, instead a fifth journey on route C was introduced (all journeys were with a guide; departures every hour from 13:30 to 17:30). As for the stops on route C, the situation from the previous year was maintained; it was possible to board only at the Opera and there were no intermediate stops. Some confusion resulted from the fact that TMW did not run on public holidays, so at that time only journeys on routes A and B were offered. The promotion was carried out mainly by members of KSTM, hence it began in practice in mid-June. Earlier, MPK, had only advertised the line to a very limited extent, only on its social media. Not until after the offer was expanded by the associations, did promotional and historical leaflets appear, distributed at all tourist information offices in the city and on vintage trams as a kind of souvenir. There were also more press articles about the Heritage Tram Line (e.g. Kokoszkiewicz, 2019; Krejner, 2019; Wolniewicz, 2019). At the same time, it should be remembered that ZLT is an element of the quite diverse presence of historic trams and the heritage associated with public transport in the tourist and cultural offer of Wrocław (Table 1).

3. TAKE-UP AND TICKET SALES FOR THE HERITAGE TRAM LINE IN 2019

In the entire season of running the Heritage Tram Line in 2019, KSTM and TMW carried 4,493 passengers[8], while the daily figures ranged from 73 (on the first day of the season) to 221 (on the penultimate Sunday) (Fig. 2). An increase in interest in the offer over time is clearly visible, which is associated with the dissemination of information and a growing awareness of its existence both among people dealing professionally with tourist information in the city and among Wrocław's residents who are an important group of passengers (trips to recreational areas in Szczytnicki Park, showing the city to their guests). The lowest take-up per day (clearly less than 100) was recorded in June, including the first and third day of operation (73 and 77, respectively), while the highest (over 200) after mid-August, and twice in September on the penultimate weekend (201 and 221 on Saturday and Sunday). In June and July, only on one day did the passenger numbers exceed 150, three times not reaching even 100. During this period, the take-up was most often in the range of 130 to 150. In August and September, however, only on one day did the number not reach 150, three times it exceeded 200, and most often ranged between 165 and 185. The increase in attendance together with the time the offer was on the market is confirmed by data from September. It could have been assumed that after the holidays the number of passengers would drop significantly, however, this did not happen, 185 passengers a day were transported on average in this month, while in August it was 169 (for comparison, June – 105 and in July – 143).

Throughout the season, KSTM and TMW made 320 historic tram journeys. On average, each journey had 14 passengers, which seems quite low. However, when assessing the result, the fact that historic public transport vehicles are not as capacious as modern ones should be taken into account. Some tram cars on the line in 2019 have only 12 or 16 seats (Lubka, Stiasny, 2010; Żurawicz, 2013), although of course standing is possible (taking into account standing places, the smallest tram can carry about 30 people). The lowest average number of passengers per journey was reached on the first day of operation (6.6), and the highest on August 15th (28.8), with the latter being based on two factors: firstly a long weekend (August 15th is a holiday in Poland), and secondly TMW did not operate that day, so fewer journeys were available[9]. Apart from this day, the highest average take-up (20.1) was achieved on the penultimate Sunday, which is further confirmation of the importance of September in terms of tourism and recreation. A figure of 20 was not reached on any other day. Data on the average number of passengers per journey calculated by month is also a confirmation of the increase in interest in the offer along with the period of its presence on the market (June – 10.4, July – 13.0, August – 16.7, September – 16.8).

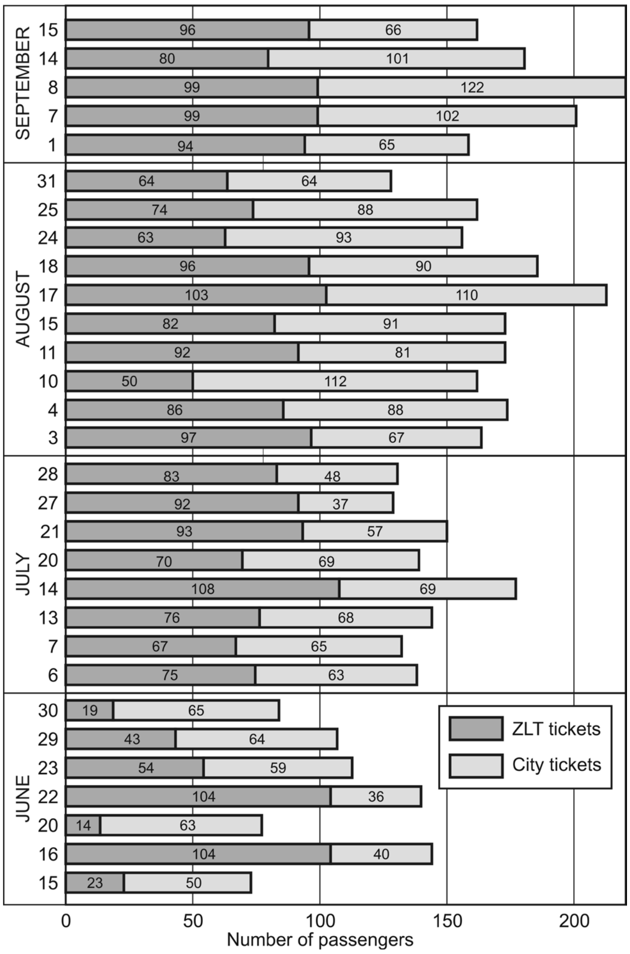

Figure 2. Number of passengers on the Heritage Tram Line in 2019 depending on how the fare was paid
Source: author

Among all passengers, the majority bought tickets dedicated to the Heritage Tram Line, but the predominance was insignificant (51.19%; cf. Fig. 5), which proves that the possibility of travelling based on regular city tickets introduced in 2019 was appreciated by both Wrocław residents and tourists (the former usually had long-term tickets encoded on city cards, while the latter mainly daily tickets). People using city tickets dominated during 14 days out of the total of the 30 when ZLT was operated by KSTM and TMW (Fig. 2), but it was usually a small advantage (between 50 and 60% of all passengers). A figure above 60% was achieved only four times, of which three fell in June (and one in August), including the highest figure (81.82%) recorded on June 20th (when only KSTM operated) and the second highest (77.38%) on June 30th. The number of passengers travelling on the basis of city tickets generally increased during the season (with some decline at the end of August and beginning of September), but the increase in overall take-up was determined by the growing number of people buying tickets on historic trams, although this was characterised by significant fluctuations (Fig. 2). In June, on average, 52 people travelled using ZLT tickets, but in this month the range was largest, from only 14 to as many as 104 (this figure, the second highest in the entire season, occurred twice in June). In the following months there were statistically 83, 81 and 94 people with ZLT tickets, and the highest (108) was reached on July 14th. It is difficult to indicate any relationship between the number of passengers travelling using city tickets and those bought on vintage trams, sometimes the decrease in one figure corresponded with a decrease in the other (e.g. August 31st), and sometimes the relationship was inverted (e.g. June 22nd and July 21st). Generally, the largest fluctuations were recorded in June and at the beginning of September.

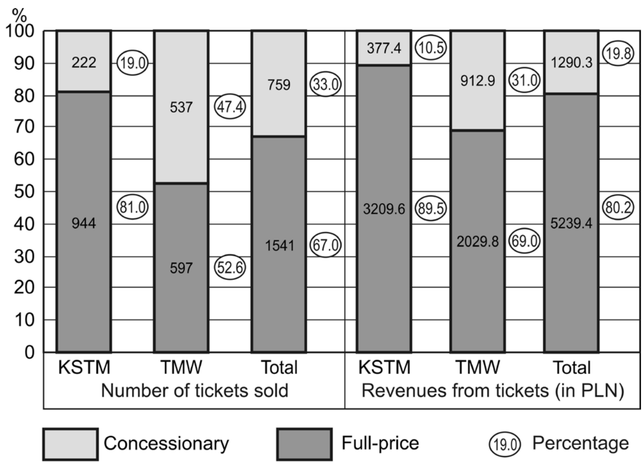

Figure 3. Tickets sold onboard trams running on the Heritage Tram Line in 2019 andrevenues
Source: author

Total revenue from tickets sold on KSTM and TMW cars running on ZLT in 2019 amounted to PLN 6,529.70, of which the vast majority (80.24%) were associated with full-price tickets (Fig. 3), due to their higher price, but also larger numbers (2,300 tickets sold, of which 67% were full-price). The small number of concessionary tickets results from the narrowing of those entitled to buy them after children and students (to age 21) were exempted from fares. In practice, concessionary tickets were mainly bought by pensioners. However, there were days when the number of concessionary tickets sold exceeded the number of full-price (Fig. 4). This happened three times throughout the season (in its second half; the highest percentage was 60%), moreover, the number of concessionary tickets was twice only slightly lower than for full-price (share above 45%). This is probably due to the appearance of a larger group (e.g. organised) of elderly people on a given day. On other days, the share of concessionary tickets was in the range

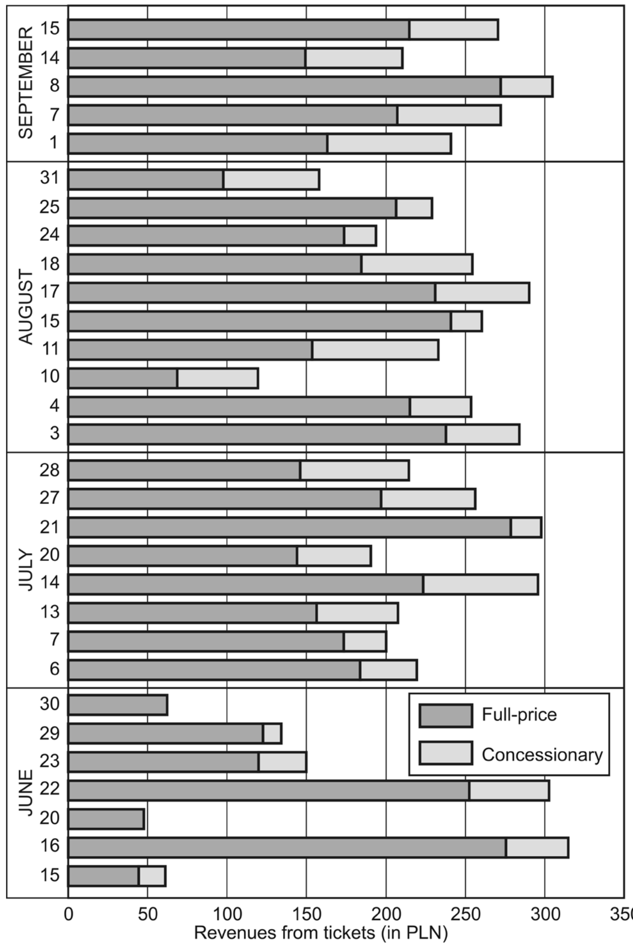

Figure 4. Revenues from Heritage Tram Line tickets in 2019
Source: author

of 25-40%, although variability was very high. Because concessionary tickets cost half a regular one, their contribution to revenues was much lower: an average of 19.76% for the entire season, with percentages ranging from 0% (June 20th) to 42.86% (August 10th) on individual days, although they rarely exceeded 30%. Generally, ticket revenues fluctuated quite strongly throughout the entire period (Fig. 4), and the factors that affected this were weather and general take-up, the number of people with city tickets and the appearance of organised groups of various sizes among passengers.

4. COMPARISON OF THE USE OF THE OFFER IN 2019 DEPENDING ON CARRIER

Passenger frequency and payment methods in the case of each carrier reflect the different nature of individual routes. As mentioned above, KSTM operated routes A and B (Fig. 1) connecting the Old Town with Centennial Hall and the adjacent tourist and recreation complex (Szczytnicki Park, Japanese Garden, Zoological Garden, Cognitive Centre; moreover, in the vicinity is the Olympic Stadium and the district of modernist-style housing, so-called WuWA, recently revitalised). Trams served all the stops passed, but guided commentary was offered on only one return journey (at 16:00 from Opera to Centennial Hall and return at 17:00). KSTM made six journeys a day (three on route A to Centennial Hall and three on route B to Opera), which over 30 days (Saturdays, Sundays and public holidays) made 180 journeys (of which 60 were with a guide). TMW operated route C (Fig. 1), which spanned the city centre without stopping. The tram could be boarded only at Opera, then receiving almost an hour's ride, always in the company of a guide talking about the monuments and historical events taking place near the tram route. On route C there were five journeys daily, which resulted in 140 throughout the season (TMW ran on weekends, but not on public holidays, so there were 28 days of operation).

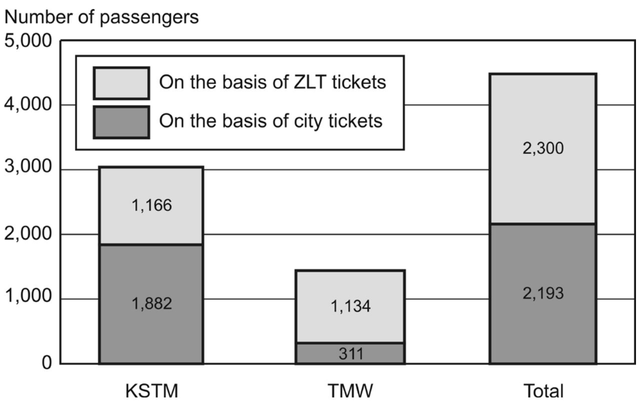

Figure 5. Passengers on the Heritage Tram Line in 2019 by carrier and ticket purchase method
Source: author

KSTM carried 3,048 passengers throughout the season, of which 61.75% used city tickets and 38.25% bought tickets on the tram. In turn, TMW's offer was used by 1,445 passengers, but only 21.52% used city tickets, and 78.48% purchased ZLT tickets (Fig. 5). In the case of routes A and B attention is drawn by more than twice (2.11) as high a frequency (with only one more journey daily than on route C) and almost thrice (2.87) as high a share of passengers using city tickets. This is certainly due to the better accessibility of routes served by KSTM because the trams could be boarded in various places, and also by connections to regular public transport lines. Wrocław residents were able to take advantage of this offer to a greater extent, in particular that the tram cars were running to areas that are popular for weekend recreation. This group, in turn, uses city tickets much more often than tourists. However, the offer of routes A and B was also attractive for the latter group because it allowed not only the monument inscribed on the UNESCO World Cultural Heritage List (Centennial Hall) to be reached, but also other monuments and attractions to be seen by starting or ending the ride in their immediate vicinity. In turn, route C was more "hermetic", directed to people (primarily tourists) who wanted to comfortably and quickly see the most important places in the Old Town and the recently revitalised Nadodrze district. Poor accessibility resulted in lower figures, and passengers from outside Wrocław who did not necessarily have city tickets dominated.

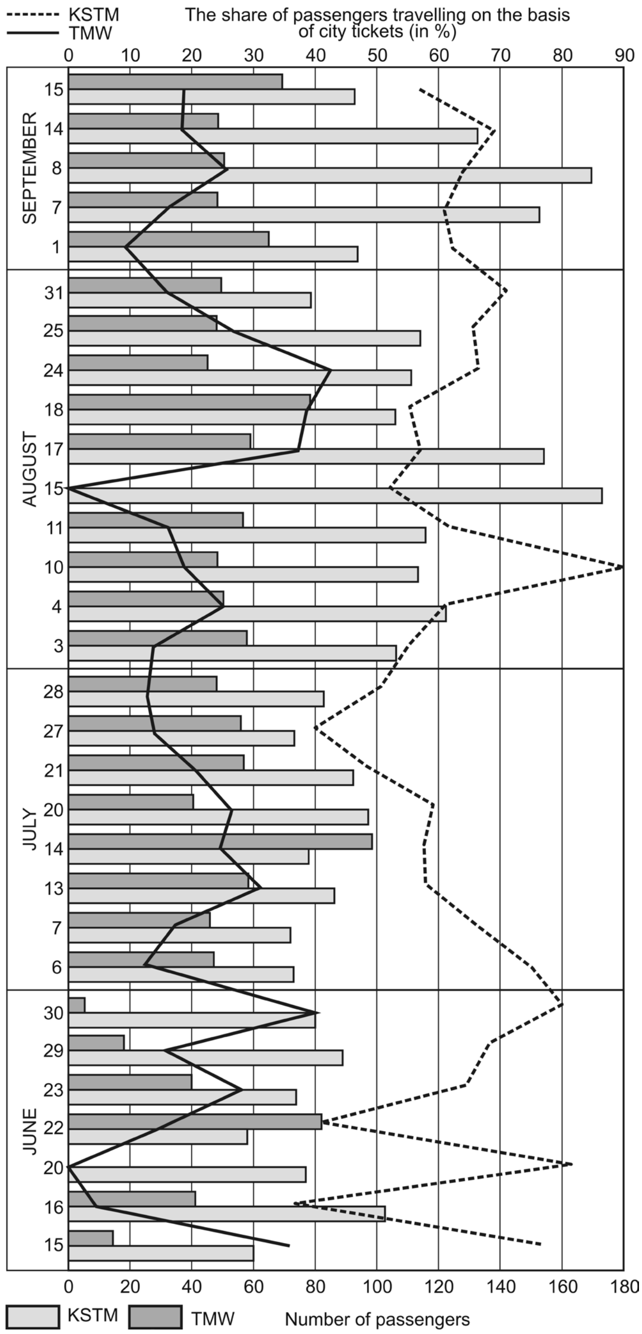

Figure 6. Numbers of passengers on the Heritage Tram Line in 2019 by carrier and ticket type
Source: author

These observations are confirmed by the data for individual days of ZLT operation (Fig. 6). On almost every day, KSTM carried more passengers than TMW with the exceptions of June 22nd (58 and 82, respectively) and July 14th (78 against 99). The largest relative predominance of KSTM over TMW (quotient of the number of people transported by KSTM and TMW) was 15.8 (June 30th), 4.94 (June 29th) and 4.21 (June 15th), while in absolute terms the largest difference was 119 (September 8th; of course, June 20th and August 15th are omitted as TMW did not run on those days). On each day of ZLT operation, the share of passengers travelling using city tickets was higher (sometimes even significantly so) on routes served by KSTM (Fig. 6). In this case, it was below 50% only four times, the lowest (36.89%) on June 16th, i.e. on the second day of operation. The percentage reached its highest figure (90.35%) on August 10th, while most often it was in the range of 50-70%, with greater fluctuations in June and July than in August and September. In turn, for route C, a figure of 50% and more was never reached, and only once was 40% exceeded (just slightly at 42.22%), and most often it was between 10 and 30%. The largest difference between the percentage of people using city tickets on KSTM and TMW routes was noted on August 10th, when it amounted to 71.6 percentage points (90.35% compared to 18.75%).

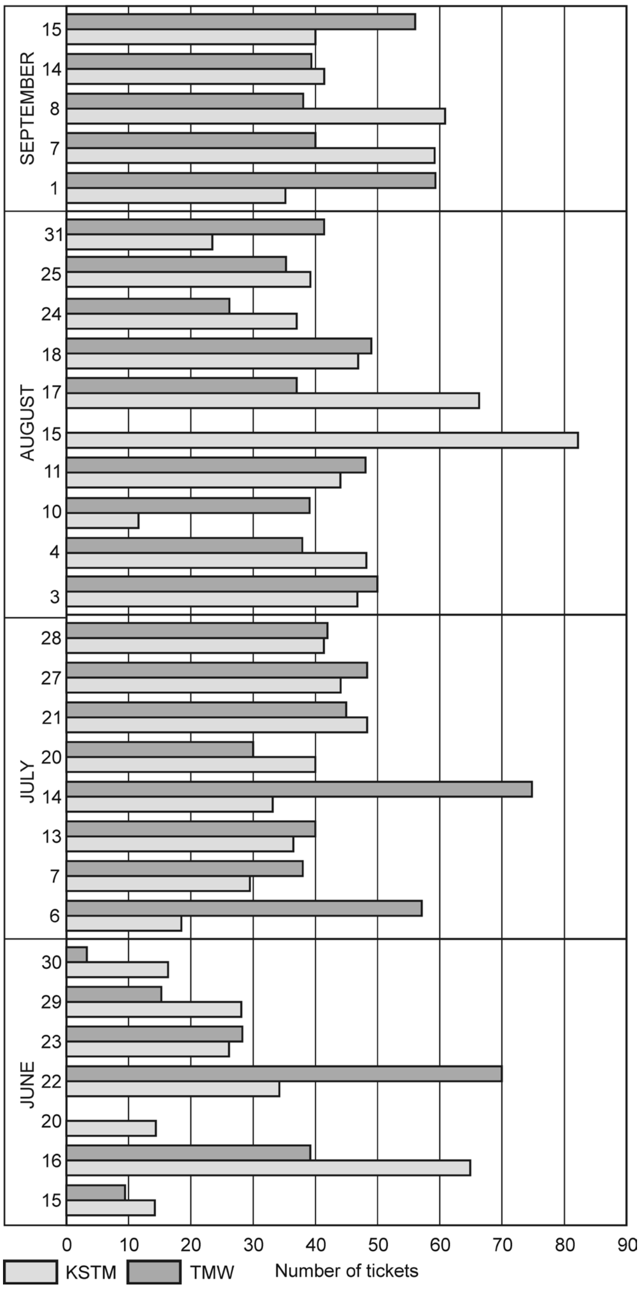

Figure 7. Number of Heritage Tram Line tickets sold in 2019 (combined full-price and concessionary) by carrier
Source: author

As the number of passengers with city tickets was clearly higher on routes A and B, in terms of the number of ZLT tickets sold, the advantage of KSTM over TMW was small. The first association distributed 1,166 tickets (944 full-price and 222 concessionary), and the second 1,134 tickets (597 full-price and 537 concessionary; Fig. 3). It is worth noting the clearly greater share of concessionary tickets on route C (47.35% compared to 19.04% on routes A and B), which is quite difficult to explain. Perhaps there were more people who were entitled to a discount (mainly students and pensioners), or the tram-drivers who dealt with the sale of tickets on route C, incorrectly applying the tariff. Considering the relatively narrow group of people for whom concessionary tickets were envisaged in 2019 (after granting free travel to children and students to the age of 21, as well as those over 68), such a high percentage raises doubts. Apart from the days when the journeys were by KSTM only, out of 28 days this organisation sold more tickets 13 times, and TMW 15 times (Fig. 7).

The figures show relations in reveneus from ticket sales (Fig. 3 and 8). Despite only a small predominance of KSTM in terms of the total number of tickets, this organisation clearly had higher revenues (PLN 3,587.00 compared to PLN 2,942.70 in the case of TMW) which was due to a significantly higher percentage of full-price tickets (Fig. 3). The share of concessionary tickets in KSTM's revenues was only 10.52%, and in TMW's 31.02%. As a consequence, taking into account individual days, KSTM had revenues higher than TMW much more often compared to the number of tickets sold. Out of 28 days (excluding public holidays), this happened as many as 20 times (Fig. 8). However, three days when TMW's predominance was really clear attract attention and they occurred at the beginning of the season (June 22nd and July 6th and 14th) and may result from the presence of an organised group on route C. For example, on July 14th TMW sold as many as 38 concessionary tickets, which was the second highest in the season (the

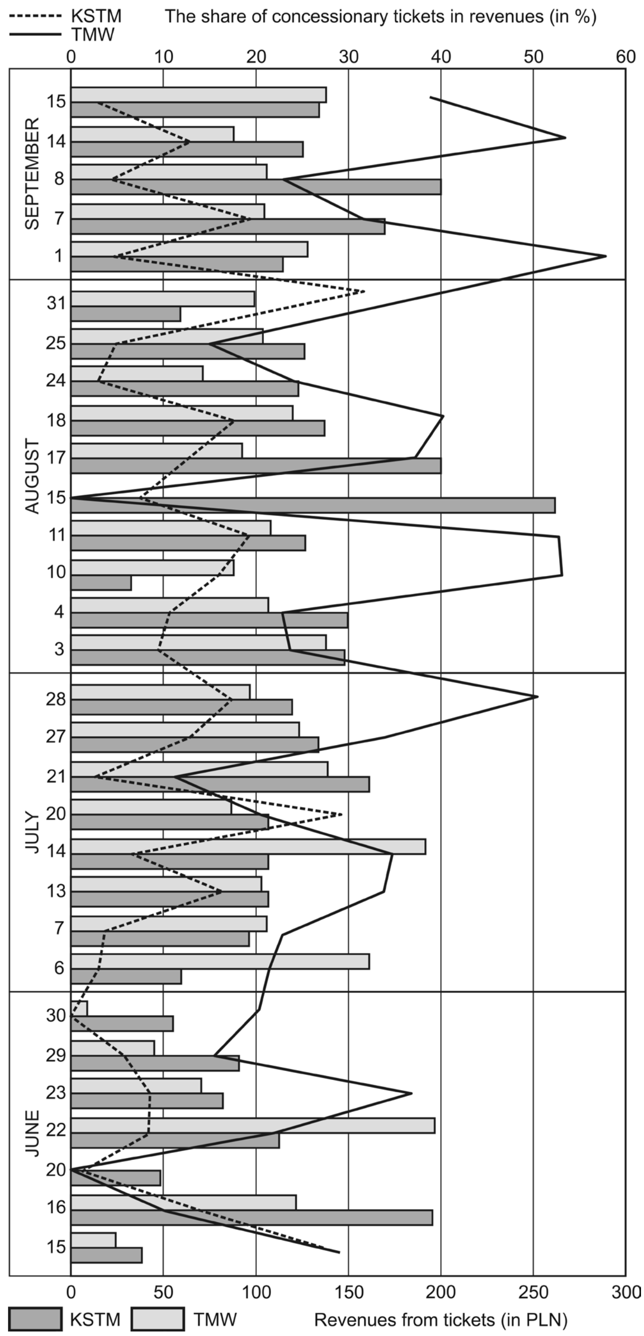

Figure 8. Revenue from tickets
on the Heritage Tram Line in 2019 by carrier and ticket type
Source: author

maximum figure of 43 fell on September 1st), of which as many as 15 were distributed on one journey (which again is the second highest figure, while the maximum – 18 – were also sold on September 1st). KSTM received its highest revenue on August 15th, when TMW did not run a tram and potential passengers had less journeys to choose from, on August 17th and September 8th (identical figures), and June 16th. The high revenues of KSTM on the penultimate weekend of running on the Heritage Tram Line (as well as the high take-up and the number of tickets sold – cf. Figs. 6, 7 and 8) may be related to the large event held on September 7th. The Popowice Depot Open Day enables Wrocław residents and tourists to explore the historic tram depot along with the historic tram cars collected there. This event gathers several thousand visitors, many of whom are public transport enthusiasts from various cities, and use the Heritage Tram Line on the occasion (the more so that on the day of the event a special line, also served by historic trams, connects Popowice Depot with Opera, where it connects with departures on route A of the Heritage Tram Line). Because TMW's total revenues from ticket sales were characterised by a higher share of concessionary tickets, this predominance is also typical when analysing revenues on individual days (Fig. 8). KSTM only twice in the whole season (apart from the days when TMW did not run) reported a higher share of concessionary tickets, and once (on the first day of operation) it reached a similar figure. On other occasions TMW had a higher proportion, usually two or three times higher.

A lot of information about the functioning of the Heritage Tram Line in 2019 is provided by data showing the total take-up on individual journeys throughout the season, i.e. from June 15th to September 15th. For routes operated by KSTM (Table 2), route A (journeys at 12:00, 14:00 and 16:00) was clearly more popular than B (journeys at 13:00, 15:00 and 17:00). The first option was used by 1,788 people, while the second just 1,260. It can be concluded that the line is used as an attractive means of reaching recreational areas in the eastern part of the city, but the return takes place more commonly by ordinary public transport. Perhaps this is due to the relatively short running hours and the departure time of the last tram from Centennial Hall (17:00[10]) being simply too early (given the considerable length of daylight). In addition, the lack of return tickets did not encourage using both routes together. For route A, the first and last journeys enjoyed higher (and similar) popularity, while on route B, the third and second respectively. This confirms that ZLT should perhaps run longer. High attendance at the first trip from the Opera may indicate that an earlier journey would also be appreciated (e.g. at 10:00[11]), similarly the large number of passengers on the last one from Centennial Hall suggests that there could be a need for a later journey on route B. The data also suggest that passengers spend a longer time around Centennial Hall, not necessarily returning on the next journey. Taking into account return journeys, the last one enjoyed the most popularity (1,079 people; 992 on the first return journeys and 977 on the second), maybe due to the services of a guide. The average number of passengers per route ranged from 12.4 to 20.67, being directly related to the take-up. These figures are not too high, especially if one considers that the *Konstal 102Na* tram with 32 seats appeared most frequently on routes A and B, although it should also be remembered that the

Table 2. Total figures for individual journeys on routes A and B of the Heritage Tram Line operated by KSTM throughout the 2019 season (June 15th-September 15th)

Journey	Total number of passengers	Number of passengers travelling with			Average number of passengers per journey	The share of passengers travelling with city tickets
		ZLT concessionary tickets	ZLT full-price tickets	city tickets		
12:00	620	47	199	374	20.67	60.32
13:00	372	25	95	252	12.40	67.74
14:00	558	34	184	340	18.60	60.93
15:00	419	25	129	265	13.97	63.25
16:00	610	45	195	370	20.33	60.66
17:00	469	46	142	281	15.63	59.91
Total	3,048	222	944	1,882	16.93	61.75

Source: author.

Table 3. Total figures for individual journeys on route C of the Heritage Tram Line throughout the 2019 season (June 15th-September 15th)

Journey	Total number of passengers	Number of passengers travelling with			Average number of passengers per journey	The share of passengers travelling with city tickets
		ZLT concessionary tickets	ZLT full-price tickets	city tickets		
13:30	355	140	147	68	12.68	19.15
14:30	246	92	104	50	8.79	20.33
15:30	302	143	88	71	10.79	23.51
16:30	258	88	125	45	9.21	17.44
17:30	284	74	133	77	10.14	27.11
Total	1,445	537	597	311	10.32	21.52

Source: author.

Konstal N wagon from 1949 with only 12 seats (Lubka, Stiasny, 2010; Żurawicz, 2013) was used several times. It should be added that on 12 occasions more than 32 people benefited from one journey, i.e. all seats were occupied. A maximum of 65 passengers were carried once. As for purchased tickets, it is difficult to see any special relationships. The share of passengers travelling using city tickets was around 60% regardless of the journey, with a slightly higher figure (67.74%) for 13:00. The passengers using the concessionary fare constituted from 5.97% (15:00) to 9.81% (17:00) of all passengers on individual journeys throughout the season, while the share of concessionary tickets sold ranged from 15.6% (14:00) to 24.47% (17:00).

In the case of route C, operated by TMW (Table 3), the first journey had the largest numbers, followed by the third, while the smallest number used the second. This is difficult to explain, but perhaps lunch time influenced the situation. The average number of passengers per journey ranged from 8.79 to 12.68, which also seems to be low, but it should be remembered that on Saturdays the *Linke-Hofmann Standard* tram car from 1929 with 16 seats only usually operated this route (while on Sundays it was the *Konstal 102N* tram car from 1969 with 32 passenger seats). The share of passengers travelling with city tickets, much lower than in the case of KSTM, was also slightly more variable, from 17.44% to 27.11%. While on routes A and B on each of the journeys throughout the season more passengers used city tickets than ZLT (full-price followed by concessionary tickets), and in the case of TMW this relationship was very uncertain. People using city tickets were usually the least numerous, but the exception was the journey at 17:30 when they were greater than those who bought concessionary tickets on ZLT. On the other hand, when it comes to the proportions of full-price and concessionary tickets sold, the former were more often greater, although the latter dominated quite clearly on the journey at 15:30, and at 13:30 the figures were very similar.

5. COMPARISON OF THE TAKE-UP OF THE OFFER IN 2018 AND 2019

The comparison is based on data from both associations operating the Heritage Tram Line in both years, excluding MPK. In 2018 MPK ran journeys on a competitive line, and in 2019 significantly increased its activity, extending the period of operation and increasing its frequency, therefore data regarding MPK should not be included because it relates to different offers and periods. Analysis for both years (Table 4) covered the time from mid-June (16/06/2018 and 15/06/2019) to the first half of September (09/09/2018 and 15/09/2019). In 2019, 34 journeys more were conducted than in 2018 because the season was one weekend longer, in addition, KSTM operated on public holidays. A consequence was the higher number of guided journeys. In both years KSTM performed more journeys, but TMW had more with a guided commentary. In 2019, passenger numbers clearly increased: on routes operated by KSTM it increased by 34.75% compared to 2018, on TMW routes by as much as 65.33%, and in total by 43.27%. The smaller increase for routes A and B can be explained by the fact that these routes were also served by MPK, hence passengers had a greater number of journeys to choose from (seven return journeys instead of three in 2018). Despite this, KSTM also recorded growth. A much larger increase in interest in the case of route C indicates, however, that a guided offer is desirable and passengers appreciate a relaxing ride around the city centre (without intermediate stops and passenger exchange).

However, it is more important to compare the average number of passengers per journey, as these figures limit the impact of the different operating times. In 2019, a total increase of 27.99% was recorded, which resulted from an increase of 16.6% on routes operated by KSTM and 53.57% by TMW. Thus, it is clear that the modifications introduced in 2019, especially changes in tariff and the honouring of city tickets, contributed to the increase in popularity. Interestingly, despite the fact that almost half of the passengers (48.81%) travelled using city tickets, in 2019 the overall number of ZLT tickets sold also increased by 14.03% in total: 8.87% on KSTM routes and 19.87% on the TMW route. However, it should be remembered that this was mainly due to the change in tariff, because in 2019 only single tickets were offered, while a year before there were also return and family tickets, so one ticket formally sold could be connected with a person or a group of people making two journeys. The change in payment method, however, had a negative impact on revenues, which in 2019 amounted to only 41.77% of those from the previous year (in the case of KSTM it was 34.59%, and TMW 55.90%). However, it must be remembered that the Heritage Tram Line is a specific offer that would not be possible without a subsidy from the city council. Although revenues in 2018 were quite high, even they were not able to cover the basic costs of operating ZLT (Kołodziejczyk, 2019). Determining the method of payment is, therefore, a political decision, which must take into account its availability to both tourists and Wrocław residents and the level at which the authorities are willing to subsidise it. The change in the city tariff, which provided free travel for children and students up to the age of 21, resulted in a decrease in the share of concessionary tickets and in revenues. In both years, however, the clearly greater significance of these tickets on the routes served by TMW is noteworthy, both in terms of the number sold (twice as many) and their share in revenues (three times as high).

Table 4. Comparison of the use of the Heritage Tram Line offer in 2018 and 2019

Characteristic	Season 2018			Season 2019		
	Total	Routes A and B (KSTM)	Routes C and D (TMW)	Total	Routes A and B (KSTM)	Route C (TMW)
Total number of journeys	286	156	130	320	180	140
Number of guided journeys	156	52	104	200	60	140
Total number of passengers	3,136	2,262	874	4,493	3,048	1,445
The share of passengers travelling with city tickets	0.00	0.00	0.00	48.81	61.75	21.52
Average number of passengers per journey	10.97	14.50	6.72	14.04	16.93	10.32
Total number of tickets sold	2,017.00	1,071	946	2,300	1,166	1,134
The share of concessionary tickets	51.61	31.65	74.21	33.00	19.04	47.35
Revenues (PLN)	15,634.00	10,370.00	5,264.00	6,529.70	3,587.00	2,942.70
Concessionary tickets share in revenues	28.49	15.87	53.34	19.76	10.52	31.02

Notes: The number of passengers for 2018 was estimated on the basis of tickets sold, assuming that four people used a family ticket (in practice it could be 3-5).

Source: author.

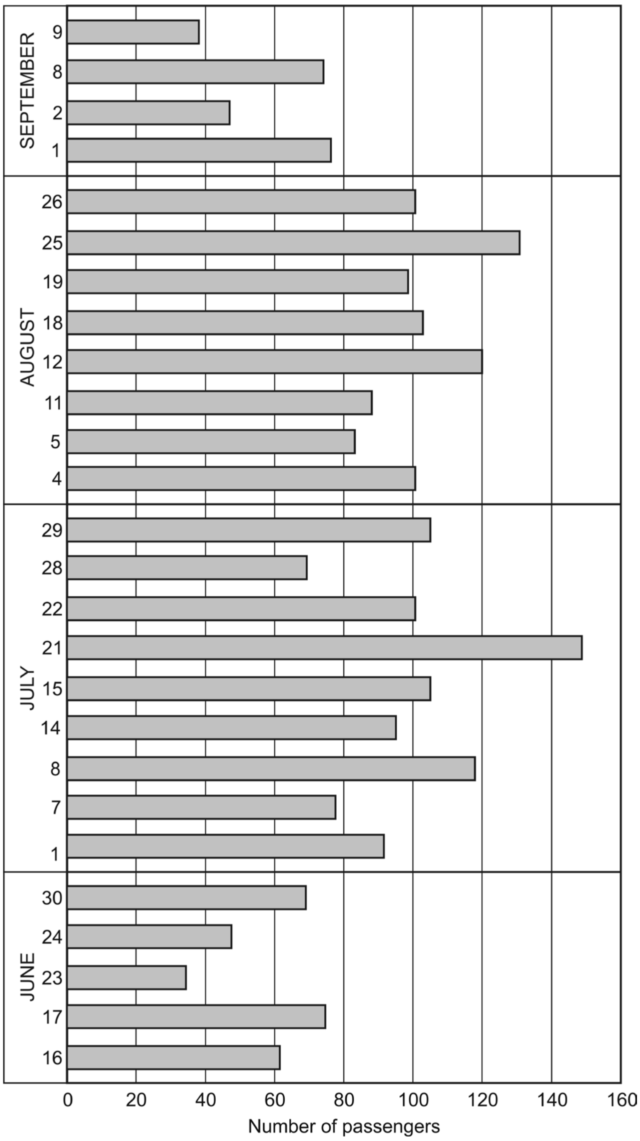

Figure 9. Estimated take-up on routes A and B the Heritage Tram Line in 2018 based on the number of tickets sold
Source: author

As in 2019, in the previous year there was a noticeable increase in numbers depending on date, although it is not so pronounced and the maximum figures were recorded in July and August, while in September there was a decrease. For 2018, the data related only to the sale of tickets, hence numbers can only be inferred indirectly, considering one return ticket as two trips and assuming that four people used family tickets (in practice there could be three to five – two adults and up to three children). The number of passengers is therefore an estimate. In addition, detailed daily data is available for routes operated by KSTM, while for TMW only aggregated data for three accounting periods are available. Analysing the figures for routes A and B, it is noticeable that they increased significantly in July relative to June (Fig. 9), despite the launch of a, in a sense, competitive route by MPK. This is confirmed by data on revenues (Fig. 10). The trend slightly affected the first weekend of running (June 16th and 17th) when the newly renovated *Konstal 102Na* tram debuted on the line, hence the novelty effect could have worked attracting more passengers (they were, however, to a large extent public transport enthusiasts rather than tourists). The average daily figures on the routes served by KSTM in June was 57.8 and income was PLN 271.00, in July it was 101.33 and PLN 454.40 respectively, in August 103.25 and PLN 456.00, and in September 58.75 and 273.50 PLN. The data for June and September are therefore very similar as are July and August. The highest daily figures were recorded on July 21st and August 25th, and the lowest on June 23rd and September 9th (Fig. 9). Revenue results are similar, although August 25th is higher than July 21st (Fig. 10). Evidence of the increase over time might

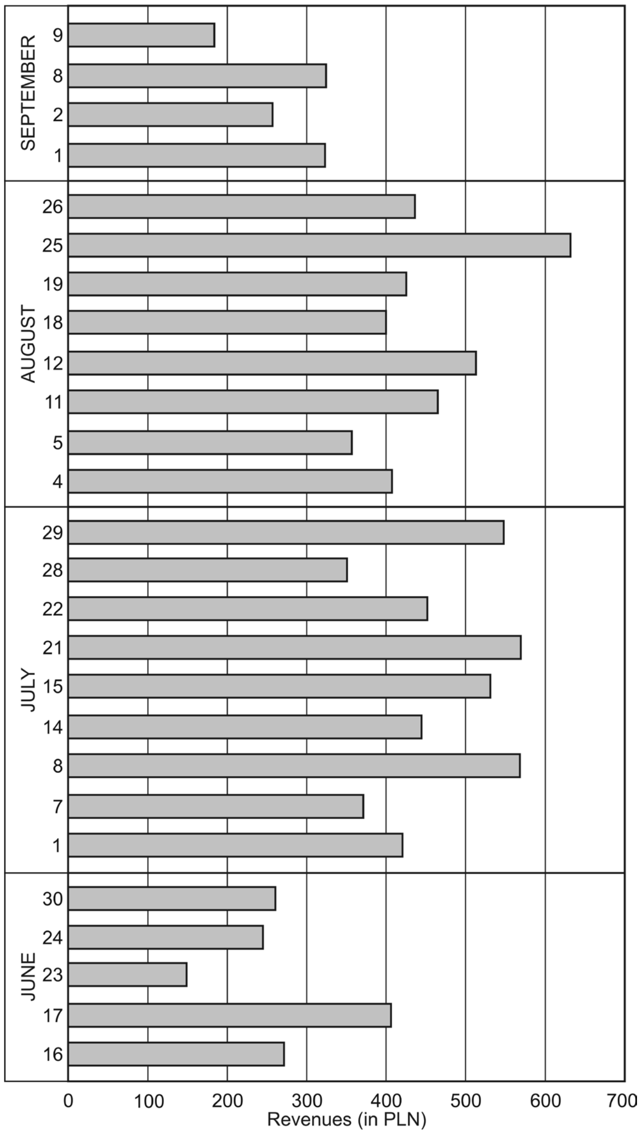

Figure 10. Revenues on routes A and B of the Heritage Tram Line in 2018
Source: author

be a comparison of passenger numbers and ticket revenues on the second and the penultimate weekend of running (respectively 83 and 123, and PLN 400.00 and 584.00). Although the weather was comparable, the last weekend of the summer holidays was clearly more popular than the first. The line's growing popularity along with its operating time is demonstrated by the data compiled for the accounting periods. In the first (June 16th-July 1st) TMW recorded an average daily income of PLN 62.67, in the second (July 7th-July 29th) PLN 270.50, and in the third (August 4th-September 9th) PLN 227.00. In the case of KSTM, these results were PLN 295.00, PLN 482.25 and PLN 395.17, respectively. Thus, it can be seen that in both cases the highest revenues were recorded in July and probably in August, but the result was underestimated in September.

When it comes to more detailed data, attention should be paid to the change in popularity of guided journeys on routes A and B. In 2018, they were the least frequented out of the three return journeys (308 tickets were sold for the entire season, while 359 tickets for the first, and 404 for the second), which was a surprise. In turn, in 2019 guided journeys had the greatest interest (428 tickets sold, for the others 366 and 372 tickets, respectively; data on take-up – see Table 2). The change probably resulted from more intensive promotion of these journeys by both KSTM and the Wrocław Guide's Club (*Wrocławski Klub Przewodników*), which provided the services. The specific stability of the offer could also have been important, because in both seasons guided journeys were held at the same times.

6. CONCLUSIONS

The Heritage Tram Line in Wrocław is an appropriate way to use, and consequently maintain, the large and very diverse collection of historic trams from 1893 to the penultimate decade of the 20th century that have survived in Wrocław (Bufe, 1992; Kołodziejczyk, 2011; Sielicki, 2012, 2013). Despite the fact that it is a tourist product with an already established position, in recent years it has undergone numerous modifications aimed at increasing take-up, which has not been as high as the total number of seats available (Kołodziejczyk, 2019). The goal was in addition to adapt the offer to the needs of contemporary tourism. The changes introduced in 2019, especially the significant reduction in ticket prices by unifying them with single ticket prices for regular public transport and by honouring all city tickets, have contributed to a significant increase in numbers (by more than 40%) compared to 2018. This should be considered a good solution, as it has increased the availability of the offer. Tram cars are a part of cultural heritage and should be made available to residents and tourists on appropriate terms. Although tourist lines worldwide usually have a separate fare with higher ticket prices (e.g. Porto), they are more and more often equated with the regular city tariff (e.g. Warsaw and many Czech cities, e.g. Karlovy Vary). This gives the offer a paratourist character, which despite its drawbacks, the advantages seem to outweigh them.

The consequence of the tariff change was of course a decrease in revenues and these in 2019 constituted only slightly more than 40% of those from the previous year. However, taking into account the fact that even in 2018 the revenues from tickets did not cover the basic costs of operating the line (not to mention the work of guides, printing promotional materials and the necessary maintenance of the vehicles; cf. Kołodziejczyk, 2019) and each year the line functions mainly due to subsidies, it is a matter of an official's decision what part of the costs will be covered by public financing. It should be noted, however, that the line could bring in more income if the sale of souvenirs was allowed, which is currently not permitted due to financial rules. Changing the operating hours of the line should also be considered in order to include the morning and evening hours, enabling access to recreational areas around Centennial Hall or to enable spending a whole day there, as well as returning from organised events (e.g. very popular multimedia fountain shows). Of course, this will increase costs, but higher attendance might cover them. It is also crucial to adopt fixed dates for the beginning and end of the operation of the Heritage Tram Line, as they have varied significantly in recent years. As a consequence, the promotion has in practice to be started from scratch every year, and tourists are not sure whether on arriving (e.g. in May or the end of September) they will be able to ride on vintage trams. A good example of stability of seasonal offer are 'cyclobuses', i.e. buses adapted to transport bicycles, in the Czech Republic. In the main tourist regions (e.g. Ore Mountains, Giant Mountains or Orlické Mountains and foothills) their running time is constant each year.

A problem that appeared in 2019 was the fact that trams on routes A and B served all stops passed, and how therefore to ensure a high quality of guided service. With the constant exchange of passengers, the sale and checking of tickets by the conductor and the appearance of random people in the tram car who treat it simply as a convenient means of transport, it is difficult for the guide to maintain a narrative and for those interested (mainly tourists) to listen to what is said. The problem could persist even with the introduction of audioguides (difficult distribution of devices between changing passengers), as well as when playing previously recorded texts (noises made by uninterested passengers; an additional problem in this case is the synchronization of recordings with the speed of the vehicle). Therefore, it seems that guided journeys should stop only in selected places, e.g. near the main tourist attractions, and not necessarily at interchanges and stops where there are no places of tourist interest. For routes where the guide only appears on selected journeys, a distinction can be made in the number of stops. However, it seems a better solution to divide the offer into a route (routes) with a guide service and with a very limited number of stops, and a route (routes) without a guide and with all stops. The first option would be directed at tourists, while the second, in the case of Wrocław, would be an attractive offer to get to places for weekend recreation. It should also be emphasised that for some people the attraction is the ride by historic tram itself and they are not necessarily interested in the story of the places being passed. A possible solution to these problems is an app for travellers that would allow them to familiarize themselves with information about the tram, its route and the attractions passed. In the last case, it would be necessary to relate it to the location of the vehicle. This interesting solution therefore requires equipping historic trams with geolocation devices and creating an appropriate program, but this costs.

The Heritage Tram Line in 2019 was therefore an offer that combined certain elements that gave it the features of elitism (introduced in previous years e.g. a guided commentary or free historical leaflets) with a significant increase in accessibility, which is part of the concept of egalitarianism. Referring to the SWOT analysis carried out for the Heritage Tram Line in 2018 (Kołodziejczyk, 2019), it must be stated that in 2019 all the mentioned strengths remained, but also most of the weaknesses. However, the line became much more accessible, so the main drawback, i.e. the high ticket price, was removed. With the exception of the inability to buy souvenirs and the lack of morning or evening journeys, the weaknesses relate to virtually all tourist lines and result from the characteristics of public transport where the passenger (tourist) must adapt to routes and timetables. Unfortunately, the potential opportunities have not been used so far and all the threats indicated have remained.

ENDNOTES

[1] According to Rogalewski (1979), the basic function of tourist facilities is to provide services for tourists, while paratourist devices meet the needs of other areas of socio-economic life, and tourists use them as if by the way, as one of many groups, among which the inhabitants of a given area or town predominate (cf. Kowalczyk, Derek, 2010). Paratourist infrastructure (or general infrastructure) is similarly defined by Płocka (2009), who emphasises that it serves various sectors of the national economy, including tourist services. As an example of paratourist facilities, communication infrastructure is often mentioned (Kowalczyk, Derek, 2010; Płocka, 2009), and the Heritage Tram Line fully fits this (especially in the version from 2019). Sometimes the term 'tourism transport base' is used in this context (e.g. Pawlikowska-Piechotka, 2009).

[2] For example, tourist lines in Porto go as far as the museum of public transport, while in Kraków the tram line operated by historic vehicles starts at the Museum of Municipal Engineering (see Golonka, Pochwała, 2010).

[3] Kołodziejczyk (2014a) presented various simple products that make up the complex product on the example of railway lines used in tourism. Many of the elements listed there can also be used on urban tourist routes served by historic (or stylised) trams.

[4] Egalitarianism is the theory that the basis of a just social system should be the principle of equality of citizens in economic, social and political terms (Kubisa-Ślipko, n.d.). In the context of a tourist product, the economy is the most important aspect and pricing should make it available to the widest possible group of potential recipients.

[5] In the first three years of operation, ZLT operated on Fridays, Saturdays and Sundays, however on Fridays only in the summer season. Since then, it has remained a weekend-only offer, which has its justification in the heavy tram use on selected routes in the city centre on working days.

[6] The Heritage Tram Line has been implemented from the very beginning as a public service run by non-governmental organisations. Every year, a competition is announced for its organisation and running.

[7] In the first years of operation of the Heritage Tram Line one stop was planned on the route to and from Centennial Hall. It was located at a large interchange, which on the one hand was advantageous in terms of take-up, but on the other sometimes hindered the movement of regular trams due to the longer time needed for passenger exchange (ticket sales) in case of vintage tram cars. Later this was abandoned.

[8] Data presented for 2019 refers only to KSTM and TMW, i.e. the period from June 15th to September 15th when the offer of the Heritage Tram Line was at its most extensive.

[9] There was a similar situation on June 20th (Corpus Christi), but then the average take-up on journeys provided exclusively by KSTM was not that high (however, it was still the second highest figure for June).

[10] MPK was still running a journey from Centennial Hall at 17:45, but it was going to the depot which allowed no return to the city centre.

[11] In 2019, the first journey on route A (at 11:00) was by MPK.

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