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Tourism Policy: National, Regional and Local Perspective

KRAKÓW 2023

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FROM THE EDITORS

Dear Readers,

We introduce the second volume of the special *Folia Turistica* issue on Tourism Policy. It is subtitled "National, Regional, and Local Perspective" as the mega-trends, global factors and increasingly frequent unexpected events affecting the decisions and actions undertaken by tourism stakeholders at each destination. As global processes occur, not only across national boundaries but also at a variety of geographic areas and levels, tourism, as a locally determined phenomenon, operating based on local resources, is, on the one hand, driven by transnational phenomena and institutions. On the other, it is shaped by the complexity of processes occurring at regional and local levels. Moreover, climate changes and rapid technological development have recently called for more sustainable and digitally-oriented approaches, which must be implemented at national, regional and local levels. The international scale of tourism policy is generic enough to develop calls for needed actions but is unable to implement these actions themselves.

The sustainable and digital approaches permeate all five articles presented in the central part of the issue regarding tourism policy aspects. Additionally, this volume includes two works in the "Discussion and Polemical Articles, Essays, Scientific Reports and Informational Articles" section, three conference reports, and a memorial note in the "Reviews, Comments, Scientific Controversy, Memories" section. In total, eleven original works are presented.

The volume starts with the article by **Júlo Costa Mendes** and **Claudia Henriques**, who shed light on sustainable tourism policy and planning in Portugal. Indeed, incorporating the sustainability approach to tourism planning appears to be the main challenge on a national level. In contrast, strategic planning and management are prerequisites for sustainable tourism development. Thus, in the article, the authors investigate sustainability aspects in primary strategic documents referring to tourism development produced on a national level. They find inclusiveness, cohesion, participation, dialogue, integration, conservation, preservation, innovation and responsibility as keywords in the process of Portugal's tourism development.

Technology's role in the development of tourism policy is discussed in the article by **Paweł Stelmach, Klaudia Chwaja** and **Kamila Camona**. Based on a review of various Internet sources, diagnostic survey and direct interviews, the authors identify the functions of mobile bicycle applications for regional and local cycling policies in the context of the co-creation effect and public value they provide. Specifically, their practical and ecological nature as well as integrating, promoting and informational roles for residents and visitors are stressed. The authors also underline social and gamification functions. However, they also conclude that the effectiveness of bicycle app use with regard to tourism policy is limited due to their variety in the attractiveness of combining functions, updating frequency and the effectiveness of their promotion system.

Mateusz Rogowski, Piotr Gryszel and **Weronika Kowalska** describe the changes in visitor flow at Karkonosze National Park in Poland in the last decade, indicating its dynamic growth, high temporal concentration and seasonality, as well as significant spatial concentration. As stressed by the authors, the ongoing monitoring of visitor flow at the national park makes it possible to diagnose the occurrence of overtourism, which can be managed and counteracted. They call for introducing the tourism policy at the regional level that should "be consistent and helpful in tourism management by national park staff" and coordinated with national park management aimed at methods of managing overtourism (p. 73).

State governmental decisions during the COVID-19 pandemic are referred to in the next article. **Grzegorz Kromka** studies how the restrictions on access to recreational facilities posed by the Polish authorities impacted the leisure behaviour of young people. Based on focus groups and the impressive number of 1.7k questionnaires conducted among high school and university students in Kraków, the author identifies a significant drop in intensity and change in physical activity patterns. During the pandemic, young people became interested in walking, hiking and online socialising. The role of non-governmental actors in organising leisure time during lockdowns is highlighted in the study.

The central part of the issue is concluded by **Henryk Handszuh's** critical review essay on politically and socially sensitive issues that are the core of social sustainability and subordinate to the overriding production and consumption patterns. Specifically, the author discusses democratic access to tourism, human rights observance, the economic and social promises of tourism development to benefit underdeveloped countries, education through tourism and the absence of a civil society and consumer education for tourism. This article contributes to the international debate on tourism policy by 'splashing cold water' on UNWTO and governmental tourism policymakers, as we are reminded of the critical aspects that should constitute national tourism policies, but are rarely noticed. As the author concludes, "the desired re-focusing and restructuring of tourism policies can be achieved if conciliary and regulatory measures to this effect overcome partisan and short-term, financial capital-induced interests in tourism production and consumption patterns, when accompanied by transparency, fairness, empathy and solidarity with the unprivileged stakeholders in tourism development” (p. 117).

The “Discussion and Polemical Articles, Essays, Informational Articles and Scientific Reports” section is opened with the report by **Bartłomiej Walas** on formulating and implementing a sustainable tourism policy for Kraków in the years 2021-2028. The rationale for a sustainable turn in the city’s tourism development is presented, as well as the main thesis regarding diagnosis of tourism in Kraków. Then, the primary goals, specific recommendations and actions of the tourism policy are given.

The review on National Tourism Organizations (NTO) in OECD Countries and Partner Economies written by **Jacek Borzyszkowski** corresponds to Wiesław Alejziak’s article on National Tourism Administration published in the first volume of this thematic issue on Tourism Policy (Vol. 60-2023). They both draw a big picture concerning the potential of primary tourism policy institutions in OECD countries. After the theoretical introduction on the origins and nature of the NTO, 50 organisational and economic descriptions of its arrangement and functioning are showcased in the article.

The third section of the volume contains four works. Three of them are reports from conferences. **Grzegorz Gołembski** and **Marek Migdal** present an overview of the 24-year-long legacy of the Assembly of Tourism Experts. This cyclical meeting stands out because it migrates between cities and brings tourism academics together with tourism business and administration representatives. It consists of scientific and business conferences, expert debates and a series of workshops, and it is usually concluded in the form of conference proceedings. **Paweł Różycki, Iwona Dominek** and **Karolina Korbiel** deliver a report from the “Social Tourism and Quality of Life” congress, held by the Centre of Mountain Tourism of PTTK in cooperation with the Małopolskie Voivodeship and the Faculty of Tourism and Recreation of the University of Physical Education in Kraków. **Jarosław Plichta** reports on the seminar “The Importance of Stakeholders in the Co-Management of a Tourist Destination” organised by the Foundation of the Krakow University of Economics (KUE) and the Department of Commerce and Market Institutions of this University. The meeting took place in Kraków on 7 October 2022 and attracted 30 attendees.

In this volume, *Folia Turistica* bids farewell to the late associate professor, Doctor Teofila Jarowiecka, a long-time academic teacher and scholar of two Kraków universities, the Pedagogical Academy of Kraków and the University of Physical Education. During her academic career, she was a member of the Senate of the University of Physical Education, the Vice-Dean of the Faculty of Physical Education, the Dean of the Department of Tourism and Recreation, and also the Head of the Department of Tourism (1968-1969), the Department of Theory and Methodology of Tourism (1969-1971), and the Recreation Department (1971-1972). Dr. Jarowiecka was honoured with, among others, the Golden Cross of Merit (1973), the Knight's Cross of the Order of *Polonia Restituta* (1988) and the Officer's Cross of *Polonia Restituta* (2008). Her husband, Professor **Jerzy Jarowiecki**, wrote a posthumous memoir. Additionally, Wiesław Alejziak and Bartłomiej Walas, former doctoral students of Dr. Teofila Jarowiecka, added their memorial notes.

We hope that the articles presented in this second volume of *Folia Turistica*'s special issue on Tourism Policy will interest the reader. We wish you an inspiring reading.

Piotr Zmyślony, Henryk Handszuh, and Wiesław Alejziak

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PORTUGUESE TOURISM – SUSTAINABLE PLANNING: AN OVERVIEW[1]

Júlio Mendes*, Cláudia Henriques*

Abstract

Purpose. The post-COVID challenges led to rethinking the Portuguese tourism policy within the context of reinforcing the goals of sustainability. Despite the high complexity of perspectives on tourism planning, this paper aims at discussing the importance of tourism planning and management to achieve sustainable tourism development.

Method. The paper is a literature review on tourism planning and management. Simultaneously, categorial content analysis is conducted with regard to Portuguese tourism challenges and planning tools.

Findings. Tourism is a strategic sector for the Portuguese sustainable development as recognised in a set of planning tools, such as "Tourism Strategy 2027" [TP 2017], "The Reactivate Tourism. Build the Future Action Plan" [TP 2021a], and the "+ Sustainable Tourism Plan: 2020-23 – More than a challenge, it is the way" [TP 2021b]. Sustainability, inclusiveness, cohesion, participation, dialogue, integration, conservation, preservation, innovation and responsibility are keywords in this process.

Research limitations and conclusions. The discussion about Portuguese tourism planning can be deepened considering other methodological tools, such as interviews with tourism planning stakeholders, in order to evaluate its effectiveness as well as future planning trends in a post-COVID-19 pandemic and within the volatile context of the war in Ukraine.

Originality. The number of publications associated with Portuguese tourism planning is limited, thus highlighting the need for more studies.

Type of paper. A case study.

Keywords: tourism planning; tourism policy; sustainability; tourism development; Portugal.

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Introduction

The importance of Travel & Tourism (T&T) is determinant to most world economies. During the COVID-19 pandemic, the negative impact was huge, with T&T global contribution to Gross Domestic Product declining by 50.4% (compared to 2019) and millions of jobs lost (decrease by 18.5%) (WTTCa 2022). However, in 2021, the recovery for the global Travel & Tourism sector began (EIU, 2022), and looking at a longer-term, ten-year forecast (from 2022 to 2032), the World Travel & Tourism Council expects Travel & Tourism's contribution to the global economy growth to beat an average annual rate of 5.8%, which is more than double the 2.7% average annual growth rate estimated for the global economy. Furthermore, the generation of 126 million additional jobs is also predicted [WTTC 2022b, p. 9].

The pandemic crisis became a moment to innovate and re-think the tourism industry. It is also recognised as a window of opportunity for policymakers and other tourism stakeholders to redesign tourist destinations. The assumption is that recovery should be based on more ethical pillars. Considering the importance of T&T for economic growth and sustainable development, the main aim of this paper is to investigate how the Portuguese tourism policy and planning[2] is based on a vision/mission of sustainability. In accordance, after a section of theoretical framework about tourism planning and sustainable development interconnections, a discussion about methodological issues follows. Then, an analysis is presented of tourism policy/planning in Portugal, focused on a set of documents related to the 21st century, such as "Tourism Strategy 2027" [TP 2017], "The Reactivate Tourism. Build the Future Action Plan" [TP 2021a], and the "+ Sustainable Tourism Plan 2020/23 - More than a challenge, it is the way" [TP 2021b].

Tourism planning and sustainable development

Brief conceptual framework

Since the early 1960s, tourism planning has evolved through a set of stages, from an initial era of unplanned tourism development, through both supply and demand focused approaches, to the integrated or comprehensive tourism planning of the contemporary period [Sharpley 2008]. However, it is mainly from the 1980s onwards that Tourism Destination Planning[3]

[2] As the World Tourism Organization (UNWTO) states: "In theory, a national tourism policy, strategy, master plan or plan can have distinct characteristics, mainly in terms of their breadth and level of detail of the components addressed" UNWTO [2019, pp. 26-27].

[3] http://www.tim.hawaii.edu/dl/Document%20Library%20%20TO%20490%20Additional%20Materials/TO490_section-5_destination-planning.pdf- (University of Hawaii, Manoa).

gains emphasis [see: http://www.tim.hawaii.edu/dl/Document%20Library%20%20TO%20490%20Additional%20Materials/TO490_section-5_destination-planning.pdf]. This decade (80s) was marked by the acceleration of mutation and maturation processes with regard to tourism planning. Brindley et al. [1989] refer to the existence of six major "post-rational" planning philosophies/currents operating simultaneously, namely:
(1) regulatory planning (adapted to changing circumstances);
(2) trend planning (establishing guidelines/conduct for the system);
(3) popular planning (emphasizing the role of communities);
(4) leverage planning (by market stimulation);
(5) public investment planning (aimed at urban changes);
(6) private-managing planning (as a support for private activity).

The last three tend to be more expressive in the following decade [Costa 1996, p. 63-64]. C.M. Hall [2000, p. 11], reviewing tourism planning in the 80s and beginning of the 90s, underlining that it was mainly understood in the framework of traditional urban and regional planning (land use planning) [e.g. Getz 1986; Inskeep 1991]. However, during the 90s (and onwards), there was a shift in tourism planning aims and objectives, considering the emergence of environmental planning [Inskeep 1991; Dowling 1997], its relationship with policy [e.g. Hall, Jenkins 1995] and sustainability (mainly from Brundtland Report 1987 and Rio Conference 1992). Accordingly, tourism planning has been growingly recognised as a dynamic, complex and political process [Hall 2005] essential for ensuring the sustainable development of tourism [Gunn 1994; Timothy 1998; Hall 2000].

In this context, and despite the variety as well as complexity of perspectives on tourism planning, it is understood as a vital developmental tool [Gunn 1994]. In agreement, there is widespread recognition noting that tourism planning potentiates negative outcome reduction [Pacurar et al., 2021] and enhances satisfaction of sustainable development needs among the destination region [Thimothy 1998; Buhalis 2000].

Travel & Tourism activities and services need to be developed in the framework of tourism based on a variety of forms (development, infrastructure, land and resource use, organisation, human resources, promotion and marketing), structures (different governments, quasi-and non-governmental organisations), scales (international, transnational, national, regional, municipality, site), and at different times (for development, implementation, evaluation and satisfactory achievement of planning objectives) [Hall 2000; Page, Hall 2003: p. 249].

During its evolution, tourism planning is increasingly being focused on an integrational approach: spatial integration, sectorial integration as well as intra and inter-group integration. Sustainable tourism involves "a holistic, integrative and long-range planning" approach (Moyle et al., 2013, p. 3; Wickensa, Bakirb, Alvarez 2014). Accordingly, following P. Burns [2004], several structured models enhance the integrational context, for instance: The leisure planning model by M. Baud-Bovy [1982] – PASOLP: Product analysis sequence for outdoor leisure planning, the integrative systemic model by Getz (1986 – Integrative systems model of tourism theory and practice), the planning model by R.C. Mill and A.M. Morrison's [1985] tourism development process, C. Gunn's [1988] strategic regional planning process, and a comprehensive approach to tourism development planning [Inskeep 1991], among others.

With the rise of sustainable tourism planning, based mainly on five sustainability principles [see Brutland Report 1987], such as long-term planning limits, charge capacity respect, stakeholder participation, enhancement of conservation and preservation as well as equity respects; the focus "is about finding the right balance between the needs of people and places […] prioritizing the benefits tourism can provide for everyone and amplifying the quality of tourism over the quantity of tourism" (TRC 2021 – see: https://trctourism.com/sustainable-tourism-planning/). This balance appeals to the reinforcement of integration, as sustainable tourism development also requires the participation of all relevant stakeholders, the continuous monitoring of its impact and maintaining a high level of tourist satisfaction in the locality [UNEP/UNWTO 2005; Wickensa, Bakirb, Alvarez 2014]. Spatial integration is needed since it enhances the implementation of tourism planning at different levels – from the general level, which may apply to an entire country or region, to the local level, which may apply to detailed planning for a specific resort; the levels are: international, national, local or community and site [Gunn 2002; Fazenda, Silva, Costa 2008].

Simultaneously, stakeholder and community integration is also considered a great challenge. As stated by the UNWTO [2014], the involvement of many different stakeholders in the planning process is crucial if the plan is to be successfully adopted and implemented. Furthermore, sustainable tourism must be based on local resources, capacities and services, which appeal for cooperation between all stakeholders. For instance, regarding community support on tourism planning and development, Abdul Latip et al. [2022] point out positive social-economic impact on the residents, namely associated with the increase in employment and level of income, qualifications of public infrastructures and facilities, preservation of cultural heritage, investment and sustainable social lives. Furthermore, the understanding of sustainable tourism goes beyond mere protection of resources for the use of future generations, to also encompass such aspects as giving back to the community, increasing its welfare and quality of life [Wickensa, Bakirb, Alvarez 2014]. In accordance, it is important that residents feel that tourism activities could provide more benefits than the related costs in order to "better accept tourism planning and management and simultaneously improve the ability to share the local culture and tradition with tourists" [Del

Chiappa, Atzeni, Ghasemi 2018; Abdul Latip et al., 2022, p. 87]. It is about maximising quality of life for communities, protecting ecosystems, cultures and the quality of experiences offered for visitors [TRC 2021].

J.D. Sachs, G. Lafortune, G. Fuller and E. Drumm [2023] underline the need for investing in SDGs through capital assets (human capital; infrastructure; natural capital; innovation capital; business capital; social capital; urban capital; cultural capital), aligned with government efforts and commitments. Accordingly, a conceptual framework to evaluate government efforts is put in evidence, as well as commitment to the SDGs based on Political Leadership & Institutional Coordination for the SDGs, SDG Integration into Sectoral Policies & Pathways, and Commitment to Multilateralism under the UN Charter. Regarding the second one (SDG Integration into Sectoral Policies & Pathways), the Sustainable Development Solutions Network (SDSN) has recommended six interrelated, long-term transformations, namely: 1. Universal quality education and innovation-based economy; 2. Universal health coverage; 3. Zero-carbon energy systems; 4. Sustainable ecosystems, sustainable agriculture and climate resilience; 5. Sustainable cities; 6. Transformation to universal digital access and services [Sachs et al., 2023, p. 54]. It is important to highlight that each transformation or challenge requires not only investments but also other measures enhancing "technological transformation", "financing strategy to underpin the investment plans and monitoring systems". Additionally, there is the recognition that "Governments must take the lead in all six areas to design policy and financial frameworks within which business can profitably invest and innovate" [Sachs et al., 2023, p. 54].

Sustainable tourism planning paradigm: international framework

Tourism is recognised as a strategic economic sector for the achievement of sustainable development, in accordance with the 2030 Agenda for Sustainable Development (adopted in September 2015), which is based on three pillars – economic, environmental, social – and includes a set of 17 Sustainable Development Goals (SDGs) to end poverty, fight inequality as well as injustice, and tackle climate change by 2030 [UN 2015].

Considering the recent trends, and the importance of the 8th (decent work and economic growth), 12th (responsible consumption and production), 14th (life below water) and 17th (partnerships) goals for tourism, there is a spread notion that governments are growingly developing policies that look to maximise the economic, environmental and social benefits that tourism can bring, "while reducing the pressures that arise when this growth is unplanned and unmanaged" (OECD 2020, p. 3). With the aim of facing this, two critical issues, in terms of managing the tourism sector, emerge: "leveraging the benefits of the digital transformation and ensuring that sustainable tourism policies are implemented" [OECD 2020, p. 3].

Simultaneously, considering other SDGs, there is an assumption that is urgent to significantly transform the way we plan and manage territories. In such documents as "Tourism and the Sustainable Development Goals – Journey to 2030 – Highlights" [UNWTO/UN 2017], and "Baseline Report on the Integration of Sustainable Consumption and Production Patterns (SCP) into Tourism Policies" [UNWTO 2019], the need of sustainable development in tourism is pointed out. This development should reinforce, for instance, the 12 SDG aims to "ensure sustainable consumption and production patterns" [UNWTO 2019], under the assumption that unsustainable consumption and production practices represent one of the major barriers to sustainable development.

To attain SDGs, the UNWTO [2019, p. 19] considers three "impact levels" (resource efficiency, reduction of air, soil and water pollutants, and human well-being), a set of associated "impact area[s]" and respective "relations with SGDs". The sustainable consumption and production policy instruments in use at tourism destinations are understood within the context of different life-cycle stages of a tourism product and type of policy instruments (regulatory and legal instruments, economic and fiscal, communication, and voluntary instruments). In addition, the UNWTO [2019, p. 36] enhances a study about thematic areas of national tourism planning putting the following in evidence: Working conditions, Gender equality, accessibility for all, resource efficiency, innovation Connectivity and visa facilitation, Institutional strengthening, Security and risk management, Good governance, Local sourcing of materials, Employment Product development and diversification, Infrastructure and services, Quality standards, Accommodation and facilities, Cultural heritage preservation, Inclusion of local communities, Statistics and impact monitoring, Biodiversity conservation, Mobility within the destination, Technology and innovation, Connectivity and visa facilitation, Institutional strengthening, Security and risk management, Infrastructures and services, Marketing and Promotion, Investment, and human resource development [UNWTO 2019, p. 36].

In the same line of thought, the OECD [2020, p. 4], regarding key policy messages to "Rethinking tourism success for sustainable growth", underlines the importance of[4]:

1. Placing greater focus on the environmental and socio-cultural pillars of sustainability, to deliver net benefits to local communities, contribute to achieving the SDGs, and combat climate change;

[4] Additionally see: 6 Benefits of Sustainable Tourism Development. Online: https://www.revfine.com/sustainable-tourism-development/.

2. Ensuring that efforts to grow tourism are pursued within the wider context of city, regional and national economic development strategies, and in close co-operation with industries and civil societies;
3. Taking additional steps to mainstream sustainability in tourism policies and industry practices;
4. Ensuring access to comparable and timely data to inform decision-making and better plan for the type and scale of tourism growth appropriate for individual destinations.

In 2021 and 2022, the OECD continues to highlight the importance of tourism. In the document titled "Top policy priorities to reshape tourism for a stronger, more sustainable future", the OECD [2022] states the need to: 1) Foster integrated, agile, forward-looking policies to shape a brighter tourism future; 2) Build resilience in the tourism ecosystem; 3) Promote a green tourism recovery.

Documents such as "Tourism and the Sustainable Development Goals – Journey to 2030 – Highlights" [UNWTO 2017], and "Baseline Report on the Integration of Sustainable Consumption and Production Patterns into Tourism Policies" [UNWTO 2019] reinforce the need to promote the "optimal use of environmental resources", "respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance", and ensure "viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed" [UNEP/UNWTO 2005, p. 11-12]. In the first - "Journey 2030" – a set of "recommendations for tourism policy" is pointed out, such as "ensuring high priority for and integration of sustainable tourism in national policy-making and development planning institutions, as well as policy coherence and integration across inter-linked sectors" (UNWTO 2017). In the second one, it is shown that "the national tourism policies (…) portray sustainability as a crosscutting element to all the thematic areas or as a commitment to improve and optimize the balance across the three pillars of sustainable development" [UNWTO 2019, p. 38].

Within the context of the post-COVID reality, tourism scenario planning gains relevance. Short-, medium- and long-term scenarios are being created (for instance, in Europe) and associated with a set of criteria (i.e. lockdowns, vaccination processes, vaccination supply, mutations, herd immunity). For each scenario, strategies are provided, associated with mainly "six categories: 'financial strategies', 'travellers' expectations and confidence', 'coordination and collaboration', 'employment', '(post-)pandemic tourism marketing', and 'sustainable (post-)pandemic tourism'" [Seyitoglu, Costa 2022, p. 11].

Deeper concern for climate changes is also a trend related to the future of tourism. This fact leads to the importance of stakeholders 'taking climate action', underlying the need for rapid development of tools and education to support stakeholders, as stated in the Baseline Report on Climate Action in Tourism [UNWTO 2022].

Methodology

The research objective of the present paper is to discuss the importance of tourism planning to achieve sustainable tourism development in Portugal.

In accordance, firstly discussed is a theoretical framework based on a set of authors and their papers, considering the Web of Science and Scopus platforms. Additionally, some institutional entities sites were considered, namely of the UN, UNWTO, WTTC, OECD, among others, since these entities have been awarded important contribution to tourism sustainable development and tourism planning guidance.

Secondly, since the paper is a case study related to tourism policy/planning in Portugal, a set of tourism plans and tourism policy documents were collected from the Turismo de Portugal website [https://www.turismodeportugal.pt/pt/Paginas/homepage.aspx].

From the 80s to present, the challenge to implement the sustainability paradigm to the Portuguese tourism has been discussed, namely since the *Linhas Orientadoras para a Política do Turismo em Portugal* ("Guidelines to Portuguese Tourism Policy") [DGT 1998] – which constitutes a decisive milestone in the change from a quantitative to a qualitative paradigm policy. Within the scope of sustainable policy, a set of international documents, such as Agenda 2030 [UN 2015], "Tourism and the Sustainable Development Goals - Journey to 2030 – Highlights" [UNWTO 2017], and "Baseline Report on the Integration of Sustainable Consumption and Production Patterns into Tourism Policies" [UNWTO 2019], have been discussed. Additionally, at a national scale, a set of Portuguese tourism policy and planning tools are highlighted, such as "Tourism Strategy 2027" [TP 2017], "The Reactivate Tourism | Build the Future Action Plan" [TP 2021a], and the "+ Sustainable Tourism Plan: 2020-23 – More than a challenge, it is the way" [TP 2021b].

These documents were analysed through categorial content analysis [Bardin 2015]. This qualitative approach covers the selection and organisation of documents, analysis, categorisation of relevant content and systematisation of the results. The categories of analysis were: vision/mission, axis and programmes/measures. The intent was to discuss the categories' interconnectedness with sustainability principles and to consider framework to evaluate government efforts and commitment to the SDGs by J.D. Sachs et al. (2023). These namely refer to the SDG Integration into Sectoral Policies & Pathways as well as six transformations.

Tourism planning: the Portuguese case study

"Portugal emerged as an international tourist destination in the twentieth century, in the 60s" [Lopes, Soares 2017. p. 20]. Since then, its importance has been continuously growing, being recognised as a key economic sector. These data are in accordance with positive economic tourism impact in terms of GDP, employment, exports, yield, consumption, production, among others [Turismo de Portugal 2022].

Presently, tourism is viewed as "a significant part of Portugal's economy, directly accounting for 8.1% of GVA in 2019. This fell sharply to 4.8% in 2020, with preliminary estimates from the Tourism Satellite Account for 2021 pointing to an increase to 5.8% of national GVA (up 27.3% in 2020)." [OECD 2022, p. 256].

Aware of tourism importance, the Portuguese government[5] has given this economic sector priority on its agenda, both nationally and regionally. Consequently, the tourism planning in Portugal started early, in the late 80s, namely in 1987, with the PDT – *Plano de Desenvolvimento Turístico* ("National Tourism Plan") (1986-1989) (see Table 1). Its key areas are: *ordenamento* of tourism (land use), *termalismo* (balneology/hydrotherapy), animation, administrative structure, professional training, investment and promotion [RCM 1986].

According to C. Moreira [2018]: "Under this plan, 19 Regional Tourist Boards were created, following a policy approach to decentralize state power that saw some importance ascribed at both a local and regional scale; land-use planning was valued, as well as investments, professional training, tourist entertainment, balneology and spas and promotion aimed at diversifying markets and increasing revenues". However, its approach was mainly quantitative, based on a set of quantitative objectives, specifically, the growth of tourism reception, international arrivals as well as overnight international and domestic tourists [*Resolução do Conselho de Ministros* No. 17-B/86 – see: RCM 1986].

During the 90s, the Portuguese tourism policy watched a shift from a quantitative to a qualitative paradigm, based fundamentally on the document titled *Linhas Orientadoras do Turismo* ("Tourism Guidelines") [DGT 1998]. In this policy document, sustainability is pointed out as an essential goal to achieve. However, the sustainability concern was in its early stages.

[5] Regarding "Tourism governance and funding the Secretary of State for Tourism is integrated into the Ministry of Economy and Maritime Affairs. Turismo de Portugal, the national tourist authority, reports to the Secretary of State for Tourism, Trade and Services and is the only body with direct responsibility for tourism policy at the national level. The body also covers the promotion, training, investment and sustainability of tourism activities" [OECD 2022, p. 257].

The continuous and growing interest in tourism competitivity and sustainability in the 21st century led to the development of new policy documents. Accordingly, in 2006, the PENT – *Plano Estratégico Nacional do Turismo* ("National Strategic Plan for Tourism")[6] (2006-2015) (see Table 1) defines its objectives as the following: – to secure Portugal's ranking as a leading tourism destination and develop a 'new' industry that might contribute to the economic growth of the country (aligned with sustainable development principles). The proposal presented to tourists is based on a set of distinctive values from Portugal Destination (*Destino Portugal/Proposta de Valor*), namely: "a) Climate and light; b) History, culture and tradition; c) Hospitality, and d) Concentrated diversity, and, on elements that add value to Portugal in the context of tourists' decisions – 'contemporary authenticity', 'safety' and 'competitive quality'" [Turismo de Portugal 2007, p. 5]. In order to promote sustainable growth (international arrivals, reception growth) and development (forecast of 15% for employment and GDP), a set of 10 tourist strategic products were established (gastronomy & wine; health tourism; residential tourism, nautical tourism; golf; business tourism; city breaks; touring; sun and sea), and framed in a classification (emergent; commentary; in development; consolidated) for each Portuguese region [Turismo de Portugal 2007].

Other tourism policy documents, such as *Turismo 2020 - Plano de Ação para o Desenvolvimento do Turismo em Portugal (*"Tourism 2020 – Action Plan") (see Table 1) also reflects the tourism importance in Portugal in the context of the 2014-2020 European Union programming period [see Portugal 2020][7] – smart, sustainable and inclusive growth. Following the vision proposed by the Council of Minister's Resolution, the strategic objectives are to: cooperate (reinforcement of international cooperation), attract (qualification and enhancement of the territory and its distinctive tourist resources), compete (reinforcement of competitiveness and internationalisation of tourism companies), communicate (promotion and commercialisation regarding the tourist offer of the country and regions), empower (training, training and R&D + I in Tourism). The "Ambition" is based on private initiative (investment) (qualification ambition - to grow more than the competition) and competitiveness (to be in the top-10 of the most competitive destinations worldwide). It is intended to: a) create conditions for the reve-

[6] Approved by Council of Ministers Resolution No. 53/2007, from 15 February (*Resolução do Conselho de Ministros* No. 53/2007, *15 de fevereiro*).

[7] The Portugal 2020 Strategy is structured around four thematic agendas central to the development of the economy, society and territory of Portugal by 2020. The agendas are: Agenda 1) People first: a better demographic balance, greater inclusion, less inequalities; Agenda 2) Digitalization, Innovation and Qualifications as development drivers; Agenda 3) Climate transition and Resources Sustainability; Agenda 4) An externally competitive and internally cohesive country. *Diário da República*, 1.ª *série* — No. 176 — *12 de setembro de 2014*. See: https://www.portugal2020.pt/Portal2020.

nues earned by the private tourism sector to grow in Portugal above the average of our competitors, b) become one of the ten most competitive destinations in the world. This competitiveness evolves with the initiative capacity of private agents. The state function is to: a) open the sector to changes and challenges (…) for the development of an attractive tourist offer. It is based on five principles: the person, freedom, openness, knowledge and collaboration. Following Adolfo Mesquita Nunes (Tourism Secretary of State), to ensure Portugal as a quick and dynamic destination, there are six ways to express this ambition, as:

(1) A sustainable and quality destination;
(2) A destination for competitive companies;
(3) An entrepreneurial destination;
(4) A destination connected to the world;
(5) An effectively managed destination;
(6) A destination that marks whose promotion and commercialisation strategies must result from technical and not political visions in the sense of aiming for efficiency.

Within each of these six items, assumptions and lines of action are given (Table 1) [http://www.turismodeportugal.pt/Portugu%C3%AAs/turismodeportugal/Pages/Turismo2020.aspx].

Table 1. Portuguese Tourism Policy

Year	**Title (entity)**	**Mission/Vision/Goals/ Objectives & Sustainability**
1986	PNT National Tourism Plan [see: *Resolução do Conselho de Ministros* No. 17-B/86].	**Vision** based on quantitative objectives: growth of tourism reception, international arrivals, international overnight stays and domestic tourists.
2006 (2007)	PENT National Strategic Plan for Tourism (2006-2015) PENT (1st revision) (2011) PENT (2nd revision) (2013)	Portugal Destination – **Vision and value proposal** (*«Destino Portugal» – visão e proposta de valor*) defines an ambition based on five principles that favour its achievement. An ambition that is based on the private sector of tourism: 1) Portugal must be one of the destinations in Europe with growth that is more <u>in line with the principles of sustainable development</u>, leveraged on a value proposition supported by the country's distinctive and innovative characteristics; 2) Tourism must develop based on the quality of the service and competitiveness of the offer, having as its driving force the creation of authentic contents and genuine experiences, on environmental and urban excellence, on the training of human resources and on the dynamics and modernisation of businesses and public entities; 3) The importance of tourism in the economy must be growing.

2006 (2007)	PENT National Strategic Plan for Tourism (2006-2015) PENT (1st revision) (2011) PENT (2nd revision) (2013)	Axis: Territory, Destinations and products; Markets and Brands; Resources Qualification; Knowledge and Innovation [https://www.cm-evora.pt/wp-content/uploads/2020/06/pent_versao_resumida.pdf] ➢ 11 Projects [See: 11 Projects: "I – Products, Destinations and Poles; II – Intervention in ZTIs (*Urbanismo, Ambiente e Paisagem*); III – Development of distintive contents; IV – Events; V – Accessibilities; VI – Brands, Promotion, Distribution; VII – Quality Programme; VIII – Human Resources; IX – Knowledge and Innovation; X – Public-Private partnerships; XI – Compamny Modernisation.
2015	TOURISM2020 Action Plan for Tourism Development in Portugal 2014-2020 [see: http://www.turismodeportugal.pt/Portugu%C3%AAs/turismodeportugal/Pages/Turismo2020.aspx]	**Ambition**: Portugal as the most dynamic and agile European Tourism Destination. "Tourism 2020 – 5 Principles for an Ambition" wants to promote Portugal as the destination with higher tourist growth in Europe, supported by sustainability and competitiveness of a diversified tourist offer, authentic and innovative, consolidating tourism as a central activity for the economic development of the country and its territorial cohesion. "The operating strategy for Tourism 2020 points as guidelines – of the eleven thematic objectives – smart, sustainable and inclusive growth in order to ensure the strategic objectives – attract, compete, train and communicate". The strategy is based on five principles: the Person, Freedom, Openness, Knowledge and Collaboration.
2017	ET 2027 Tourism Strategy 2027 [see: Tourism Strategy 2027, approved by the Council of Ministers Resolution No. 134/2017 from 27 September (ET27). Online: http://www.turismodeportugal.pt/SiteCollectionDocuments/estrategia/estrategia-turismo-2027.pdf]	**Strategic vision**: "Affirm tourism as a hub for economic, social and environmental development throughout the territory, positioning Portugal as one of the most competitive and sustainable tourist destinations in the world". **Vision** is based on five "**Strategic Objectives**": "valuing the territory, boosting the economy, enhancing knowledge; generate connectivity, project Portugal". In each of these axes, a set of lines of action is activated. At the centre of the tourism strategy are "People". **Three main goals**: economic, environmental and social.
2021	PRT – the Reactivate Tourism | Build the Future Action Plan	**Aims:** to encourage the recovery of the national tourism sector, based on four pillars, the actions of which are fully integrated with the objectives of the Recovery and Resilience Plan and the Portugal 2030 Strategy.

2021	+ SUSTAINABLE TOURISM PLAN 20-23 – More than a challenge, it is the way [see: http://business.turismodeportugal.pt/SiteCollectionDocuments/sustentabilidade/plano-turismo-mais-sustentavel-20-23-eng.pdf]	**Vision**: Positioning Portugal as one of the most competitive, safe and sustainable tourist destinations in the world through economic, social and environmental development throughout the territory (in line with the National Tourism Strategy 2027). Vision is also based on **eight strategic objectives, aimed at:** 1) Increasing tourism demand in the country and in various regions; 2) Growth at faster rate in revenue than in overnight stays; 3) Extending tourist activity throughout the year; 4) Increasing the qualifications of the population employed in tourism; 5) Ensuring that tourism activity generates positive impact on resident populations; 6) Increasing energy efficiency levels in tourism companies; 7) Promoting the rational management of water resources in tourism; 8) Promoting efficient waste management in national tourist activity. **Guiding Principles of the Plan**: – Act with focus on the 17 United Nations Sustainable Development Goals (SDGs); Act to minimise the impact of climate change; Align with the circular economy agenda; Involve sector stakeholders in a joint commitment; Contribute to achieving the 2027 Tourism Strategy goals; Align with the UWTO's vision for a responsible recovery of the tourism sector; Promote the energy transition and the circular economy agenda for tourism businesses; Engage the sector's stakeholders in a joint commitment to transformation of the supply and sustainability of the destination; – Stimulate a change of attitude throughout the value chain. **Goals 2023/2023 plan targets**: 1) 75% of tourist resorts with energy efficiency, water and waste management systems; 2) 75% of tourist resorts not using Single-Use Plastics; 3) Clean & Safe Label: 25,000 adherents, 30,000 trained and 1,000 audited; 4) 50,000 professionals trained in the areas of sustainability; 5) 200 international references to Portugal, associated with sustainability.

Source: Own elaboration.

Presently, the tourism policy is integrated in socioeconomic and land use planning. In this context, documents aligned with Europe, such as "Portugal 2030"[8], "National Investment Plan" (*Plano Nacional de Investimentos)* (PNI) [see: https://www.portugal.gov.pt/download-ficheiros/ficheiro.aspx?v=6a7f9f8a-f2f4-4c3b-8d65-e10bb0906474], "Recovery and

[8] The Portugal 2030 Strategy is structured around four thematic agendas: 1) People First: a better demographic balance, greater inclusion, less inequalities; 2) Digitalisation, Innovation and Qualifications as development drivers; 3) Climate Transition and Resources Sustainability; 4) An externally competitive and internally cohesive country, central to the development of the economy, society and territory of Portugal by 2030. In turn, the PRR, as an instrument for operationalising the Strategy, includes nine roadmaps in three priority dimensions of action: Resilience, Climate Transition and Digital Transition [TP 2021, p. 11].

Resilience Plan" (*Plano de Recuperação e Resiliência*) (PRR)[9] should be highlighted.

The "Portugal 2030 Strategy" (Approved by the No. 98/2020 Resolution of the Council of Ministers on 13 November. See: http://www.portugal2030.pt/wp-content/uploads/2017/10/FUTURO_PC_Portugal2030_rev-20180115vf.pdf), which embodies the Government's vision for the next decade, intends to be the framing and structuring element of the major modernisation programmes that, through the use of European Union (EU) funds, shall be implemented in the coming years – the "Recovery and Resilience Plan" (PRR) and the "Partnership Agreement and the Operational Programmes" under the Cohesion Policy funds and the Strategic Plan for the Common Agricultural Policy (TP, 2021b: 2). Some guidelines are pointed out, such as the challenge to achieve: a "smarter", "greener", "connected", "social", and "closer to citizens" Europe and Portugal. The "2027 Tourism Strategy" (*ESTRATÉGIA TURISMO 2027 LIDERAR O TURISMO DO FUTURO* [see: http://www.turismodeportugal.pt/SiteCollectionDocuments/estrategia/estrategia-turismo-2027.pdf], as highlighted by Manuel Caldeira Cabral (Minister of Economy), "assumed sustainability as a cornerstone of our tourism development model and committed to concrete goals for the next decade" (Table 1). However, economic growth goals (growth of overnight stays, tourist reception, …) were also underlined in the context of the enhancing the tourism multiplier effect as a driver of local economic, social and environmental development as well as territorial cohesion.

This strategic vision (see Table 1) is based on five objectives interconnected with five axes. The five axes are: "valuing the territory, boosting the economy, enhancing knowledge, generating connectivity, projecting Portugal". Each of these axes is associated with a set of lines of action. Some programmes/measures are well known, such as "All For All", "Portuguese Trails", "Revive", "Turismo 4.0", "Tourism Creative Factory". "People" are in the proposal strategy core (residents, tourists, professionals) and are the only transversal asset. Then there are also other strategic assets, such as: differentiating assets (climate and light; history, culture and identity, sea; nature and water); qualifying assets (gastronomy and wines; cultural, sports and business tourist events); emerging assets (wellbeing; living – *Viver in Portugal*). The 2027 Strategy is based on a set of initiatives which "contribute to promoting an increasingly distinctive offer and to accelerating the sustainable growth of tourism companies" [OECD 2022, p. 258].

[9] The PRR is an instrument for operationalising the Strategy. It includes nine roadmaps (social vulnerability, productive potential and employment, competitiveness and territorial cohesion, sustainable mobility, less carbon emissions and bioeconomy, energy efficiency and renewable energies, digital school, 4.0 businesses, digital and public administration) in three priority dimensions of action: resilience, climate transition and digital transition.

After the huge impact of the COVID-19 pandemic on national and global tourism activity, international (see UNWTO "One Planet Vision") and national recognition becomes urgent in implementing a plan to potentiate the "sector back on the path of pre-covid growth and, at the same time, prepare for the future by providing it with mechanisms to make it more responsible, more sustainable and more resilient" [TP 2021].

Within this context, "The Reactivate Tourism. Build the Future Action Plan" (PRT)[10] was elaborated, framed by the Portugal 2030 Strategy and in view of the devastating effects caused by the pandemic, the Government has designed a PRR Recovery and Resilience Plan based on the European Commission's Recovery and Resilience Mechanism [TP 2021 – http://www.turismodeportugal.pt/SiteCollectionDocuments/estrategia/reactivate-tourism-build-the-future-action-plan.pdf] It is expected that this action plan will lead the sector to be transformed and positioned "at a higher level of value creation, contributing significantly to GDP growth and to a fairer distribution of wealth. This plan will enable tourism revenues to exceed 27 billion euros by 2027 in a sustainable manner, generating wealth and well-being throughout the territory, all year round and focusing on the diversification of markets and segments" [TP 2021, p. 17]. The assumption is that PRT may enhance the maintenance of international tourism competitiveness at the highest level and, on the other hand, intensify interconnection and intersection with the other sectors of economic activity throughout the territory (TP, 2021: 10). It "aims to encourage the recovery of the national tourism sector and includes a EUR 6 billion investment plan. Policy responses covered by the priorities of the Reactivate Tourism – Building the Future Plan include: 1) business support; 2) the "Clean and Safe" label; 3) qualifications; 4) digitisation; 5) mobility; 6) climate transition and sustainability" [OECD 2022, p. 257] (see Table 1).

PRT is an Action Plan for the public and private tourism sector recognised as an essential guideline for the post COVID-19 re-launch of tourism. The plan keeps people – professionals, tourists and residents – at the heart of the Strategy and Action. It is based on four pillars of action: Support companies; Promote security and safety; Generate business; Build the future – which include a set of specific actions to be applied in the short-, medium- and long-term. The pillars of action are broken down into axes and programmatic measures that correspond to specific actions. Each "pillar" has a set of "axes"[11]. Each axis set of "programme measures" has an

[10] PRT – *Reativar o Turismo; Construir o Futuro – Plano de Ação*. Presidency of the Council of Ministers. Resolution of the Council of Ministers, R 999/XXII/2021, 20 May 2021. See: http://www.turismodeportugal.pt/SiteCollectionDocuments/estrategia/reactivate-tourism-build-the-future-action-plan.pdf.

[11] Support companies (axis: preservation of the productive potential and employment; operational strategy); Foster safety/Promote security and safety (axis: tourism activity; consum-

associated investment with a total of €6112, 240 M. The axis and respective measures are:

- Axis P1.1. Preservation of Productive Potential and Employment (Solutions for the capitalisation of companies; Public guarantee for refinancing/rescheduling pre-COVID-19 debt; Credit line with guarantee for financing treasury needs);
- Axis P1.2. Operational Strategy (Integrated entrepreneur support network; Mentoring programme);
- Axis P2.1 Tourist Activity (Clean & Safe Seal; Seamless travel programme; ADAPTAR 2.0 (ADAPT);
- Axis P2.2 Consumer Behaviour (Campaign to encourage the adoption of safe behaviour; Health Passport);
- Axis P3.1 Competitiveness of the Destination (Internationalising tourism programme; International trade capacity building programme; Portugal event attracting; Strengthening partnerships);
- Axis 3.2 Mobility (Restoring air capacity and increasing territorial continuity; Promoting and encouraging the adoption of sustainable mobility);
- Axis P3.3 Stimulating Demand (International campaign to promote destination; Domestic tourism campaign; New Visitportugal portal; Conversational AI tools; Fostering the commercial supply of differentiated products; Developing new business platforms and strengthening media positioning; IVAucher (VAT Vaucher);
- Axis P4.1 Financing Companies (Strengthening the Special Real Estate Fund to support companies; Tourism bonds in the field of business financing, new forms of financing and new investors must be sought); Programme for SME's access to capital markets; Fund for business merger; Fund for the internationalisation of tourism enterprises);
- Axis P4.2 Knowledge and Qualifications (Knowledge centres and formative specialisation programme; Market intelligence programme for Portugal destination; Training programme for migrants and people with severe financial difficulties; Talent attraction programme; Training tourism employees; Training managers – BEST 2.0);
- Axis P4.3 Innovation in Companies and Destinations (More digital tourism programmes – digital businesses and digital territories); Upgrade tomorrow programme – enhancing digital skills; Tourism supply requalification and repositioning; Programme to attract foreign direct investment and international brands; Transformation of the tourism cluster into a vehicle for collective efficiency strategies in tourism; Pro-

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ers behaviour); Generate business (axis: competitiveness of the destination; mobility; stimulate the demand); Build the future (axis: financing companies; knowledge and qualification; innovation in the companies and in the destinations; sustainability of the companies and the destination).

gramme to encourage the creation of new tourism businesses; Fostering Innovation in Tourism 2.0 Programme; NEST – Hub for digital in tourism and a vehicle for innovation in the sector; "Rising Stars" capacity building programme for start-ups);
- Axis P4.4 Sustainability in Companies and Destinations (P4.4.1 More sustainable *Turismo de Portugal* tourism programme; I. P. launched the discussion on the "+Sustainable Tourism Plan 20-23"; Integrated monitoring programme of resource consumption; Programme to encourage electric mobility; Programme to encourage responsible mobility – rail, maritime; Support programme for cross-border and integrated regional projects in Portugal; Valorizar 2.0 (Value) Programme; + Algarve (More Algarve) Programme; 360º Company Tourism).

Portugal's 2020-23Sustainable Tourism Plan, launched by *Turismo de Portugal* in 2021, intends "to mobilize agents and society to promote sustainability in Tourism in Portugal over the next three years" [TP 2021, p. 10]. It was created as a result of the Reactivate Tourism – Building the Future – recovery plan and is in line with the objectives of the UN SDGs and Portugal's 2027 Tourism Strategy" [OECD 2022, p. 258]. The plan includes 119 actions distributed by four axes of action:
- Axis I – Structuring an increasingly sustainable supply: 11 areas and 80 actions. Objectives: – Ensuring that the tourism sector quickly and effectively adopts environmental efficiency measures; Including, in public planning policies and territorial management instruments, provisions that ensure the sustainability of territories and tourism uses; Guiding the structurisation of tourism products and supply through the principles of sustainability; Ensuring the positive impact of tourism on communities by reducing regional asymmetries; Ensuring the compatibility of different activities with tourism; Developing solutions oriented towards the challenges of sustainability by the innovation ecosystem in tourism; Researching and innovating for the circular economy; Increasing digitalisation in business activity;
- Axis II – Qualifying the agents of the sector: one area and 17 actions. Objectives: Qualifying and training young people and professionals in sustainability practices, as agents of change; Ensuring the transversal integration of sustainability pillars in educational and training projects; Educating for sustainability and the circular economy; Empowering companies with regard to the sustainable management of their activity and business; Empowering tourist destinations in connection with the demands of the planet in terms of sustainability;
- Axis III – Promoting Portugal as a sustainable destination: three areas and 13 actions. Objectives: Ensuring that Portugal is internationally recognised as a sustainable destination; Promoting the sustainable

tourism supply throughout the territory and all year around; Promoting sustainable tourism demand; Promoting sustainable tourism mobility within the national territory; Raising tourists' awareness of responsible behaviour;
- Axis IV - Monitoring sustainability metrics in the sector: two areas and nine actions. Objectives: Ensuring continuous monitoring of sustainability metrics through a broad and stable framework of indicators; Ensuring the dissemination of results.

This plan includes actions, such as re-educating for a circular and sustainable catering industry, developing practices for a circular economy, carbon neutrality at tourist resorts, sustainable construction at tourist resorts, water efficiency at golf courses in Portugal and the reduction of plastic in hotels. It also includes the purpose of developing the network of regional observatories in the area of sustainability; Portugal Upgrade Tomorrow – Strengthening competences in sustainability. Additionally, the "+ Sustainable Tourism Plan 20-23", as well as the *Turismo de Portugal* adhesion to the Global Sustainable Tourism Council (GSTC), the Portuguese Pact for Plastics, the Glasgow Declaration for Climate Action in Tourism and the Cancun Declaration of the World Travel and Tourism Council (WTTC) on the Equality and Leadership of Women in Tourism, constitute strong commitments that aim to reinforce the role of tourism in Portugal, in building a better world for all [TP 2022][12]. This is in line with the fields of governmental action proposed by J.D. Sachs et al. [2023], noting, for instance, universal quality education and innovation-based economy, sustainable ecosystems and digital transformation.

Simultaneously, in the context of the 2021 European Industrial Strategy update, the European Commission published the Tourism Transition Pathway [https://ec.europa.eu/eusurvey/runner/Together4EUTourism], which establishes a roadmap co-designed with European stakeholders in order to promote the double transition (green and digital) and the strengthening of ecosystem resilience of tourism in the medium-term, with a 2030 horizon 2030. The new European Agenda for Tourism 2030/50 emphasises the need to "protect the tourism sector and, at the same time, develop a forward-looking vision to take advantage of the willingness of many Europeans to change their travel and tourism habits so as to become more sustainable and responsible"[13]. The priority areas are: green transition, enabling poli-

[12] The transition to climate neutrality proposed in the Tourism Transition Pathway, and in the Fit for 55 Package will bring significant opportunities and could boost new business models. Online: http://business.turismodeportugal.pt/pt/crescer/sustentabilidade/Paginas/default.aspx.

[13] Council of the European Union (2022). 15441/22-COMPET 969-TOUR 78. European Agenda for Tourism 2030 – Council conclusions (adopted on 1 Dec. /2022). Brussels. 1 De-

cy framework and governance, resilience and inclusion, digital transition, skills and support for transition.

Conclusion

Portugal tourism planning began in the 80s in accordance with the great significance of the tourism sector to the country's socio-economic development. In the 90s, within the context of the international growing recognition of the need for sustainable development (since the 1972 Stockholm Conference and 1987 Brundtland Report), Portugal assumed the need of a tourism paradigm shift from a quantitative to a qualitative approach (with "Tourism Guidelines" 1998). In the next two decades, documents such as PENT and "Tourism 2020", in their respective vision and objectives, reinforced the need of a tourism sustainable development.

Presently, the main tourism documents, namely "Tourism Strategy 2027", "The Reactivate Tourism. Build the Future Action Plan", and the "+ Sustainable Tourism Plan 20-23 - More than a challenge, it is the way" (in the framework of socio-economic and environmental Portugal policy) continue to reinforce the need for tourism development in order to achieve both tourism competitiveness and sustainability as well as SDGs. A more sustainable tourism demand and supply are needed based on the motto "people first" (residents/local community, professionals, tourists), linked with a set of new values, such as concern for minimising the negative social, economic and environmental effects of this activity.

Considering the category of "vision/mission"/"ambition" content analysis, there is clear recognition (since 98) of the sustainability importance for tourism development. Considering PENT (2006-15), it is stated that: "Portugal must be one of the destinations in Europe with growth that is more in line with the principles of sustainable development". Tourism2020 and ET 2027 reinforce the same focus on sustainability, respectively pointing out the importance of "tourist growth […], supported on sustainability and competitiveness" and of "positioning Portugal as one of the most competitive and sustainable tourist destinations in the world". The "+ Sustainable Tourism Plan 20-23", with regard to the "vision" topic, also underline the importance of sustainable development and, additionally, in the "Guiding Principles of the Plan", the following is highlighted: "Act with a focus on the 17 United Nations Sustainable Development Goals (SDGs)". Simultaneously, it puts in evidence topics such as climate change and circular agenda, among others.

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cember 2022 (OR. en). In https://www.consilium.europa.eu/en/press/press-releases/2022/12/01/new-european-agenda-for-tourism/.

The COVID-19 crisis has raised awareness concerning the sustainability dimension of economic development. Consequently, after the severe effect of COVID-19 on national tourism activity, the policies tend to reinforce the importance of sustainability in their "axes" and "programmes/measures". For instance, Portugal's Sustainable Tourism Plan 2020-23, in its four axes, highlights the relevance of sustainable development: promoting tourism sustainable supply and demand, qualifying the agents of the sector, promoting Portugal as a sustainable destination and monitoring sustainability metrics in the sector.

Inclusiveness, cohesion, participation, dialogue, integration, conservation, preservation, innovation and responsibility are keywords in this process. This is in line with the recognition that the post-pandemic crisis became a moment to innovate and that interrelated, long-term transformations are in progress, as noted by various authors. The focus on education, zero-carbon energy systems, sustainable ecosystems, climate resilience, sustainable cities and other destinations, transformation to universal digital access and services, among others, are included in Portuguese tourism planning.

Despite some criticisms regarding the sustainable tourism development concept, the increasing consideration to the negative impact of tourism have led to the recognition that tourism is more than an instrument of economic growth; it is mainly an instrument of development. To acknowledge tourism growth limits is crucial and the Portuguese government has taken up the challenge to integrate the tourism planning system with economic development more closely.

Indeed, facing the need of preventing going beyond the limits, new challenges emerge, even in crisis situations, such as the COVID-19 pandemic (and the war in Ukraine), which led to the reinforcement of sustainability, resilience, innovation and qualification. "The Reactivate Tourism | Build the Future Action Plan" and "The 2020-2023 More Sustainable Tourism Plan", in their axes and actions, recognised the need for adaption to new challenges on an ongoing transition path. The new European Agenda for Tourism 2030/50 underlines the new path emphasising a forward-looking vision and a set of priority areas, in accordance with the rise of digital circular economy as a cornerstone of sustainable tourism industry transformation. However, as Procurar et al. [2022] state, to elaborate tourism plans may be relatively simple; their implementation, however, may be more complex.

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FUNCTIONS OF BICYCLE MOBILE APPLICATIONS IN THE ASPECT OF LOCAL AND REGIONAL TOURISM AND RECREATIONAL POLICY – AMISTAD CASE STUDY

Paweł Stelmach*, Klaudia Chwaja**, Kamila Camona**

Abstract

Purpose. Identification of the functions performed by bicycle mobile applications for individual groups of recipients (stakeholders).

Method. The article is based on the analysis of scientific literature on the subject, enriched by Internet sources, a case study and a comparative analysis of Amistad’s bicycle mobile applications, being their leading producer on the Polish market. Analysis has been carried out based on data from Google Play and App Store platforms, as well as information from the company’s website, observation of activities in the field of B2A2C marketing of this company, as well as a diagnostic survey and unstructured interviews with its head director.

Results. A model of functions regarding cycling mobile applications for individual stakeholders and their typification was formulated. The reasons for the limited effectiveness of the interface and business functions of cycling mobile applications are their limited popularity caused by variation in the attractiveness of combining functions, the frequency of updates and the effectiveness of the application promotion system. The most important functions of bicycle mobile applications are related to the mechanisms of accelerating interaction and information flow: social and gamification features related to bicycle navigation.

Research and conclusions limitations. Local governments and non-governmental organisations were not examined from the point of view of their perception concerning the functions of cycling mobile applications and effectiveness in their implementation.

Practical implications. They refer to the process of designing bicycle mobile applications and creating shared value with their use. They can also contribute to increasing the rationality of public (social) spending allocated to the procurement of mobile applications.

Originality. So far, no other in-depth studies on bicycle applications of Polish developers have been conducted.

Type of paper. An article presenting the results of literature and empirical research.

Keywords: functions, mobile application, cycling, platform, gamification, bicycle policy.

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Introduction

Cycling recreation is one of the most popular forms of activity and physical culture being, at the same time, a very attractive form of tourism allowing to come into direct contact with the visited environment. This is considered an essential distinguishing feature of tourism as a temporary and deliberate change in the place of human residence. Currently, we observe penetration and saturation of various spheres of culture with technology, including physical culture, also in its part that overlaps with the phenomenon of tourism. This also applies to the spheres of recreation and cycling tourism, which face the challenge of providing their participants with new amenities by technology providers. Within this context, questions arise as to whether and what functions bicycle mobile applications have for particular groups of stakeholders?

Considering the above comments constituting the premises for the choice of research topic, the aim of the work was to determine ways of using bicycle mobile applications, in particular, in the field of tourist and sightseeing navigation, as instruments for achieving the goals of individual entities on the market of this type of software. Therefore, the following research questions were posed in the article:

1. What are the functions of bicycle mobile applications for different groups of recipients?
2. What features do their users use?

The article consists of a literature review divided into three thematic parts, discussing the functions of mobile applications for communal and regional cycling policy and participants of cycling tourism and recreation, characteristics of the applied research methodology, presentation of research results, discussion with regard to previous works and a summary.

The impact of cycling mobile applications in the context of cycling policy for recreation and tourism

The aim of the literature review was to characterise the functions of cycling mobile applications for communal and provincial cycling policy, as well as participants of cycling tourism and recreation. Thus, the starting point for the literature analysis is the conceptual model presented in Figure (Fig.) 1. It allows to assume that mobile cycling applications perform various functions for communal and regional cycling policy entities, developers of mobile applications and participants of cycling tourism and recreation[1].

[1] The theoretical target refers to arrows 1, 2 and 4 in the model in Fig. 1. The interaction marked with the arrow 3 will be considered in the empirical part of the work.

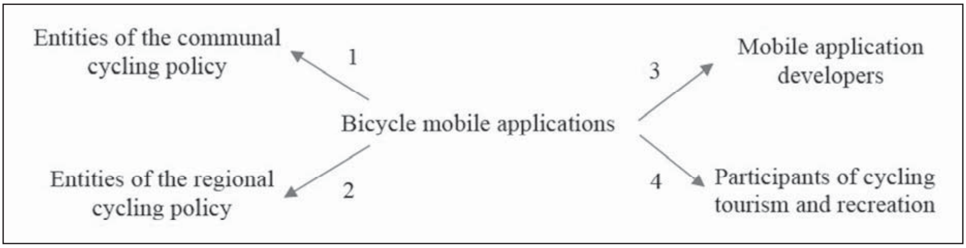

Figure 1. Conceptual model regarding the impact of cycling mobile applications.
Source: Own elaboration based on [Kwiatkowski, Szymańska 2021].

The model is a conscious simplification of reality, as there are also feedback loops between its elements (for example, application users can improve them by submitting ideas for new functions) and cross-influences (e.g. cycling policy entities can influence participants of recreation and cycling tourism by implementing investments in cycling infrastructure). However, they were deliberately omitted at this stage of the research because the study was focused on institutional clients and buyers of mobile applications for recreation and cycling tourism, as important recipients of the software, which are business customers of its producers. Therefore, the work is concentrated around the functional impact of bicycle mobile applications on entities that are elements of the model, omitting other dependencies.

Referring to the first two elements of the model, i.e. communal and voivodeship cycling policy, let us note that, nowadays, the phenomenon of multi-level (local, regional as well as national and supranational government) cycling policy is becoming more and more noticeable, which is an element of a multi-faceted public policy consisting of activities related various types of actors focused on the provision of public goods and services. Currently, its manifestations are becoming increasingly visible within the context of the new EU financial perspective beginning. This creates fundamental conditions concerning the demand for mobile cycling applications provided to individual recipients by administration units, which then – at the stage of use – affect, to a certain extent, the change in the way participants use this form of recreation and tourism.

In order to understand the logic of the presented model, we describe the structure of local and regional cycling policy, considered in the context of recreation and tourism as a two-faceted phenomenon (Table 1).

Of course, the attempt to typify the cycling policy presented in Table 1 is also a simplification because, in reality, it is more complex and the presented division is not fully separable (it does not constitute a classification). Namely, it should be noted that the greater the tourist traffic in a given commune, the greater the share of tourist bicycle traffic on urban bicycle paths, and, in turn, to some extent, one-day visitors use parts of long-dis-

Table 1. Typification of cycling policy in terms of recreation and tourism

Dimension	Communal cycling policy	Provincial bicycle policy
Concentration level	Communal government	Regional government
Subject	Cycle paths	Bike trails
Dominating final recipient	Participant of cycling recreation, resident	Bicycle tourist
Measure of effectiveness	Length of bicycle paths per square kilometre, number of shared bicycles	Length of bicycle routes
Mobile applications	Urban, metropolitan and sub-regional	Interregional

Source: Own elaboration based on [Kwiatkowski, Szymańska 2021].

tance trails for recreation. Hence, in practice, both groups of final recipients can participate in the use of both types of mobile applications dedicated to cyclists. However, this does not diminish the cognitive value of the model because the two separate areas of cycling policy are, in fact, focused on the profiles listed in the table.

Functions of mobile applications for communal cycling policy

Spatial movement significantly translates into life quality of inhabitants of a commune. In order to reduce economic, environmental and social costs, the policy of communes directs its attention towards bicycle transport [Kwiatkowski 2018b, p. 23] as well as recreation and cycling tourism [Adam *et al.* 2018; Bloyce, White 2018; Gawroński *et al.* 2019]. The bicycle policy of communes is reflected in strategic documents that define actions towards increasing the share of bicycle traffic in transport. Compared to Western Europe, Poland is characterised by a lower level of cycling culture [Kwiatkowski, Szymańska 2021], but despite this, a number of benefits resulting from cycling make cycling policy an important element of promoting active mobility [Ton *et al.* 2018].

In literature on the subject, it is emphasized that provisions regarding the bicycle policy of communes are particularly focused on the development of infrastructure – bicycle paths, parking racks and public bicycles [Kwiatkowski, Szymańska 2021]. This interest is visible mainly among municipal governments, but also rural communes located close to agglomerations are developing bike-sharing systems, an integral element of which is a platform and a mobile application that allows temporary rental of a city bike. Such activities make it possible to connect the systems of several administrative units [Kwiatkowski 2018a]. In order to achieve such cohesion, cities and villages are trying to expand the network of bicycle paths. Research conducted in Radom allowed to demonstrate that the use of funds from the European Union is of great importance in this type of investment. It was noted that such co-financing amounts to 80% of the investment, which significantly relieves the budget of the unit [Dębowska-Mróz *et al.* 2019]. In addition to constructing spaces that improve cycling, cycling policy may potentially discourage car travel [Adam *et al.* 2018].

An important role in changing the social approach to the way of moving is played by the popularity and development of city bike systems based on dedicated platforms and mobile applications that allow to cover a fragment of urban space using a bike rented for a certain period of time. They include infrastructural facilities consisting of available bicycle stations and a certain number, length and quality of routes for bicycles in the city, including intelligent planning of connections between these routes. The greater the density of bicycle stations, the greater the interest in using them. An essential stage of spatial planning is increasing the participation of local communities in the procedure of preparing planning documents. A specific location at particular places of the city and along bicycle routes is necessary to create ideal conditions for this service [Gawroński *et al.* 2019].

The data collected by Kwiatkowski and Szymańska [2021] show that a significant part of Polish cities pays attention to the issue of cycling. Its importance in the context of transportation is emphasized, but it is also often mentioned in documents in the field of tourism and recreation. The increase in the value of the indicator regarding the length of bicycle paths per 10 square kilometres in the 39 largest Polish cities, examined by the authors, proves that the objectives of the bicycle policy are effectively implemented in them, although activity in this area is still possible, taking into account, for example, the use of EU funds.

In the above context, it is worth noting that the level of development of bicycle infrastructure – initiated at a local level – can be very diverse even in centres directly adjacent to each other. This is confirmed in the observations made by Ryszka and Jęczmionka [2020], which involved comparing the de-

Table 2. Comparison of infrastructure for cyclists in 3 poviats of the western subregion of the Śląskie Voivodship

Poviat	Per 100 inhabitants	Per 100 square kilometres	Total length
Racibórz	43,09 m	8,64 km	46,9 km
Rybnik	122 m	114,5 km	169,25 km
Wodzisław Śląski	92,49 m	50,87 km	145,97 km

Source: [Ryszka, Jęczmionka 2020, p. 136].

gree of bicycle infrastructure development in three neighbouring counties of the western subregion of the Silesian Voivodeship: Racibórz county, the city of Rybnik and Wodzisławski county. During the research, the length and quality of bicycle paths, as well as plans for their expansion in the coming years, were considered. Data on bicycle routes are presented in Table 2.

The authors admit that the problem turned out to be too little information available on the infrastructure in the Racibórz poviat, which in the presented ranking, is the least favourable. Based on the data found on the Internet, Ryszka and Jęczmionka state that Rybnik is the best place. The city is well-developed in terms of cycling tourism. Among the distinguishing advantages, there is a guide prepared by City Hall containing detailed data along with the length of routes and access to virtual maps. The current authorities of Rybnik have created a reasonable bicycle policy, using European Union subsidies. Considering the approach of the local administration to the bicycle policy, it is also worth noting that the justification for the dissemination of mobility with the use of a bicycle is also seen in health reasons – in the broad sense of this term.

Niedziółka [2020], analysing the study on the city of Józefów, located in the Mazowieckie Voivodeship, points out that the inhabitants are highly aware of the importance of physical activity in human life, and in light of the current situation, the "corona crisis" – when not only depression, chronic stress or obesity are threats to civilization – the city encourages and enables its residents to spend time actively in the open air by promoting cycling tourism. Specific activities related to this include, for example, opening the Road Traffic Town in Józefów, where children learn the rules of road safety. This investment cost over PLN 600,000, but its result is a free, fenced area, available to children above the age of 3. In addition to the asphalt road, bicycle path, sidewalk and road signs, the town also has synchronised lights that change every few seconds and added a small playground with a swing. Since 2017, Józefów has been one of the six beneficiaries of the EU programme – Integrated Territorial Investment Strategy for the Warsaw Functional Area.

Summing up the first part of the literature review devoted to urban cycling policy, mobile cycling applications developed by communal governments can be indicated, which are an important element of a broader infrastructure intended for cyclists. In particular, the significance of mobile applications that are part of city bike systems, enabling the rental and temporary use of bicycles by residents and tourists, was emphasized. For users, they provide an inexpensive and ecological means of transportation that allows them to travel to work and explore the city. For municipal authorities, they are part of the public value offer [Kożuch *et al.* 2021, p. 10; Wiśniewska 2018, 2020] contained in municipal services, while for application providers, they act as a generator of income based on the sharing economy business model. Users of this type of application apply functions that enable renting a bike and using other elements of the bicycle infrastructure. Bicycle mobile applications that are part of city bike systems cause a change in the way residents of communes commute to and from work, as well is in the way they and tourists enjoy recreation.

Functions of mobile applications for regional bicycle policy

The most important element of cycling policy in the context of tourism – especially at the regional level – comprises trails, which are connected sections of routes [Kozak 2019]. This infrastructure, as it affects the natural environment and landscape, should be planned in a thoughtful and responsible manner so as to meet the expectations of both residents and potential tourists [Olejniczak 2018]. Therefore, regions – but also subregions and communes – when creating routes in their area, must very carefully implement the planning process. Trails planned and created in regions may have a regional range, but they may also be part of national or international trails [Kozak 2019].

According to Kozak [2019], the area in Poland that has particularly favourable conditions for cycling is Roztocze – a subregion that, with low urbanisation, is distinguished by various natural and cultural values. Among the significant advantages, we can point out large forest coverage, the presence of protected areas and a unique landscape. The cited author noted that tourists on the so-called Central Roztocze have sections of the Green Velo trail, the Central Bicycle Trail of Roztocze, and other greatly-prepared bicycle routes at their disposal. Another region in Poland with a well-developed bicycle trail infrastructure is Pomerania [Wasik *et al.* 2018]. Hundreds of kilometres of bicycle routes stretching even beyond Polish borders, interesting places and sandy beaches are just some of the advantages of this area. It is one of the most attractive regions in Poland in terms of conditions for cycling tourism.

In order for bicycle routes to evolve, other factors that improve the offer of cycling tourism, but also those adversely affecting its development, should be taken into account. In research, it is shown that the bicycle policy is primarily focused on increasing the number of trails, improving the quality of paved roads, properly marking trails, convenient access to the trail by means of public transportation, which can be used to transport a bicycle, and ensuring adequate availability of maps as well as informational materials. Attention was also drawn to the importance of rain shelters. It is essential to ensure that cyclists are properly informed about the attractions located along the given bicycle routes, as this increases interest in the trail. People who could potentially choose cycling are discouraged, among others, by the monotony of landscapes, car traffic near routes and the neglect of trails [Kozak, 2019]. These phenomena should be considered when creating assumptions of the cycling policy of the region's self-government in its tourist dimension, which is becoming an increasingly important element of spatial planning.

On the example of the Szczecin Metropolitan Area (SMA), it can be observed that the development of the city's tourist offer results in the expansion of the tourist area beyond its administrative borders. There are three supra-municipal and three international routes within the SMA. Thus, there is a need to create a partnership group, an important element of which should be the presence of non-profit organisations and private enterprises. There are many entities operating in the indicated area, which promote their initiatives mainly through websites and social media. The conducted analyses allow to indicate that integrated tourist products, tailored to the needs of tourists, play a key role on the tourism market. An example of such a product may be the combination of cycling and cultural tourism to the benefit of participants in both forms [Olejniczak 2018]. J. Styperek and M. Rogowski [2018] also draw attention to an interesting issue regarding navigation in cycling tourism on the example of the Poznań metropolis, writing: "The basic system of bicycle tourist routes in the Poznań metropolis is the Wielkopolska System of Bicycle Trails. The origins of this system of bicycle trails date back to 2001, and it now consists of nine trans-regional bicycle routes with a total length of approx. 1,800 km. The system includes historical and cultural trails, such as the Amber Bicycle Trail or the Earthling Bicycle Trail. The attractiveness of the Wielkopolska System of Bicycle Routes can be confirmed by the certificate awarded by the Polish Tourist Organisation in 2004. Moreover, this system is part of the "GPS Wielkopolska" project, in which "GPS traces" were developed on the basis of satellite navigation technology, which can be downloaded to a mobile device free-of-charge, e.g. to a mobile phone" [transl. PS] [Kaleniewicz 2012, cited in: Styperek, Rogowski 2018].

In studies on the subject, it is demonstrated that tourist trails are unfortunately still insufficiently prepared and much effort should be made to improve this situation. Particular hope should be associated with bicycle applications and navigation systems because in the era of modern technology development, they are becoming a great alternative to traditional maps. Cyclists often point to insufficient trail marking, which could also be replaced by the aforementioned applications. It is also an instrument of route promotion, which is often unfortunately neglected. Kozak [2019] confirms that the most popular sources of information for cyclists are tourist maps and the Internet, but we can conclude that digital maps based on GPS technology are also important and can significantly contribute to the evolution of bicycle routes.

To date, Poland has the first and only system of shared public regional bicycle routes – "Rowerowe Łódzkie", bringing together one large, eight medium-sized and one small city, for which the initiator and leader of the project is the local government of the Łódź Voivodeship [Kwiatkowski 2021b, p. 664-665]. Within this system, the mobile application is one of the methods for renting a bike, next to the RFID touch card and contacting the hotline. In addition, other bike sharing schemes involving more than one municipality also operate in metropolitan areas. Specifically, in the region of the Gdańsk-Gdynia-Sopot Metropolitan Area, a local government association located in the functional area of the Tri-City within its 14 communes (from March to October 2019) – the Metropolitan Bike System (MBS) – was in operation, and starting June 2023, it will be re-launched [Kwiatkowski 2021a, p. 97; https://www.metropoliagdansk.pl/co-robimy/transport-i-mobilnosc/system-roweru-metropolitnego-srm/, accessed: 20 Aug. 2022]. Bikes can be rented there using a mobile application (scanning the QR code), devices equipped with NFC technology or proximity cards, as well as through the contact centre.

In the case of cycling policy at a regional level, the issue of using mobile applications and the functions they perform or could perform is outlined in the literature to a lesser extent than in the case of communal cycling policy. In the commune situation, bicycle policy was dominated by the use of bicycle applications as part of city bike systems. This solution, due to spatial reasons, is not so common at a regional level. On this basis, a partial conclusion can be made that mobile cycling applications play a much smaller role in the regional compared to communal cycling policy. However, this does not mean that supra-local, regional or supra-regional mobile applications dedicated to cyclists are not created and are not used by regional governments. However, unlike in the case of cities, they are rather an element of regional tourism policy than cycling policy.

Nevertheless, considerations based on the literature carried out in this part of the review allow to deepen the conclusions drawn in the previous part with regard to the research questions posed in the article. For users of supra-local public bike sharing systems, mobile applications act as an interface, constituting one (probably the most popular) form of quick (in MBS's tender assumptions, renting a bike is to take no more than 10 seconds for the user) [https://www.metropoliagdansk.pl/co-robimy/transport-i-mobilnosc/system-roweru-metropolitalnego-srm/, accessed: 20 Aug. 2022] access to bicycles, enabling them to be rented, and consequently providing an inexpensive and ecological means of transportation for commuting to work, recreation and exploring the city. For regional authorities, they constitute (as in the case of communal authorities) a part of the public value offered in the services provided by the regional self-government. At the same time, it is significant that the mobile application, as an element of the bicycle policy, appears at a more advanced stage of bicycle infrastructure development.

As stated by the representative of the City of Gdańsk responsible for the MBS project, the first goal is to promote bicycles as means of transportation through the construction of a network of bicycle routes, and only the next stage is to supplement bicycle transport with a shared bicycle system [Kwiatkowski 2021a, p. 103]. This means that mobile applications that are quick interfaces for access to other elements of cycling infrastructure are also developed at a higher level of this infrastructure, which explains the reasons for limited development of regional mobile cycling applications. However, the functions performed by bicycle mobile applications that are part of supra-local and regional bicycle sharing systems can be distinguished, which is presented in Tab. 3.

In summary, regional cycling apps act as an interface for communicating multimodal transport information, promoting public value to residents and non-residents, and potentially, a collaborative interface. Thus, their integrating role in the national transport, political and social system, is revealed.

Table 3. Functions of shared bike mobile applications in the context of the public value they provide

Part of Moor's Public Value Strategic Triangle	Mobile app function	Characteristics	Illustrative quotes from the statements of local government officials involved in the project
Public value (identification and proper recognition of matters important and assessed as valuable by society; values publicly, collectively desirable)	Transportation interface	Easy and quick access to an alternative means of transportation and to its multimodal combinations with other means (railway, car, public transport, scooters).	„I have no problem if I have the app – I log in, get on my bike and go home".
Legitimacy and support (obtaining a social mandate in the process of public debate for the intended actions, but also the adopted methods of implementation and effects)	Improving residents' and tourists' quality of life (friendliness, service, offering public value)	It is made in response to the suggestions of residents who want to introduce new elements on the model found elsewhere (imitation effect).	„This system is the first element of listening to citizens who wanted something cool that was present in other big cities".
Public value, legitimacy and support	Modernisation (increasing innovation) and external promotion of public value	The introduction of a modern, nationally-distinctive bicycle sharing system, including a mobile application, is an opportunity to increase innovation. It has potential, significant positive impact on the city's image. This demonstrates commitment to using the latest technological solutions and keeping up with current trends in mobility.	"We show that we are a dynamic city, open to innovative solutions that are to serve its residents". "There was quite a lot in the media about it, and we were mentioned as brave ones who decided to participate in the project.".
	Internal promotion of public value and facilitating access to its composition of services	The use of the shared bike system through the mobile application also contributes to gaining awareness of access and facilitating the use of other elements regarding the commune's public value proposition as well as its complex of services, thus, the application becomes a kind of interface not only to the shared bike system of a given commune, but also opens up the possibility of using the composition of public services of other communes in the region.	"We introduced bicycles to obtain the effect of getting people out of their homes, taking them on a bike trip, e.g. to the river, where we have modernised the beach, built swimming pools, etc. This is the element that will probably involve residents in our 'game', which will result in using opportunities of public services". "We want to get people out of their homes and walk around the city a bit, see how it has changed in recent years, to use what we have – revitalisation, a river, a modern stadium, sports infrastructure".

Operational capabilities (ensuring organisational capabilities to achieve intended results)	Cooperation	Ensuring linkage between services of individual partners in the application. Cooperation on the project ensures its uniformity among all partners, which also helps to equalise the level of service quality for all project participants. The mere fact of participation in the project and accompanying many partners seems to be a good experience for the future. In order to introduce innovative solutions, dynamic capabilities are necessary, i.e. the ability to integrate, create and reconfigure internal as well as external competencies to respond quickly to the changing environment.	"We may assume a slightly different approach, but ultimately, the power of partners to take action is greater – inside and out". "We are building more trust in each other. This also has significant impact: residents say it's good because (local government officials) will do something together with others, but they also follow how others do it – whether they have better or worse variants – and ultimately, the functions are very similar". "The fact that we argue in meetings is very good, because everyone has their own opinion and later, we will constructively work out all the comments. The good thing is that it works like a forum for information exchange – there is an e-mail group in the system. When someone writes, everyone sees it, when someone replies, everyone sees it too. The situation is simple and clear". "It is certainly a good experience – we know what we should pay attention to in such extensive partnership projects in the future. (...) We have learned many things".

Source: Own elaboration based on: [Kwiatkowski 2021b, pp. 665-669; Kwiatkowski 2021a, p. 106; Moore 1995, p. 71, as cited in: Wiśniewska 2020, pp. 628-629; Teece et al. 1997, as cited in: Wiśniewska 2020, p. 630].

Functions of mobile applications for participants of cycling tourism and recreation

The dynamic development of technology translates into many areas of our lives, including those related to the area of cycling tourism. Tourists actively use mobile applications to help organise trips [Pawłowska-Legwand 2019a]. Therefore, information and communication technologies have significant impact on shaping the tourist experience. The use of information and communication technologies is also an example of innovative orientation in tourist information and promotion [Pawłowska-Legwand 2019b]. Broadly understood, tourist information goes beyond providing information about individual places, it also includes activities that facilitate the movement of tourists and provide them with better orientation in the area [Kruczek, Walas 2004, as cited in: Zawadzki 2018].

Along with the development of technology and the Internet in Poland, access to information and tourist services has increased. Changes in the expectations of tourists force entities to use modern tools, among which we distinguish mobile applications. They are becoming a supplement to traditional methods of providing tourist information, and taking the dynamics of their development into account, in the near future, they may dominate this sphere [Zawadzki 2018]. Thus, mobile applications have become an element of the tourist information system, enabling users to appreciate the tourist and sightseeing values of the place, while facilitating the impact of the area managers on directing the streams of tourist traffic. The increased interest in mobile applications among tourists is largely due to the availability of devices that enable the use of such applications and easy access to the Internet. The growing interest in applications causes a greater demand for them. As much as 63% of respondents declare that they use mobile phones while visiting a city, mainly for GPS location (54%) and visiting websites (46%), less often for scanning 2D codes (16%) and using e-guides (12%) [Papińska-Kacperek 2013, as cited in: Zawadzki 2018, p. 94].

An attractive mobile application is used not only to present specific verbal and visual content (photos) that may be of interest to tourists, but also affects the image of a given town – especially when the tourist function prevails in it. As pointed out by Zawadzki [2018, p. 96], cooperation in the preparation and maintenance of a mobile application is formal and proceeds in accordance with agreements concluded between specific cities/regions and technology providers. Such apps cannot only help tourists reach their destination, but also share routes and locations with other cyclists who have taken a similar route – an important social feature [García-Herrera, García-Meneses 2020]. This, in turn, guarantees greater safety, help in random situations (e.g. tire puncture), as well as the possibility of making new friends. The speed of information flow enabled by applications makes them ideally meet the needs of tourists whose stay is short and who want to obtain as much information as possible as quickly as possible and enjoy the possibility of using bicycles.

In her research, Pawłowska-Legwand [2019b, pp. 60-61] drew attention to the diversity of mobile applications with tourist information about communes, distinguishing supra-local (for more than one commune) and thematic (for one or more communes) applications that can be used during recreation and physical activity (e.g. on bicycle routes to learn about tourist attractions and explore the region). The author also draws attention to the use of QR codes, beacon transmitters in Bluetooth technology, NFC proximity technology as well as GPS navigation in an application created especially for people with disabilities. In conclusion, she states that “mobile applications, similarly to thematic websites, were often part of a regional or local tourist information systems created by the commune or voivodship government as part of broader cooperation for the development of tourism, such as a supra-local tourist product”.

J. Nadobnik [2018] described the GPS module as one of the effects of progressing digitisation, pointing to ease of access and universality of use in various devices. One of the applications based on this module is Geocaching, which is a treasure-hunt based on GPS coordinates. Treasures are items left behind by other participants of the game. This application forces physical activity related to the need to move, for which the participant can also use a bicycle. It also motivates team work, competition with other participants, making new friends and exploring little-known corners. Another application of this type is PokemonGo, in which participants catch virtual creatures placed in augmented reality, created by superimposing a virtual map on the real world. One more application that has received attention is Softrace. It is addressed to athletes and allows to track one's own and foreign bicycle as well as running routes, which provides an element of competition. All of these apps combine technology with physical activity. In the case of cycling tourism, they minimise the problem of monotony resulting from travelling the same routes over and over again and add various positive values that may result in the development and popularisation of this form of tourism. They also show that technological progress does not have to be associated with limiting physical activity and tourism, but with its promotion.

It should be emphasized that the currently available bicycle applications, however, require constant corrections and modifications to meet the requirements of users. The most frequently mentioned defects include [Zawadzki 2018, p. 98]: too slow operation of the application (freezing), their too large size, information errors and lack of available updates. This problem requires the inclusion of territorial units in the cycling policy connected with adaptation to the changing needs of cycling tourists.

Mobile applications help to fully utilise the promotional potential of tourist destinations. Thanks to modern functions, they help choose a route adapted to individual needs and physical abilities, and also take safety aspects into account during cycling trips, warning about dangerous places on the route [Wasik *et al.* 2018]. They further allow for collecting information on the needs of tourists, which facilitates the valorisation and modernisation of tourist destinations.

To sum up, mobile cycling applications provide information and navigate users, enabling them to appreciate the tourist and sightseeing values of places, multi-variant, individualised and safer exploration of space, generating content about routes, sharing with others, creating groups and teams (social functions), accelerating the flow of information and integrating cyclists. They also often have gamification functions, engaging users to play and compete with other users, e.g. by tracking and comparing routes.

For local governments and non-governmental organisations, mobile applications facilitate cycling traffic management, cooperation in the network creation of a product for cyclists and an information system about it. They additionally aid the collection of information about the needs of cyclists, which facilitates valorisation and modernisation of the area. Thus, they are universal systems for the multilateral transfer of knowledge about the activity of cyclists.

Research methodology

Striving to answer the research questions posed in the article: 1) what are the functions of bicycle mobile applications for different groups of recipients?; 2) what functions do their users use?; the following methodology of empirical research was used – case study as a method that [Yin 2015, p. 48 and 49]:

- explores a contemporary phenomenon in the context of reality, especially when the boundaries between the phenomenon and the context are not completely obvious;
- concerns a technically recognisable situation in which there are many more variables than data points and therefore, draws evidence from many sources and confirms the convergence of data using the triangulation method, referring to previously formulated theoretical assumptions during data collection and analysis.

A case, i.e. an object studied at a given time in order to describe and explain the mechanism of its functioning [Cf. Sagan 2016, p. 129], was the Amistad limited liability company, one of the leading producers of tourist mobile applications in Poland [Zawadzki 2018, p. 95-96]. Its study meets the criteria for the definition of the case study method, because:

- it is in-depth, long-term, iterative and carried out in the company's natural environment;
- mobile applications, which are the main product of the company, constituting a unit of analysis, are a modern phenomenon characterised by a relatively short life-cycle and the boundaries between the company and the context of its operation are blurred;
- a theoretical conceptual model of bicycle mobile applications (Fig. 1) was used, which is an inventory of their functions (a set of relations defining various effects and consequences of a given phenomenon) [cf. Nowak 2011, p. 407], which resulted in the predominance of the number of dependent variables over the considered available data.

The aim of the empirical research was to characterise the functions of bicycle mobile applications for participants of cycling recreation and tourism as well as their producers[2].

Description of empirical research method and manner of its implementation

The research method used in the study consisted of the stages presented in Tab. 4.

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[2] The empirical target refers to arrows 3 and 4 in the conceptual model in Fig. 1.

Table 4. The procedure of own empirical research as part of a single case study covering many units of analysis

1. Theoretical justification based on literature review	
2. Selection of the case and units of analysis (with justification):	a) Selection of application developer's case
	b) Selection of applications as multiple units of analysis
3. Development of tools for collecting data and information to be obtained from:	a) Google Play and App Store platforms
	b) Amistad company
4. Conducting own research:	a) Collecting data and information from Google Play and App Store platforms
	b) Conducting survey
5. Comparative analysis of application based on:	a) Data on their popularity from the Google Play and App Store platforms
	b) Information on their functions from above-mentioned platforms
	c) Content of answers to survey questions
6. Shaping generalisations:	a) Identifying importance of individual applications as part of the case study
	b) Typing application functions
	c) Identification of application's business/revenue model
	d) Systematisation of reasons for application attractiveness
7. Confrontation with literature	
8. Closing the study – generalisation	

Source: Own elaboration based on Glinka, Czakon, 2021, p. 58.

In Tab. 4, the general scheme is presented of the research procedure, part of which is empirical research based on the method of a single case study – Amistad limited liability company – covering various analysis units of cycling mobile applications.

The analysis of several dozen items of scientific literature (point 1 of the research procedure in Table 4) on the subject, enriched with Internet sources, consisted in highlighting the use and importance of mobile applications at various levels of cycling policy. Focusing on this issue pointed to its current impact, but also to emerging needs related to this area. The list of individual communal and regional cycling policies allows to illustrate the differences in their conduct depending on location and possibilities. Therefore, the review of literature related to mobile applications dedicated to cyclists consisted in highlighting their diversity depending on the reported demand, i.e. their final purpose. These expectations are different, which is also taken into account by the developer when creating a product for a particular group of recipients.

The decision to choose a single case study was due to the exploratory nature of research on a relatively unknown phenomenon, at the initial stage of recognition [Ellram 1996, as cited in: Glinka, Czakon 2021, p. 56].

The selection of the case for the study was intentional and, on the one hand, based on the significant position of Amistad as a leading representative of supply of tourist mobile applications on the Polish market [Zawadzki 2018, p. 95-96], while on the other, on the relative abundance and availability of information from this company compared to other producers of tourist and bicycle mobile applications. The description of Amistad's application was more complete than that of Ksi.pl (http://ksi.pl/realizacje), a competitor of mobile tourist applications. Moreover, there were no websites containing the offer of mobile applications from Digital Town and Alles Web, recognised as the largest in Poland in this industry.

In turn, the selection of Amistad's applications as multiple units of analysis, comprising part of a single case study, was carried out considering the subject of the work mentioned in its purpose, i.e. bicycle mobile applications, particularly, in the field of tourist and sightseeing navigation. Amistad's portfolio of mobile applications was used, available at https://amistad.pl/aplikacje-mobilne, containing several dozen products, out of which nine applications were selected, also taking description quality, the details of the function characteristics and received awards into account.

The development of data and information collection tools (item 3 of the research procedure in Table 4) was based on information resources regarding the popularity of mobile applications available on the two leading platforms for their download, i.e. Google Play and App Store. The analytical approach used in earlier works on mobile applications [Zawadzki 2018, p. 86; Cristofaro 2020, p. 91] was applied, and it was extended by obtaining data from the App Store platform. Based on the analysis of the scope of data and information available on the above-mentioned platforms, a survey form was developed regarding the measurement and comparison of the popularity of previously selected applications, also containing issues regarding selected elements of their business model, addressed to Amistad.

The survey was of qualitative (expert) nature and was aimed at obtaining information from a representative of the Amistad company (the subject of the case study) with, potentially, the greatest knowledge on the compared applications (units of analysis). Therefore, it was decided to make a purposeful selection, striving to reveal possibly comprehensive knowledge from a person who may have it. Tomasz Ostrowski, Amistad company head director, co-owner and co-founder of the company, was considered the person who best met the criteria. However, the surveyed expert did not fill in individual items in the tables of the survey form, but referred to individual issues in the form with an extensive description and commentary, which allowed this part of the study to be in-depth, providing supplementary information to the results of data analysis and information from the Google Play and App Store. Thus, as a result of employing three research techniques based on three sources of information, the applied method took the postulates of triangulation into account [Cf. Glinka, Czakon 2021, pp. 37-39], allowing for increasing completeness of the study.

Results of empirical research

The collected data and information allowed for comparative analysis of the Amistad application (point 5 in Table 4). The results of the analysis are presented in four stages. First, the results are demonstrated, and data on the popularity of applications from the Google Play and App Store platforms analysed. Then, the application functions were typed on the basis of information from the above-mentioned platforms. Third of all place, Amistad's application revenue models were typified. The last stage of the presentation of the research results was analysis of the value proposition model regarding the Traseo application.

Table 5. Comparison of bicycle applications based on their popularity

Measure	Platform	App							
		Traseo	Szlaki turystyczne Małopolska PTTK [Tourist trails Małopolska PTTK]	Polskie Trasy [Polish Routes]	Szlaki turystyczne Mazowsza PTTK [Tourist trails of Mazovia PTTK]	Szlak Greenvelo [Greenvelo trail]	Kołobrzeg Re:Generacja [Kolobrzeg Re:Generation]	Józefów i Roztocze Środkowe [Józefów and Central Roztocze]	Duszniki City Walk
Number of installations	Google Play	500 000+	100 000+	10 000+	10 000+	10 000+	10 000+	5 000+	1 000+
	App Store	100 000+	100 000+	10 000+	10 000+	10 000+	10 000+	5 000+	no data
Number of ratings	Google Play	3474	1085	81	795	791	130	64	24
	App Store	3797	921	4	486	757	5	no data	no data
Average grade	Google Play	4.5	4.8	4.1	4.9	4.8	4.5	4.8	4.3
	App Store	4.7	4.9	2.8	4.8	4.8	5.0	no data	no data

Source: Own study based on: https://play.google.com/; https://amistad.pl/ and https://apps.apple.com/ (accessed: 24 May 2022).

On the basis of data collected from Google Play and the App Store, the popularity of Amistad's applications was analysed, i.e. the variable number of downloads, number and average ratings. The differentiation of applications according to these variables is shown in Table 5.

Traseo and Tourist trails of Małopolska PTTK applications are significantly more popular than the remaining ones analysed. Their number of installations and ratings are in the higher ranges, especially in the case of Traseo. The average of the grades does not show clear regularities, which means that this variable did not turn out to be significant.

The combinations of functions within the Amistad application are summarised in Table 6.

Table 6. Typing functions in Amistad's bicycle mobile applications

Types of functions	**Traseo**	**Szlaki turystyczne Małopolska PTTK [Tourist trails Małopolska PTTK]**	**Polskie Trasy [Polish Routes]**	**Szlaki turystyczne Mazowsza PTTK [Tourist trails of Mazovia PTTK]**	**Szlak Greenvelo [Greenvelo trail]**	**Kołobrzeg Re:Generacja [Kołobrzeg Re:Generation]**	**Józefów i Roztocze Środkowe [Józefów and Central Roztocze]**	**Duszniki City Walk**
Database of routes / trails / attractions	+	+	+	+	+	+	+	+
Using the application functions outside the range of the Internet (offline)	+	+		+	+	+	+	
Route navigation – use of location	+		+	+	+	+	+	+
Cognitive and geographical function (e.g. altitude indication, guides to monuments on the route, tourist information points, weather forecast, nearby attractions)	+	+	+	+	+	+		
News / events database			+		+	+	+	+
Accommodation / catering / interesting places nearby			+	+	+	+		
Opening routes in other applications (Open Street Map, Google Maps)	+	+	+					
Photos of routes or objects on the route (waypoint)	+		+					
Sharing routes with other users	+			+				
Support and generation of gpx files	+			+				
Audio descriptions			+					+
Distance/walking time between waypoints on the route				+		+		
„Add to favourites”				+	+			
Tracking statistics	+							

Route recording	+							
Viewing biker service areas					+			
Reporting inconvenience on routes							+	
Sharing results in other applications (social media)	+	+		+	+			
Number of functions	11	5	8	10	9	7	6	4

Source: Own study based on: https://play.google.com/; https://amistad.pl/ and https://apps.apple.com/ (accessed: 24 May 2022).

Amistad's set of mobile application functions can be analysed according to three criteria: number, type and combination of functions per application. The Traseo application is distinguished by the largest number of functions. It also contains types of functions not found in applications that are clearly less popular (opening routes in other applications – Open Street Map and Google Maps; photos of routes or objects on the route; sharing routes with other users; handling and generating gpx files; tracking statistics; route recording).

The third stage of comparing Amistad's applications was analysing the content of Amistad's head director's answers to survey questions. On this basis, the revenue models of Amistad's bicycle applications were identified and typified, the results of which are presented in Table 7.

Using the typology of revenue models concerning Cristofaro's mobile applications [2020, pp. 89-90 and 94], Amistad's bicycle applications can be divided into two mixed types. The first used by Traseo, which is a combination of the freemium model and in-app purchases, and the second, applicable to all other applications, is a combination of a contract with a third party

Table 7. Assignment of Amistad applications to types of revenue models

App	**Type of revenue model**				
	Agreements with a third party – applications, the existence of which is conditioned by the contribution of other business partners (in the case of Amistad applications – the ordering party)	**Promotion** – something is given for a low price or for free to promote other different products or services	**Ads**	**Freemium** – the service is provided for free, but to use it fully (in the premium version), a fee must be paid (in the form of a subscription)	**In-app purchase** – the application is free but contains extensions or additional content that can be purchased directly through the application
Traseo	no		yes (displayed in the free version of the application)	yes (subscription)	yes (mobile maps from, among others, Compass and Galileo publishing houses)

<table>
<tr><td>Szlaki turystyczne Małopolska PTTK [Tourist trails Małopolska PTTK]</td><td>Polish Tourist and Sightseeing Society</td><td rowspan="7">yes</td><td rowspan="7">no</td></tr>
<tr><td>Polskie Trasy [Polish Routes]</td><td>5 Local Action Groups</td></tr>
<tr><td>Szlaki turystyczne Mazowsza PTTK [Tourist trails of Mazovia PTTK]</td><td>Polish Tourist and Sightseeing Society</td></tr>
<tr><td>Szlak Greenvelo [Greenvelo trail]</td><td>Regional governments</td></tr>
<tr><td>Józefów i Roztocze Środkowe [Józefów and Central Roztocze]</td><td rowspan="3">Communal government</td></tr>
<tr><td>Kołobrzeg Re:Generacja [Kolobrzeg Re:Generation]</td></tr>
<tr><td>Duszniki City Walk</td></tr>
</table>

Source: Own study based on: Cristofaro 2020, pp. 89-90 and 94, content analysis of Amistad's president's responses to survey questions, https://play.google.com/; https://amistad.pl/, https://apps.apple.com/ and http://polskietrasy.treespot.pl/?page_id=5148 (accessed 24 May 2022).

and promotion. Thus, the structure of the market of Amistad's bicycle mobile applications is of dual nature: B2C, where the financing (cross-subsidising [Śledziewska, Włoch, 2020, p. 118]) of the application is part of the end users' purchasing a subscription and professional digital versions of tourist maps (Traseo) as well as advertisers and B2G2C, in the case of which financing was not only by municipal and regional governments, but also non-governmental organisations (associations), which complement the conceptual model regarding the impact of cycling mobile applications (Fig. 1).

The result of the comparative analysis carried out on Amistad's bicycle applications is the systematisation of the reasons for the application's attractiveness, presented using the value proposition model by Osterwalder and his team [2015, pp. 6-17] in Fig. 2. It applies only to the Traseo navigation application [Manczak and Bajak, 2022, p. 91], which, as a result of earlier analysis, was found to be the most attractive.

Analysing the attractiveness factors of the Traseo application distinguished on the basis of value proposition models by Osterwalder and his team (related to the combination of functions presented in Table 6), the importance of social functions (the ability to place routes in the application and share them with other users) as a manifestation of Web 2.0 technology, is emphasized, the essence of which is the co-creation of content by users (UGC, user generated content), and the economy of cooperation based on sharing resources (in this case, content) by users. Traseo is a platform con-

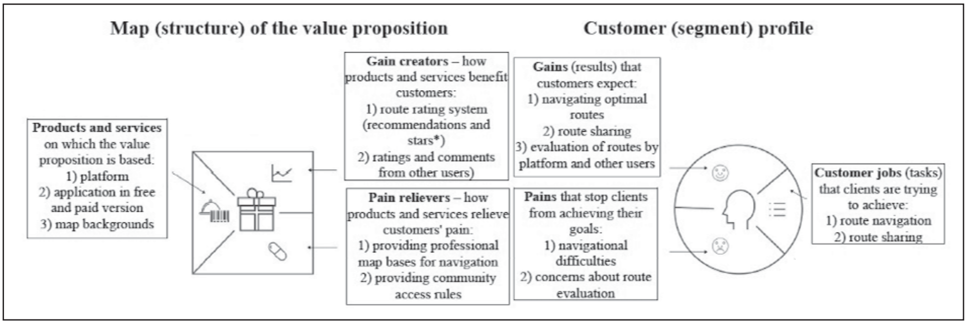

Figure 2. Attractiveness factors under the Traseo application value proposition model

Source: Own study based on: Osterwalder et al., 2015, pp. 8 and 9 [as cited in:] Stohnij 2017, pp. 103-104; https://www.traseo.pl/trasy (accessed: 20 Aug. 2022).

* The number of stars depends on the number of added waypoints and photos, matching the right icons to the photos and their diversity, and filling in as many information fields as possible in accordance with their purpose, in terms of usefulness for other users.

necting the community of users (including content creators and users) with providers of professional map backgrounds of Polish and foreign publishers (including tourist maps of Polish publishers: Compass and Galileos), developed using gamification mechanisms, where a special role is played by an extensive system of route descriptions and a no less complex system of their ratings, which is a factor motivating users to share content.

Discussion

The results of Amistad's application popularity analysis presented in Table 5 correspond to the results obtained by Zawadzki [2018, pp. 94-98]. It can be noticed that applications commissioned by communal and regional governments and non-governmental organisations (associations) are generally less popular (measured by the number of downloads) than the commercial Traseo application. There is also a higher level of ratings for Amistad's applications identified in the current paper compared to the ratings of cities and regions in Zawadzki's work. In addition, the clearly higher popularity of the Traseo application compared to other Amistad applications and those of cities and regions analysed by Zawadzki seems to be related to the significantly shorter time that has elapsed since the last update of the application, which renewed it and better adapted it to the changing needs and preferences of customers. This assumption can be partially confirmed by the existence of such a correlation for Amistad's applications from the current study (Pearson's correlation coefficient 0.45 for data from the App Store platform) and (correlation coefficient 0.4 for Zawadzki's data from Google Play for large Polish cities).

The popularity of Amistad's applications also finds its context with regard to the results of the work by Meireles and Ribeiro [2020, p. 2071] on bicycle mobile applications. In light of measurements obtained by these authors, the popularity of the Traseo application in 2020 was comparable to the most internationally recognised bicycle applications Endomondo (replaced by the MapMyRide application) and Strava, also classified as mobile applications used in the organization of recreation during the trip [Migoń *et al.* 2019, p. 72-73, 76-77] or sports applications [Kasztelan, Smołka 2022, p. 72], while the Traseo application can be considered as offering information about tourist routes, enabling their planning or as a navigation and social application [Manczak, Bajak 2022, p. 91]. Traseo (alike other Amistad applications) is focused on route planning solutions, taking their tourist content into account. As such, it is addressed to a different segment than Strava, whose users are people concentrated on sports performance in road and mountain cycling, who want to share their results and compete with friends. In this sense, Amistad cycling applications are closer to MapMyRide, a follower of Endomondo (addressed to amateur cyclists who want to monitor their physical activity). Amistad bicycle applications, on the other hand, are primarily perceived as navigation much more saturated with tourist and sightseeing content. In this case, the focus is on exploration using navigation, and functions related to monitoring physical activity, while sharing results and competing, especially, recede into the background. Thus, the Traseo (tourist), Endomondo (recreational) and Strava (sports) applications, despite having similar features, including highly developed social functions, do not directly compete with each other, but offer complementary combinations of utility.

Since the analysis of the popularity concerning bicycle applications based on data from Google Play by Meireles and Ribeiro [2020, p. 2071], dynamic changes have taken place that require the collection and recall of current data from this distribution platform, which is presented in Table 8.

Table 8. Popularity of the Traseo application compared to international bicycle applications

Range of app downloads	50 mln+	10 mln+	5 mln+	1 mln+	500 thous.+
Apps	Strava	Komoot, Garmin Connect, Relive	MapMyRide	Naviki	Traseo

Source: https://play.google.com/ (accessed: 19 Jul. 2022), Meireles and Ribeiro, 2020, p. 2071; Ratajczak et al. 2018, p. 28.

International cycling applications in 2022 became twice (Naviki), ten times (MapMyRide, which is a continuation of Endomondo, was discontinued in the second half of 2020), twenty times (Komoot, Garmin Connect and Relive) to one hundred times (Strava) more popular than the Traseo application. This creates an important context for future analyses regarding reasons for the popularity of the above-mentioned applications and the potential development opportunities of the Traseo application resulting from comparisons with similar, more attractive applications.

The Traseo app offers a combination of features relating to all three stages of the tourist experience from the so-called Marc Boyer's triad, i.e. a planned, realised and remembered trip [Buczkowska-Gołąbek, Herbik 2016, p. 148; Różycki 2012, p. 39], similarly to the categorisation of the functions in the VisitMalopolska application [Manczak, Bajak 2021, p. 35]. However, unlike the analysis of the aforementioned authors, in the case of the Traseo application, the functions related to the mentioned trip, i.e. the documentation of tourist experiences, are relatively more developed [Cichosz 2018, p. 225]. They are related to social functions, thanks to which individ-

Table 9. Typology of existing and potential functions of the Traseo application

Type of function	Main categories of functions	Detailed functions	Characteristics
Existing	Tourist navigation	Route recording	Registration of user routes based on GPS signal tracking
		Navigating other users' routes	Determining the direction of movement based on the route of another user
	Personalisation and social (interactive)	User profile	Creation of a user's digital identity that can interact with others (possibility to contact the user by posting a comment on his/her profile)
		Information	Access, upon request, to information articles thematically related to the application (blog)
		Reminders / Suggestions	Regular, personalised notifications or route suggestions based on the user's location
		Search	Ability to filter search results according to criteria relevant to the user
		Sharing	Open interfaces compatible with internal (app) and external systems as well as applications (social media, websites, Open Street Map and Google Maps) to share application-related (route) information
		Social media	Ability to post and use multimedia content assigned to routes (photos)
	Gamification	Ranking	Automatic generation and display of a ranking list for user results
		Badges	Automatic generation of badges and displaying them in the user's profile („Traseo recommends" emblem)
		Points	Automatic calculation and numerical value of users' results
		Real-world incentives / Rewards	Out-of-app rewards based on in-app performance: Prizes with a specific monetary value (free map download voucher)
		Visualisation	Graphical representation of results based on tracking user routes

		Modification suggestions	Customised route suggestions based on traffic (e.g. removing some waypoints in case of congestion) or user behaviour (e.g. removing some waypoints in case of a slower first part of the route)
		Social networks	• Connection of user profiles; • Social network graphs; • Exchange within the network (e.g. photos, conversations)
		Social media	• Personalised start page (downloading content from followed users); • Posting entries displayed in news feeds of related users; • Viewing, sharing, commenting on and replying to posts by related users; • Ability to post and use multimedia content assigned to routes (video and audio materials)
		Teams	• Grouping users; • Setting common goals; • Summary of results
	Personalisation and social (interactive)	Calculator / Key indicators	Automatic calculation of certain values upon the user's request based on the content generated by him/her or tracking routes
		Goals	• Goal setting; • Striving to achieve goals; • Combining individual and group goals
Potentially		Private conversations	• Direct messages (text); • Video calls; • File transfer
		Subsidies	• Individual subsidies at any time for selected cases; • Enabling performance-based donations
		Chatbot	Personal user assistant or competition moderator based on artificial intelligence
		Co-determination	Voting on issues and actions
		Study / Feedback	• A survey of interests and preferences completed during registration, the results of which could be used to automatically generate route suggestions; • Studies on results; • Feedback on user needs or improvement suggestions
		Wiki	A Wiki page sorted/ordered by specific topics that users can enter to add or download information at any time
		Challenges	Access to contests/competitions defined by application provider or initiated by users
	Gamification	Progress	Possibility of moving (promoting) to the next levels of experience, e.g. on the basis of crossing point thresholds
		Real-world incentives / Rewards	Out-of-app rewards based on in-app performance: • Symbolic prizes that do not have specific monetary value
		Quizzes	Games or puzzles to test users' knowledge

Source: Own elaboration based on: Isensee et al. 2022, pp. 7391-7394; Werbach, Hunter 2012, p. 78, Werbach, Hunter 2015, Matallaoui et al. 2017, p. 10 [as cited in:] Özkul et al. 2020, p. 178; Ferrara et al. 2020, p. 196; Dimitrovski et al. 2019, pp. 141-144; Swacha 2021, pp. 30, 31 and 37; Żółkiewska et al. 2018, p. 17; Koga, Yamamoto 2021, pp. 490 and 491; Manczak, Bajak 2021, pp. 35 and 36; Mileva et al. 2021, p. 22; https://www.traseo.pl/blog/category/traseo-2 (accessed: 18 Jul. 2022).

ual tourist routes can be included in the circulation of culture, meeting the social needs of users, including recognition and being appreciated. Within this context, confronting the bicycle function typification of Amistad's mobile applications from Table 6 with the list of functions of mobile applications from the work by Isensee and his team [2022, pp. 7391-7394], the functions of the Traseo application can be divided into three main groups, as presented in Table 9.

The combined functions of the Traseo application can be described as tourist navigation with interpenetrating elements of personalisation, social networking and gamification, with great potential development opportuni-

Table 10. Advantages and disadvantages of Traseo's existing and potential revenue models

Revenue models		App version	Pros	Cons
Existing or potential	**Type**			
Existing	Ads	Free	• Potential to gather a large number of users; • Attractiveness for advertisers due to the possibility of collecting data about users	• Ability to annoy users and cause churn; • Advertisements limit small screen space; • For some types of apps (e.g. quick action apps), ads can be out of context and intrusive
	Freemium	Free	• The model makes it easier to build a large user base in order to try to convince clients to pay later; • Flexibility – easy to combine with other models	• The challenge is to balance free and paid content – too limited free version discourages users from paying, but if too many features are available for free, users will also be unmotivated to pay
	Subscription	Premium	• Users have access to the entire experience, which extends their lifecycle; • The subscription model enables recurring profits, especially with a self-renewing subscription; • Subscribers are more engaged and loyal than other users	• The model may not be suitable for some industries and services. It is most often used in applications providing entertainment, information, lifestyle, sport, learning – in this case, it is easiest to build cyclical activities, e.g. by providing subsequent episodes of the course or limiting access to content
	In-app purchase	Free and premium	• Purchasing virtual goods can increase engagement and monetisation; • It is a flexible model that also allows to profit from sales brokerage	• Profits from the sale of virtual goods must be shared with the application distribution platform; • The model needs to be very clear about what is chargeable and what is not, and solutions must be introduced to reduce the risk of accidental purchases and restrict purchases by children

Potentially	Sponsorship, product placement, motivating advertising	Any	• Advertising related to the context of the service is better perceived by users; • Profit for creators, more advertising space for sponsors, a chance to increase brand visibility and users have a chance for discounts or other benefits	• Caution must be applied when deciding what products and advertisements will be included in the application; • The concept of product placement in applications is still developing, thus, misunderstandings may be encountered when looking for this type of cooperation
	Paid app	Paid	• The simplest model for sellers – each download means a payment; • Users who choose to pay engage more; • Usually paid apps no longer have ads – this provides a better user experience because the user is not distracted; • The model encourages developers to focus on innovation and the highest quality – users pay only for the best applications	• The most difficult strategy for a new application – due to the huge number of free applications and paid competition (90% of paid applications are downloaded less than 500 times a day); • Sales profits must be shared with the owner of the application distribution platform (up to 30%); • This business model is shrinking as other models are often more attractive to customers

Source: Own elaboration based on Żółkiewska et al. 2018, pp. 63-68.

ties in the above-mentioned area's elements, especially including the use of artificial intelligence and the presentation of routes [Manczak, Bajak 2021, p. 36; Manczak, Bajak 2022, p. 95 and 97]. Other modern technologies are also used in tourist mobile applications, such as beacons (sensors based on Bluetooth technology), virtual and augmented reality. However, these are more suitable for applications promoting regions and destinations because the application of the above technology is relatively costly and thus, more likely to be fragmentary and financed by local governments than as part of an application such as Traseo, based on user-generated content.

The results of analyses on Amistad's application revenue models from Table 7, are discussed in Table 10, focusing on the company's most important application – Traseo.

Taking the research results obtained by Cristofaro [2020, pp. 89-90 and 94] into account, the study implemented on a large sample of 2,250 applications from the most popular Google Play Store platform, it is noticeable that the Traseo application is ranked as a free, content-oriented application [Wirtz *et al*. 2010, as cited in: Cristofaro 2020, p. 89], i.e. focused on the production and delivery of online content through a user-friendly platform based on such revenue models as subscription, in-app purchases and advertising. The app should also have the potential for development into a paid application with a mixed revenue model, possibly including also sponsorship, product placement or motivating advertising.

The systematisation of the reasons for the attractiveness of the Amistad application presented in Fig. 2 was made another subject of discussion in relation to the works of other authors using the model presented in Fig. 3.

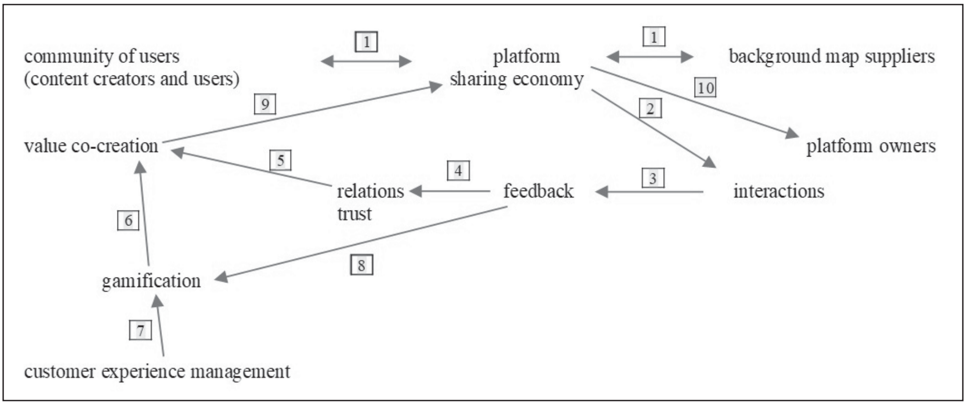

Figure 3. The model of attractiveness factors regarding the platform and application Traseo

Source: Own study based on: Mardosz-Grabowska 2020a, pp. 225 and 227; Ramaswamy, Ozcan 2014 [as cited in:] Mardosz-Grabowska 2020b, p. 252; Śledziewska, Włochy 2020, pp. 114 and 115; Burke 2014 [as cited in:] Kalińska-Kula 2020, p. 283; Csikszentmichalyi 2008 [as cited in:] Kalińska-Kula 2020, p. 291; Prahalad, Ramaswamy 2004 and Ramaswamy, Ozcan 2014 [as cited in:] Mardosz-Grabowska 2020b, p. 252; Amit, Zott 2001; Zott et al. 2011; Demil et al. 2015; Osterwalder, Pigneur 2010 [as cited in:] Cristofaro 2020, pp. 88-89; Evans, Schmalensee 2010 [as cited in:] Doligalski 2013, p. 118; Doligalski 2013, pp. 119 and 120.

The sharing economy is a business model based on the creation of online platforms that act as intermediaries between suppliers of goods and services as well as their users [Mardosz-Grabowska 2020a, p. 225 and 227] (double-arrow 1 in Fig. 3). Internet platforms are services that enable mutual interaction and exchange of values between users (arrows 2, 3, 4 and 5 in Fig. 3), where the platform is to be an infrastructure that will allow users to interact in the most trouble-free way possible (arrow 2 in Fig. 3). Interactions possible due to the personalisation and social functions of the platform/application lead to co-creation of value thanks to feedback (conducive to improving knowledge) [Ramaswamy, Ozcan 2014, as cited in: Mardosz-Grabowska 2020b, p. 252] (arrows 3, 4 and 5 in Fig. 3).

An extremely important element of the architecture concerning the Traseo application platform is enabling users to implement feedback (providing feedback) in the form of a route evaluation system (generator of gains under the value proposition in Fig. 2) and access to map backgrounds, while defining rules for access to the platform (pain relievers in the value proposition in Fig. 3) [Mardosz-Grabowska 2020a, p. 227] (arrow 3 in Fig. 3). Thus, feedback becomes the basis for building trust and relationships between users [Śledziewska, Włochy 2020, p. 114 and 115] (arrow 4 in Fig. 3). Mechanisms that build and institutionalise trust between the parties to exchange values are of key importance in maintaining network effects. This trust is built and maintained mainly through a system of recommendations issued by the parties to each other, but sometimes curatorship is exercised by the platform in a more direct way (based on the platform's regulations). The architecture of the platform also includes defining the elementary interaction between users, i.e. the main reason why they want to establish a relationship with each other (arrows 3 and 4 in Fig. 3).

Gamification serves to motivate the community of users to be active and co-create [Burke 2014, as cited in: Kalińska-Kula 2020, p. 283] (arrow 6 in Fig. 3). Customer experience management in light of the flow theory affects gamification (including striving to introduce them to the state of flow, i.e. optimal experience, concentrated motivation, during which the player feels joy, creativity and commitment that exceed the average experience [Csikszentmichalyi 2008, as cited in: Kalińska-Kula 2020, p. 291] (arrow 7 in Fig. 3). Individualised customer experience is an important element and the basic source of value creation, hence, customer experience management has impact on value co-creation [Prahalad, Ramaswamy 2004 and Ramaswamy, Ozcan 2014, as cited in: Mardosz-Grabowska 2020b, p. 252] (arrows 6 and 7 in Fig. 3) As part of the use of gamification mechanisms within the Traseo application, feedback (information) provided to users, a specifically developed route description system and no less a complex system of their ratings, is a factor motivating users to share content (gain generator and pain relievers under the value proposition in Fig. 2).

The sharing economy used in the Traseo application is a business model for which, thanks to the platform's functions, value is created in the form of its co-creation by users (arrow 9 in Fig. 3), and then it is captured by the owners of the platform (arrow 10 in Fig. 3) [Amit, Zott 2001; Zott et al. 2011; Demil et al. 2015; Osterwalder, Pigneur 2010, as cited in: Cristofaro 2020, pp. 88-89].

To sum up, the Traseo platform (together with the application constituting an interface to the platform) enables and facilitates the acquisition as well as exchange of navigational information by users, limiting market imperfections [Evans, Schmalensee 2010, as cited in: Doligalski 2013, p. 118] (arrow 3 in Fig. 3). Traseo reduces the costs of access to information about routes (a type of transaction costs) and internalises externalities, and thus allows buyers and sellers to benefit from network effects [Evans 2003, as cited in: Doligalski 2013, p. 118]. Therefore, Traseo, using multilateral network effects, increases the efficiency of markets, bringing about exchanges and transactions that could potentially take place without the intermediation of the application, but are not concluded due to high transaction costs. Consequently, it reduces market imperfections by lowering transaction costs, which results from [Doligalski 2013, p. 119-120]:

- aggregation of market parties from mutually dependent groups in one place (arrow 1 in Fig. 3);
- enabling interaction between market parties from complementary groups (arrow 2 in Fig. 3);
- reducing the asymmetry of information by presenting routes and maps as well as the possibility of searching for them (arrow 3 in Fig. 3);
- providing information on market parties from a complementary group, thus promoting good practices and limiting opportunistic behaviour (arrow 3 in Fig. 3);
- ensuring the continuity and security of interactions and information (arrow 3 in Fig. 3).

Conclusions

The aim of the work was to determine the ways of using bicycle mobile applications, particularly in the field of tourist and sightseeing navigation, as instruments for achieving the goals of individual entities for this type of software on the market. A synthetic presentation of the implementation of the work objective is presented in Table 11.

Table 11. Functions of bicycle mobile applications for individual groups of recipients

<table>
<tr><th>Recipient type</th><th colspan="2">Function</th><th>Functionality (efficiency of functions)</th><th>Reasons for differentiation of functionality</th></tr>
<tr><td>Application developers</td><td colspan="2">Business (generating revenues and income) based on the sharing economy business model</td><td rowspan="5">Limited</td><td rowspan="4">Differentiation:
1. attractiveness of combined functions;
2. update frequency;
3. effectiveness of application promotion system</td></tr>
<tr><td rowspan="3">Local governments, non-governmental organisations and users</td><td rowspan="3">interface</td><td>Cooperation in network co-creation of public value (including collecting information from and about cyclists, a product for them and an information system about it)</td></tr>
<tr><td>Public value (including multimodal transport and cycling management)</td></tr>
<tr><td>Promoting public value to residents and non-residents</td></tr>
<tr><td>Users</td><td colspan="2">Social and gamification mechanisms to accelerate the interaction and circulation of information regarding bicycle navigation</td><td>Varying the complexity of mechanisms for accelerating interaction and information flow</td></tr>
</table>

Source: Own study.

Answering the first research question posed in the article, it can be stated that bicycle mobile applications perform the following functions for individual groups of recipients:

1) for local governments, non-governmental organisations and users – an interface to the platform of co-creation of common public value (in particular, but not only, in the area of cycling policy) and its communication;
2) for application developers – business functions (revenue and income generation).

However, the effectiveness of individual applications in the implementation of the above-mentioned targets is limited due to their varying popularity. The reasons for this restricted effectiveness of interface functions and business cycling mobile applications are their limited popularity due to diversity in:
1) the attractiveness of combining functions;
2) update frequency;
3) the effectiveness of the application promotion system.

Answering the second research question posed in the article, it was established that the most important functions of bicycle mobile applications are related to the mechanisms of accelerating interaction and information flow: social and gamification related to bicycle navigation.

Thus, bicycle mobile applications are able to perform integrating functions in transport, political and social systems, enabling the creation of common value in universal systems of multilateral knowledge transfer about the activity of cyclists. They result in information saturation of cycling activity and a change in the ways of overcoming space towards multimodality. Skilfully used, they allow cyclists to maintain balance between the real and virtual worlds as well as the right combination of these two realities to bring benefits. The wording of the above conclusion allows to consider the objective of research as accomplished.

The practical implications of the study relate to the process of designing bicycle mobile applications and creating shared value with their use.

It should be noted that, so far, no in-depth studies on bicycle applications of Polish developers have been conducted.

The following directions of future research are postulated:
1. Comparative analysis of mobile applications dedicated to shared city bikes, scooters and public transportation in cities.
2. Verification of the hypothesis concerning the impact of mobile platforms and applications on the evolution of tourism and recreation towards active mobility and multimodality (combining means of transport).
3. Comparative analysis regarding reasons for the popularity of international mobile cycling applications, their potential development opportunities and the transformation or collapse of some brands (the case of Endomondo).
4. Verification of the relationship between popularity of the application and frequency of updates.

5. Analysis of data sets related to active mobility.

When specifying the limitations of research and conclusions, it should be noted that local governments and non-governmental organisations were not examined from the point of view of their perception regarding the functions of mobile cycling applications and their effectiveness in implementing these functions.

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ASSESSMENT OF THE SEASONALITY AND VARIABILITY OF VISITOR FLOW IN A NATIONAL PARK – A METHOD FOR REGIONAL TOURISM POLICY (CASE STUDY: KARKONOSZE NATIONAL PARK IN POLAND)

Mateusz Rogowski*, Piotr Gryszel**, Weronika Kowalska***

Abstract

Purpose. The objective of research was to understand visitor flow changes in the spatio-temporal distribution at Karkonosze National Park (KNP). The main focus is highlighting relationships in visitor flow successive years and months of the 2010-2022 study period, describing the variability and seasonality of visitors.
Method. The applied method was analysis of the data regarding the sales of admission tickets. The Visitor Index and Gini coefficient were used.
Findings. 1. The number of annual visitors increased 2.5 times in the period 2010-2022. The temporal concentration and seasonality of visitors in KNP is very high and the period from May to September had 2/3 of yearly visitors. The spatial concentration of visitors in KNP is high and gradually dispersed. This is due to the greater increase of visitors in less popular places.
Research and conclusions limitations. The admission tickets are a reliable but not very detailed source of visitor characteristics.
Practical implications. The research allows to diagnose and forecast trends as well as changes in visitor flow at the studied national park.
Originality. A long measurement of data collection (2010-2020) for forecasting changes in visitor flow.
Type of paper: Research article.

Keywords: Visitor flow, Visitor Index, Seasonality, Karkonosze National Park

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Introduction

The Karkonosze National Park (KNP), as one of the most frequently visited national parks in Poland, is not only a traditional tourist destination but, in recent years, has also become an increasingly popular place for active, open-air recreation, offering unique nature surroundings. Due to its high popularity, the visitor flow assumes a mass form there. It is a well-known statement that mass visitor flow exerts a negative impact on the natural environment, residents and visitors, called overtourism in literature on the subject. Overtourism describes destinations where hosts or guests, locals or visitors, feel that there are too many visitors and that the quality of life in the area or the quality of the tourist experience has deteriorated unacceptably (Goodwin 2019).

Tourism policy refers to actions undertaken by the state through various institutions operating at various levels of government and local administration [Alejziak 2009]. One of the tasks of tourism policy is to shape the optimum size and structure of visitor flow by applying economic laws in the sphere of tourism economy, coordinating the development of tourism taking its functions into account and the diversity of its relations with other spheres of national activity [Panasiuk 2010].

The knowledge of visitor flow volume, structure and, in particular, its seasonality, allows to make numerous management decisions aimed at counteracting the negative effects of mass visitor flow, protecting the most precious natural values and improving the quality of tourist services. The aim of the study is to understand the visitor flow changes in spatio-temporal distribution at KNP. The main focus is to highlight relationships in visitor flow during successive years and months of the 2010-2020 study period, describing the variability and seasonality of visitors.

Literature review

The problem of visitor flow in national parks is extensive and has been discussed by many researchers [i.e. Krakowiak 2000, Partyka 2002, 2010, Skawiński 2010, Mroczka, Adamski 2010, Hibner 2013, Kruczek, Przybyło-Kisielewska 2019, Miazek 2019]. The list given below includes mainly studies providing an analysis of visitor flow in mountain national parks. The analysis of visitor flow intensity based on the sales of admission tickets is characterised by relatively easy access to data, accuracy and efficiency in observing as well as describing the occurring changes. According to A. Spychała and S. Graja-Zwolińska [2014] and B. Zawilińska [2021], this method is most frequently applied in the analysis of visitor flow. The measurements of visitor volume and spatial distribution at KNP have been performed for a dozen or so years and include the analysis of data from the sales of admission tickets.

The presented research is a continuation of the reserach conducted by B. Wieniawska-Raj [2004, 2007, 2010] in which it has been shown that: the visitor flow is the highest in July and August and the lowest in November, December and March. This is confirmed by the current spatio-temporal distribution of tourism at Krkonoše National Park (KRNAP) [Erlebach, Malkova, 2021, Erlebach, Romportl 2021]. The most frequently visited places are Śnieżka – 650 thousand visitors [Rogowski 2018], the plain below Śnieżka and also Kamieńczyk and Szklarska Waterfalls, which are among the most popular attractions of the Polish part of the range. Individual visits are the most popular form of tourism, with mainly motivation of leisure, nature and actively spending one's free time[Rogowski 2021a].

The variability and seasonality of visitor flow is an important and repeatedly addressed problem. The seasonality of visitor flow is defined as a temporal imbalance which can be presented using various indexes [Butler 1994]. According to N. Koenig-Lewis and E.E. Bischoff (2005), the tools most often applied for analysing tourism seasonality are as follows: coefficient of variation, seasonality ratio, Gini coefficient. G. þorhallsdóttir and F. Ólafsson [2017] used the Gini coefficient and L.A. Gil-Alana and E.H. Huijbens [2018] implemented fractional integration to describe tourism seasonality in Iceland. M. Ferrante et al. [2018] also used the Gini coefficient and their own Seasonality Index to analyse the seasonality of tourism demand across European countries. Such an analysis was also performed for the region of Andalusia by J.M. Martín et al. [2014], the VFR, holiday and business segments in Scotland [Coshall et al., 2015], and throughout the United Kingdom, specifically the English regions [Fernández-Morales et al., 2016]; the events segment in Scotland [Connell et al. 2015], the cultural segment in Sicily [Cuccia, Rizzo, 2011] and in Argentina [Cisneros-Martínez, Fernandez-Morales, 2016]. A.J. Duro [2018] proposed a complementary decomposition form for the Theil index in the case of Spain.

Materials, Methods

For the aim of the conducted analysis, the data regarding the sales of admission tickets to KNP between 2010-2022 were used, which allowed to determine the temporal structure, taking the annual and monthly volume and variability into account, as well as the spatial structure through identifying individual entry points. The types of tickets allow to determine the visitor characteristics: individual, groups, reduced-price. The sales of admission tickets to the KNP takes place at 8 entry points (Figure 1).

Ticket sales data are the most reliable source of information about visitor flow at KNP. Their analysis allows to characterise the spatial distribution of visitor flow to determine its volume and intensity in selected places

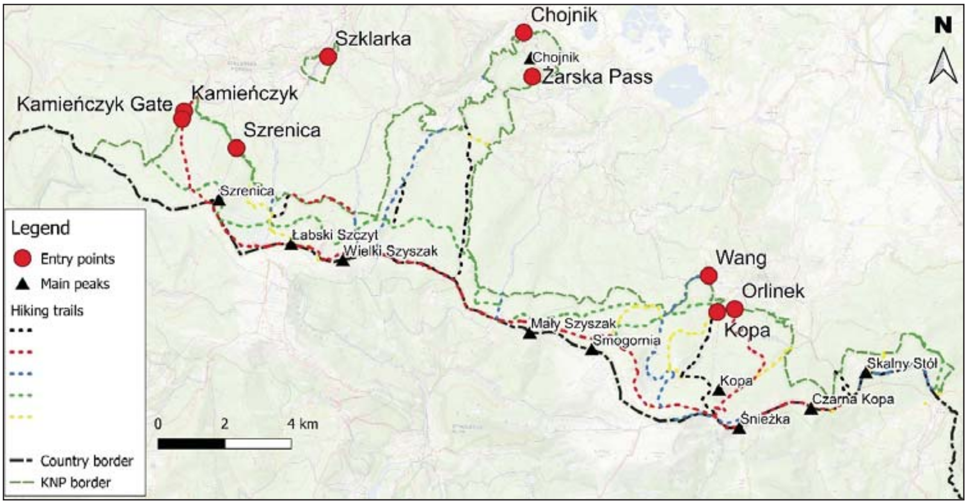

Figure 1. The location of entry points in KNP.
Source: own research.

within the park area, its temporal variability and also to identify the most popular forms of visits. Despite that, these data do not address the entire phenomenon covered by the study. There are at least a dozen unchecked entries to the park. In addition, it is possible to enter the park without purchasing an admission ticket from the KRNAP along trails that cross the state border. This results in the discussed data being underestimated and not reflecting the actual visitor flow. The interviews carried out with the park employees reveal that, in their opinion, the visitor flow is approx. 20-30% higher than resulting from the number of tickets sold.

The annual sales of admission tickets were compared for the purposes of characterising the visitor flow volume. Next, using monthly comparisons, the variability was analysed and the particular months were grouped depending on attendance. In addition, the largest average growth and changes which occurred in 2020 as a result of the outbreak of the COVID-19 pandemic were indicated.

In the analysis of the visitor flow, the Visitor Index (VI) and Gini coefficient (GC) were used. The Visitor Index (VI) is defined as the ratio of the number of visitors for an analysed period to the average number of visitors for the whole period [Rogowski 2021b]. If the VI is equal, then the number of visitors in the defined period of time is equal to the average of the whole analysed period. If the VI is less than 1, this means that the number of visitors for the defined period is smaller than the whole of the analysed period. If the VI is greater than 1, this indicates that the number of visitors in the defined period is greater than the whole analysed period. Once the visitor index values for given periods in particular years have been computed, they can be compared. If the VI is smaller for consecutive years, this means that the share of visitors of the defined periods during the whole analysed period is decreasing.

The Visitor Index for the defined period can be referred to: (1) year; (2) period of several years. In this case we used modified VI (period) (2) which used monthly data. The formula of VI is as follow:

$$\mathrm{VI}\ (2010-2022)=\frac{\mathrm{Xv_{dp}}}{\bar{\bar{\mathrm{X}}}\mathrm{v_{ap}}}$$

where:

Xv_{dp} – number of visitors in a defined period (in this case: in month)

$\bar{X}v_{ap}$ – average number of monthly visitors in analized period (in this case: 2010-2022)

The Visitor Index (period) allows to determine the trend and size of variability in visitor flow over the entire period, in relation to the corresponding average value. In this case, VI (period) was implemented using the example of the 2010-2020 period. The VI (period) is the ratio between the monthly number of entries and the average value in the analysed period as well as the size of variability.

The Gini coefficient is used to measure the inequality of distributing goods, in particular, the distribution of household income, and therefore, it is often referred to as the Social Inequality Index. However, due to the structure of this index, based on the Lorenz curve, it can also be used to measure the inequality of visitor seasonality [Duro, 2016, þorhallsdóottir G, Olafsson 2017]. The Gini coefficient takes values in the range (0; 1). This index, according to Þórhallsdóttir and Ólafsson [2017], is less sensitive to peaks but more sensitive to off-peak changes. The formula can be expressed in the following manner, as presented in Lundtorp [2001]:

$$\mathrm{G}=\frac{2}{\mathrm{n}}\sum_{i=0}^{n}(Xi-yi)$$

where:

n = the number of fractiles, months, weeks, days or other units;

x_i = the rank of fractiles, for example: 1/12, 2/12… when using months, or when using weeks 1/52, 2/52…, or days 1/365, 2/365… etc. So xi = i/n;

y_i = the cumulated fractiles on the Lorenz curve.

The Gini coefficient is equal to the area between the Lorenz curve (area A) and the 45° line divided by the whole area below the line (area B). To find the area between the Lorenz curve and the 45° line, area B needs to be found. The Gini coefficient can equally well be calculated from monthly, weekly or daily values. The values are first ordered by size from the lowest value to the highest and then normalised by the total number of visitors over the year (v_t). Below, the following formula is presented:

$$\frac{v1}{vt}, \frac{v2}{vt} \dots \frac{vn}{vt}$$

where:
n equals the number of fractiles, 12 when using months, 52 when using weeks and 365 when using days.

The sum of the normalised values should be 1. The normalised values are then accumulated and the highest of the accumulative values should be 1, the largest fractile.

The next step in finding the Gini coefficient is to determine the area below the Lorenz curve (area B). That is done by finding the mean of 2 neighbouring values and multiplying the mean by the width. The x-axis is normalised to 1 and, therefore, the width of each bar is 1/n. When the n values are summed up, we have area B. Area A is given by:
A=0.5-B

The Gini coefficient is finally found:

$$Gini\ coefficient = \frac{A}{0.5}.$$

In this case, to find similarities in the variability of entry volumes, a correlation matrix was used to assess a large amount of linear correlations between the data. As a result, the correlation index between all entry points was determined. For the purposes of characterising visitors based on the type of tickets purchased, the number of sold types of tickets for individual entries and the share of individual tickets in the total sales were compared.

Results

Temporal structure

At KNP, a gradual increase was noted in the number of visitors during the pre-COVID-19 period. Until 2017, the growth dynamics remained at a level of approx. 7% per year, although in recent years, its level has significantly strengthened. Only in 2020 the number of visitors decreased by -8.8%, due to the Covid-19 pandemic (Rogowski 2021, 2022). In 2021, the record number of visitors was recorded - 2,422 million and in 2022 the respective number was higher than 2,400 million. This confirms that in Post-COVID-19 period the number of visitors remains at a recurrently high level (Fig. 2).

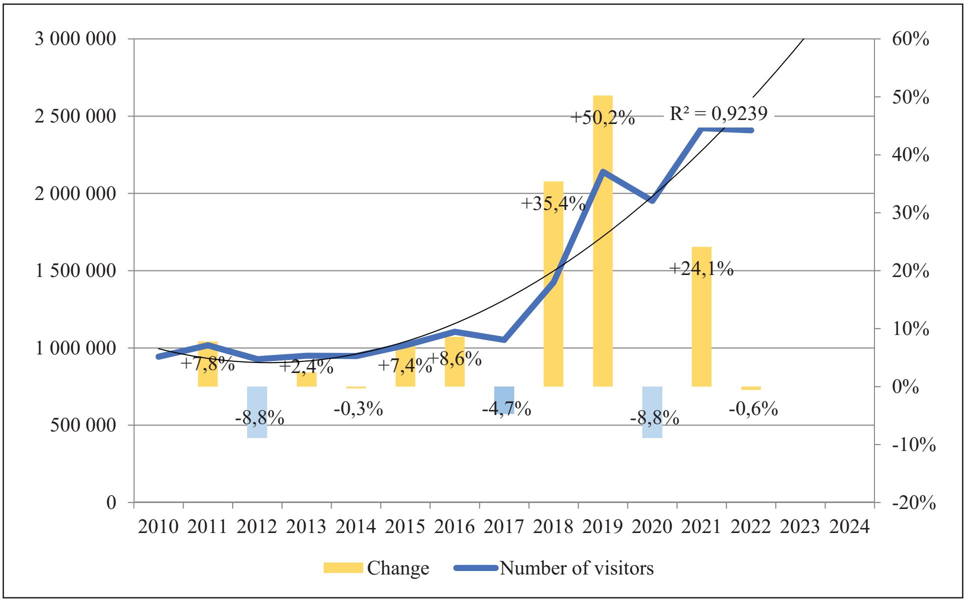

Figure 2. Annual visitors at KNP between 2010-2022.

Source: own elaboration based on data from Karkonosze Mts. National Park.

The trend lines with a greatest positive slope relate to July and August. Furthermore, a high positive trend was observed in September, which was higher than in June. The positive trends for October and February moved them from Low Season in 2010 to Mid-Season currently. A particularly large increase of visitors in January of 2021 makes this month incompatible with the low season. The increases of monthly visitors are also explained by the high R-squared coefficients for the chosen month ranging between 0.76 to 0.90. The highest R-squared coefficients also apply to July and August, as well as November, February and June. The trend lines also confirm the division into 3 groups of months, according to high, mid- and low-season (Fig. 3).The variability of monthly visitors over the period 2010-2022 resulted in changes in the identification of high, medium and low-seasons:

The variability of monthly visitors over the period 2010-2022 resulted in changes in the identification of high, medium and low-seasons:

1. High season invariably covers July and August,
2. Mid-season has lengthened from three months (May, June and September) in the initial period to five months; now including also October and February,
3. Low season has shortened to include currently March, April, November and December. The large increase in the number of visitors in January made the month incompatible with either the low-season or mid-season (Fig. 3). The same may prove true for November in future.

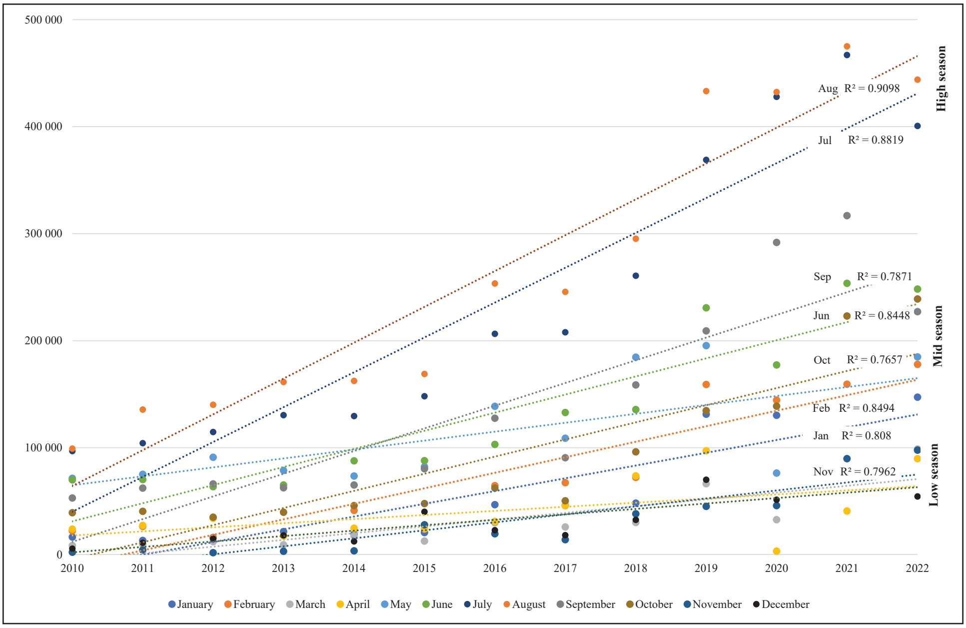

Figure 3. The trendline of monthly visitors at KNP in (2010-2022).
Source: own elaboration based on data from Karkonosze Mts. National Park.

In 2020, as a consequence of the COVID-19 pandemic outbreak, certain changes were observed in the temporal structure of visitors (Fig. 4). Already in March, the first drop in the number of visitors was reported, which reached its maximum in April (-96.7%). In May and June, the declines were smaller, whereas in July and September, an increase was evidenced. It was large enough to compensate for the slumps in the first half of the year. The highest growth in visitor flow was noted in September (+39.5%), since this month was approached by the public as an alternative to the crowded summer months and in order to avoid the accumulation of tourists, many people decided to visit the park specifically in this month. In the following two months, the situation did not change significantly, except for December, when a decline of approx. 20% was recorded. Pandemic restrictions and the increase in the number of infections changed the temporal structure of park visitors, causing an even greater peak in summer and fewer visits during the rest of the year, including the turn of the year.

The Visitor Index (VI) showed an increase of large disproportion in its value in the following years (Tab. 1). It is significant, that the high season months did not reach 1.0 in 2010. This shows a huge increase in visitors during these months in the period 2010-2022. In 2011-2015, there was a gradual increase of the VI for July and August only. The other months did not show a large increase in the VI. These changes had the effect of defin-

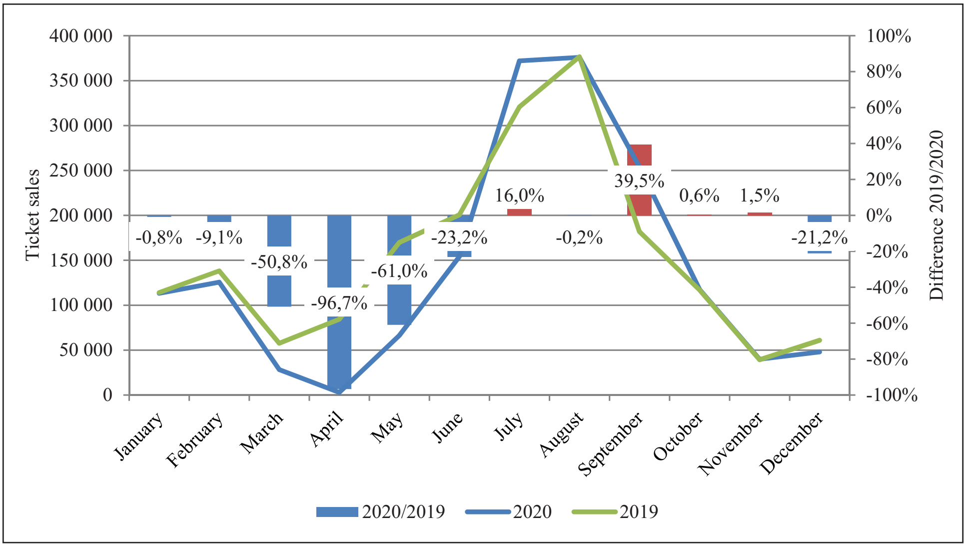

Figure 4. Monthly ticket sales for KNP during 2019-2020 and noted differences.
Source: own elaboration based on data from Karkonosze Mts. National Park.

ing the seasons: the VI>1.0 defined high season and the VI<0.4 defined low season in this period. Since 2016, the changes have intensified especially in mid-season and high season. For the first time the VI exceeded 1.0 for May and September lengthening the period with the VI>1.0. The VI for July and August exceeded 2,0 and in 2019 exceeded consecutively 3,0 and 4,0. This confirms intensive increase of visitors in high season resulting in the first problems of overtourism. Tourist traffic has intensified in spring and autumn which launched an off-season trend of avoiding summer crowds. Furthermore, tourist traffic has also intensified in January and February, with the VI exceeding 0.4. This launched a winter tourism trend. These changes defined the seasons: the VI>2.0 defined high season and the VI<0.7 defined low season at this period. In 2010, none of the months recorded the VI>1.0 while in 2019 as many as eight months noted the VI>1.0, an above-average over the entire period of 104 thousand visitors. In 2020, only for May did the VI<1.0, while the VI for the high season months increased further.

Currently the winter season trend is highly indicating for January and February when the VI exceeds 1.0. There is also a noticeable trend of autumn season in September and October. Since 2021 a large increase in the VI for November (from 0.4 to 0.9) was noted showing that the autumn season is getting longer. The VI for the spring months and high season has been high and stabilized.

During the 2010-2022 period the difference between the lowest and highest VI in a given year quadrupled, indicating high temporal variation in visitor flow throughout the year. The highest values of the VI were always noted in August. However, the lowest values of the VI were recorded for various months. In the pre-Covid-19 period, the lowest VI was mostly recorded in November, with the exception of 2015 and 2018 when it was in March. Since 2020, the lowest VI was recorded for March or April and in 2022 for December. This confirms dynamic changes in the temporal structure of visitor flow.

Table 1. Visitor Index (VI) and seasonality for monthly visitors at KNP

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
January	0.16	0.13	0.15	0.21	0.19	0.20	0.45	0.44	0.46	1.26	1.25	1.12	1.41
February	0.21	0.25	0.15	0.17	0.40	0.27	0.62	0.65	0.69	1.53	1.39	1.53	1.71
March	0.08	0.09	0.12	0.09	0.17	0.12	0.29	0.25	0.29	0.64	0.31	0.70	0.95
April	0.23	0.26	0.33	0.17	0.24	0.23	0.30	0.44	0.71	0.93	0.03	0.39	0.86
May	0.69	0.72	0.87	0.76	0.71	0.79	1.33	1.04	1.77	1.88	0.73	1.29	1.78
June	0.67	0.67	0.61	0.62	0.84	0.84	0.99	1.28	1.30	2.22	1.70	2.44	2.38
July	0.93	1.00	1.10	1.25	1.24	1.42	1.98	2.00	2.50	3.54	4.11	4.49	3.85
August	0.95	1.30	1.35	1.55	1.56	1.62	2.43	2.36	2.84	4.16	4.15	4.56	4.26
September	0.51	0.60	0.63	0.60	0.62	0.77	1.22	0.87	1.52	2.01	2.80	3.04	2.18
October	0.38	0.39	0.34	0.38	0.44	0.46	0.60	0.48	0.92	1.29	1.33	2.14	2.30
November	0.02	0.04	0.02	0.03	0.03	0.13	0.19	0.13	0.37	0.43	0.44	0.86	0.94
December	0.05	0.11	0.14	0.17	0.12	0.19	0.22	0.17	0.31	0.67	0.49	0.70	0.52

Visitor Index 1.00 = 104 073

Source: own elaboration based on data from Karkonosze Mts. National Park.

In 2020, the disproportion between the VI increased due to changes in the temporal structure of visitor flow. The maximum VI was recorded for August and July (VI exceeded 4.0). The high increase of VI was also noted for September, whereas the lowest VI was reported for the months when lockdown occurred. It is also worth highlighting that in January and February, the VI was approx. 1.00, which is confirmed by a winter tourism trend.

The average VI (Tab. 1) shows the seasonality of monthly visitors. Fluctuations were observed in January each year, while the number of visitors would have been 40% of the average monthly visitors. Similarly, the number of visitors would have been (51%) in February, in March (24%), in April

(48%), in October (80%), in November (20%) and in December (27%). However, in May each year, the number of visitors would have been 33% higher than the average monthly number of visitors. The hypothesis about the high seasonality of the visitor flow in the KNP area is also confirmed by the values of the Gini concentration coefficient (Table 1). For the 2010-2020 period, this index ranged from 0.86 in 2018 to 0.92 in 2010. This proves a very strong concentration of visitor flow in particular months of the year. The cumulative percentages of visitors show that an above 50% of visitor flow was observed in the 3 summer months — July and August, and depending on the year, June or September, i.e. 25% of the year. In fact, it can be said that these 4 months take over 60% of the total annual visitor flow. This tendency confirms the identification of the high season. In 2015-2019, the value of the Gini coefficient fell below 0.90, which means a slight decrease in the concentration of visitor flow over time and an increase in this flow during the off-season periods. However, in 2020, due to travel restrictions imposed in connection with the COVID-19 pandemic, the visitor flow was yet again rapidly concentrated in the summer. For the analysed period, the number of tourists visiting KNP doubled, which meant that despite the low percentage share of low season periods in the overall visitor flow, the absolute numbers of tourists visiting KNP were high enough for the visitor flow to be experienced by the hospitality sector entrepreneurs and the park staff as noticeably lengthening.

Spatial structure

The highest number of visitors – except for 2019 – was recorded at the Szklarka Waterfall, i.e. on average 150.0 thousand visitors per year, next the Kamieńczyk Waterfall (126,100), for which the record of entries was reported in 2019 – 201,200 (Tab. 2). The third most popular was the Wang entry point, which is the most frequently visited in the Karpacz area, with the average of 95,400. The majority of visitors were evidenced in the vicinity of Szklarska Poręba and Karpacz, among which waterfalls are the most popular spots. The Szklarska Poręba region is significantly more popular, as there are 4 out of 9 entry points in this region, generating almost 2/3 of all entries.

In the case of Kamieńczyk, the number of visitors fluctuated during the initial period, and since 2016, there was a significant increase, which culminated in 2019. For Szklarka, high and relatively stable values were recorded each year, culminating in 2016. In recent years, slight downturns and upturns in the number of entries were recorded. A different situation occurred in the case of the Wang entry point, for which each year, an increase in the number of sold tickets was observed, also in 2020. It can, therefore, be concluded that for this entry point, the COVID-19 pandemic did not change the number of visitors. Regarding Szrenica entry point, up until 2016, an increase in ticket sales was reported, followed by a gradual decline lasting till 2019, whereas in 2020, an increase was observed. In the case of Kopa entry point, the number of entries was lower in 2018, which could have been caused by the return to service of the chairlift to Kopa after renovation. In the case of the remaining entries, a gradual increase was recorded in the analysed period.

Table 2. Annual sales of admission tickets for KNP at individual entry points

Years	Number of sold admission tickets (thous.)									The share of sold tickets sold								Gini coefficient
	Kamieńczyk	Kamieńczyk Gate	Szrenica	Szklarka	Orlinek	Kopa	Wang	Chojnik	Total	Kamieńczyk	Kamieńczyk Gate	Szrenica	Szklarka	Orlinek	Kopa	Wang	Chojnik	
2010	108,600	29,200	50,900	137,900	19,300	34,900	74,900	44,200	499,900	21.7	5.8	10.2	27.6	3.9	7.0	15.0	8.8	**0.73**
2011	126,100	37,100	62,900	138,900	19,000	48,800	93,400	51,900	578,100	21.8	6.4	10.9	24.0	3.3	8.4	16.2	9.0	**0.72**
2012	103,800	37,200	75,300	147,500	18,900	60,100	95,300	65,200	603,300	17.2	6.2	12.5	24.4	3.1	10.0	15.8	10.8	**0.70**
2013	107,800	38,500	79,100	152,200	29,600	53,100	96,900	65,400	622,600	17.3	6.2	12.7	24.4	4.8	8.5	15.6	10.5	**0.69**
2014	111,700	46,000	78,400	171,100	32,700	59,400	109,300	72,600	681,200	16.4	6.8	11.5	25.1	4.8	8.7	16.0	10.7	**0.69**
2015	131,800	56,700	91,000	181,600	29,700	58,700	105,100	79,000	733,600	18.0	7.7	12.4	24.8	4.0	8.0	14.3	10.8	**0.69**
2016	168,000	67,700	109,800	194,400	32,700	66,200	120,600	93,500	852,900	19.7	7.9	12.9	22.8	3.8	7.8	14.1	11.0	**0.69**
2017	172,800	68,900	106,500	179,600	33,200	73,800	117,600	87,200	839,600	20.6	8.2	12.7	21.4	4.0	8.8	14.0	10.4	**0.69**
2018	155,500	60,500	90,900	161,200	28,600	63,400	101,400	78,400	739,900	21.0	8.2	12.3	21.8	3.9	8.6	13.7	10.6	**0.69**
2019	201,200	85,400	70,800	186,600	46,700	78,200	135,400	102,200	906,500	22.2	9.4	7.8	20.6	5.2	8.6	14.9	11.3	**0.68**
2020	140,000	83,700	99,000	155,300	49,300	76,200	135,600	85,800	824,900	17.0	10.1	12.0	18.8	6.0	9.2	16.4	10.4	**0.65**

Source: own elaboration based on data from Karkonosze Mts. National Park.

When characterising the share of visitors in the spatial structure (Tab. 2), its relative stability should be indicated, as the average difference is 4.4 percentage points. The largest drop in the share of visitors was noted for Szklarka, totalling 8.8 percentage points and for Kamieńczyk from 4.4. In the case of Kamieńczyk, the highest slump was listed in 2020 and caused by the pandemic restrictions – from 50 to 30 visitors – which also reflects the decline of the recorded entries in 2020. The smallest difference in the share of visitors was noted for Kamieńczyk Gate (+4.3 percentage points) and occurred in the case of other less popular entry points, where a slight increase in the share of entries was recorded: Orlinek Kopa (+2.2), (+2.1) and Wang (+1.6). This illustrates a greater dispersion of visitors across the park area.

Visitor flow in the KNP area should be considered highly concentrated, which is confirmed by the value of the Gini concentration coefficient (Tab. 2). In the period between 2010 and 2020, every year, the Gini coefficient exceeded the value of 0.6 in the range. However, this concentration decreased from the value of 0.73 in 2010, down to 0.65 in 2020. It should also be emphasized that in 2010, the 4 most popular entry points were responsible for 75% of the total visitor flow, whereas the remaining 4 entry points to the park accounted for only 25.0% of this flow. In 2020, these disproportions were slightly reduced. The 4 most popular entry points to the park accounted for only 64.2% of the entire visitor flow, and the remaining four entry points, for as little as 35.8% of this flow.

By comparing the number of monthly visitors from the entry points, a correlation matrix can be developed to check which places are similar in terms of its variability (Tab. 3).

Table 3. Correlation matrix of the number of visitors for entries at KNP

	Kamieńczyk	Kamieńczyk Gate	Szklarka	Orlinek	Kopa	Wang	Chojnik
Kamieńczyk	-						
Kamieńczyk Gate	0.00	-					
Szklarka	-0.04	0.92	-				
Orlinek	0.91	0.08	0.08	-			
Kopa	0.91	0.03	0.04	0.90	-		
Wang	0.95	-0.03	-0.01	0.93	0.97	-	
Chojnik	0.96	-0.06	-0.07	0.89	0.91	0.96	-

Source: own elaboration based on data from Karkonosze Mts. National Park.

The entry correlation variability between individual entry points was either high or non-existent. It results from the fact that the visitor flow to the KNP is characterised by similar fluctuations. The determining factor is the location of an entry point in the vicinity of cities serving as the main accommodation and departure base. The entries located around Karpacz and Szklarska Poręba characterised by a similar fluctuation, while in the vicinity of less popular cities, by no correlation. The highest correlation index was recorded between the following entry points:

- Wang / Kopa (0.97);
- Wang / Chojnik (0.96);
- Chojnik / Kamieńczyk (0.96);
- Wang / Kamieńczyk (0.95).

The above-mentioned places are characterised by a large number of entries throughout the year, good accessibility, a well-developed network of tourist trails allowing a multi-variant realisation of trips and the possibility of reaching the most popular attractions of the park. The variability in the number of entries depends on the days off work and working days. The entries featuring a slightly lower degree of correlation (0.93-0.89) are located at large distances from each other, not being directly connected with one another by a network of tourist trails but in the area of Karpacz and Szklarska Poręba:

- Wang / Orlinek (0.93);
- Szklarka / Kamieńczyk Gate (0.92);
- Kamieńczyk / Orlinek (0.91);
- Kamieńczyk / Kopa (0.91);
- Chojnik / Kopa (0.90);
- Kopa / Orlinek (0.90);
- Chojnik / Orlinek (0.89).

The characteristics of visitors

The most frequent purchase was a 1-day full-price ticket, making up 57.9% of the total sales and 1-day reduced-price tickets equalling 29.2%. Adding the 3-day reduced-price and full-price tickets, the result was 88.8% of the individual visitors, while 11.2% of tickets referred to guided tour groups, of which 9.5% constituted reduced-price (school groups) and 1.8% full-price tickets. Despite the general growth in admission ticket sales, including higher sales of individual tickets, the sales of group tickets remained at a relatively constant level (70,000-80,000), with the variability oscillating around a dozen or so percent. When comparing the sales of both types of tickets, it should be noted that the difference between them is higher each consecutive year. This was confirmed by the sales structure, as a gradual increase in the share of individual visitors, i.e. from 82.6% in 2010 to 89.8% in 2019, and to 96.6% in 2020, due to the sanitary restrictions in force.

The sales of full-price tickets went up by more than 3 times – from 249,600 in 2010 up to 648,500 in 2020 – compared to the reduced-price tickets. For the first ones, the increase was 141.8%, and for the latter – only 34.7%. This shows a much smaller increase in the number of individual visitors purchasing reduced-price tickets, i.e. children and senior citizens, as compared to the much larger increase in adults. It is also noticeable in the case of a gradual decline in the share of people buying reduced-price tickets from 41.3% in 2010 to 29.8% in 2019, and 27.4% in 2020 (Tab. 4).

The share of individual tickets ranged from 78.4% at the Żarska Pass to 92.4% at the Kamieńczyk Gate. The most popular entry points among tourist groups were the Szklarka Waterfall followed by the Kamieńczyk Waterfall and the Wang entry point. Despite the fact that these entry points were most popular for groups, and compared to other points, the share of

Table 4. Types of admission tickets sold for KNP

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
1-day	246,0	296,6	328,6	344,0	400,6	433,5	513,7	518,1	447,0	590,7	631,8
1-day reduced-price	172,4	187,3	181,1	195,9	197,1	208,5	243,2	231,8	219.9	250.3	237.7
1-day with a guide	13,4	14,2	15,1	11,9	10,5	12,6	11,6	12,6	11,5	15,3	3,5
1-day with a guide reduced	67,8	71,4	68,5	61,5	63,0	69,2	74,5	74,0	64,8	64,7	10,3
3-day	3,6	4,6	4,8	5,6	5,9	5,9	5,9	7,0	7,5	11,8	16,7
3-day reduced-price	3,4	3,8	5,2	3,9	4,0	4,0	4,2	4,3	4,3	5,7	6,5
Individual	425,4	492,3	519,6	549,3	607,7	651,9	766,9	761,2	678,8	858,5	892,7
Including individual reduced-price	175,9	191,1	186,3	199,8	201,2	212,5	247,3	236,1	224,2	256,0	244,2
Group	81,1	85,7	83,6	73,3	73,5	81,7	86,1	86,6	76,3	80,0	13,8

Source: own elaboration based on data from Karkonosze Mts. National Park.

groups was small, amounting to 14.2%, 12.0% and 12.9%, respectively. Certain changes can also be identified in the case of individual entries. For the Chojnik entry point, a decrease by more than half in the share of group entries was recorded, including the reduced-price tickets with a guide, in the years 2017-2019, from 19.3% to 8.5%. For the Kamieńczyk Waterfall entry point, in the 2018-2019period, there was a decline in the share of groups from 11.5% to 8.1%, of which an even greater drop for the reduced-price groups from 10.2% down to 6.5%. Contrary to the Szklarka Waterfall, an increase in the share of groups for the aforementioned period from 10.5% to 12.4% was observed, including both reduced-price ones from 9.4% to 10.1% and for other groups from 1.1% to 2.3%. Such changes were also reported earlier, although the differences were not that significant. This resulted in the Szklarka Waterfall being the most popular destination for tourist groups in 2019. In the case of the Kopa entry point, a huge slump in the share of group entries was evidenced from 5.6% in 2018 to 0.8% in the following year. It could have been caused by restarting the cableway to Kopa after modernisation (Tab. 5).

In 2020, for each entry point, a decrease in the sales of group tickets was recorded, reaching 70-90% compared to 2019. The largest declines were evidenced for the most popular entry points: Kamieńczyk, Szklarka, Wang and Chojnik. In the case of waterfalls, the biggest downward trend in individual tourists' entries was recorded: for Kamieńczyk, by 46,000, which made up 30.4% and Szklarka, by over 13,000, i.e. 16.7%. Moreover, there was a slump in the entries for Chojnik by 8,500, which constituted 16.1%. This resulted

Table 5. Types of admission tickets sold at entry points to KNP

	Kamieńczyk Waterfall	Kamieńczyk Gate	Szrenica	Szklarka	Orlinek	Kopa	Wang	Chojnik	Żarska Pass
1-day	802,9	311,9	534,5	870,6	171,5	390,2	616,5	385,1	8,6
1-day reduced-price	417,3	153,4	223,1	525,6	84,7	160,7	272,7	234,6	6,2
1-day with a guide	28,1	5,1	15,6	33,0	4,9	4,9	22,1	13,3	0,4
1-day with a guide reduced	138,8	34,9	34,1	202,1	24,2	29,5	112,8	97,4	3,7
3-day	0,0	121,1	5,0	11,3	3,1	6,9	15,4	4,4	0,2
3-day reduced-price	0,0	9,5	2,9	8,0	1,7	4,0	10,2	4,6	0,9
Individual	1 220,3	487,1	765,7	1 415,6	261,2	562,0	914,9	628,9	15,2
Group	167,0	40,0	49,7	235,1	29,1	34,4	134,9	110,7	4,2
Group (%)	12.0%	7.6%	6.1%	14.2%	10.0%	5.8%	12.9%	15.0%	21.6%

Source: own elaboration based on data from Karkonosze Mts. National Park.

in a decline in the total number of tourists for the most popular destinations. Slight drops of 2-3 percentage points were also recorded for such entry points as Kamieńczyk Gate and Kopa, although it was due to eliminating the decrease in group entries through an increase in individual entries. The highest growth in individual entries was recorded for the Szrenica entry point by 30,000, which caused the largest increase in the total entries by 39.9 percentage points. In the case of Wang, an increase in individual entries by 13,000 was observed, which fully compensated for the smaller number of group entries.

Discussion

The increase of visitors at KNP was confirmed by P. Miazek [2019] at other Polish national parks, and by M. Erlebach, J. Malakova [2021] at Krkonoše National Park (KRNAP). However, it should not be forgotten that in recent years, at KNP, the system of charging admission fees has been tightened, which probably also contributed to the increase in the recorded visitor flow. Despite that, it should definitely be emphasized that the higher number of visitors in the analysed period is undoubtedly noticeable. In 2021, the majority of national parks in Poland were avoided by a part of society for fear of high probability of overcrowding and COVID-19 infection. These people decided to visit less popular parks [Rogowski 2022]. Nonetheless, generally, the PNAs were assessed as safe in terms of sanitation. According to B.D. Taff [2020], the role of parks as oases of human health and well-being increased during the COVID-19 pandemic.

The variability of visitor flow at KNP was similar as at the most popular national parks in Poland: Tatra NP (Ćwiek, Pater 2020), Bieszczady NP [Prędki, Demko 2018], Pieniny NP [Bołoz, Jucha 2016] and KRNAP [Erlebach, Romportl 2021]. Cyclically re-occurring seasons (i.e., high-, mid- and low-seasons) characterise the seasonality of visitor flow, not only at KNP. The number of visitors during these seasons are characterised by different intensities. The intensity of visitor flow in each of the 3 types of seasons increases proportionally. The autumn trend of extended high visitor number especially in September and October and the trend of winter tourism in January and February have been confirmed in other national parks. There has also been a noticeable increase in visitors in November since 2021. Highly coherent results for visitor seasons obtained during the pre-COVID-19 period indicates that the variability and seasonality of visitor flow is associated with factors such as timing of summer vacations at a national level, presence of the weekends and national holidays [Rogowski 2021b].

The seasonality of tourist traffic at KNP was high, and in the subsequent years, prior to the COVID-19 pandemic, it was slightly weakened. This was caused by a much larger increase in visitors for the off summer periods as opposed to a much smaller increase in summer visitors, eliminating the differences between these periods. However, in 2020, visitor flow was rapidly concentrated in the summer, reversing the trend of visitor deglomeration. The useful temporal dispersion of visitors observed in recent years began to recede in 2020 [Rogowski 2022].

An increasing upward trend in visitors was reported for KNP in the winter months due to the growing popularity of winter activities in protected mountain areas. This corresponds to a similar situation in the areas with outstanding winter advantages [i.e. Tatra NP - Bielański et al. 2018, Taczanowska et al. 2019]. The second trend was an increase in autumn visitors which was noted in recent years. This was confirmed by Erlebach and Romportl [2021] at KRNAP. If both trends continue, the number of visitors in the winter period increases above average, creating yet another mid-term peak and, in addition, the autumn period is lengthened during which the number of visitors remains at an average level.

The impact of the COVID-19 pandemic on visitor flow is also similar to other national parks in Poland. The number of visitors at less popular locations increased, driven by the need to avoid large groups of people in the midst of the COVID-19 pandemic. According to a previous study, comparing monthly data of visitor flow between most frequent visited national parks in Poland confirms general trends [Rogowski 2022]. The results confirm the trends accompanying the COCID-19 pandemic period in tourism described for KNP are in separate papers [Rogowski, Rusztecka 2021, Rogowski 2022]. The pandemic has undoubtedly reduced the pressure on PNA, given the decline in visitor numbers caused by travel restrictions and park closures, especially at popular, nature-based destinations [Corlett et al. 2020]. As in the case with Snowdonia National Park [Jones 2021], in the Karkonosze Mts., the crisis in tourism was seen in a broadly positive way by a significant number of respondents, while benefit sharing issues from tourism also emerged.

Taking the sales of admission tickets into account, it can be indicated that KNP is mostly visited by individual visitors. These results were confirmed by H. Prószyńska-Bordas (2017), indicating around 90% of individual visitors at national parks. These tendencies correspond to the contemporary trends connected with an increasing mobility of society and freedom in choosing the arrival time, which results in multiple individual arrivals.

Conclusions

Monitoring visitor flow at a national park is a tool that provides data on its volume, variability and seasonality. This makes it possible to diagnose the occurrence of overtourism which can be managed and counteracted. What is needed in this respect is a tourism policy at a regional level, which should be consistent and helpful in tourism management by national park staff. This requires the coordination of tourism policy and national park management aimed at methods of managing overtourism.

The above results allow to describe the changes in visitor flow at KPN in 2010-2022 so that it is possible to forecast further changes, in response to which it is necessary to prepare properly. There is no doubt that the greatest challenge is the increasingly dynamic growth of visitor flow, as confirmed by the data presented in Fig. 2 and 3.

1. The number of annual visitors increased 2.5 times in the period 2010-2022. The differences in the VI increase associated with monthly visitor numbers caused changes in the temporal distribution of visitors. Tourist traffic has intensified in spring and autumn which launched an off-season trend of avoiding summer crowds. Furthermore, tourist traffic has also intensified in January and February, with the VI exceeding 0.4. This launched a winter tourism trend. Along with the increase in the number of annual visitors in the following years, further increase of crowds in high season is expected making overtourism increasingly

problematic, lengthened and resulting in further growth of visitors in mid-seasons, especially corresponding to the autumn season trend, separated form the winter season trend.
2. The temporal concentration and seasonality of visitors at KNP is very high. July and August together generate 1/3 of visitors and the period from May until the end of September – 2/3 of visitors. However, the share of the quietest period (from November to the end of March) doubled, totalling 1/5. This situation shows that with the increase in monthly visitors (according to Fig. 3), visitor flow increases most dynamically in the off season. In following years, we will expect a disappearance of the off season and a seamless transition between the end of the extended high season in autumn, the winter ski season and the beginning of tourist season in spring.
3. The spatial concentration of visitors at KNP was high and gradually dispersed. This is due to the greater increase of visitors in less popular places. The dispersion was confirmed in the declining share of the 3 most popular entries from 74.2% in 2010 to 61.1% in 2019. In 2020, the deglomeration was strengthened, therefore, it cannot be concluded whether this trend is permanent or caused by the COVID-19 pandemic.

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THE IMPACT OF GOVERNMENT POLITICAL DECISIONS ON ACCESS TO RECREATIONAL FACILITIES DURING THE COVID-19 PANDEMIC AND THE LEISURE PREFERENCES OF YOUNG PEOPLE

Grzegorz Kromka*

Abstract

Purpose. Determining the impact of government policy in the field of applicable restrictions on access to recreational facilities during the COVID-19 pandemic on leisure behaviours (on the example of physical activity and the use of social media) of young people attending secondary schools and higher education facilities in Kraków (Poland).
Method. The main research method used in the research process was a diagnostic online targeted population survey using the questionnaire technique. The research was conducted between 29 January and 26 March 2021 on a sample of secondary school and university students in Kraków (with particular emphasis on students from the University of Physical Education in Kraków). The survey resulted in 1,714 correctly completed questionnaires. An auxiliary research method was using focus group interviews conducted via the Internet.
Findings. Government policies regarding the restrictions introduced during the COVID-19 pandemic affected the leisure activities of young people. They were generally less physically active than prior to the pandemic. In addition, the restrictions affected the selected forms of physical activity in free time – young people preferred mainly walks and hiking. At the same time, most of the respondents indicated spending more time on social media than they did before the pandemic. They used it to maintain social contacts with family and friends, as well as for entertainment, educational and professional purposes.
Research conclusions and limitations. The empirical research concerns only secondary school and university students from Kraków and covers only the first year of the COVID-19 pandemic in Poland.
Practical implications. The results of the research can be used by decision-making institutions in the scope of introducing restrictions on the functioning of the State (e.g. the Ministry of Health), as they indicate consequences of specific restrictions. The article may also be helpful for institutions organising leisure time, such as the Society for the Promotion of Physical Culture, the Polish Scouting Association, sports and recreation centres or local cultural centres. It will enable them to adapt their offer to leisure behaviours preferred by young people during lockdowns.
Originality. The study of leisure behaviours relates to the situation of the COVID-19 pandemic outbreak, making it novel and not previously studied or analysed.
Type of paper. Article presenting the results of an empirical study.

Keywords: leisure behaviours, social media, young people, government policy, restrictions, COVID-19 pandemic.

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Introduction

The COVID-19 epidemic began in late 2019 in Wuhan, China [Holshue, DeBolt, Lindquist 2020, p. 929], and then spread very quickly around the world. The first case of COVID-19 in Poland occurred on March 4, 2020 [*Pierwszy…*, 2020]. A week later, on March 11, 2020, the World Health Organization (WHO) announced that the epidemic had evolved into a global COVID-19 pandemic [*WHO...*, 2020]. On the same day, the Polish government decided to close all educational institutions and universities in Poland. It also decided to suspend the activities of cultural institutions (e.g. theatres, philharmonics, museums, cinemas and art schools) starting March 12 [*Decyzja…*, 2020]. In addition, it was announced that from March 14, a state of epidemic threat would be in force, which was associated with the introduction of temporary restrictions on the functioning of institutions and workplaces [*Komunikat…*, 2020].

In the following days and weeks, further restrictions were introduced. This caused most of the service and industrial sectors of the economy to become extinct and induced serious difficulties in moving around the country and abroad. It is customary to call this period: the nationwide collective quarantine. It ended on May 3, 2020, when shopping malls and hotels were opened, and free movement around the country was restored [Sokół-Szawłowska 2021, p. 57]. It is assumed that the first wave of the pandemic in Poland ended at the end of May 2020 [Związek przedsiębiorców i pracodawców 2021, p. 6]. However, this was not its conclusion – for the next two years, there were further waves of the disease, and the government – trying to prevent them – introduced new restrictions regulating the daily life of Polish residents. Regardless of these regulations, the use of personal protective equipment, social distancing and social isolation (i.e. limiting interpersonal contacts) were recommended.

On the money.pl portal, the duration of the bans was summarised during the year of the pandemic in Poland. In the period from March 4, 2020 to March 4, 2021, gyms were completely closed for 214 days, and swimming pools for 194 days [*Koronawirus…*, 2021]. On the remaining days, it was possible to use these places but in a limited way, i.e. there were restrictions on the number of people who could be in these places at the same time. During the research (January-March 2021), legislation regulated the functioning of fitness clubs and gyms. In January, most of them were available only for professional athletes [Związek przedsiębiorców i pracodawców 2021, p. 10], but in March, they could also be used by amateurs (limited number at a time) [*Otwarcie…,* 2021].

It is worth recalling that during this period, the State Forests introduced a temporary ban on access to forests and public green areas from April 3, 2020 [*Tymczasowy…*, 2020]. However, this restriction was lifted relatively quickly (after 19 days). From April 16 [*Obowiązek…,* 2020] to May

30, 2020 [*Nowe…*, 2020] and from October 10, 2020 [*Od 10 października…*, 2020] to May 15, 2021 [*Zmiany…*, 2021], there was an obligation in Poland to cover one's mouth and nose in public places (except for places such as forests, parks, beaches, etc.). This was most often associated with the requirement to wear masks.

The introduced restrictions forced Poles to change their habits, including the manner in which they spend their free time. Therefore, the aim of the study is to determine the impact of the government policy in the field of applicable restrictions regarding access to recreational facilities during the COVID-19 pandemic on leisure behaviours (focusing on the examples of physical activity and the use of social media) among young people receiving education at Krakow secondary schools and universities.

Literature

It is impossible to define the term "free time" unequivocally and unambiguously, partly because of its multi-faceted nature [Świtała-Trybek 2007, p. 339]. However, there is a large group of researchers trying to determine what it actually is. One of them is R. Winiarski, who defines –"free time" from both a "quantitative" and "qualitative" perspective. In the "quantitative" aspect, he defines free time as the part of the daily time budget which remains after performing all professional and non-professional duties and after satisfying the basic needs of the body. Free time in the "qualitative" sense is the time when a person does what s/he wants and which a person can freely dispose of, e.g. for rest, entertainment, self-improvement [Winiarski 2011, p. 16]. According to W. Siwiński, it is time which an individual freely disposes of, making his/her own choices and allocating it, in accordance with individual needs and interests, to rest and entertainment, regeneration, intellectual development, integration of family life and participation in social life [Siwiński 1996, p. 63]. D. Mroczkowska notes that nowadays, individuals try to perform a lot of activities at the same time, while free time becomes a mosaic space. Working time and free time are blurred, because activities overlap [Mroczkowska 2008, p. 91 and 99].

This means that during free time, an individual may engage in leisure behaviour. It can be defined – according to W. Hui-Xin, X. Weili and P. Jin-Jing – as the voluntary use of free time for activities that go beyond daily routine [Hui-Xin, Weili, Jin-Jing 2012, p. 482]. D. Kleiber and G. Nimrod point out that these are the preferred and enjoyable activities that people participate in during their free time. J. Kelly adds that performing them should provide internal satisfaction to the participants [Chang, Wray, Lin 2014, p. 516]. In turn, K.M. Lloyd and C.J. Auld divided leisure behaviours into six categories: mass media (e.g. watching television, reading newspapers); social activities (e.g. visiting friends, attending parties); outdoor activities (e.g. hiking and gardening); sports activities (e.g. fitness, golf); cultural activities (e.g. dancing, attending the theatre); and hobbies (e.g. needlework and collections) [Lloyd, Auld 2002, s. 52].

Leisure behaviour can therefore include physical activities, such as walking, cycling or exercising at the gym. According to the report – "MultiSport Index 2019 – Aktywnie po zdrowie" [Eng. MultiSport Index 2019 – Actively for Sport], 64% of Poles were physically active in 2019. This percentage was higher in the 15-24 age group and amounted to 80%. The most frequently chosen forms of exercise prior to the pandemic were: cycling, running, walking, exercising at the gym and swimming in a pool [Benefit Systems 2019, p. 11, 17].

However, a higher percentage of Poles declared engaging in other leisure behaviours. In 2022, almost 72% of Poles used social media for an average of 1 hour and 49 minutes a day [Kemp 2021, p. 16, 22]. Thus, social media is a popular and long-lasting form of spending time among the Polish society. Consequently, it is worth specifying that social media should be understood as Internet applications that enable the creation and easy transfer of content in the form of words, photos, videos and audio files. The term also refers to actions, practices and behaviours among communities of people who gather online to share information, knowledge and opinions [Safko, Brake 2009, p. 6].

There are studies in which the possible impact of leisure behaviours is indicated on: e.g. improving well-being, physical and mental health [Hui-Xin, Weili, Jin-Jing 2012, p. 482; Brajša-Žganec, Merkaš, Šverko 2011, p. 81; Trainora, Delfabbroa, Anderson, Winefield 2010, p. 173], as well as improving social life and living conditions [Silverstein, Parker 2002, p. 528]. Due to the unusual situation around the world and the short period since the pandemic's occurrence, there are still few publications dealing with the issue of leisure behaviours undertaken by people during the this time.

One of them is the report entitled "The market of nutrients for people practicing sports in Poland 2020. Market analysis and development prospects". The study group consisted of people using sports supplements, so it can be assumed that they were more physically active than average Poles. The report contains information stating that [*PMR…,* 2020]:

- 35% of respondents declared that the COVID-19 pandemic reduced the frequency of their physical activity;
- 32% of respondents did not notice the impact of the COVID-19 pandemic on the frequency of their physical activity;
- 22% of respondents felt that they trained more frequently during than before the pandemic;
- 6% of respondents started training during the pandemic;

- 5% of the respondents indicated that they completely gave up physical activity.

Poles may have compensated for their limited contacts in the real world through social media. This is indicated by the results of a study carried out by the Infuture Institute[1], in which 27% of Poles declared that they maintained relationships with loved ones to a large or very large extent through Internet applications. Similar results were obtained in the study by A. Dymmel[2] [2021, p. 767]. In addition, the rate of social media use during lockdown almost doubled (from 12% to 22%) [Infuture Institute 2020, p. 8].

The COVID-19 pandemic and government policy concerning restrictions imposed on society have affected many aspects of people's lives. The situation particularly affected the largest generational group in Poland, namely young people (approximately 9 million people; 23% of the Polish population) [Główny Urząd Statystyczny 2018, s. 136]. These include individuals aged 15-24, studying in Poland at secondary and higher education levels. They are sometimes called "generation Z", "generation of the Internet" or "digital natives"[3] because they were born at the time of widespread availability to desktop computers, so they did not need to adapt to the new technology [Ciesielka 2018, p. 16].

Young people had to change their previous habits – also in the area of leisure behaviours – and adapt to the new reality. In her study[4], G. Wronawska showed a significant decrease in student activity in such areas as [Wronowska 2021, s. 23]:

- going to restaurants, pubs, cafes;, going clubbing (96%);
- going to the cinema, museums, theatre, to exhibitions and concerts (93%);
- participation in social gatherings (81%);
- participation in physical activities, e.g. fitness, swimming in a pool (64% of respondents).

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[1] Survey research in April 2020 using the CAWI (Computer-Assisted Web Interview) method by the Ariadna National Research Panel. They collected the opinions of 1,062 Poles aged 18+ (the sample is representative in terms of such sociodemographic characteristics as gender, age and size of place of residence).

[2] The survey was conducted on March 13-20, 2021 among students of Information Architecture at the Maria Curie-Skłodowska University in Lublin, 77 people studying for Bachelor's and Master's degree took part in it.

[3] This concept is contrasted with the term "digital immigrants", meaning people born before the widespread availability of computers.

[4] The study concerned the impact of the pandemic on the situation of students from the Cracow University of Economics. It was conducted on a sample of 757 people.

Based on this research, this study allows to deepen knowledge about the leisure behaviours of young people by answering the following research questions:

1) Did the pandemic change the level of physical activity among the majority of students attending secondary and higher education facilities in Kraków?
2) What types of physical activities were most preferred among the surveyed group during the pandemic?
3) Did the pandemic change the amount of time spent on social media among students attending secondary and higher education in Kraków?

Method

The main research method used in the study was an online targeted population survey using the Computer-Assisted Web Interview technique (CAWI[5]), with the use of the profitest.pl survey portal. The choice of research method was dictated by the epidemiological situation and was intended to ensure the safety of respondents. For the purposes of the study, a questionnaire consisting of 41 questions and a metric enabling the characteristics of the respondents was developed. The research was carried out in the period from January 29 to March 26, 2021 on a sample of Krakow's secondary school and university students[6]. A total of 1,714 correctly completed survey questionnaires were obtained. The characteristics of the research sample are presented in Table 1.

In order to explore the topic in a multifaceted way, research was also conducted using the method of online focus group interviews. The content and direction of discussions occurring during the study allowed to determine general attitudes and moods related to the pandemic and leisure behaviours. An additional value was both the determination of patterns regarding leisure behaviours typical for the period of the pandemic's beginning, as well as learning about the motives in this regard.

These studies were conducted in six homogeneous groups, addressing issues related to physical and social media activity during the pandemic. The pandemic's impact on the leisure behaviour of young people was discussed. Motives for engaging in physical activity and using social media were discussed. The role of restrictions (private – e. g. fears, anxieties and public – e. g. lockdown) in leisure behaviour outside the home was also discussed. Infor-

[5] CAWI – Computer-Assisted Web Interview.

[6] In order to examine the differences in the range of topics covered between students studying fields with a sports education profile and those with other educational profiles, students of the University of Physical Education in Kraków were singled out in the research on universities.

Table 1. Characteristics of the respondent sample

	Number of respondents	Percentage of respondents
Age		
15-19 years old	1026	60.3%
20-24 years old	688	39.7%
Sex		
Female	970	56.6%
Male	744	43.4%
Place of education		
Secondary school [7]	1006	58.7%
AWF in Kraków [8]	405	23.6%
Other university [9]	303	17.7%
Place of residence		
Up to 50 thousand residents	682	39.8%
51–500 thousand residents	249	14.5%
Over 500 thousand residents	783	45.7%

Source: Own elaboration based on collected empirical data.

mation collected in this way made it possible to add detail to the description of leisure behaviours among young people during the pandemic.

The data collected through the survey questionnaire were stored in a database created in Microsoft Excel 2016, enabling effective data processing and interpretation, as well as ensuring their organisation and secure storage. The next step involved independently verifying the correctness of responses in terms of completeness and relevance. For further data analysis, a process of grouping and standardisation was carried out, allowing for

[7] Kraków secondary schools included in the study: Environmental Engineering Technical School No. 13, Printing and Media Technical School No. 20, Technical School of Mechanics No. 17, High-School No. 1, High-School No. 5, Public High-School of the Presentation Sisters, Public High-School of the Congregation of the Augustinian Sisters, Private High-School of Sports Championship.

[8] Academic disciplines from AWF in Kraków included in the study: Physical Education, Sport, Physiotherapy, Cosmetology, Tourism and Recreation, Physical Culture for the Elderly.

[9] Academic disciplines from other Krakow universities included in the study: Pharmacy; Film Studies and New Media Knowledge (Jagiellonian University), Mathematics (University of Pedagogy), Dietetics (University of Agriculture), Spatial Economy (Cracow University of Technology), Theology (Pontifical University of John Paul II), Computer Science and Econometrics (Higher School of Economics and Computer Sciences), Philosophy (Jesuit University Ignatianum).

the creation of simple tables, summaries and the calculation of mean values. This facilitated a clear understanding of the dataset and enhanced its comprehensibility. To conduct statistical tests and assess significance of the results, PQStat Software 1.8.6 statistical software was utilised.

Results

Young people tried to be physically active in their free time during the COVID-19 pandemic. The declared amount of time they devoted to leisure physical activity per week is presented in Table 2.

Table 2. The amount of time spent by respondents on leisure physical activity on a weekly basis

Answer	Number of responses	Response percentage
Over 8 hours	143	8.3%
6.5 - 8 hours	186	10.9%
4.5 - 6 hours	290	16.9%
2.5 - 4 hours	401	23.4%
0.5 - 2 hours	491	28.6%
Less than 0.5 hour	203	11.9%
TOTAL	1714	100%

Source: Own elaboration based on collected empirical data; n=1,714.

A relatively large number of young people (40.5%) devoted less than 2 hours a week to leisure physical activity. Almost as many (40.3%) were physically active between 2.5 and 6 hours a week, while 19.2% of the respondents were physically active for more than 6.5 hours a week.

In order to compare the amount of time dedicated to physical activity among the participants, specific response options were assigned points on a scale from 1 to 6[10]. The more time allocated to physical activity, the higher the number of assigned points.

The arithmetic mean of physical activity for men was 3.28 points, while for women, it totalled 2.99 points. The Mann-Whitney U test ($Z=3.611554$; $p=0.000304$) allowed to indicate statistically significant differences between the declarations of women and men. Therefore, it can be concluded that men allocated a greater amount of time to physical activity compared to women.

[10] The scoring details are as follows: 1 point – below 0.5 hours; 2 points – 0.5-2 hours; 3 points – 2.5-4 hours; 4 points – 4.5-6 hours; 5 points – 6.5-8 hours; 6 points – above 8 hours.

The arithmetic mean of physical activity for AWF students was 3.59 points, for secondary school students in Kraków it equalled 2.99 points, and for students from other universities in Kraków, the level was 2.87 points. The Kruskal-Wallis ANOVA test ($H=64.886453$, $p \leq 0.000001$; degrees of freedom=2) indicated statistically significant differences among the tested groups. The results suggest that AWF students allocated a greater amount of time to weekly physical activity compared to other respondents, which is due to the educational profile being closely related to physical culture. Differences may also arise from the requirement of mandatory physical education classes. The highest number of hours devoted to physical education is provided in the curriculum of the University of Physical Education, while the least is offered by other Kraków universities.

The arithmetic mean of physical activity for 15-19-year-olds was 3.03 points, while for the 20-24 age group, it was estimated at 3.23 points. The Mann-Whitney U test ($Z=3.167478$; $p=0.001538$) demonstrated statistically significant differences between the declarations of 15-19 and 20-24-years-olds. Consequently, it can be inferred that individuals within the age range of 20-24 exhibited a higher level of physical activity compared to their younger peers. The results can be linked to the analysis regarding physical activity based on an educational background, as age is closely associated with level of education.

However, 2/3 of respondents indicated that the declared level of physical activity was affected by the pandemic. Most of the respondents, almost 43%, indicated that their physical activity decreased as a result of the pandemic. As the main reason, they cited[11] government restrictions, especially related to the closure of sports facilities, the obligation to wear masks as well as the time and rules of quarantine. Among the respondents, there was approximately 23% of people who were more physically active during the pandemic than before its occurrence. These were mostly individuals who had switched to remote learning or work. As a result, they had more free time, because they did not have to spend it commuting to their place of study/work. Thus, they devoted it to physical activity. It is worth pointing out that the pandemic did not affect physical activity in less than 23% of respondents. They declared that their "physical activity remained unchanged compared to the period before the outbreak of the pandemic". This means that the respondents maintained physical activity at a similar level compared to the period prior to the pandemic. However, it was not established whether their previous level was low, moderate or high. The remaining 11% of respondents could not estimate[12] how their physical activity changed as a result of the pandemic.

[11] Statements were collected through online focus group interviews.

[12] Answer: “difficult to say”.

Respondents considering themselves physically active (n=968 people) were asked about the frequency of taking up specific forms of leisure physical activity. The performed types of physical activity were influenced by the pandemic situation prevailing in the country (Figure 1 below). The respondents most often walked or went on hiking trips – these were activities not restricted due to any regulations introduced by the government. Most likely, they were a kind of replacement for other physical activities prohibited or restricted at the time.

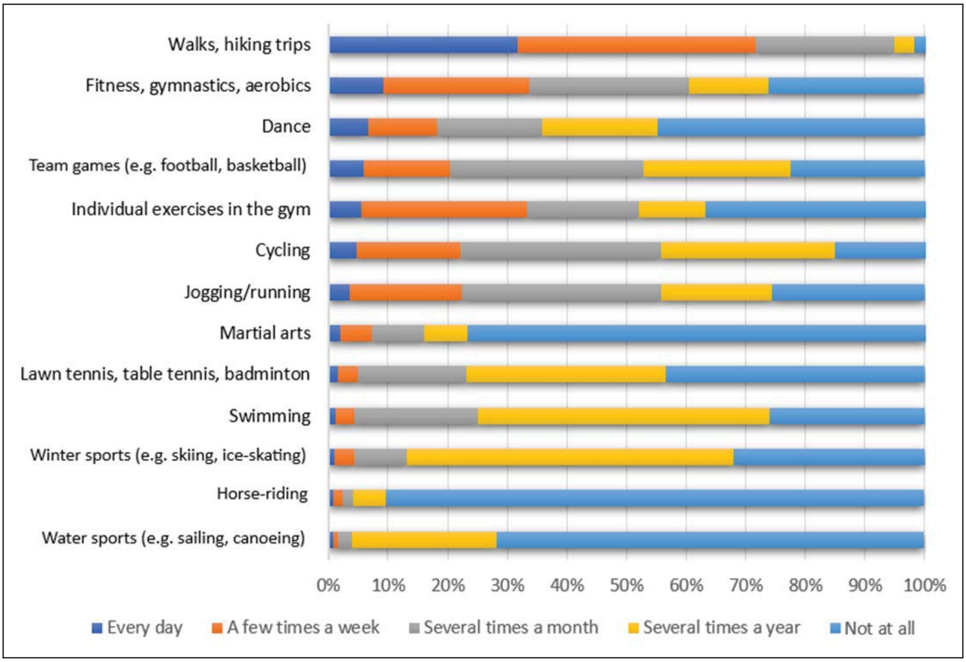

Figure 1. Preferred forms of physical activity undertaken by respondents.
Source: Own elaboration based on collected empirical data; n=968.

The opening of fitness clubs and gyms (March 2021) enabled the respondents to undertake these forms of movement. One-third of the respondents (who considered themselves physically active) decided to exercise at least several times a week doing fitness, gymnastics, aerobics or exercising on their own at the gym.

One-in-five respondents answering this question declared that they perform such activities as jogging/running, cycling and playing team games[13] at least several times a week. The relatively low percentage of respondents

[13] It is interesting to note that nearly 50% of the respondents played team games at least a few times a month. This means that the individuals did not adhere to the required social--distancing regulations.

who decided to ride a bike every day may be due to the season of the survey (winter), but also due to the lack of need to travel to one's place of study or work. At that time, a lot of people were studying or working remotely from home. Some people studied or worked in the hybrid system[14] [Dolot 2020, p. 39], which may also explain the greater interest in cycling several times a week. It is worth highlighting that the proposed response options did not exhaust all possible answers, which is indicated by a large percentage of selecting the "other type of physical activity" option.

The physical activities undertaken by the respondents were usually not planned in advance, i.e. they were not part of well-thought-out training plans. They resulted more from immediate physical needs caused by internal factors (e.g. physical activity as a way to reduce back pain, motivational spurt) or external factors (e.g. nice weather, "loosening restrictions").

Another form of leisure behaviour is using social media. It was declared by almost all the surveyed young people (96.6%; n=1,656). Social media was used every day – for different amounts of time – which can be seen by analysing Table 3.

Table 3. Amount of time devoted to social media on a daily basis

Answer	**Number of responses**	**Response percentage**
Over 360 minutes	252	14.7%
301–360 minutes	196	11.4%
241–300 minutes	256	15.0%
181–240 minutes	308	18.0%
121–180 minutes	285	16.6%
61–120 minutes	232	13.5%
30-60 minutes	93	5.4%
Under 30 minutes	34	2.0%
TOTAL	1656	96.6%
Not using	58	3.4%
TOTAL	1714	100%

Source: Own elaboration based on collected empirical data; n=1,714.

During the pandemic, nearly 90% of young people spent more than 60 minutes on social media every day. Only 7.4% of the respondents used social media for less than an hour a day. Almost 1/3 (30.1%) of the respondents used it for 1 to 3 hours. A similar percentage of respondents (33%) spent

[14] On some days, they carried out their educational/professional duties from home and on others, from their place of study/work.

3 to 5 hours a day using these applications. Every fourth respondent (26.1%) devoted more than 5 hours of their daily time to using social media. The results clearly show how much of the day young people devoted to its use.

In order to compare the amount of time spent on using social media among the participants, points were assigned on a scale of 1 to 8 for specific response options[15]. The longer the duration of time spent on using social media, the higher the number of designated points.

The arithmetic mean of social media usage among men was 5.10 points, while for women, this totalled 5.17 points. The Mann-Whitney U test ($Z=0.842327$; $p=0.399723$) indicated that the differences between the declarations of women and men are not statistically significant.

The arithmetic mean of social media usage for students from the University of Physical Education in Kraków was 4.73 points, for secondary school students from Kraków, its level reached 5.38 points, while for students of other higher education institutions in Kraków, the total 4.94 points. The Kruskal-Wallis ANOVA test ($H=39.288863$; $p \leq 0.000001$; degrees of freedom=2) specified the presence of statistically significant differences between the examined groups. The results suggest that statistically, secondary school students dedicate the most time to social media usage.

The arithmetic mean of social media usage for the group of 15-19-year-olds was 5.33 points, while for those within the 20-24 age group, it totalled 4.88 points. The Mann-Whitney U test ($Z=4.779053$; $p=0.0001$) allowed to indicate statistically significant differences between the declarations of the 15-19 and 20-24-year-old groups. As a result, it can be posited that individuals within the age range of 20-24 used social media for a shorter duration than individuals aged 15-19. These findings can be connected with the analysis concerning social media usage based on educational setting, given that age is closely intertwined with educational attainment.

It is worth adding that almost 2/3 (63.5%) of all respondents declared that the pandemic had affected the time they spent using social media. A small proportion of respondents (7.4%) indicated that they spent less time on social media compared to the time before the outbreak of the pandemic. In turn, more than 1/2 of them (56.1%) indicated that "during the pandemic, I spent more time on social media than before its outbreak".

The conducted focus group interviews suggested that the intensification of social media use resulted from the willingness to meet communication needs related to interpersonal contacts, the desire to use free time in a permitted way (in contrast to physical activity, which was often impossible to pursue due to the current restrictions), and the opportunity to use social

[15] The scoring details are as follows: 1 point – below 30 minutes; 2 points – 30-60 minutes; 3 points – 61-120 minutes; 4 points – 121-180 minutes; 5 points – 181-240 minutes; 6 points – 241-300 minutes; 7 points – 301-360 minutes; 8 points – above 360 minutes.

media simultaneously during remote education or work, and remote handling of formal matters.

It should be added that 1/4 of respondents (28.1%) believed that they spent the same amount of time on social media than before the outbreak of the pandemic. It is also worth mentioning 8.3% of respondents who were unable to clearly answer this question[16].

The presented results are a response to the research questions. As a result of the pandemic and governmental decisions about related restrictions, the level of physical activity and amount of time spent on social media have changed for most students attending secondary and higher education institutions in Kraków. The order of their preferred forms of movement also changed from: cycling (1), running (2), walking (3), exercising at the gym (4) and swimming at a pool (5) to walking, marching, hiking (1), fitness, gymnastics, aerobics (2) and individual exercises at the gym (3).

Discussion

Interpreting the results, it must be considered that this information is declarative and does not necessarily fully reflect reality. In addition, these data relate to a relatively long – over a year – period of the pandemic. In this respect, the respondents may both incorrectly determine the amount of time they spent on leisure activities before the pandemic, and the level and structure of these activities could change in different periods of its duration (e.g. the impact of restrictions, seasons).

The research by G. Wronowska [2021] cited at the beginning of the article allows to show that students significantly reduced leisure behaviours outside their place of residence. This may have been partly due to the fear of getting sick, and partly to restrictions imposed by the government (e.g. closing restaurants, cinemas, museums, fitness clubs). The percentage of those declaring a decrease in performing physical activity (64%) obtained by G. Wronawska is higher than in the research presented here (43%). These differences are most likely due to the fact that students of the Cracow University of Economics in Krakow were asked about "participation in classes", and young people in this study about "any form of physical activity".

On the other hand, 40% of people practicing sports and using sports nutrition in 2020 declared reducing the frequency or abandoning physical activity during the COVID-19 pandemic (G. Wronawska). In turn, 22% of respondents believed that they trained more often than they did prior to the pandemic. This results are similar to those obtained in our own empirical research – especially in the case of people declaring reduced and increased physical activity.

[16] Respondents who marked the answer “difficult to say”.

Taking the cited studies into account, it can be cautiously stated that from 40% to 63% of young Poles were less physically active during the pandemic than before its occurrence. This resulted, among others, from government restrictions, which influenced changes in the forms of physical activity undertaken by young people. This is particularly evident in the example of the lower than usual interest in cycling, which was also confirmed in the research conducted by M. Świtała [2021, p. 27].

The reduced level of activity may additionally result from the fact that Poles followed the recommendations regarding limiting social contacts and staying at home, and were afraid of getting sick, which was shown in the research conducted by K. Hamer and M. Baran [2021, p. 6, 9]. This may be evidenced by the fact that as much as 81% of students from the University of Economics limited their participation in social meetings [Wronowska 2021, p. 23]. This, in turn, could have caused young people (aged 18-24) to feel less social support during the pandemic and more lonely [Hamer, Baran 2021, p. 18].

In the research by Infuture Institute and A. Dymmel, it was noted that Poles sought contact with each other via social media, which contributed to an increase in the amount of time spent online. It may be assumed that government policy has indirectly contributed to increasing the time young people spend on social media. The closure of educational institutions meant that contact on student-student and student-teacher lines was transferred to the Internet. Intermediaries in the contact were usually educational platforms (e.g. Microsoft Teams) and social media (especially the Facebook social networking site). Limiting the activity of restaurants, pubs, shopping malls, gyms, community centres, etc. made it much more difficult to organise social gatherings. As a result, the meetings were partly abandoned or moved to the virtual world – e.g. social media, virtual games. The closure of facilities related to physical activity (gyms, dance clubs, swimming pools, etc.) contributed to a reduction in physical activity of almost every second young person. The rest, wanting to maintain their physical activity at an appropriate level, decided to exercise at their place of residence. While exercising at home, 2/3 (67%) of residents from small towns and more than 1/3 (38%) of metropolitan residents occasionally used video materials with training sessions posted on social media platforms [ibid., p. 22]. This may have also increased the time they spend on social media. In addition, the transition of many employers to remote work meant that contacts between employees were mediated through social media.

It is worth noting that during the pandemic, physical activity and the use of social media, which are usually perceived as mutually exclusive, could simultaneously coexist. This means that young individuals often engaged in both physical activity and social media use. For a long time, this was a result of the lack of available alternative entertainment forms, such as gyms, fitness clubs, cinemas, concerts and other social events, which were limited or inaccessible due to pandemic-related restrictions. When traditional sources of entertainment were unavailable, social media provided a safe space for young people to interact, discover new content and maintain social connections. Additionally, social media offered access to diverse entertainment content such as memes, challenges, games and user-generated creative content, which could provide amusement and an escape from reality. It is important to consider that the increased time spent on social media often stemmed from boredom and the absence of various alternative leisure activities, such as meeting friends or going to the cinema.

Unfortunately, the increased time spent on social media during the pandemic only amplified the number of individuals and the scale of addiction to these platforms. This addiction can lead to social withdrawal, deterioration of interpersonal and communication skills (due to the lack of direct contact with others), as well as negative impact on physical (e.g., obesity, visual impairments, postural issues) and mental health (e.g., depression).

The consequences of excessive social media use during the pandemic and reduced physical activity are still visible in society. Disparity between the time dedicated to physical activity and the time spent on social media has only deepened as a result of the pandemic. Therefore, it is important to encourage young people to engage in increased physical activity and discourage continuous reliance on social media. Developing and implementing attractive physical activation programmes for young individuals could be a worthwhile consideration at a governmental level.

Conclusions

The COVID-19 pandemic and the related preventive measures introduced by governments have affected many aspects of everyone's lives. One of these areas was leisure behaviours selected by young people. They were generally less physically active compared to the time before the pandemic. It is worth noting that statistically significant findings include:

- men dedicated more time to physical activity than women;
- individuals within the 20–24 age group spent more time on physical activity than those from the 15-19 group;
- students from the University of Physical Education in Kraków devoted more time to physical activity than students from other Kraków secondary schools or higher education institutions.

The restrictions affected preferred forms of physical activity. At that time, walking and hiking were the most popular choices. Some young people tried to maintain their level of physical activity by doing exercises at home based on training videos from social media (e.g. YouTube). At the same time, the majority respondents indicated spending more time on social media than they did prior to the pandemic. Noteworthy observations reveal that:

- students from Kraków secondary schools spent more time on using social media than students from the University of Physical Education in Kraków and those from other higher education institutions in Kraków.
- individuals within the age group of 15-19 spent more time on using social media than those from the 20-24 group.

Young people did so mainly to maintain social contacts with family and friends, as well as for entertainment, educational and professional purposes.

It should be remembered, however, that the cited empirical studies concerned only students of secondary schools and universities in Kraków, and included only the first year of the COVID-19 pandemic in Poland.

The above conclusions may be used by decision-making bodies within the scope of introducing restrictions on the functioning of the State (e.g. the Ministry of Health). The research results show the mentioned institutions possible consequences of specific restrictions, such as closing gyms, swimming pools, etc. The article may also prove helpful for institutions organising free time, such as the Society for the Promotion of Physical Culture, the Polish Scouting Association, sports and recreation or local cultural centres. Due to this, the institutions will be able to adapt their offer to leisure behaviours preferred by young people during lockdowns.

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CRITICAL AREAS OF TOURISM POLICIES TO BE REVISITED AND BROUGHT INTO FOCUS

Henryk F. Handszuh*

Abstract

Purpose: The politically and socially sensitive aspects of tourism are brought into focus in this paper. They are rarely, if ever, found at the forefront of declared tourism policies: democratic access to tourism; observance of human rights in the context of movements regarding persons and migrations of all sorts; economic and social promises of tourism aimed at benefiting underdeveloped countries with a view to alleviating poverty; as well as education through tourism on par with vocational training, or the absence of civil society and consumer education for tourism.
Methods: Analysis of potential issues to be included in tourism policies, based on a review of expert literature and documents of international organisations, as well as the author`s personal experience with academia.
Findings: The desired re-focusing and restructuring of tourism policies can be achieved if conciliary and regulatory measures to this effect overcome partisan and short-term, financial capital-induced interests in tourism production and consumption patterns, when accompanied by transparency, fairness, empathy and solidarity with the unprivileged stakeholders in tourism development.
Research limitations and conclusions: The findings and suggested actions should be validated by dialogue and surveying stakeholders in tourism development with a view towards navigating appropriate strategies and leaderships to the desired end.
Practical implications: Contribution to the international debate on tourism and its promises in the critical areas which are currently subordinate to the overriding production and consumption patterns.
Originality: Reconsidering and putting into question the established expectations of, and beliefs in, tourism, underpinned by the findings and recommendations of international organisations.
Type of paper: A review paper based on the analysis of literature and reports of international organisations.

Keywords: tourism policies, access to tourism, social tourism, poverty alleviation in underdeveloped counties, sustainable development goals, education through tourism and tourist guides.

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Introduction

"…Contributing to economic development, international understanding, peace, prosperity, and *universal respect for, and observance of, human rights and fundamental freedoms for all without distinction as to race, sex, language or religion".*

Statutes of the World Tourism Organization, 1975

This paper follows (in some sense) on the paper *Prospects and Policies for Tourism in Its Geopolitical Context* (in "Folia Turistica", Vol. 60-2023, pp. 15-58) dealing with tourism policies at large when related to the economic nature of tourism, its measurement and, ultimately, sustainability confronted with the expectations of its continuous growth (hence the complete bibliography referenced to both is annexed in this paper). It is intended to explore some essential issues related to tourism which traditionally do not fall under the competence of tourism policies' executive actors, such as National Tourist Organisations and their government sponsors, i.e. National Tourism Administrations (NTAs). As a rule, in most countries following the visitor-oriented definitions of tourism, tourism policies indulge in measures aimed towards promoting inward tourist consumer flows and thus, favouring the commercial holders of tourist assets entertaining such flows. As a result, the predominant interest rests on tourist arrivals and volumes – nowadays, increasingly causing, one destination by another, overtourism with its discontents. Other expectations of benefits, concerns or challenges of tourism, whether social, cultural or political, become secondary and negligent in such tourism policies. For example, it is unlikely that an NTA of a tourism-receiving country in Europe takes care of alleviating poverty in underdeveloped countries to which its own citizens or permanent residents depart on leisure trips. Perhaps other government departments in this country ("a whole governmental approach") will undertake care in response to the claims of the concerned receiving countries. Or more so, the NTAs of such affected countries will take action. The relationship between tourism and migrations, or education and international understanding through tourism, are other examples to be delt with in tourism policies at large.

I. Democratic access to tourism and social tourism

Democratic access to tourism worldwide, as if it were a right – vindicated by Article 7 of the Global Code of Ethics for Tourism (WTO/OMT, 1999) – or rather as a right to a consumer good, or just to travelling and practicing tourism for its educational, cultural or spiritual values, appears highly questionable and asymmetrical, and mirrors yet another syndrome of political, economic, social and consumer-income inequality among people, basically between the Global North, particularly Europe and its overseas extensions, and other world regions. (The Global North makes up approx. its 15% in terms of the world population). The exercise of the "right to tourism" depends on three determinants: freedom of movement, physical condition of individuals interested in travelling and disposable income.

Freedom of movement, whether domestic or international, outbound or inbound, frequently featured in instruments adopted in the framework of the **World Tourism Organization (WTO/OMT- UNWTO)**, carries a political stamp, legally depending on the political regime and rule of respective States, whether liberal or authoritarian, sovereign or subordinate to others, this way or another. The "Right to tourism" under the initial cover of freedom to travel enhanced by the *Manila Declaration on World Tourism* of 1980 ("Freedom of movement and of travel"), and further promoted by the World Tourism Organization (WTO/OMT) in the *Acapulco Document* (World Tourism Meeting) of 1982, the *Tourism Bill of Rights and Tourist Code* of 1985 ("freedom of movement without limitation"), the *Hague Declaration on Tourism* of 1989 ("to travel freely for education and pleasure"), as well as the *Global Code of Ethics for Tourism* (GCET, 1999 (in the preamble: *"We, Members of the World Tourism Organization…affirm the right to tourism and the freedom of tourist movements"*). The Code was endorsed by the United Nations General Assembly in 2001 (A/RES/56/212), whereas the *Hague Declaration of Tourism* was adopted in conjunction with the Inter-Parliamentary Union (IPU). At the time (1989), UNWTO failed to promote and adopt an "international convention to facilitate tourist travel, visits and stays" (the so-called, in advance, "Budapest Convention)". The three-year work on the convention was "adjourned" and, *de facto*, terminated by the end of 1989 following a proposal by the USA, at the time the Organization's member (until 1996). In the UNWTO *Global Code of Ethics for Tourism*, this right is dealt with under article 8 called *Liberty of tourist movements*, apart from article 7 entitled *Right to tourism*, which is also referenced to social tourism.

A long way from the establishment of the World Tourism Organization, the United Nations adopted an international convention on "freedom to travel by car" entitled *Convention concerning Customs Facilities for Touring* (New York, 1954), and in 1968, two other conventions: *On Road Signs and Signals,* and *On Road Traffic* (commonly known as the Vienna Conventions) with a view towards contributing to road safety. Although these international instruments were not intended to apply to tourism policies, they surely pertain to their ambiance, but as their subject matter is not within the competences of traditional national tourism administrations, they are usually dealt with by distinct administrations responsible for transport and their respective international organisations. That is possibly why, in following suit, the World Tourism Organization has regularly ignored issues related to travelling by car and by transport at large (air, sea) in its work programmes. Today, Europe is the world region whose citizens enjoy the highest degree regarding personal freedom of movement or freedom to travel, including travelling by car, both domestically and on trips abroad. The highest degree of their propensity to travel is due to their purchasing power, paid holiday entitlements and, last but not least, when it comes to trips abroad, to the enjoyment of advantageous travel formalities.

The other two determinants of the right to tourism and freedom to travel, those of economic nature and those concerning people with disabilities, correspond to the broad area of social tourism, covered by GCET article 7, as quoted above. Although the rights of people with disabilities are mentioned just in passing in the said article, they are otherwise also covered by other UNWTO tourism policy instruments adopted before and after GCET. For its part, the **United Nations (UN)** declared a *Decade of Disabled Persons 1983-1992* and in 2006, adopted a *Convention on the Rights of Persons with Disabilities* [UN CRPD, 2006][1], according to which, under article 1, "*Persons with disabilities include those who have long-term physical, mental, intellectual or sensory impairments which in interaction with various barriers may hinder their full and effective participation in society on an equal basis with others*". Although under its article 30 – *Participation in cultural life, recreation, leisure and sport*, tourism is addressed by name only fleetingly (not as a distinct concept), as a matter of fact, most of its provisions concern the totality of tourism in all its aspects.

As a partner at the Convention "*to which the Union has been a Party since 21 January 2011 and which all Member States have ratified*"[2], it was first followed by the EU by means of the elaborate *European Accessibility Act* (Directive (EU) 2019/882 of the European Parliament and the Council from 17 April 2019 on the accessibility requirements for products and services "*that aims to improve the functioning of the internal market for accessible products and services, by removing barriers created by divergent rules of Member States*" [www.europa.eu Employment, Social Affairs & Inclusion] and, ultimately, by a new *Strategy for the Rights of Persons with Disabilities 2021-2030*[3]] following the previous strategy earmarked for 2010-2020. Annex III to the 2019 Act refers to "accessibility requirements concerning … the built environment where the services under the scope of this directive

[1] Online: https://social.desa.un.org/issues/disability/crpd/convention-on-the-rights-of-persons-with-disabilities-crpd.

[2] In Preamble (3) of Directive (EU) 2019/882 of the European Parliament and the Council from 17 April 2019 [Online: https://www.eumonitor.eu/9353000/1/j9vvik7m1c3gyxp/vkz686pm8ozr].

[3] Online: https://ec.europa.eu/social/main.jsp?catId=1484&langId=en.

are provided" (12 categories), all of which are common to tourism facilities and their users. The EU reference to "the functioning of the internal market" is the issue in point: whatever measures are aimed at benefiting people on low incomes or affected by disabilities, that is for social and humanistic reasons, they also benefit the tourism commercial sector by increasing the number of customers, staggering the holiday season or boosting tourism-related employment.

The WTO/OMT instrument *Creating Tourism Opportunities for Handicapped People in the Nineties* (1991, replaced by *Accessible Tourism for All* (2006)), was at that time inspired by the *Americans with Disability Act* (ADA[4] which became a law in 1990 (further amended in USA in 2008)). "The ADA is a civil rights law that prohibits discrimination against individuals with disabilities in all areas of public life, including jobs, schools, transportation, and all public and private places that area open to the general public"[5]. Air passengers with disabilities and reduced mobility (PRMs) benefit from the provisions of Annex 9 (*Facilitation*), Chapter 8 (8.22) of the **International Civil Aviation Organization (ICAO)** *Convention on International Civil Aviation*, the *Recommended Practices* of which are already implemented by most States. They were recently proposed to be upgraded to *Standards*, and are as follows:

> *8.22 Contracting States shall ensure that when travelling, persons with disabilities are provided with special assistance in order to ensure that they receive services customarily available to the general public. Assistance shall be provided in a manner that respects dignity of the individual* [ICAO Working paper FALP/12-WP/2, Twelfth Meeting (13 20 23 July 2021, Virtual. www.icao.intl.)].

Annex 9 defines "Person with disabilities" as

> *Any person whose mobility is reduced due to a physical incapacity (sensory or locomotor), an intellectual deficiency, age, illness or any other cause of disability when using transport and whose situation needs special attention and the adaptation to the person's needs of the services made available to all passengers [18/11/22, 1-4]*[6].

It is noteworthy that while the United Nations CRPD convention refers to "long-term physical, mental, intellectual or sensory impairments", the ICAO convention addresses persons with disabilities "when travelling".

The non-governmental **International Organization for Standardization (ISO)** has echoed all this work, undertaken by intergovernmental organisations and individual States, by designing its own technical standard

4 Online: https://www.ada.gov

5 see Online: https://adata.org/learn-about-ada (8 Nov. 2023)

6 ICAO-annex-9-facilitation (3)pdf

applicable just to accessible tourism ("ISO Standard 21902" Tourism and related services – *Accessible Tourism for All – Requirements and Recommendations).* All in all, the right to tourism by people with disabilities appears today as the most solid standard of access protected by law.

It is also in Europe where the notion of social tourism under its affordability essence has developed in the first place – at the same time, far from its luxury travel portfolio which has recently been developing at a high speed in the Global North. It is where social tourism is called upon to assist, by economic means, societal groups and individuals in their access to the practice of tourism, irrespective of their motivations of travel and moving around: the poor, youth, young families on low incomes and senior citizens with low pensions. Social tourism under this denomination is made possible thanks to public and private aid, by means of subsidies, discounts and concessions. Social tourism, leaving behind its widespread practice in formerly and formally socialist states of Central and Eastern Europe until 1989, has resisted and persisted even until today in countries living under neoliberal, free-market economy models which, in principle, through their nature, may seem to pretend to exclude such "socialism", unless it is called "charity". IMSERSO in Spain, INATEL in Portugal (similar to Poland`s Workers Holiday Fund (FWP) before 1989), or *cheque de vacance* in France can be quoted among outstanding institutions of social tourism in Europe. The Spanish IMSERSO resembles parts of benefits under "travel" and "health & wellness" categories offered to registered members of the **American Association of Retired Persons** (AARP) aged 50 plus: its travel programme covers car rentals, cruises, flights and vacation packages, hotels and resorts, rail and tours, and travel planning. Another form of social tourism can be identified in spa treatment financed under public health and social security systems in several European countries, even those which have abandoned their former bureaucratic, planned-economy socialism (also commonly called "communism").

As a political institution, including the European Union, neoliberalism`s practitioner in economy, supports social tourism in the exercise of the right to tourism, in the words of its competent spokesman, the **European Economic and Social Committee (**in the *Opinion of the European Economic and Social Committee on Social Tourism in Europe,* Doc. 2006/C 318/12), by affirming the following in 2006: *The concept of social tourism: the right to tourism as a keystone of social tourism* and further: *it is a way of putting into practice this universal right to participate in tourism, to travel, to get to know other regions and countries — the very foundation of tourism*. In 2011, inspired by the non-governmental **International Social Tourism Organization** (formerly BITS), the EU launched, by shared agreement of the **European Parliament** and the **European Commission**, a special programme to this effect named

Calypso[7], dotted with EU budgetary backing. ISTO continues to be instrumental in social tourism promotion. Of European origin, the organisation presently hosts individual national members not only from Europe (predominantly Western and Southern), but also from Western Africa (9), Latin America (5), Canada (11) and Asia (1 – Malaysia). Under the ISTO aegis, the notion of social tourism has also incorporated the connotation of responsible and sustainable tourism. It is expressed in its *Montreal Declaration* under the previous BITS acronym, dating back to 1996 (articles 13, 14, 15, 16: *Criteria for identifying social tourism*) [BITS 1996]. Market-oriented measures of social nature were applied in Europe during and after the pandemic crisis, to benefit both consumers (holiday cheques or tickets) and companies (subsidies and tax reliefs).

II. Tourists, migrants, and refugees

1. Everyone has the right to freedom of movement and residence within the borders of each state.
2. Everyone has the right to leave any country, including his own, and to return to his country.

Universal Declaration of Human Rights, Article 13

Under this heading, we are going to deal with the issue of contrasting treatment regarding migrants, of whom consumer tourists are on the one hand, and migrants and refugees on the other. Today, when we are still debating the right to tourism of those who are either economically, bodily, and politically privileged, or not, to exercise this right, including their right to cross international borders, we should also put the most unprivileged group of people in this respect into focus – that of marginalised migrants and refugees, adults and children. They tend to be considered irregular or illegal, and exploited on the way to their destinations and upon arrival – if they eventually manage to cross such borders, whether by sea, land or air. It appears as a very critical, socially and politically sensible issue of moral and ethical significance, bordering on human and civil rights, human dignity and equality, discrimination and selective racism. It is an issue which rarely, if ever, is brought up in the debate on human rights within the context of tourism.

It is noteworthy to assume that human rights, as defined in whatever international instruments, should be applied to human beings, inde-

[7] "The Calypso Programme identifies for such groups: underprivileged young adults aged between 18 and 30; families facing financial or other pressures; people with disabilities; and over 65, who cannot afford travel or are dauted by the challenges of organising a journey (CEC2010a)" [Bianchi, Stephenson 2014].

pendently of their nationality and territory of permanent or temporary residence. It is also true that migrations of all sorts impact upon individual states` sovereignty, social order, and often, a sense of security concerning their encroached societies, communities and territories – also due to overtourism. On the one hand, remedies may include frontier formalities, consumer rights and governance, on the other, work permits, walling and pushbacks. Generally, the first group – holidaymakers, largely travel to South destinations for sunbathing, the second one goes to the North – which in the past colonized the South and, at present, continues to exploit it, thus, leaving behind the hallmark of underdevelopment and poverty causing migrations. At the same time, while indigenous people are barred from coming in from their lands as migrants, that is, from the territories once conquered and colonized by the Europeans (e.g. the Americas), economic, cultural and political marginalisation may also affect them in these colonized lands, as it does, under the excuse of the absence of property rights over the land they have lived on since remote times.

In this context, it is challenging to compare the definitions of tourism and migrations. At present, in the **European Union,** for "statistical purposes", *´tourism' means the activity of visitors taking a trip to a main destination outside their usual environment, for less than a year, for any main purpose, including business, leisure or other personal purpose, other than to be employed by a resident entity in the place visited* [Regulation (EU) No. 692/2011 of the European Parliament and of the Council from 6 July 2011 concerning European statistics on tourism[8]], while according to UNWTO in 2001, *Tourism is defined as the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited*" [WTO 2001, p. 1]. At the time, it was the definition subscribed by the Commission of the European Communities/Eurostat, OECD and the United Nations Statistics Division. Both definitions are similar and do not take interest in the legal status of visitors, but put emphasis on employment status; EU puts business purpose in forefront, before leisure, as legitimate (perhaps, involuntarily, parallel to GATS` "presence of natural persons" as one of the modes of service supply). In comparison, the EU`s definition is visitor-oriented (hence, referring to inbound tourism), while UNWTO may suggest a broader concept of travelling: not only inwards, but also outwards.

On the other hand, the **International Organization for Migration** (IOM) defines instead "migrant" in the following terms: *An umbrella term, not defined under international law, reflecting the common lay understand-*

[8] Online: https://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2011:192:0017:0032:EN:PDF

ing of a person who moves away from his or her place of usual residence, whether within a country or across an international border, temporarily or permanently, and for a variety of reasons. The term includes a number of well-defined legal categories of people, such as migrant workers; persons whose particular types of movements are legally-defined, such as smuggled migrants; as well as those whose status or means of movement are not specifically defined under international law, such as international students. Here, legality of movement is emphasized, although the definition itself *is not meant to imply or create any new legal category*[9]. Both visitor- and migrant-related definitions refer to temporary stays, including international students, and they appear ambiguous enough when in the case of migrant workers. Although the IOM definition does not refer to statistics, IOM nevertheless monitors the volume of migrants. Its recent count: *"One in 30 persons are migrants*".

While tourism can be considered as yet another form of migration for temporary stay, one of the foremost aims of tourism policy is to attract and host temporary migrants called tourists. Not only tourists are attracted to sovereign national territories: other targets of economic policies may include specialists, investors or even much-desired settlers to take care of deserted arable land. By way of example, in Europe, in her history book – M. Paradowska [2013] relates the story of 18th century migrants from the arable land-hungry Bamberg area (Bavaria) who were invited to take hold of deserted villages surrounding Polish Poznań, and to farm idle land, thus, substituting the deceased taken away by a murderous plague.

In the 19th century, tens of millions of Europeans moved to the Americas[10]. Some of them were encouraged to do so in a follow-up to their sightseeing tours (Thomas Cook) to the New World. In the aftermath of World War 1, migrations from and within Europe intensified. It was when in Austria, the renowned economist L. von Mises in his work *Liberalismus* [1927,1962] defended free movement of persons (alongside financial capital…) across national borders. Contemporary economists and philosophers continue to dispute over this issue. At this point, it should be recalled that migrations of human beings, as well as those of other living species, appear as a never-ceasing phenomenon on our planet. People`s vital need and hence, their right to migrate in search of food, water, occupation, peace and habitats conditioning their survival and a better life, is innate. Transborder nomadic migrations, today still frequent in Sub-Saharan Africa, persist. Resisting invasive migrations is also characteristic of humanity: quite a few tribes, civili-

[9] IOM adds a note*: At the international level, no universally accepted definition for "migrant" exists. The present definition was developed by IOM for its own purposes and it is not meant to imply or create any new legal category*. Source: https://www.iom.int/about-migration.

[10] The number (50 million plus) much higher than the present migrant flows reaching Europe and North America from other continents.

zations and empires, such as the genuinely European Roman Empire, have succumbed to them and become extinguished or transformed. Yet, in Christianity, which the declining Roman Empire embraced, the human duty to welcome and accommodate strangers – not invaders – is literally addressed in the Gospels[11]. Migrations hold a variety of motivations and reasons, including climate emergencies, among which the case of refugees requires special attention. According to the **UN Refugee Agency** (UNHCR), "at the end of 2021 as a result of persecution, conflict, violence, human rights violation or events seriously disturbing order, 89.3 million people worldwide were forcibly displaced" [source: www.unhcr.org].

A comprehensive analysis of the refugee status from the perspective of international law, starting with the limitations *United Nations Convention relating to the status of refugees* (1951), was carried out, among others, by S. Benhabib [2004], without confronting, however, the refugees` situation with that of the privileged tourists. Neither this confrontation has been brought up in the report of the **Global Commission on International Migration** (GCIM), in which the Commission suggested that *states which tolerate and benefit from the presence of migrants on their territory* – when, for example, employed in the tourism sector – *should also give serious consideration to measures that would regularize their status and thereby prevent them from becoming marginalized*. The UN's **2030 Agenda for Sustainable Development** under goal 10 calls for facilitating orderly, safe, regular and responsible migration and mobility of people, including through the implementation of planned and well-managed migration policies [GCIM 2005].

It does not come as a surprise that migrants and refugees largely make their way from the territories once economically- and environmentally-exploited by European colonial powers to the hubs of world inbound and outbound tourism, to Europe and North America (but not to China), representing consumer societies in their uppermost levels. Refugees and free privileged travellers, such as holidaymakers, often meet face-to-face in the same space, on the sea and the beach, in urban centres and on access routes to tourist destinations, and apparently compete from opposing platforms for the resources (or even local jobs) of vital interest to both. The mere presence of desperate refugees may also make pleasure trippers feel uncomfortable or even insecure.

While tourist destinations expect to benefit from the revenue brought in by tourists as well as obligated and semi-obligated travellers, considered to be *bona fide* visitors, migrants, refugees and asylum seekers are accused

[11] The Final Judgment: … *Then the King will say to those on his right, 'Come, you who are blessed by my Father, inherit the kingdom prepared for you from the foundation of the world. For I was hungry and you gave me food, I was thirsty and you gave me drink, I was a stranger and you welcomed me`*, Matthew 25:31-46.

of "*purportedly taking resources from citizens*"[12], a belief which rests on the "*lump-of-labour fallacy, which imagines there is a fixed number of jobs in a national economy"*. Among more recent observations, C. Crouch goes on to say: "While… globalisation might be challenged at various points, the convenient scapegoats on which to vent impotent rage are those immigrants and other members of ethnic minorities". And further on: "Nationalism and hatred of the foreigner are in contrast (with) major stirrers of political emotion in societies facing a challenging world. Because they offer only xenophobic ´solutions`, however, they are useless in the battle against capitalism`s actual misdeeds"[13] [Social Europe, 2024]. Meanwhile, migrants and refugees, less or more desperate, whether untrusted and marginalised, or eventually admitted or offered seasonal and marginal jobs, expect to be accepted and allowed either to continue their journey, to further migrate or eventually find a shelter, make their living and find a job – quite often in the hospitality and service sectors to start with – in other words, to be allowed to become yet another "factor of production" and citizens contributing to common good. They wish to earn and dispose of their own money for upkeep, to pay taxes – why not? – and often to remit surplus income to their relatives to relieve poverty, and even to invest in economic undertakings abroad, especially in their countries of origin – on the same footing as the local people, legal citizens and residents in their destination can do. However, they first need solidary welcome, support and constructive, not cumbersome and never-ending reception procedures in this endeavour. To the referred effect of investment in their countries of origin, one of the revealing findings, based on research, of the UNWTO – sponsored report from 2009 – affirmed, among other conclusions, the following: *Migrants` remittances can constitute a powerful instrument for enhancing tourism-related investment in basic infrastructures at community-based level or for creating small tourism business in the origin countries*[14] [UNWTO 2009].

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[12] "*This mobilises an old fear: there isn't enough to go around. But it assumes what is bad for migrants is good for citizens. This is far from always the case",* according to B. Anderson from the **European Trade Union Institute,** published on the platform Social Europe under the heading *Beyond the politics of 'us' and 'them'*, 26 October 2022 [see: https://www.social-europe.eu/beyond-the-politics-of-us-and-them]. Similar views based on fact analysis, in favour of free movement of persons across borders, have been expressed by Canadian philosopher J. Carens [1987], and also by A. Sager in his book *Against Borders* [Sager 2020], or B. Caplan in *Open Borders*: *The Science and Ethics of Immigration* [Caplan 2019].

[13] Colin Crouch, *Neoliberalism: still to shrug off its mortal coil*, Social Europe, 5 January 2024.

[14] *Tourism and Migration. Exploring the Relationship between Two Global Phenomena*, World Tourism Organization, Madrid, 2009. Prepared by an international team of experts from France, Philippines, Poland and the United Kingdom (including H. Handszuh on behalf of the Katowice School of Economics and earlier head of the UNWTO Department of Market Trends, Competitiveness and Trade in Tourism Services/Tourism Market Department), in the report, it is admitted that its opinions and conclusions fall under their responsibility and "do not represent or compromise the official positions of either the UNWTO or the researchers` own institutions and organizations".

On the whole, the report provides evidence that properly managed migrations can bring economic and social benefits to both the sending and receiving parties in the field of tourism. After its release and publication, its constructive observations, conclusions and recommendations contained in section 3.1, *Follow-up Actions*, have not been submitted so far to a UNWTO tourism policy debate and approval for such follow-up actions at Members` governments levels. Nonetheless, the report is still there, waiting to be re-considered and their recommendations to be implemented. More so, it could be recovered from its tourism-related capsule to the mainstream debate on migrations taking place nowadays.

Recently, the relationship between refugees and holidaymakers sharing the same space was dealt with at an international seminar held in March 2022 in Malta[15], an insular European country and member of the European Union, which can be regarded as a symbolic hotspot in the Mediterranean region experiencing, at times, massive encounters between migratory and tourism flows (other hotspots vary from the Canary Islands to Italian Lampedusa). When the seminar was announced, Malta was thus well-placed to address continental, regional and global questions about how these seemingly different sets of travellers raise overlapping questions about the relation between selves and others, societies and strangers, hospitality and hostility. One of the presentations, "Tourism Flows on the Edge of Conflict", referred to "*potentially disruptive conflict and capacities of ethical/responsible tourism to assure continuation of hospitality in the face of hostility* (by T. O'Rourke, Green Lines Institute for Sustainable Development, Portugal). Later, in the same year, on yet another Mediterranean island, Mallorca, a leisure and consumer tourism paradise, an exhibition was displayed on migrations in the region throughout ages, without, however, contrasting them with tourism, but nevertheless, bringing up the issue of human rights.

Solutions to underlying tourist-refugee/migrant contrasts as well as conflicts and equitable treatment should be sought in the restructuring or reform of the present economic and, hence, social order in which every human being, independently of place of birth and origin, should be considered of value to the human community, and assisted as well as assigned an appropriate role, according to his/her capacity, contributing to common good. This utopian perspective may sound as yet another challenge of geopolitics nowadays, of which tourism is onlooker and participant. Whereas financial capital – also a factor of production alongside "human resources" – is free to circulate worldwide to reap benefits for its fortunate holders and for its

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[15] Under the theme Between Hospitality and Hostility: Listening to Refugees and Tourists. How these sets of travellers raise overlapping questions, organized by the Malta Tourism Society, and attended by academicians from Malta, Italy, UK, Poland, Portugal and the Ukraine.

anonymous itself, so should be able human beings, as they can do, alongside capital and services, in the European Union[16]. However, instead of pretending to set an example in this area for the rest of the world, for the time being the EU is busy with struggling and governing its own migration agenda[17]. Should the migration conundrum be properly handled and solved at a world level on the human rights agenda, it seems rather unlikely that it would be done just because of the moral tourism-refugee confrontation. Nevertheless, it can be used as an argument in the debate.

III. Tourism as an option for development, employment and income generation, also aimed at alleviating poverty in developing countries

In pursuing this aim, the Organization shall pay particular attention to the interests of the developing countries in the field of tourism.

Statutes of the World Tourism Organization, 1975

A typical thesis regarding tourism`s role for developing countries and alleviating poverty is presently well-illustrated, among many other statements, by the UNWTO Academy's menu under the heading *Why is Human Capital Important for Tourism?* It reads as follows: *Tourism employment delivers long-term benefits to destinations and these benefits include economic development, poverty alleviation, and sustainability. Naturally, tourism is also conducive for enterprise development as it opens opportunities for small and medium-sized businesses that are engaged in providing products and services for the tourism industry. Given its economic connections, tourism's impacts are particularly strong in the local farming and fishing industries, handicrafts and construction industry, among others. It is for these reasons that tourism is strongly recognized as a valuable tool in alleviating poverty as employment within the sector can provide income and experience and*

[16] **Treaty on the Functioning of the European Union:** Art. 26: *The internal market shall comprise an area without internal frontiers in which the free movement of goods, persons, services and capital is ensured in accordance with the provisions of the Treaties*. **Charter of Fundamental Rights of the European Union:** Art. 45 *Freedom of movement and of residence 1. Every citizen of the Union has the right to move and reside freely within the territory of the Member States. 2. Freedom of movement and residence may be granted, in accordance with the Treaties, to nationals of third countries legally resident in the territory of a Member State* [EU 2012: see: https://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=CELEX:12012E/TXT:en:PDF].

[17] See: Council of the EU Press release 20 December 2023 08:40: The Council and the European Parliament reach breakthrough in reform of EU asylum and migration system (The press release was updated on 21 December).

therefore contribute to a person's social inclusion and individual development. It also contributes in a major way to the long-term sustainability and competitiveness of destinations, where local people are employed and trained, and income flows directly to the local economy [Source: https://www.unwto.org/UNWTO-academy]. The objective truth is that tourism (which is, welcoming, accommodating, feeding and entertaining foreigners on a commercial basis) can help alleviate poverty in underdeveloped countries, but only by a fraction.

In a much earlier study commissioned by the UNCTAD and UNWTO, *inter alia*, the following were concluded (critical parts have been underlined): "*While poverty alleviation has become an ethical obligation in a world where the divide between poor and rich nations seems to have increased in recent years, there is stronger evidence that tourism, if developed and managed in a sustainable manner, can make a significant contribution to alleviate poverty. This is specifically the case in rural areas, where most of the poor live and where there are very few other development options*. And further: "*However, the vulnerabilities for the tourism industry in LDCs remain numerous: important leakages, lack of infrastructure, transport and communication problems, financial resources dearth, lack of quality standards and competitiveness, amongst others. Without an improvement of these vulnerabilities, tourism development in LDCs - and consequently, the increased contribution of the tourism in LDC economies and to the Millennium Development Goals – <u>remains marginal</u>. Reducing these vulnerabilities therefore implies management improvements in the sector at local, national, regional and international levels; but it also <u>requires more efficient international cooperation</u>, without which the LDC economies will struggle to come through*" [UNCTAD 2007, p. 3].

Again, to recall that already the WTO/OMT (UNWTO) founding document – the Statutes – while advocating "*the promotion and development of tourism with a view towards contributing to economic development*" (Article 3.1) was promising "*in pursuing this aim*, to *pay particular attention to the interests of the developing countries in the field of tourism*" (article 3.2). To this effect, in 1976, the Organization concluded an agreement with the **United Nations Development Programme** (UNDP) as "an instrument of international cooperation with developing countries". It all came after the adoption of the United Nations' *Declaration on the Establishment of a New International Economic* Order [United Nations General Assembly resolution 3201 (S-VI)]:in 1974 focused on the special needs of developing countries. The new order was to be "*based on equity, sovereign equality, interdependence, common interest and cooperation among all States, irrespective of their economic and social systems, which shall correct inequalities and redress existing injustices, making it possible to eliminate the widening gap between the developed and developing countries and ensuring steadily* *accelerating economic and social development as well as peace and justice for present and future generations*"[18].

The two interrelated WTO/OMT aims quoted above, believed to help combat endemic poverty in developing countries, have been routinely referred to, with varying intensity, throughout the UNWTO`s history, made one of the topical issues at the WTO/OMT-convened **World Tourism Conference** of 1980 in Manila, and echoed in the other international fora and constituencies concerned such as the **International Labour Organization,** the **World Bank**, **OECD** or indirectly, by the **World Economic Forum** under its analytical *Travel & Tourism Competitiveness Report*. To this very end, to strengthen the argument, at the outset of this century, at the UN **World Summit for Sustainable Development** held in Johannesburg (Rio+10, 2002), WTO/OMT launched a "pro-poor tourism" initiative under the **ST-EP** acronym (*Sustainable Tourism - Eliminating Poverty*). Prior to this initiative, in 2001, it convened in the Canary Islands, Spain, **the High-Level Meeting on Tourism and Development in the Least Developed Countries**. In it, the following was declared: "*For the 49 Least Developed Countries (LDCs), tourism is emerging as an important development opportunity, and they are pressing for tourism to be recognised as a priority development sector"[19]. To substantiate the ST-EP initiative, in 2002, WTO/OMT commissioned a 115-page study titled Tourism and Poverty Alleviation* [WTO 2002]. As a result of the initiative, by 2017, according to the UNWTO General Assembly document: the ST-EP portfolio "*has… grown to 118 projects, benefiting 45 countries, with a total value of over US$ 12 million*"[20]. The number of projects may appear impressive at first sight, but their total value may disappoint given the scale of the needs and business to be attended in a continent so vast and populous such as Africa featuring most LDCs.

The ST-EP idea assumed the shape, as of 2004, of a foundation and was to become, after 2015, a fully-fledged international organisation to be headquartered in the Republic of Korea (which had previously funded, in addition to the Netherlands, many of the ST-EP projects). Its purpose was the following: "*The ST-EP Organization shall provide support to States and partners for the conduct of research and development projects that aim to eliminate poverty and inequalities through sustainable tourism development programs and projects, covering the four dimensions of sustainable development: economic growth and the end of poverty; social inclusion; environmen-*

[18] https://investmentpolicy.unctad.org/international-investment-agreements/treaty-files/2775/download

[19] From the declaration adopted at the High-Level Meeting on Tourism and Development in LDCs held in Gran Canaria, Spain, March 2001 [UN 2001].

[20] See: UNWTO General Assembly document A/22/10(1)(d).

tal sustainability, and good governance" [*Ibidem*: in the Annex, Article 2/ Aims]. From the present perspective, it may appear as if UNWTO, as an intergovernmental organisation was, at the time, looking for a miracle substitute of itself to which to delegate its own, previously-assumed institutional responsibility for the poverty eradication through tourism. This opportunity was used for adding the aspects of environmental sustainability and governance to the package of development aims, which were not featured in its Statues during the Organization`s establishment in 1975. The Korean tutorship was eventually discontinued: pursuant to recommendations of the UN Joint Inspection Unit following which the UNWTO 23rd General Assembly held in 2019 in Saint Petersburg "took particular note" of the confirmation by the Korean Government that the ST-EP Foundation is under dissolution and that, until completion of the proceedings, it remains inactive and has ceased all its operations[21].

For its turn, in 2008, the **International Labour Office** (ILO) commissioned and produced a 75-page study as a working paper entitled *Reducing poverty through tourism* [Bolwell, Weinz, 2008]. Its main point was that poverty alleviation through the tourism sector should be ensured by providing, primarily, decently remunerated and quality jobs – or decent work[22] in developing countries, the idea to which the UNWTO also adhered at the time, but further did not continue in this approach through its work programmes. In both approaches to poverty alleviation through tourism, by the UNWTO and ILO, appeals were made to the availability of seed and aid finance from donors, to be made available from developed economies, to support promising projects in, already heavily indebted, developing countries.

Six years before the post-Rio Johannesburg Summit, the non-governmental **BITS** (renamed as the **International Social Tourism Organization-ISTO),** in its **Montreal Declaration** of 1996, also relates tourism (inbound tourism for sure) to its positive economic impact for developing countries – if meeting a number of criteria required to this effect – by affirming that it *fosters the transfer of resources from the richer economies to the poorer countries*[23]. It is, or it may be, true to some extent, but such a resolution must be

[21] UNWTO Resolution A/RES/719(XXIII) with reference to document A/23/7.

[22] Report of the Director-General: *Decent Work*, 87th Session, Geneva, June 1999.

[23] From Article 5 of the updated *Montreal Declaration. Towards a Humanist and Social Vision of Tourism* adopted by the International Social Tourism Organization (former BITS). Also, Article 6: *Tourism must benefit the whole community. Its benefits must contribute to the social and economic development of regions and their peoples. The tourism sector should both create jobs and guarantee the fundamental rights of all workers;* and Art. 7. *All tourism development stakeholders are subject to the same requirements. Whether as entrepreneurs, facility managers, tour organisers or guides, educators or entertainers, they are all economic agents, subject to the same expectations of skills, capacities and performance. The successful pursuit of a social purpose depends on exemplary management practices and improved outcomes* [Montreal Declaration 1996, Art. 6]

supported, as a rule, by a more in-depth analysis of wealth formation and its distribution resulting from whatever investment in a tourism activity, coming whether from an individual consumer or an entrepreneurial or capital investor. We must therefore study linkages, leakages, value-added distribution and the remuneration of the factors of production taking part in the tourism production and value chain process. Fair or responsible remuneration of natural capital (ecosystems) is particularly important in this regard. It may well be that a foreign direct investment in a tourism-related undertaking, in a developing or least developed country in particular, be compared by straightforward analysts to a hidden form of economic and cultural conquest or to a disguised – soft form of (temporary) colonization/appropriation of foreign lands, environments and people, and that leakages caused by the establishment and operation of the hospitality and entertainment enterprise, especially if owned or managed by a foreign or transnational corporation, will make the undertaking exploitative and unfair towards the local factors of production and economy.

Leakages accompanying and contrasting linkages can be numerous. Their origin can be found in capital equipment of a facility, applied technology and software imported from abroad. They may result from imported CEO management, expatriate staff and staff supervision, marketing, franchise and management fees, as well as booking commissions, on top of material imports of food and equipment to run the facility in point. Importation of food for foreign tourists can be critical in this respect. Transportation of tourists to a developing country by a foreign carrier, especially a landlocked or island destination, is also a critical issue: its provision from outside, often making the overall cost and price of the resulting tourism product high, does not accrue much to the local or national economy.

Methodologies added to tourism satellite accounting are, therefore, needed in order to check on the viability and development dimension of investment, whether national or foreign, in the hospitality infrastructure around inbound (and domestic) tourism, to start with the **Economic Vulnerability Index**, including a feature of instability regarding the export of goods and services[24]. Other analytical methodologies include **the Global Trade Analysis Project** (GTAP) derived from the input-output analysis, and further, **computer general equilibrium models** (GPE), of which the current version of the GTAP database (V10) includes the sectors “Accommodation, food and services” and “Recreation and other services” embracing most tourist destination expenditure[25]. New computational technol-

[24] The Economic Vulnerability Index is one of the three indicators used by the United Nations to determine a country’s graduation status of the LDC category. Other features include sharing manufacturing and modern services in GDP, merchandising the export concentration index and index of instability of agricultural production.

[25] The methodology used in elaborating the UNCTAD-published *COVID-19 AND TOURISM. AN UPDATE. Assessing the economic consequences 2021* report [UN 2021].

ogies and artificial intelligence such as ChatGPT could also be considered as analytical tools serving this purpose. Careful analysis of the data obtained thanks to all these methodologies may encourage LDC governments to negotiate – renegotiate and adopt appropriate measures to remedy imbalances in the aftermath of the investment already made, also to learn lessons prior to such investments in the future.

The present situation calls once and again for action in favour of special and preferential treatment of developing countries in the field of trade in tourism-related services. Such treatment was already contemplated in the *General Agreement on Trade in Services* **(**GATS, 1995) of the **World Trade Organization** (WTO) – in its terms of reference preamble and under Article 4 calling for their "increasing participation". However, neither the GATS potential of "additional commitments" nor the ensuing WTO actions to this end planned in its *Doha Development Round* (2001) and **Aid for Trade** driven from the **Hong Kong Ministerial Conference** (2005) have made an appreciable difference so far[26], as soon afterwards found in 2007 by the **South Centre** in its study *Aid for Trade: Twenty lessons from existing aid schemes* [Marti, Rampa 2007]. On top of it all comes the call of the 2030 Agenda for Sustainable Development under goal 17: *Developed countries to implement fully their official development assistance commitments, including the commitment by many developed countries to achieve the target of 0.7 per cent of ODA/GNI to developing countries and 0.15 to 0.20 per cent of ODA/GNI to least developed countries* (17.2).

The supporting United Nations actions and research[27], particularly coming from **UNCTAD[28] and UNDP[29]** have not really helped, although their findings, conclusions and policy recommendations have not been invalidated and continue to provide a fertile ground for a renewed debate in search of economic compensations for developing countries, such as those recalled in the "Kigali Declaration" adopted to this effect when reminding that developed countries must honour their commitment to pay $100 billion annually to help developing countries respond to the cascading threats of climate change to the land, water and oceanic resources of Africa and to mit-

[26] Academic and economic literature abounds on this issue. Also, see Dale Honeck, *LDC Poverty Alleviation and the Doha Development Agenda: Is Tourism being Neglected?* World Trade Organization, Economic Research and Statistics Division, Staff Working Paper ERSD-2008-03, August 2008.

[27] Outcome of the High-Level Meeting on Tourism and Development in the Least Developed Countries, Gran Canaria, Spain, 26-29 March 2001 (A/Conf. 191/BP/4).

[28] E.g. Meeting on the Trade Development Implications of Tourism Services for Developing Countries: UNCTAD XII pre-event, Geneva, 19-20 November 2007.

[29] E.g. United Nations Steering Committee on Tourism for Development: *Tourism and Poverty Reduction Strategies in the Integrated Framework for Least Developed Countries*, Geneva, April 2011.

igate the impact on African economic growth as well as on the livelihoods of its people[30]. In other words, the affected countries should be economically rewarded (examples: compensation contemplated in the USA for Brazil in exchange for preserving its Amazon Forest) for the preservation of natural – and hence, tourism-related assets – which, although politically- and legally-governed by individual sovereign countries and economically-exploited by private enterprise – at the same time, constitute heritage of all humanity, beginning with their national, local and indigenous populations. Another complimentary approach, from a different angle, could be to apply to services of the *Generalized System of Preferences* – also of the **WTO Hong Kong Ministerial Conference** origin (2005) – which are currently applied, on a voluntary and bilateral basis, engaging the countries concerned – to trade in goods and commodities. If developed countries can subsidise their unprivileged citizens by means of social tourism, they should also consider providing a solidarity service in kind and cash to the vulnerable and poverty-stricken countries receiving their consumer tourists and preserving biodiversity resources which, in turn, may constitute a tourism "attraction". An estimated, 80% of the planet's remaining biodiversity can be found on the lands of indigenous peoples and local communities. With as many as one million species of plants and animals at risk of extinction today, the need to empower these groups to protect nature should be obvious.

Of whatever scope, travel flows to developing countries – whether encouraged or mitigated – will continue and tourism-related entrepreneurship and financing (investment) will always be needed to generate services, deliver food as well as water and provide accommodation to travellers and visitors from wherever they can come. Therefore, tourism-related economic undertakings will need to occupy a legitimate place in development strategies, such as those designed in the **Addis Ababa Action Agenda** of the Third International Conference on Financing for Development[31], which is referred to in the **United Nations 2030 Agenda for Sustainable Development** and recalled in the above-quoted **Kigali Declaration on the Implementation of the Sustainable Development Goals for Africa**. Paragraph 5 of the Addis Ababa Action Agenda (referred to in the UN 2030 Agenda section 40) reads as follows: Solutions can be found, including through strengthening public policies, regulatory frameworks and finance at all levels, unlocking the transformative potential of people and the private sector and incentivizing changes in financing as well as consumption and production patterns to support sustainable development.

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[30] Kigali Declaration on the Implementation of the Sustainable Development Goals for Africa 3-5 March 2022, Annex (ECA/RFSD/2022/L.1).

[31] Resolution A/RES/69/313) adopted by the United Nations General Assembly on 27 July 2015.

Two years later (2017), UNWTO discussed the issue at its General Assembly held in Chengdu, China, and concluded by adopting the *UNWTO Agenda for Africa 2030 - Tourism for inclusive growth* at the General Assembly held in 2019 in Saint Petersburg. The agenda is aimed at "*to build a more resilient, sustainable and innovative tourism sector that generate jobs, promote inclusive and low carbon growth in line with all three dimensions of sustainable development, by placing people, the planet and prosperity in its core"* [UNWTO 2019, p. 102]. It ventures to "build synergies with the UN Economic Commission for Africa (UNECA) and the African Union (AU), to elaborate the Continental Tourism Strategy", to "leverage capacity of other UN system entities, other International Organizations (IOs) to broaden and strengthen the capacity to prepare the Agenda". The resolution invites to "*build a new operational framework and dialogue between donors and International financial Institutions (IFIs) with Member States at the national level: International aid flows are mainly disbursed at the country level. The EU is a key partner in these endeavours, without neglecting bilateral donors. Build an on-going dialogue with Donors at the country level, and plan Donors Round Tables for the 'Agenda for Africa 2030 – Tourism for inclusive growth' in Geneva, New York, Brussels and in Paris with the OECD*" [*Ibid*, p. 104].

In this regard, the COP27 also came in hand, an otherwise disappointing agreement, to provide, in principle, for "loss and damage" funding for vulnerable countries – especially the developing ones – hit hard by climate disasters, a funding which: "*Clearly …will not be enough, but it is a much-needed political signal to rebuild broken trust*"[32] (while, according to some estimates, the developing countries, already grossly indebted in the North, would need nearly USD 2 trillion financing to help restructure and reset their production and consumption patterns, of which tourism, with a view to mitigating and reversing the feared climate and natural environment disaster. This view was pre-echoed by the 2022 SIPRI-sponsored report when affirming: *The world's richest countries are conspicuously failing to generate the international financing needed to tackle climate change and biodiversity loss —further exacerbating insecurity and conflict risk. Moreover, funds to aid adaptation to environmental decline and to build resilience are not being spent in the most needed areas; the most fragile states, which by definition have the clearest need, receive just 1/80th per capita of the climate financing that flows to non-fragile states*[33]. Finally, as part of their development dilemma – as openly indicated in the

[32] On 19 November 2022, the Statement of the United Nations Secretary-General at the conclusion of COP27 in Sharm el-Sheikh.

[33] Environment of Peace. Security in a New Era of Risk, Executive summary, pp. 5-6. https://www.sipri.org/sites/default/files/2022-05/environment_of_peace_security_in_a_new_era_of_risk_0.pdf.

2021 *UNCTAD report on COVID-19 and tourism*: the developing countries dependent on tourism might consider how they can diversify resources away from tourism.

IV. Education for tourism and by means of tourism

How the Republics shall be, will depend on how the young are raised
Jan Zamoyski (1542-1605)

Links between tourism, culture and education

Tourism policy may take interest in the domain of education at large, that is, how to behave and produce, how to promote it and make use of culture as a tourist attraction by means of cultural tourism, eventually how to make use of tourism for cultural enrichment and mutual understanding. Under this heading, references will be made to the output of four international organisations headquartered in Europe, the hub of world tourism: UNWTO (Madrid), UNESCO (Paris), OECD (Paris) and the Council of Europe (Strasbourg), also to the United Nations which holds offices in Geneva (UNCTAD, Economic Commission for Europe), and in passing to the European Unio hosting its Erasmus project is also of interest. Most of them convened in Paris in 2015 for the United Nations **Agenda 2030 for Sustainable Development**. There exist direct links between tourism, culture and education: each area conditions and impacts the other two. A notable passage from the proceedings of the 2016 **UNWTO-UNESCO** *World Conference on Tourism and Culture: Building a New Partnership*: *Tourism is about experiencing the world and its living cultures*[34]. In 1974, UNESCO messaged: "*The word "education" implies the entire process of social life by means of which individuals and social groups learn to develop consciously within, and for the benefit of, the national and international communities, the whole of their personal capacities, attitudes, aptitudes and knowledge. This process is not limited to any specific activities"*[35].

In 2006, in its *Guidelines on Intercultural Education*, UNESCO recalled that "*the UN Declaration on the Promotion among Youth of the Ideals of Peace, Mutual Respect and Understanding between Peoples* (1965), which

[34] UNWTO/UNESCO World Conference on Tourism and Culture: Building a New Partnership, Siem Reap, Cambodia, 4-6 February 2015, p. 75. Nevertheless, references to tourism as a means of cultural education were hardly present at that conference.

[35] The definition of education is referred to in the UN document 2037 (XX) *Recommendation concerning Education for International Understanding, Co-operation and Peace and Education relating to Human Rights and Fundamental Freedoms*, 2037 (XX) 1974.

under principle 2 *underlines the role of education in order to foster peace, solidarity, understanding and co-operation on the international level and stresses the importance of*:

- "*the knowledge (among young people) of the dignity and equality of all men, without distinction as to race, colour, ethnic origins or beliefs...";* (Principle 3) *and*
- "*exchanges, travel, tourism, meetings, the study of foreign languages, the twinning of towns and universities ... and similar activities ... among young people in all countries in order to bring them together…"* (Principle 4).

Although these UN principles were recalled, references to tourism in the *Guidelines* as an instrument of education were no longer made, as if reducing its method to classroom and remote learning, at an unspecified distance from its object of study. Still another quote from UNESCO: "*Education is at the heart of the 2030 Agenda for Sustainable Development and essential for the success of all SDGs* [Education 2030 (2015), p. 24]. It is where the instrument of tourism can be assigned to goal 4 and target 4.7, in particular, when reading: "*By 2030, ensure that all learners acquire the knowledge and skills needed to promote sustainable development, including, among others, through education for sustainable development and sustainable lifestyles, human rights, gender equality, promotion of a culture of peace and non-violence, global citizenship and appreciation of cultural diversity and of culture's contribution to sustainable development*"[36]. It all shows that learning about cultures should be part of education, and that we may deal with both classroom as well as on-hand-education and, at present, even with remote and online learning and education. What is more, the terms learning, education or upbringing often coincide or are regarded as synonymous. The objectives behind education may echo the phrase of Poland`s 16th century politician Jan Zamoyski[37], who is quoted saying: "*How the Republics shall be, will depend on how the young are raised… Moreover, I am convinced that only public education can bring up good and complaisant citizens"*.

Nevertheless, the mother, all-encompassing 2030 Agenda disappoints when ignoring tourism and "privileging" sport instead (nevertheless, it does this with reason to include sport) as a component of comprehensive education. It does it when singling out the objectives of "The New Agenda".

[36] UNWTO and WTO were not accounted for in preparing and following up on this document, but it included contributions from the World Bank, the Organisation for Economic Co-operation and Development and the International Labour Organization.

[37] Jan Zamoyski (1542-1605), crown chancellor and counsellor to Polish kings Zygmunt August and Stefan Batory. In original Polish: „*Takie będą Rzeczypospolite, jakie ich młodzieży chowanie… Nadto przekonany jestem, że tylko edukacja publiczna zgodnych i dobrych robi obywateli*"Q. Source: Sławomir Leśniewski, *Jan Zamoyski. Hetman i polityk*, Warsaw, 2008.

Under introductory Declaration (36), it first specifies: *"We pledge to foster inter-cultural understanding, tolerance, mutual respect and an ethic of global citizenship and shared responsibility. We acknowledge the natural and cultural diversity of the world and recognize that all cultures and civilizations can contribute to, and are crucial enablers of, sustainable development*", and adds immediately afterwards with respect to sport: "37. *Sport is also an important enabler of sustainable development. We recognize the growing contribution of sport to the realization of development and peace in its promotion of tolerance and respect and the contributions it makes to the empowerment of women and of young people, individuals and communities as well as to health, education and social inclusion objectives*"[38].

There seems to exist a lack of consistency in dealing on a par with tourism, culture and education which otherwise could be singled out in a balanced and inclusive manner. Quite often, both the worldwide **UNESCO** and the **Council of Europe (CoE)** as well, the latter encompassing 46 member states, when addressing culture, intercultural dialogue, education and social issues, rarely refer, if at all, to tourism as an instrument of access, dialogue and education, in their numerous cultural policy documents. It can be exemplified by the UNESCO conventions on heritage: *Concerning the Protection of the World Cultural and Natural Heritage* (1972); *…for the Safeguarding of the Intangible Cultural Heritage* (2003); or *…on the Protection and Promotion of the Diversity of Cultural Expressions* (2005), where the issue of access by means of tourism by name, is not brought up at all. In this regard, the UNWTO studies and guidebooks related to this issue come in handy to fill the gap. For its part, however, in a report from 2015 by the Council of Europe, some 70 instruments are numbered on the subject of culture having been adopted by this body, including the *Enlarged Partial Agreement on Cultural Routes of the Council of Europe* [resolution 98(4)], and other two instruments, which explicitly refer to tourism[39]. Three CoE recommendations also refer to the conservation and promotion of industrial heritage[40].

Under the *Perspectives of Academia* section, in the UNWTO study on *Tourism and Intangible Cultural Heritage* [UNWTO 2012, p. 62], it was re-

[38] Online: https://sdgs.un.org/2030agenda].

[39] The other two instruments include recommendation No. R (2003) 1 on the promotion of tourism to foster cultural heritage as a factor of sustainable development, and recommendation 1851 (2008) on "Crafts and Cultural Heritage Conservations Skills". Source: www.coe.int. Herein System. Most relevant documents of the Council of Europe concerning cultural heritage.

[40] Between 2004 and 2023, every year, except for the COVID-19 pandemic period, international conferences on interfaces between industrial heritage and tourism were held in Zabrze, Poland, in collaboration with UNWTO, UNESCO, UNIDO, UNECE, the Council of Europe and the European Union. During this period, international and national conferences on this subject were also held in Germany, France, Italy and Spain.

ported that *Modern cultural tourism has only been studied in detail since the 1980s, after being recognised as a tourism category by the ICOMOS Charter of Cultural Tourism in 1976. Limited interest seems to have been shown by academics, particularly in the social sciences, in the relationship between tourism and intangible cultural heritage*[41]. The same study recounts the World Tourism Day theme in 2011: *Tourism – Linking Cultures*, and affirms that "*the cultural interaction spurred by such encounters prompts dialogue, builds understanding and, in turn, fosters tolerance and peace*" [*Ibid*]. As is the case of many other UNWTO studies and reports, this one includes a number of guidelines to render into measures of tourism policies which, however, *a posteriori*, are not revisited and followed in Member Governments/NTAs practices.

When it comes to academic studies, the subject of cultural heritage, considered primarily as a tourist asset and attraction, at present, features firmly among academic disciplines or areas of academic study related to tourism in quite many universities, for example, in Spain, a country commonly associated with an explicit holiday-making vocation[42]. However, the subject in point is usually assigned a small number of scores, much below the importance and value of marketing, for example. The foregoing observations on the study of culture in university education, superficial as they may appear, do not pretend to indulge in a comprehensive analysis of its content and scope, but rather suggest that such studies and learning present themselves as an appropriate area for featuring their inter-cultural content and study. They may be enriched by references to tourism.

In addition to the debate on the role of education, the **Organisation for Economic Co-operation and Development (OECD)**, an overwhelmingly European intergovernmental forum equipped with a Tourism Committee, as well as an Education Policy Committee, and dedicated to continuously reporting on tourism trends and policies of its member states in partnership with the European Commission, also dwells on the issue at large. The summary message of its recent report, *Embedding Values and Attitudes in Curriculum. Shaping a Better Future* [OECD 2021], refers to the student`s ability as a subject/agency of education to acquire competences and explains: "*An increasingly uncertain and complex world requires agile embracing of opportunities and equally responsive solutions to the challenges provoked.*

[41] *Idem*, page 12. It is added*: Academic institutions have, however, been actively involved in training programmes for the tourism sectors, as well as in collaborative projects with other sectors. Such projects have been undertaken, for example, by the UNESCO-ICCROM initiated Asian Academy for Heritage Management Network (AAHM*).

[42] Tourism courses appear in a variety of university structures: (1) within faculties corresponding to general areas of academic study, (2) as independent university schools or institutes of tourism, and (3) as faculties of tourism, of which the majority is linked to other disciplines. … Faculties of tourism exist in 11 Spanish universities, all being public [Handszuh 2014].

Under such circumstances, it is time to think harder and ask ourselves about what is to be a human and support students to develop the types of attitudes and values that are inherent to being human and find a sense of purpose with their own moral compass. In doing so, students will not need to rush to a single answer, to an either-or solution, but rather reconcile tensions, dilemmas and trade-offs – for instance, between equity and freedom; autonomy and solidarity; efficiency and democratic processes; ecology and economic logic; diversity and universality; and innovation and continuity – by integrating seemingly contradictory or incompatible goals as aspects of the same reality [OECD 2021, p. 7]. And further: "*Curricula can provide the opportunity for students to develop knowledge, skills, as well as values and attitudes that can support them to thrive and shape a better future towards increased well-being at individual, societal, and environmental levels"* [*Ibid*]. The project is to be followed and implemented by the OECD Learning Compass 2030, which sets out a globally-shared vision for such competencies, which students can learn both in school and beyond it.

The concept "beyond it" can therefore be applied not only to apprenticeship and scholarships, but also to life experiences and learning when in movement, such as tourism. In a much earlier OECD report (1989), it was stressed that education should promote a "*rational understanding of conflict, tensions and the processes involved, provoke a critical awareness of cultural interactions, and provide a basis for the analysis of concepts that will prevent obscurantist, chauvinist and irrational explanations from being accepted. School is above all – or at least should be – the place of rational knowledge; its primary task is thus to provide information, explain and analyse problems and subject them to criticism"* [OECD 1989, p. 68] . In 2009, the OECD published "an analysis of the relationship between tourism, culture and the attractiveness and competitiveness of destinations" and concluded as follows: *"The review of the OECD case studies (24) indicates that the main drivers for developing culture and tourism policies are: enhancing and preserving heritage , economic development and employment, physical and economic regeneration, strengthening and/or diversifying tourism, retaining population, developing cultural understanding"*[43]*. On the other hand, the* **United Nations,** under its *Guidelines on consumer protection* (2015)[44], addresses consumer education covered by principle 5 (f) reading: "*Consumer education, including education on the environmental, social, and economic consequences of consumer choice"*, and identifies tourism under "*K. Measures relating to specific areas"* to read: *69. In advancing consumer interests,*

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[43] The Impact of Culture on Tourism, OECD, 2009, p.43.

[44] General Assembly in resolution 39/248 from 16 April 1985, later expanded by the Economic and Social Council in resolution 1999/7 from 26 July 1999, and revised and adopted by the General Assembly in resolution 70/186 of 22 December 2015. Document UNCTAD/DITC/CPLP/MIS/2016/1, pages 7 and 22.

particularly in developing countries, Member States should, where appropriate, give priority to areas of essential concern for the health of the consumer, such as food, water, pharmaceuticals, energy and public utilities, and also address the specificities of tourism [UNCTAD, 2016][45]. Consumer education should teach consumer obligations parallel to consumer rights.

The practice of tourism entails education for pluralism. To its effect, although without explicit reference to tourism as an instrument, **the Council of Europe** took the floor when saying: *The international community has already explicitly recognized that the principle of pluralism, together with democracy and human rights, applies to children and to their education. As stated in the Convention on the Rights of the Child, education of the child should be in particular directed to: "the development of respect for human rights and fundamental freedoms, and for the principles enshrined in the Charter of the United Nations" and to "the preparation of the child for responsible life in a free society, in the spirit of understanding, peace, tolerance, equality of sexes, and friendship among all peoples, ethnic, religious groups and persons of indigenous origins". Education should, in that spirit, foster "a respect for cultural pluralism in which cultural tolerance is not based only on a passive acceptance of the right of other cultural groups, including minorities, but implies, further, an active and empathetic knowledge of those cultures resulting in mutual respect and understanding".*[46] For its part, in one of its outputs the **European Union** may disappoint when not tackling the issues of cultural understanding and interculturality by means of tourism. Namely, its 163 -page handbook of 2006 entitled *Innovation in tourism*[47] which was meant to "simplifying the communications and engendering dynamic tourism education management, business competitiveness and overall sector sustainability" (Introduction, page XVI) simply ignores these issues as not pertaining to the subject matter, even though when referencing to the European Commission communication on basic orientations for the sustainability of European tourism, COM (2003) 716[48], which called for special attention to be paid, among others, to a policy field named "natural resources and cultural heritage" (Conclusion, page 106). The main reason for this omission may be a distinction made between the

[45] Online: https://unctad.org/system/files/official-document/ditccplpmisc2016d1_en.pdf.

[46] Online: https://www.coe.int/t/dg4/intercultural/source/white%20paper_final_revised_en.pdf.

[47] Innovation in tourism. How to create a tourism learning area. The handbook. Developing thematic, destination level and regional tourism knowledge networks. European Communities, 2006

[48] COMMUNICATION FROM THE COMMISSION TO THE COUNCIL, THE EUROPEAN PARLIAMENT, THE EUROPEAN ECONOMIC AND SOCIAL COMMITTEE AND THE COMMITTEE OF THE REGIONS - Basic orientations for the sustainability of European tourism [SEC(2003) 1295]

concepts of education and learning which is explained with reference to the UNESCO International Standard Classification of Education (ISCED)[49]. It is also noteworthy that said EU communication defines sustainable tourism as "*tourism that is economically and socially viable without detracting from the environment and local culture. It means business and economic success, environmental containment, preservation and development, and responsibility towards society and cultural values three facets that are interdependent*" and makes the point that "*Sustainable tourism development is linked to a growth in quality rather than in quantity*" (Under *II. Challenges and objectives of sustainable tourism*).

Tourism education from the past and present perspective of the World Tourism Organization

While mobility, travel and tourism can rightfully be considered and used as a means of education for society at large (that to include tourism`s practitioners, host communities, institutions around tourism, and the commercial sector - entrepreneurs and employees - as well as politicians – also to be called stakeholders), it also corresponds to society represented by its vocal leaders to capacitate all the stakeholders in tourism performance and development to provide for its desired role and meaning going beyond its commercial content. Initial education or preparation for tourism of youth, appears therefore critical to this end. This idea was well taken care of throughout centuries in Europe by its well-to-do societal strata and developed in a follow-up to the Industrial Revolution. In the second half of the 19th century in Spain, one of the pedagogical principles of the **Free Institution of Education** (***Institución Libre de Enseñanza*** – **ILE**) went even to the point of suggesting the replacement of textbooks by "practical education", consisting primarily of travel and sightseeing[50]. Similar ideas proliferated in other European countries. Over time, school excursions, backpacker travel, summer and scout camps, democratic youth festivals and youth tourism, in

[49] International Standard Classification of Education (ISCED, www.unesco.org/education/information/infsuneco/doc/isced_1997.htm

[50] The active and dedicated advocate of this principle in the Institution of Free Education was Manuel Bartolomé Cossío (1857-1935), art critic and the Institution`s headmaster - following ILE`s founder Francisco Giner de Los Ríos - before ILE closure due to the Spanish Civil War (1936-1939).

His apparent counterpart in Poland: Mieczysław Orłowicz (1881-1959), lawyer, arts graduate, government official and ideologist of the Polish Sightseeing Society, who encouraged its members to become fascinated with Poland and regard it as an excellent handbook regarding many branches of knowledge: geography, history, architecture and ethnography. Much earlier, in Germany, the travels of Johann Wolfgang von Goethe (1749-1832), in particular, his diary book *Italian Journey*, inspired countless German youth members to follow his example, are considered to have given rise to classical *Bildungsreisen* (educational travelling).

general, have become commonplace, particularly in Europe, and they surely can play their due role in the field of education also today.

This observation allows to suggest that education for tourism can also be integrated into general education and shaped accordingly, in a desired way. On its way to the present, the **World Tourism Conference** (1980) hoped that: "*Young people may represent possible models for tourism and for behavioural patterns which might improve both the real quality of tourism services and the content of tourism itself. Young people are accordingly most suitable for forming a new tourist prototype"* (under conference agenda item 12: "*The individual at the centre of his own holidays* and the heading: *Exchange of values. Young people and senior citizens: atypical protagonists"*). The concluding **Manila Declaration on World Tourism (A)** further added the following: *"Preparation for tourism, for holidays and for travel could usefully form part of the process of youth education and training. For these reasons, the integration of tourism into youth education constitutes a basic element favourable to the permanent strengthening of peace"*. Thirty years after Manila, in the UNWTO-sponsored report – *The Power of Youth Travel*, it was also found that: "*The social, cultural and economic value of youth, student and educational travel is increasingly recognised by employers, educational institutions, official tourism organisations and governments worldwide. More than any other market segment, youth and student travellers are leading with innovation and paving the way for responsible tourism and they take responsibility for the impact of their travel ambitions on climate change"*[51].

In relation to education or preparation for tourism in general, including youth education, in the same Manila Declaration A, it was also declared: "*… in the practice of tourism its spiritual elements must take precedence over technical and material elements*", for which*: "Preparation for tourism should be integrated with the training the citizen for his civic responsibilities. In this respect, governments should mobilize the means of education and information at their disposal and should facilitate the work of individuals and bodies involved in this endeavour"*. The said spiritual elements were defined as, essentially, being as follows:

a) the total fulfilment of a human being,
b) a constantly increasing contribution to education,
c) equality of destiny of nations,
d) the liberation of man in a spirit for his identity and dignity,
e) the affirmation of the originality of cultures and respect for the moral heritage of people.

[51] *The power of youth travel,* UNWTO Affiliate Members report published in cooperation with the World Youth Student and Educational (WYSE) Travel Confederation, Madrid (2010, Forwarded by Taleb Rifai, UNWTO Secretary-General and Ulises Ortega, WYSE Executive Committee Chair).

All in all, at this point, it shows that we are dealing with two interrelated issues: education by means of tourism and education for tourism of its stakeholders. It appears, however, that there cannot be separate education just for tourism alone (behaviour and consumption of available products away from the tourist`s home), since its corresponding "*tourism supply within a country is not a separate entity but is linked to all other sectors of national life"* (also quoted after the Manila Declaration B), but surely should be adapted, wherever feasible, to its protagonists, direct stakeholders and the sector`s specificity. Therefore, we should focus on various levels of education, from primary school to university, from common public schools to private vocational schools, to prepare or even train tourism practitioners as consumers, tourism professionals and civil society under the available formats of education and learing *vis-à-vis* the major aims and challenges of tourism going beyond its economic focus - such as intercultural understanding and peace, respect for and observance of human rights and fundamental freedoms, as well as environmental accountability. Looking back is showing, when confronted with tourism education developments worldwide, that in practice, there has been a highly disproportionate distribution of these elements and targets in the educational subject matter and curricula, at university levels in particular, otherwise abounding in a multitude of courses and master degrees on tourism. The taught cherished and overwhelming subject has become that of overall marketing of tourism, as an attractive consumer good and a financial short-term capital investment opportunity.

First and foremost, the focus on "economic development" or the business of tourism in teaching tourism professionals. entrepreneurs and workforce is here to stay and must stay, although from now on, it could or should also acquire long-term, pro-environment, pro-social, pro-cultural or even pro-poor contents. When looking forward in a constructive and conciliary manner, the already existing curricula at primary, secondary and university levels – if it is not yet the case in some places – should either be enriched by the missing social elements at large or should feature additional subject matter making allowances for such social considerations. For example, geography, history, religion or biology at primary and secondary levels offer an excellent opportunity to enlighten students and promote their quality consciousness with regard to the relation of tourism with natural environment, civilizations, ethics, cultural differences and heritage, human rights, and so on – everything that practicing tourism allows to experience first-hand.

As a matter of fact, references to education in its various formats and contents applied to tourism and its stakeholders have become commonplace since the Manila Conference: in academic literature, occasional lectures, papers and conferences, even in tourism policy documents but, on the whole, they have hardly transcended into a consistent action: the business and marketing approaches to tourism have virtually colonised the subject matter, while its social dimension has barely surfaced to educational practice. The formerly used terms "vocational training" or corporate training applied to staff employed by the tourism sector have readily been taken over by the term "tourism education" expected to meet, in the words of the **UNWTO Academy** itself, under its present "tourism education guidelines" economy [www.unwto.org/UNWTO-academy] – the requirements of the sacrosanct growth of the tourism sector. It therefore appears that in the said guidelines, only requirements aimed at tourism professional staff termed "human capital" are addressed, which the Academy asks to acquire the following characteristics:

- *Abundant: the right volume of human capital available at all skill levels and in all sub-sectors and job families of tourism.*
- *Highly qualified: human capital with the right type and level of education, training and experience available at all skill levels and in all sub-sectors and job families of tourism.*
- *Highly motivated and with the right attitude: in order to deliver exceptional experiences to visitors.*
- *Able to gain the economic benefits from tourism: it is also imperative that UNWTO Member States and their local communities can fully benefit from the growth of the tourism sector through meaningful, quality jobs with clear and visible career path opportunities in the sector.*

This idea of tourism education limited just to its workforce, anticipating one of the concepts of learning evoked in the UE handbook on *Innovation in tourism* [idem, 2006] - which is a far cry from the Manila guidelines – does not come as a surprise, as it also reflects the former teachings of the UNWTO **Themis Foundation** and its education quality standard resembling the proposal of the quality checks applicable to the tourism learning area included in the EU-sponsored *Innovation in tourism* handbook – when applied to tourism workforce alone. At another extreme at present, a comprehensive approach to education is represented by CIVIS – a European Civic University, an alliance of 11 European universities, co-funded by **the Erasmus Programme** of the European Union. "*Its aim is to promote European values, cultures and citizenship among new generations of students and will act as a bridge between Europe, the Mediterranean and Africa. It aims to be a vector of change and innovation in the following areas: Health, Cities, Territories and Mobility, Climate, Environment, Energy, Digital and Technological Transformations, Societies, Culture and Heritage*"[52]. Practically all these areas embark upon elements of tourism and may influence its consumption as well as production patterns. The CIVIS objectives resemble

[52] Quote from: uam.es (Internet). An example of a tourism-related activity: the Faculty of Economic and Entrepreneurial Sciences of the Autonomous University of Madrid/UAM (a network member) undertook research aimed at sustainable mobility in neighbouring Guadarrama, a popular leisure and adventure tourism destination.

those included in the report of UNESCO`s **International Commission on the Futures of Education** conceived in 2019, with a view to reimagining how knowledge and learning can shape the future of humanity on the planet in the face of "increasing complexity, uncertainty and fragility". One of its foundational principles reads as follows: "*Curricula should emphasize ecological, intercultural and interdisciplinary learning that support students to access and produce knowledge while also developing their capacity to critique and apply it*" [UNESCO 2021, p. 77]. Outside its tourism curricula focus, UNWTO did pick up, albeit selectively, interculturality through tourism in its *Recommendations on Urban Tourism* (2020). Under the heading *Create Cities for All: Building Citizens and Visitors,* it is claimed (inter alia): "*14. Cities should promote the contribution of tourism in the creation of cities as spaces that foster urban regeneration, cultural diversity, intercultural dialogue, innovation and the generation and exchange of knowledge*, and *15. Cities should consider tourists as "temporary residents" and ensure tourism policy promote the engagement of visitors and residents in a holistic and fully integrated manner*" [UNWTO 2020, p. 6].

The often overlooked issue of qualified guiding for tourism education

Following the notions of "education", "right attitude" and "exceptional experiences" featured in the UNWTO`s *Tourism Education Guidelines*, one may reasonably expect that they might also lend themselves to stand for pro-environment, pro-social, pro-cultural and even pro-poor attitudes of both entrepreneurs and their employees. Why not? The term "human capital", nevertheless, appears as somewhat ambiguous. Surely it concerns "hospitality" staff (at accommodation establishments, restaurants and entertainment facilities), perhaps also tour operator and travel agency networking staff, in particular. It is where education should provide for intercultural qualifications of the on-hand intermediaries between visitors and strangeness – such as tour escorts, guides-interpreters and the tour operator as well as travel agency accompanying and resident staff entrusted primarily with protecting the consumer rights of holidaymakers. Their role and qualifications can be fundamental in facilitating intercultural, empathetic dialogue between visitors and residents, between guests and hosts, each group representing a different cultural setting. Nonetheless, the guidance documents on education policies and related curricula, ensuing from the major tourism-related organisations, such as UNESCO or OECD, hardly refer to this aspect of guiding, if ever.

Throughout the UNWTO history, the theme of tourist guides has only been sporadically addressed in the Organization`s standard-setting activities, neither has it been placed on its work programme. A sporadic reference in passing is featured in the UNWTO's *Study on Tourism and Intangible Cultural Heritage*. It ventures to say that "*tourist guides are required to re-*

ceive training and licences, and that their fees are appropriate to their qualifications and experience”, and further recommends to “*contract local guides with in-depth knowledge of ICH and licences, where these exist*” [UNWTO 2012, p. 83].

In the European Union and at national European levels, the situation appears more promising in this regard. Some countries require to recruit and employ only properly trained, qualified and licenced guides[53], and often differentiate between requirements applicable to national and foreign guides. In their approach and practice, they may be inspired by the European (CEN) standard *Requirements for the provision of professional tourist guide training and qualification programmes* [54] according to which “Tourist guides are representatives of the cities, regions and countries for which they are qualified. It depends largely on them if visitors feel welcome, want to stay longer or decide to come back. They therefore contribute considerably to the perception of the destination. Tourist guides are able to help travellers understand the culture of the region visited and the way of life of its inhabitants. They have a particular role on the one hand to promote the cultural and natural heritage whilst on the other hand to help ensure its sustainability by making visitors aware of its importance and vulnerability”. Reference to this standard in tourism education offers a variety of applications to the required subject matter, intervening in all the areas of tourism sustainability: humanistic, social, economic, cultural and environmental. The intermediary should be sympathetic and knowledgeable about the culture of both visitors and residents, and facilitate interface between hosts and guests, thus, going far beyond the rudimentary interface between the staff of tourism establishments and their customers.

V. Concluding remarks regarding tourism policies

A simplistic interpretation of life, whether organic, biological or economic and social life in our case, would be to compare it to the interface between consumption and production. At the outset, consumption of resources is needed for production with a view towards satisfying the recipient or consumer. The latter may choose from what is available according to his/her criteria. Put together, the way they do it and choose – the producers and the consumers alike – gives rise to consumption and production patterns which, for their turn, can be intervened and modified. Under economy, the tourism

[53] Others, such as Poland, have withdrawn this requirement under a peculiar understanding regarding the dictates of neoliberal economy.

[54] EN 15565 2008 Tourism services – Requirements for the provision of professional tourist guide training and qualification programmes https://cdn.standards.iteh.ai/samples/25458/c301b5c078544ef0b53bd3402c445501/SIST-EN-15565-2008.pdf.

part of consumption to be intervened by policies and their measures corresponds to "consumption abroad" (WTO/GATS) at large – i.e. to consumption outside the consumer`s usual habitat.

Traditional tourism policies assign priority to "the promotion and development of tourism" (the fundamental aim of the World Tourism Organization according to its Statutes) followed by "economic development"), which is interpreted in terms of its growth in terms of volume and numbers. These are continuously checked, measured, and reported. The higher growth, the better. The subordinate aims, such as "contributing to international understanding, peace, prosperity, and universal respect for, and observance of, human rights and fundamental freedoms for all without distinction to race, sex, language or religion" (*idem*) are hardly, if ever, checked and measured. This explains, in consonance with what has been remarked at the beginning of this essay, that the right to tourism or its socially-sensitive areas as well as targets, such as the poor and persons with disabilities, are of interest to National Tourism Administrations (NTAs) – whether in Europe, Africa, or other regions – where they have a good chance to be addressed in their declared tourism policies, as they promise to increase the numbers and volumes of interest to commercial tourism establishments which usually fall under NTA competence at a government level. NTAs of the Global North, and the South to some extent, however, are not expected to intervene in other socially-sensitive issues associated with tourism dealt with in this paper, such as its relationship with migrations and refugees, its role for underdeveloped countries, or education, or even with tourism-related sectors and areas, such as trade, transport, area development, culture or natural environment, unless the latter two (culture and natural environment) are regarded as tourist attractions. It is where, with regard to the last two cases, we can find ministries of tourism combined with culture, in Africa with wildlife.

In summary, since the elements of tourism under production and consumption are to be found everywhere in economy and social life, inclusive policies regarding tourism and its governance fall under the responsibility not only of "NTAs, but depend on "a whole Government approach" (OECD, 2008). Ministries of tourism (NTAs) should therefore liaise with other government portfolios holding social, economic and environmental stakes in tourism, because the status of tourism in society and its expected mission going beyond its economic essence depend on its performance conditioned by the factors alien to the NTA competence (if any) over, or limited only, to supervision of tourism-related facilities and commercial establishments. Likewise, at a global level, the UNWTO`s claim to play "its central role in the field of tourism" is not valid unless the Organization also strives to "establish and maintain effective collaboration with the appropriate organs of the United Nations and its specialized agencies" (Statutes, article 3.3).

Government mitigation and regulation, through or from outside NTAs, related to freedom of travel and the workings of the market, are a must. Regulation in the market takes place anyway all the time in democratic societies, not only in authoritarian regimes, despite the orthodox claims of economic liberalization. The key questions remain not only what to regulate, to what extent, but how to do so and how to occupy leisure, as already warned by **J. M Keynes** back in 1930 when he dream-like predicted, for a distant future – in the midst of the Great Depression – an expansion of government support for the arts, the humanities and the enhancement of the human condition, over the dictates of financial capital accumulation: "*Thus for the first time since its creation man will be faced with his real, his permanent problem – how to use his freedom from pressing economic cares, how to occupy the leisure, which science and compound interest will have won for him, to live wisely and agreeable and well*" [Online: https://ief-world.org/node/1330][55]. This utopian perspective, with respect to tourism, can work if its policies are intervened by measures conciliated between all the stakeholders in tourism development and travelling, the privileged and the unprivileged ones, between governments (politicians), the private sector and civil society, so that tourism becomes and continues to perform as responsibly and sustainably as possible. Benefiting from individual economic and political freedom to leisure travel also amounts to sharing it with others and reducing its volume, where necessary, on behalf of sustainability. Regulation and governance in the field of tourism as "consumption abroad" by all sorts of travellers and roamers, should help overcome partisan and short-term, selfish as well as financial capital-induced interests in tourism production and consumption patterns, and must be accompanied by good will, fairness, empathy and solidarity with the unprivileged stakeholders in tourism development. Again, it will not work just for tourism as something different from other avenues of human activity for which a radical shift is expected from parasitic, selfish and personal gain-driven to a sustainable and fair approach by our humans towards available resources or the factors of production.

[55] **Keynes**` lecture was first delivered in 1930 in Residencia de Estudiantes in Madrid. His inquiry into the economic system of financial capital government also led him to vouch for the following: *The love of money as a possession - as distinguished from the love of money as a means to the enjoyment and realities of life – will be recognized for what it is, a somewhat disgusting morbidity, one of those semi-criminal, semi-pathological propensities which one hands over with a shudder to the specialist in mental disease. All kinds of social systems and economic practices affecting the distribution of wealth and of economic rewards and penalties, which we now maintain at all costs, however distasteful and unjust they may be in themselves, because they are tremendously useful in promoting the accumulation of capital, we shall then be free, at last, to discard*. **John Maynard Keynes,** *Economic possibilities for our Grandchildren* (1930). Essays in Persuasion, New York: W.W. Norton & Co., 1963, pp. 358-373, www.econ.yale.edu [Online: http://www.econ.yale.edu/smith/econ116a/keynes1.pdf].

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DISCUSSION, ESSAYS, SCIENTIFIC REPORTS AS WELL AS POLEMICAL AND INFORMATIONAL ARTICLES

In this section we publish articles, which in their nature – differ from typical scientific papers, but which for various reasons – may be of great value for science and research on tourism.

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CONCEPT OF A SUSTAINABLE TOURISM POLICY FOR KRAKÓW IN THE YEARS 2021-2028

Bartłomiej Walas*

Introduction

Tourism is one of the most important sectors of Krakow's economy, playing a significant role in the city's development. Its impact is visible in budget revenues, the number of jobs, the percentage of GDP and in the process of building the city's brand. The starting point should be statistical data from 2019, which was not the year perceived as the beginning of the pandemic. The number of visitors in 2019 totalled 14.05 million people, including 10.75 million domestic visitors and 3.3 million foreign visitors. The number of tourists was 10.15 million, including 7.1 million domestic tourists and 3.05 million foreigners[1]. The pandemic, of course, caused a drastic decline in tourist traffic and a deep crisis. Despite its excellent economic results, Kraków began to look for solutions to maintain balance between tourists and residents, including following the solutions of other cities. This was achieved by the cyclical, international conference: "Historical Cities 3.0" (2018 – "Residents and Visitors. In Search of Quality and Comfort", 2020 –

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[1] Kraków's Sustainable Tourism Policy for 2021-2028, Kraków City Hall, 2020, p. 11 (Polish version), pp. 18-20.

"In Search of a Premium Tourist", 2022- "In Search of a New Model of Attractiveness") or in the programme of nine European cities in the Urbact III – "Tourism Friendly Cities – Local Community and Tourists Together for Urban Sustainability".

The structure and development trends of the tourism market up until 2019 and the effects of the COVID-19 pandemic indicated a need to change the approach to tourism development from quantitative to qualitative, without throwing residents and space (especially cultural heritage) out of a state of relative balance. At the same time, tourism management must respond quickly and effectively to the environment in accordance with the concept of agile tourism, which smoothly adapts its organisational culture, quickly obtains information about market changes, uses it, and adapts its products to individual preferences, providing visitors with up-to-date information about local offers.

Between 2020-2021, the local government of the City of Kraków prepared a document defining the city's long-term tourism policy, including the directions of its reconstruction after the pandemic, as well as actions to balance tourism in the city. In the process of creating the document, public consultations and a number of studies and analyses, including the scale of residents' attitudes towards tourism measured by the Doxey Index, PESTEL and SWOT, were used to analyse conflicts between local stakeholders based on the Moore's circle. For diagnostic purposes, research was also conducted on the attitudes and expectations of residents and tourism entrepreneurs regarding the introduction of sustainable tourism tools. The document was adopted by the Resolution of the Kraków City Council No. LIV/1497/21 of 23/03/2021[2].

The concept of the tourism policy explores nine areas of recommended actions that need to be taken by all local stakeholders to rebuild the tourist industry and maintain balance between the interests and attitudes of various stakeholder groups. Recommendations have been created based on a diagnosis and social consultations and were preceded by opinion surveys among residents.

Tourism management should be founded on integrating local partners while creating an opportunity for residents to engage in new business activities addressed to visitors.

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[2] Prepared by: Kraków City Hall. Mayor of Kraków – Jacek Majchrowski, Deputy Mayor of Krakow – Anna Korfel-Jasińska, Head of Tourism Department – Elżbieta Kantor; Deputy Head of Department – Katarzyna Gądek. Created and written by Bartłomiej Walas. Advisory Board – Jadwiga Berbeka, Krzysztof Borkowski, Zygmunt Kruczek, Robert Pawlusiński, Piotr Zmyślony, Robert Piaskowski. Partners – Tourism Forum at the office of the Mayor of Kraków, Kraków Airport in Balice, Kraków tourism industry business operators.

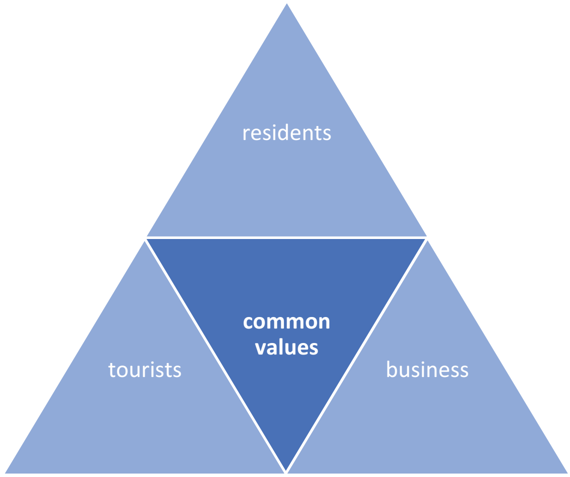

Figure 1. New model of managing tourism.

Source: Krakow's Sustainable Tourism Policy for 2021-2028, Kraków City Hall, 2020, p. 11 (Polish version).

One of the main challenges for historic cities has been growing so far and complex competition and tourist hypertrophy, known in the media as overtourism. Before the COVID-19 pandemic, this mostly affected cities with better-than-average cultural resources. New business models based on peer-to-peer booking sites gave rise to conflicts, and resulted in exceeding the social carrying capacity that represents the ability to accept recent changes. This process contributes to the loss of subjectivity by the residents, whose place is taken over by visitors, with the public space, including the structure of services and commerce, being organised to accommodate tourists' needs. The strategic management of Kraków must be aimed at maintaining relative balance between the benefits associated with revenues and potential losses arising out of conflicts. The gentrification of historic districts is mostly seen through the perspective of short-term tourist rental and its consequences. The attitude among Kraków's residents towards this development is ambivalent. On the one hand, short-term rentals allow residents to enjoy revenues and expand the city's accommodation. On the other, they give rise to conflicts, de-populate residential districts, alter the structure of commerce, and lead to burdensome behaviours of visitors. The attitudes among citizens to the way in which tourism has developed in Kraków to date include euphoria and apathy as the dominant sentiments, as verified by Doxey's Irritation Index. The exception is district of the Old Town, which has the highest rate of citizens feeling irritation and antagonism.

With the collapse of the tourism economy during the pandemic, it became necessary to propose recommendations shaping the city's tourism policy that maintain balance between the interests of various groups creating the city community (residents, visitors, entrepreneurs, students, investors). The consensus of residents and local service providers in the field of development through tourism should be based on the acceptance by each stakeholder group of the possibility of giving up some of their own benefits for the common values of the city, with the development of the local economy planned in a sustainable manner.

Sustainable tourism of a historic city is understood as a process in which the consequences of tourist behaviour and business models of local service providers do not result in losses or difficult-to-reverse changes to the carrying capacity, environmental space or social and economic relations. Thus, sustainable tourism is about shared responsibility.

The past trends in tourism development, phenomena associated with the COVID-19 pandemic and forecasts allow to indicate that the following activities should be reinforced in the management of the local tourism industry:

- educating visitors on the impact of tourism regarding the community and local economy, heritage and environment, bringing awareness of the need to respect the rights of the locals;
- creating a local partnership, network management and maintaining relations with local communities to, *inter alia*, reduce conflict between different stakeholders groups;
- protecting the interests of residents as well as social, cultural and natural resources of the city from overly heavy tourist traffic and excessive growth of supply;
- better recognising the needs and experiences of visitors (user experience) and providing feedback to local partners;
- strengthening the resilience of visited sites to the possible overgrowth of their tourism function;
- developing the role of technology and smart solutions in managing user experience and commercialisation.

Elements of diagnosis

The applied diagnostic tool was developed on the basis of research and using several matrix methods. The strategic analysis of Krakow's products was based on a modified method of competitiveness and attractiveness[3], which

[3] Based on the ADL (Artur D. Little) method of competitiveness and attractiveness. Competitiveness: a combination of attractions and image, infrastructure, transport and price acces-

shows that the highest values among the city's products include city break, congresses and conferences, religious tourism, and the greatest distance between competitiveness and attractiveness refers to gastronomy and medical tourism.

Table 1. Product matrix using the ADL method

Products	**competitiveness**				**attractiveness**			
	attractions	**infrastructure**	**accessibility**	**index**	**segment**	**economic benefits**	**possible implementation**	**index**
weight (in%)	20	40	40		40	30	30	
City break	5	5	4	4.6	4	4	5	4.3
Congresses and conferences	5	4	4	3.8	3	5	3	3.6
Gastronomy	3	4	4	3.8	2	4	3	2.9
Religious tourism	5	4	4	3.6	3	3	4	3.5
Medical tourism	2	3	3	2.8	3	5	2	3.3
Cultural events	2	4	3	3.2	2	3	2	3.3
Thematic stays	2	3	3	2.8	3	3	2	2.7
Incentive travel	3	3	3	3.0	3	4	2	3.0

Source: Kraków's Sustainable Tourism Policy for 2021-2028, Kraków City Hall, 2020, p. 23 (Polish version).

City space becomes the key reason for disputes arising out of conflicting interests, attitudes and needs regarding the way it is used. The reasons that underlie conflicts and their scale are varied, and although conflicts may appear unavoidable, their root causes and consequences should be mitigated. Conflicts are caused by a disparity of interests and occur in five basic dimensions: tourism industry vs. residents, tourists vs. residents, tourists vs. tourists, residents vs. residents, and visited institutions vs. visitors. Integrated data shows the following strength of conflict indicators[4]:

sibility, where each parameter consists of several sub-features. Attractiveness: the economic benefit of products in terms of number of arrivals and purchasing power, product purchasing expenses, profitability - the level of investment in promotion.

[4] Conflict of information – stakeholders cannot establish the facts (they have erroneous data or interpret the data differently). Conflict of relations – stakeholders demonstrate a neg-

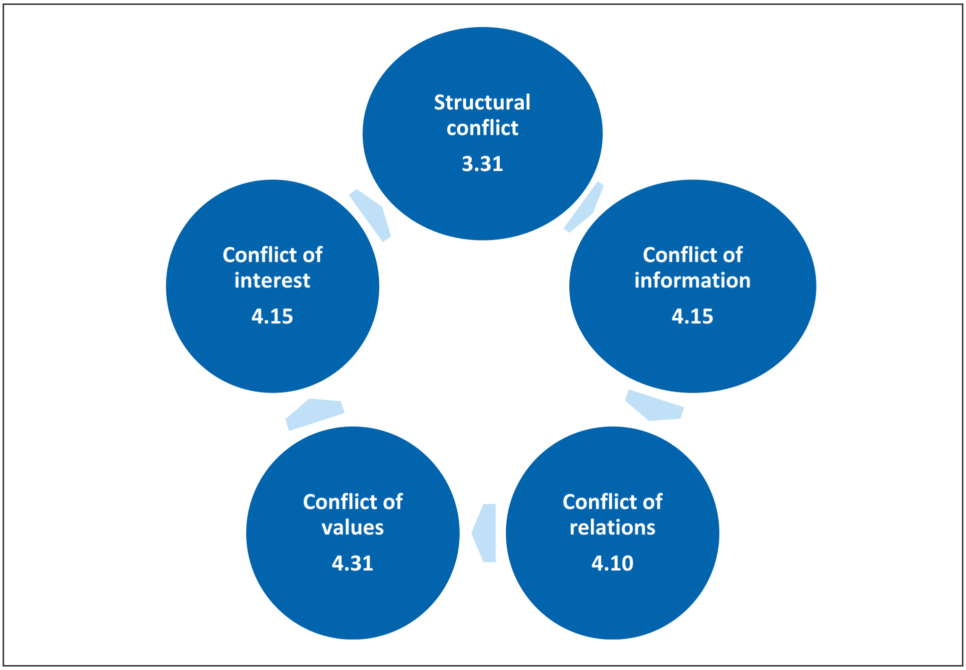

Fig. 2. Conflicts in Kraków, July 2020 (on a scale of 1 to 5).
Source: Kraków's Sustainable Tourism Policy for 2021-2028, Kraków City Hall, 2020, p. 63, (Polish version).

Conflicts are caused by a disparity of interests and occur in few dimensions: tourism industry vs. residents, tourists vs. residents, tourists vs. tourism industry, residents vs. local government or tourism industry vs. local government. Integrated data shows the following strength of conflict indicators:

Table 2. Conflicts in Kraków

Conflict stakeholders	Scope of conflicts
residents vs. tourist industry	• tourist short-term rental • night economy • changing structure of services in parts of districts • prices • commercialization of space

ative attitude towards the other party that is driven, e.g., by stereotypes or misunderstanding. Conflict of values – conflicts are the result of different structures in the hierarchy of values and a different view regarding the city, including due to the NIMBY (*Not in My Backyard)* effect. Conflict of interest – one group of stakeholders sees itself or another group of stakeholders as stronger or having a more advantaged position. Structural conflict – the process of the conflict.

residents vs. tourist	• culture of behaviour • capacity exceeded, overflow • night economy • limited space for tourist penetration • tourist gentrification
residents vs. local government	• spatial development concept of city • investment structure and functions • pressure on market regulation • budget spending pressure • maintaining services with local identity • transport • role of tourism in local economy
tourism industry vs. local government	• limiting grey zone • marketing communication expenses • market regulations • financing acquisition of events • long- and short-term goals • transport access to tourist zone and hotels/attractions
tourism industry vs. tourist industry	• monopolization of competitive advantages • diversified economic abilities
tourism industry vs. tourists	• pressure for a low price

Source: Kraków's Sustainable Tourism Policy for 2021-2028, Kraków City Hall, 2020, p. 64-65. (Polish version).

Based on identified developments, SWOT analysis was conducted, looking into tourism in Kraków over the span of a few years and using a weighted assessment (on a scale of 1 to 5). The findings indicate that Kraków has a strong strategic position, and threats are only temporary and mostly associated with the effects of the pandemic. The obtained results indicate the following strategic position of Kraków tourism:

Table 3. Results of SWOT analysis strategic position regarding tourism in Kraków

Strengths	3.8
Weaknesses	3.4
Opportunities	4.3
Threats	4.1
Strategic position result	+ 0.6

Source: Kraków's Sustainable Tourism Policy for 2021-2028, Kraków City Hall, 2020, p. 68 (Polish version).

The strategic position receives a slightly positive result, but the strength of the threats is significant and means significant dependence on external factors affecting the city's tourist economy.

Sustainable Tourism Policy

Bearing in mind the situation during the re-opening of the economy and shortcomings of the pre-pandemic tourism industry, action must be taken to support local tourism businesses and tourism recovery. Areas where interventionism and protectionism are exercised must shift dynamically in time, depending on external circumstances, and will be determined on a case-by-case basis in project operating plans. Tourism policy is understood as shaping the optimal size and structure of tourist arrivals and services, while coordinating the development of the tourism function with other aspects of city life based on a partnership with stakeholders. A tourism policy is a set of recommendations aimed at achieving efficient joint management and recovery of tourism in Kraków. Ultimately, tourism economy is intended to be managed jointly by considering different areas of responsibility agreed with the stakeholders and beneficiaries, indicating the scope of involvement of each group in the process of balancing the consequences of touristic phenomena.

The strategic objective of the rules and activities concerning sustainable tourism, as proposed by national and international institutions, should be characterised by:

- the most efficient management of ecological processes;
- relations with residents in which the local community's cultural beliefs are respected, and cultural assets and traditional values are preserved;
- ensuring real and long-term economic processes which enable all parties involved to gain social benefits, including stability of employment and the possibility to pursue gainful activities;
- preserving cultural heritage.

Urban sustainable tourism is understood as tourism that, while having benefits for the city and the local community, does not harm its cultural heritage, the natural environment or quality of life of its inhabitants. This depends on the behaviour and choices of tourists - responsible consumption (demand side), as well as on universally understood tourism policy and tourism management (infrastructure planning, shaping seasonality, supporting pro-ecological solutions, certification of facilities and products, supporting and promoting local initiatives, etc.). Tourism should be developed in such a way as to increase the city's resilience in the ecological, social, economic and infrastructural dimensions.

Implementation of sustainability depends on responsible consumption by visitors, as well as on the management of tourism and space. The city's tourism policy should strive to achieve a consensus among residents and local service providers in relation to development through tourism. The consensus should further be manifested by acceptance among each group of stakeholders regarding the possibility to give up a portion of their own gains for the benefit of contributing to common values of the city, with the development of local economy planned in a sustainable manner. The economic and social goals of Kraków's tourism policy are as follows:

Table 4. Goals of Kraków's tourism policy

Economic goals	Social goals
Increasing the city's marketing capacity for the reception of events and the meeting industry	Introducing tourist service sustainable development based on certification
Supporting servant entrepreneurship reception of niche tourist segments	Dialogue and partnership between authorities, residents and business
Internationalisation of commercialisation culture and art events	Policy coordination between partners
Sustainable heritage management of culture, while maintaining locality	Space management, including short-term tourist rentals
Introduction of a tourist fee, remaining in the commune budget, allowing for the redistribution of funds obtained through tasks related to the tourism economy	

Source: Kraków's Sustainable Tourism Policy for 2021-2028, Kraków City Hall, 2020, p. 75 (Polish version).

LONG-TERM GOAL OF SUSTAINABLE TOURISM POLICY FOR KRAKÓW

Restoration of inbound tourism to Kraków through: increased management efficiency, integrated marketing communication, support for commercialisation of tourism products by local business operators, mitigation of conflicts of interest and values (via regulations, dialogue in the spirit of partnership and transfer of knowledge) so that the important role of tourism in the socio-economic life of Kraków is regained, without leading to overtourism in the future while, at the same time, improving the quality of services and living for residents.

The challenge that Kraków must embrace in the process of tourism recovery is destination management. This takes into account commercialisation of products and services, integrated marketing communication, mitigation of conflicts between residents and visitors, regulation of access to areas recognised as tourist attractions, tools for raising funds, organisational structures, and also skilful involvement of residents in providing services to visitors.

The target audience of these recommendations are all groups of public and private stakeholders associated with tourism in Kraków. Implementation of the newly proposed actions included in the recommendations will require involvement of both local government authorities, entrepreneurs and institutions which are beneficiaries of tourism in Kraków. The key role will be played by business associations, tourist organisations, the airport, citizens' associations and initiatives, cultural institutions, universities and institutions associated with business.

There was an important level of agreement that short-term letting should be registered as an economic activity, which is not happening at present. However, the thesis about stopping the promotion of the city, higher taxation of entrepreneurs using cultural heritage resources and the introduction of a voluntary safety certificate for the provided services did not find support.

Figure 3. Tools for sustaining tourism in Kraków accepted by stakeholders.

Source: Own study based on research results described in Kraków's Sustainable Tourism Policy for 2021-2028, Kraków City Hall, 2020 (Polish version).

The areas of recommendations for Kraków's sustainable tourism policy listed below concern those directly influenced by the tourism market.

Figure 4. Areas of recommendations.

Source: Figure developed by the Tourism Department of the City Hall for information materials.

Each recommendation was assigned strategic, basic actions and the role of local administration in the form of interventionism or market protectionism was defined.

Operationalisation of the “Kraków Sustainable Tourism Policy for 2021-2028” will be conducted by identifying and monitoring the current tasks and design, implementing individual recommendations and linking them with the goals of the “Kraków Development Strategy”.

Table 5. Recommendations and actions

Recommendation	Role of local administration policy	Actions
Supporting development of Kraków tourism market: “bespoke solution”	protectionism	• Initiating and creating innovative package services based on the cultural offering, sports and events, taking into account all the attractions and assets of Kraków and Małopolska Region, as well as high-end products; • Supporting the development of public and private investment projects with a potential of receiving tourism and a diversification capability; • Partnership between the local government and tourism sector in the execution of promotional activities in tourism-generating markets; • Supporting activities aimed at improving the quality of services provided by businesses in the sector industry, e.g. by the “Kraków Quality” certification programme; • Improving skills via knowledge transfer.
Counteracting effects of tourism hypertrophy and balancing sharing economy	interventionism	• Participation in the legislative process at national and international levels in relation to short-term tourist rentals and space management; • Cooperation with global booking websites in insight sharing, promotion and respecting Kraków’s identity as a historical city; • Managing exceptional areas and cultural parks in the spirit of sustainable development of space and services; • Supporting solutions that improve the quality of guiding services, including those in exceptional areas • Developing legislative solutions for the protection of the urban landscape with the participation of the tourism sector.
Supporting development of meeting industry	protectionism	• Joint development of the city’s competitive congress proposal, its promotion and lobbying activities, using the most efficient marketing tools, such as the congress package and the Polish Congress Ambassadors’ programme; • Integration of partners and suppliers in knowledge exchange, including through the Kraków Network; • Creating innovative tools to support the process of acquiring and hosting conferences and congresses; • Promoting responsible partnership in creation of the city’s long-term congress proposal; • Analysing and researching the MICE sector.
Consistent management of identity and reputation among tourists	interventionism	• Acting aimed at placing Kraków high on international ranking lists; • Initiating partner-involving promotional programmes, e.g. Kraków Brand Ambassador; • Participating in national and international projects to support Kraków’s strong reputation (e.g. Tourism-Friendly Cities, Creative Cities Network); • Increasing the engagement and activity level of expat communities in Kraków in building the city’s reputation; • Activating the local community and visitors in disseminating messages on social media; • Revitalizing public space by using art and cultural assets as well as civic activity of urban initiatives.

Integrated tourism marketing communication	interventionism	• Launching the city's own and partners integrated 360-degree campaigns in strategic markets/behavioural segments; • Standardising the narrative and format of storytelling about Kraków; • Using modern marketing tools in communication strategies; • Building partnerships around promotional tools.
Night-time economy management	interventionism and protectionism	• Developing mechanisms for creating and managing night-time products and services that are related to the city's historical heritage and its identity; • Engaging the business in problem solving based on CSV (creating shared value), including by launching programmes that promote responsible business; • Stimulating the behaviour of city users (including visitors) that involves integration of stakeholders around the "Respect Kraków" concept, with the benefit of the residents in mind.
Integration between culture, creative industries and tourism economy	interventionism	• Concentration and commercialisation of unique events (e.g. exhibitions, festivals, etc.), nationally and internationally renowned; • Creating a platform for communication and commercialisation of cultural institutions' offering and events; • Engaging creative industries and non-touristic services; • Moderate commercialisation of unique venues "on order"; • Developing a formula of an integrated management centre for Kraków's cultural heritage as a platform for dialogue about the city's spatial management; • Integration of tasks implemented by other municipal institutions (Kraków Film Commission, Kraków Festival Bureau) with the tourism economy.
Integration of stakeholders around conflict mitigation	interventionism	• Initiating formal and non-formal forums for discussion and communication between the tourism industry and the residents, NGOs, as well as homeowners' associations and religious communities; • Driving awareness among residents regarding the effect of tourism on the community and local economy as well as awareness of local laws, expectations and customs among visitors; • Inspiring businesses and real property owners to adopt an attitude of shared supreme value; • Offering new tourist experiences through volunteer programmes and integration of local stakeholders.
New technologies in tourism	Laissez-faire policy and interventionism	• Digitalisation of visitor relations management; • Using creative techniques and intelligent tools to improve tourist experience, information flow and analysis of tourist activity paths; • Developing tools for tourist signage and information using modern technologies; • Building the city's offer for tourists based on new technologies, considering deeper relations and tourist experiences; • Promotion of highly digitalised tourist offers.

Source: Own elaboration based on Kraków's Sustainable Tourism Policy for 2021-2028, Kraków City Hall, 2020.

Context from the Perspective of 2023

The perspective of 2023 (publication of this text in *Folia Turistica*) allows for general assessment of the described strategic document and the validity of the adopted recommendations. In 2021, in Europe, only Kraków and Prague have new, up-to-date strategic documents regarding excessive tourist function of the city and considering not only the reconstruction of tourism after the pandemic, but also all aspects, including those negative. The pandemic stimulated tourism organisations, cities and regions to perform prospective analyses, trying to find an answer to the question of the future of tourism management. An important challenge facing historic cities is the growing and complex competition between them for tourists and problems related to overtourism. For at least two years, there has been significant revival in scientific research diagnosing the state of tourism and proposing solutions. Many historical cities realize that they are facing a return to overtourism. Some of them (Dubrovnik, Paris, Amsterdam, Venice) are introducing legal regulations aimed at limiting the phenomenon of short-term rentals and restrictions on access to highly touristic zones, although, legal solutions have not yet been implemented at the European Union level. The next are forms of dialogue with all local stakeholders on the shape of new tourism and its sustainability measures. It is still too early to assess their effectiveness. However, the dynamics of changes in tourist supply and demand after the pandemic require quick solutions. In this context, the recommendations of Kraków's sustainable tourism policy are a good path, but require the involvement of stakeholders as they do not fall solely within the competences of the local administration.

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NATIONAL TOURISM ORGANISATIONS (NTOS) IN OECD COUNTRIES AND PARTNER ECONOMIES

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Abstract

This study is of overview and informative nature and is focused on presenting National Tourism Organisations (NTOs), i.e. entities mainly responsible for tourism marketing policies implemented by individual countries. In the article, solutions are offered, which are practiced in 50 countries, i.e., 38 OECD member countries and 12 so-called partner economies (countries) of the organisation. Most of the information (concerning the 50 countries) comes from the OECD Tourism Trends and Policies 2022 report [OECD 2022], released on November 30, 2022. At the same time, other studies, including scholarly ones, were used. The study is not aimed at determining or analysing the effectiveness or efficiency of activities implemented by individual National Tourism Organisations. As mentioned, the primary objective is limited to presenting the adopted solutions in the studied countries.

Introduction

The concept of tourism policy has become an essential and indispensable signifier of clarified actions to support the development of tourism at a specific location. Although it has been the focus of much research in the past few decades [Dredge, Jenkins 2011], many study areas to date still need to be adequately explored and addressed [Hall 2014]. Tourism policy research is crucial for a country's ability to create a competitive tourism function.

Its essence is the identification of specific instruments through which it will be implemented. Thus, tourism policy is a set of regulations, rules, guidelines and directives, as well as development (promotional) goals and strategies that provide a framework for group and individual decision-making [Kozak 2009]. Tourism policy also means a set of discourses, decisions and practices carried out by respective governments, sometimes in collaboration with private or social actors, to achieve various tourism-related objectives [Velasco 2016]. Thus, it is a set of guidelines that directly affect

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a destination's long-term development and daily operation [Goeldner, Ritchie 2012]. Reiterating, tourism policy is fundamental, as it can provide the proper direction and framework for creating the entire tourism industry [Connelly, Sam 2018]. In developed tourist destinations, it is even considered a panacea that can minimise the negative impact of tourism development, including social, environmental and economic effects [Ambrosie 2010; Kokkranikal, Cronje, Butler 2011].

The modern tourism policy of countries depends on several elements, activities and measures contributing to the optimal and controlled development of the tourism sector. Its conduct requires knowledge, which makes it possible to assess the current situation and predict the future directions of its development [Dziedzic 2012]. One of the most critical assumptions of tourism policy is the creation of appropriate institutional arrangements and identifying entities responsible for the proper growth of tourism [Velasco 2016]. Therefore, the consistency of tourism policy needs proper organisational structures. It is noted that in most countries where tourism plays a vital role in the economy, there has been a separation of two significant tourism policy entities at the central (national) level, i.e., the National Tourism Organisation (NTO) and the National Tourism Administration (NTA) [Borzyszkowski, Marczak 2009]. In general, it can be assumed that the most important actors in the country's tourism policy are government bodies [Velasco 2016]. In this article, the first of these entities is presented, i.e. the NTO. As mentioned, the characteristics are limited to the solutions in OECD and partner countries.

The National Tourism Organization (NTO) as the main entity responsible for a country's tourism marketing

A key issue from the point of view of the NTO's operation is the analysis of the historical separation regarding structures for tourism issues. The grassroots formation and subsequent intensive development of associations at the local and regional levels, as it were, "forced" the need for states to get involved in tourism issues. In the first decade of the 20th century, states became more interested in tourism issues. Mostly, these entities did not have the character of today's NTOs. Essentially, they were the first state administrative structures responsible for all matters related to tourism development. Thus, their form closely resembled current National Tourism Administrations (NTAs) [Borzyszkowski 2015].

Another development was recorded during the interwar period (1918-1939). The devastation of World War 1 forced many countries to seek new sources of income. One of these was to support the intensively developing tourism industry. This was reflected in more significant state interference in the field of tourism, mainly through the creation of central organisational bodies in countries where they did not previously exist or by developing existing ones and equipping them with a broader range of powers. These have been expanded mainly in terms of coordinating the activities of various organisations with a tourism nature. Also of increasing importance is creating and developing a tourist information system and cooperation with regional and local governments. The dominant sphere of competence concerning the institutions in question continues to be tourism promotion (propaganda). However, further specialisation can also be seen in this area, including the division into domestic and foreign tourism promotion in Germany. It is generally accepted that the first NTOs were established during the interwar period, including in Italy (1919) and Greece (1927) [Borzyszkowski 2005; Borzyszkowski 2015].

The real revolution was noted in national structures in the first decades following World War 2. It was then, in most Western European (EZ) countries, that a clear division was noted between NTAs and NTOs. National Tourism Organisations began to emerge earliest in countries where the tourism economy was developing rapidly and the latest in the former socialist bloc countries. In the countries of Central and Eastern Europe (CEE), NTOs began to emerge only in the 1990s (in Poland in 2000) [Borzyszkowski 2015] (Table 1).

Table 1. The period when European NTOs were formed (N=31)

Period	Western Europe	Central and Eastern Europe	Total
By 1900	–	–	–
1901-1939	3	–	3
1945-1989	13	–	13
1990-2000	3	9	12
After 2000	1	2	3
Total	20	11	31

Source: Borzyszkowski [2015].

Thus, it is now possible to speak of quite clearly distinguished organisational forms in European and world tourism, including the functioning of National Tourism Organisations. National Tourism Organisations, not reasonably considered typical Destination Management Organisations (DMOs) at a national level, are, in most cases, essential for developing and promoting the tourism function of many countries. It is difficult to speak of these organizations' standardised form or scope of tasks. This is mainly because individual NTOs operating in different countries have different legal forms and scopes of competences [Borzyszkowski 2011]. Nevertheless, such entities have been identified in most European countries (but also on other continents).

Precisely characterising a National Tourism Organisation is inherently problematic. Nevertheless, the available definitions are primarily consistent regarding the responsibilities and tasks performed by these entities (Table 2).

Table 2. Description of a National Tourism Organisation (NTO)

Author	NTO definition
J. Borzyszkowski	Public-private cooperation organisation, primarily financed by the state budget, mainly responsible for tourism marketing of the destination country and other operational functions, including tourism product development and tourism information.
R.W. McIntosh	An organisation entrusted by the state with responsibility for tourism issues at a national level.
S. Medlik	An official body with varying degrees of responsibility for the development, promotion and coordination of tourism in a country, recognised and, to some extent, funded by the government.
S. Pike	An entity with overall responsibility for marketing the country as a destination.
J. Walasek	A public or public-private organisation financed for the most part by budgetary funds.
H. Zawistowska	A government-to-government institution with day-to-day operational functions, mainly in marketing.

Source: J. Borzyszkowski [2005]; S. Medlik [1995], V.T.C. Middleton [1996]; S. Pike [2008]; J. Walasek [1999]; H. Zawistowska [1999].

There is compliance in the literature regarding the definition and, at the same time, the determination of primary NTO objectives. What is mentioned, among others, is an entity with overall responsibilities for the marketing of a state or a tourist destination [Pike 2008], an entity that is responsible for the formulation and implementation of the national tourist policy [Jayapalan 2001], a public organisation financed by the state where the majority of activities undertaken are according to non-commercial rules [Witt, Brooke, Buckley 2013] or an authority with a public, semi-public or private status with competences in the scope of marketing and, in particular, the promotion of a given country on foreign markets [Jeffries 2007]. Generally speaking, attention is paid to the operational nature of NTO's operations, mainly within the context of marketing undertakings, chiefly including promotional ones.

According to V.T.C. Middleton [1996], each national tourism organisation has a choice between two action strategies, i.e., promotional and support. The former means the implementation of promotional programmes aimed, *inter alia*, at "communicating the image" of a country and the main promotional slogans to targeted groups of potential tourists. According to this author, the decision to allocate a larger share of the budget to promote a country's positive image and awareness is the most obvious and persuasive of all NTO directions. On the other hand, the concept of the second strategy – support, is based on three main assumptions:

– each country has a tourism development strategy that it has created;
– each country with a well-developed tourism sector has a large selection of areas attractive to tourists;
– resources allocated to NTOs are insufficient to carry out all non-essential promotional activities, creating the need to establish priority tasks [Middleton 1996].

Activities undertaken as part of the support and promotion strategies are often implemented simultaneously. It can even be said that they interpenetrate and complement each other. This is because activities undertaken as part of the support strategy often concurrently become elements of the promotion strategy. Such a situation means a significant diversification and dispersion of the areas of activity regarding contemporary NTOs, but always with the proviso that the prioritised task of this organisation type still remains marketing activity and, in particular, the promotion of a given country as an attractive tourist destination [Marczak 2018].

In the following section, national tourism organisations (NTOs) functioning in the indicated 50 countries are distinguished. At this point, it is worth adding that not in all countries were the classic entities performing the functions of NTOs distinguished, as there are known cases in which the basic tasks assigned to NTOs (such as promotion of the country as an attractive tourist destination), in principle, are carried out by institutions of NTA-type (usually a ministry). Thus, these organisations are not typical NTOs but hybrids, combining both tasks within the scope of NTO and NTA competences in their assumptions[1].

It is also worth mentioning that the majority of information used in the study of was adopted from the aforementioned OECD report. When data on NTOs did not appear there, it was supplemented from the official websites of the respective organisations.

[1] More extensively on this subject is written by M. Marczak [2018], who distinguishes such cases, among others: Chile (SERNATUR – Chilean National Tourism Board; Ministry of Economy, Development and Tourism); Dominican Republic (Ministry of Tourism); Ecuador (Ministry of Tourism); The Philippines (Department of Tourism); Honduras (Institute of Tourism); India (Ministry of Tourism Government of India); Israel (Ministry of Tourism); Syria (Ministry of Tourism); Ukraine (Ministry of Culture).

National Tourism Organisations in OECD countries

Australia – Tourism Australia. Tourism Australia is the government agency responsible for attracting international visitors to the country. While international border measures were closed (during the COVID-19 pandemic), Tourism Australia focused on stimulating domestic demand, working closely with the sector, state and territory tourism organisations as well as key partners to roll out targeted domestic campaign activity. Tourism Australia was allocated AUD 155.3 million in 2021-22. While Australia's international borders were closed, recovery was driven by Australians holidaying at home. Tourism Australia implemented a domestic recovery campaign, "Holiday Here This Year", urging Australians to support the tourism sector by taking a domestic holiday. Elements included the "Epic Journeys" and "The Gift of Travel" campaigns. In addition, Tourism Australia launched its National Experience Content Initiative, an AUD 12 million programme that subsidizes new marketing materials and assets that tourism experience operators can use to market better and promote themselves.

Austria – Austrian National Tourist Office. The Austrian National Tourist Office (ANTO) is the national tourism marketing organisation. ANTO is responsible for market research, brand management, marketing, tourism networking and information provision. The Ministry and the Austrian Federal Economic Chamber jointly fund ANTO. It co-operates closely with the Austrian tourism trade (e.g., Länder tourist boards, destinations, and tourism businesses). In 2021, the National Tourism Administration had a total budget of EUR 57.3 million. Of this, EUR 28.4 million was dedicated to financial support for SMEs, administered by the Austrian Bank for Tourism Development, a specialised bank acting in a public-private partnership. ANTO received over EUR 24 million for their annual budget (whereas in 2020, ANTO received an additional EUR 40 million for specific marketing measures to support the recovery).

Belgium: Flanders Region – Visit Flanders. Visit Flanders is committed to the sustainable development and promotion of Flanders as a top tourist destination. With tourism partners, Visit Flanders works to allow Flanders to flourish as an innovative, high-quality travel destination and inspire potential visitors to put the region at the top of their bucket lists. ***Wallonia Region – Wallonia Belgium Tourism.*** Wallonia Belgium Tourism (WBT) is responsible for promoting Walloon tourism in Belgium and foreign markets.

Canada – Destination Canada. Destination Canada works with public and private partners to promote Canada as a premier tourism destination abroad. Destination Canada's approach is focused on markets in which

Canada's tourism brand leads and yields the highest return on investment. The organisation uses research to drive evidence-based marketing in n key geographic leisure source markets: Australia, Canada, China, France, Germany, Japan, Mexico, South Korea, the United Kingdom, and the United States. As a Crown corporation, it reports to Parliament through the Minister responsible for tourism.

Chile – SERNATUR (National Tourism Service). The Undersecretary of Tourism oversees the National Tourism Service – SERNATUR – responsible for executing tourism policies and strategies. SERNATUR has regional offices in each of Chile's 16 administrative regions, headed by a Regional Director. It also has provincial offices in certain territories, including Easter Island, San Pedro de Atacama, Chiloé, and Puerto Natales. Through this regional network, SERNATUR co-ordinates activities with regional governments. The regional governments also work with other central government services, including the Chilean Economic Development Agency (CORFO), which supports entrepreneurship, innovation and competitiveness as well as the Technical Co-operation Service (SERCOTEC). Most local administrations have tourism offices that support the sector, and SERNATUR has also established a network of 309 municipalities with local tourism offices.

Colombia – PROCOLOMBIA. PROCOLOMBIA is a government agency of the Executive Branch under the Government of Colombia in charge of promoting Colombian non-traditional exports, international tourism and foreign investment to Colombia by providing domestic companies with support and integral advisory services for their international trade activities, facilitating the design and execution of their internationalisation strategies, and by providing foreign companies with trade, legal and educational information about Colombia's market, products, services and companies. Through its 18 foreign offices in North, Central, South America, Europe and Asia, PROCOLOMBIA maintains a foreign presence promoting the Colombian brand. The agency works with national and international organisations.

Costa Rica – Costa Rican Tourism Institute. The Costa Rican Tourism Institute is an autonomous state institution, the main purpose of which is to increase tourism in Costa Rica, promote spending and a pleasant stay by international visitors, to promote the construction and maintenance of tourist accommodation and attractions, brand and endorse the country overseas, while attracting national and foreign investments through the Investment Attraction Unit. As a public institution, the ICT is responsible for the formulation of public policy, as well as the design and execution of technical as well as legal instruments to carry out these policies. The ICT is also in charge of drawing up and managing the National Tourism Plan.

Czech Republic – Czech Tourism. In more official terms, the Czech Tourism Authority – CzechTourism, under the Ministry for Regional Development of the Czech Republic, aims to increase the country's awareness domestically and worldwide. Czech Tourism is focused on a global audience, with headquarters in Prague, Czechia and a network of foreign offices in Europe and around the world. They cooperate with Czech regional tourism offices, municipalities and business community members. Czech Tourism includes the Czech Convention Bureau, which is concentrated on promoting the Czech Republic throughout convention, congress and incentive tourism fields.

Denmark – VisitDenmark. The organisation markets Denmark as a tourist destination abroad, and is aimed at attracting more holiday visitors and conference delegates who can generate increased revenue for the tourism industry. The marketing activities are carried out in close cooperation with the tourism industry and other integral players, for example, through partnerships. Together with industry players, VisitDenmark plans marketing activities to develop and maintain markets as well as attract tourists and maintain the desire to travel in the individual markets. VisitDenmark's data-based marketing is brought together in larger joint efforts and adapted to the current situation.

Estonia – Estonian Tourist Board. The Estonian Tourist Board is responsible for tourism policy implementation and has a key role in strengthening the destination management organisation (DMO) network and coordinating tourism product development as well as customer journey experience activities. In 2021, the Estonian Tourist Board began a phased reform of the country's DMO structure, consolidating the 40 units currently in operation to a maximum of eight to allow for more specialisation, more excellent strategic vision and cooperation for destinations.
The Estonian Tourist Board has specialist partners who offer data management services in every county. These are county development centres – local government-related, unions of local governments or foundations. In larger cities, local government has devoted structures to tourism development. Financing from the state budget for Estonian Tourism Board tourism development activities in 2021 was just under EUR 2 million but increased to EUR 11.5 million in 2022.

Finland – Visit Finland. Visit Finland is a unit of Business Finland and receives its funding from the state budget. Visit Finland is the national expert organisation responsible for promoting Finland as a destination, supporting Finnish travel companies to internationalise and develop sales and market high-quality travel products. Visit Finland and the tourism industry conduct joint product campaigns and arrange familiarisation trips for foreign tour operators as well as the media.

France – ATOUT France Tourism Development Agency. ATOUT France was created by the law on the development and modernisation of tourist services on July 22, 2009. The Agency was born from the merger of Maison de la France, an agency promoting French destination abroad, and ODIT France , a tourism engineering agency. Its creation made it possible to bring all the functions of promotion (campaigns, press actions, professional canvassing) and tourism engineering (diagnosis, development plan, project management assistance) together under the same entity to strengthen the positioning of French tourism. ATOUT France guides and supports the French regions with their development strategy and helps set up investment projects in order to boost the tourism offering and raise its quality. The Agency is also tasked with maintaining the quality of the offering through a number of schemes: a rating system for tourist accommodation, luxury hotel distinction awarded to 24 outstanding establishments, tour operator registration, promotion of quality labels (e.g., "Vignobles & Découvertes" pour wine tourism).

Germany – German National Tourist Board. On behalf of the German federal government, the GNTB (Deutsche Zentrale für *Tourismus* – DZT) has been working internationally to promote Germany as a travel destination for more than 60 years. It communicates the diverse appeal of the country to a worldwide market, thereby promoting a strong and attractive brand – 'Destination Germany'. The GNTB plays an important role in promoting Germany as a travel destination on the international market. Its activities include the development of new marketing strategies and concepts based on specific themes, events and attractions, while bringing together and optimising the diverse marketing activities of partners in the German travel industry. It also assumes an active role in far-ranging sales activities in new growth markets. In this respect, the GNTB relies on its close collaboration with the German travel industry and partners from commerce and trade associations. The budgetary funds are available to the Federal Ministry for Economic Affairs and Climate Action for tourism. They are concentrated on institutional support for the German National Tourist Board with a 2022 budget of EUR 39 million.

Greece – Ministry of Tourism. The Ministry of Tourism shapes Greece's tourism policy and international marketing strategy introduces legislation on tourism, undertakes tourism planning and ensures cooperation with other ministries and local administration. Another part of its mission is the implementation of tourism education and training programmes to improve the quality and competitiveness of Greek tourism. The Ministry of Tourism operates 14 Regional Tourism Offices to ensure a high-quality tourism product. The Regional Tourism Offices are responsible for licensing, conducting quality control regarding the services provided by tourism businesses and monitoring the official classification of tourist accommodation.

Hungary – Hungarian Tourism Agency. The Hungarian Tourism Agency carries out the management of the Hungarian tourism sector based on a mandate from the government. The responsibilities for destination management are divided into local, regional and central activities. The Agency and its subsidiaries carry out central tasks at the national and regional levels. Roles include the management of the tourism sector, strategy development, development and management of tourism products, central marketing, international sales, communication campaigns and coordinating specific tourism developments. The Agency coordinates and manages professional and other tasks related to destination management, while playing a role in the professional coordination of Tourinform and the destination management organisation network. The role of Tourinform is to support local marketing and ensure the bilateral flow of information. Clear identification of tourist areas allows for planning, implementation, coordination and communication tasks for each destination. The Agency is creating a new destination management services network.

Ireland – Fáilte Ireland (National Tourism Development Authority) and Tourism Ireland (North-South Body). Fáilte Ireland is the National Tourism Development Authority. Its role is to support the tourism sector and work to sustain Ireland as a high-quality and competitive tourism destination. It provides a range of practical business support to help tourism businesses better manage and market their products as well as services, and develop experiences in line with Fáilte Ireland's experience brands. Tourism Ireland promotes tourism to the island of Ireland and is responsible for marketing the island of Ireland overseas as a holiday and business tourism destination. Tourism Ireland is accountable to the North South Ministerial Council, with funding provided by the Department for the Economy in Northern Ireland and by the Department of Tourism, Culture, Arts, Gaeltacht, Sport and Media in Ireland.

Israel – Ministry of Tourism. The Ministry of Tourism is the national government entity responsible for steering tourism policy and the sector. The Ministry continuously engages with all parts of the tourism sector, emphasizing emergency support programmes for hotels and inbound tour operators, preparing SMEs for the recovery of domestic and inbound tourism. The Ministry co-operates with other relevant ministries, authorities and agencies on an ad-hoc basis and within the framework of joint steering committees.

Italy – National Agency for Tourism (ENIT). ENIT, supervised by the Ministry of Tourism, adopts its own accounting and administrative regulations. The Board performs all the functions and tasks attributed to it by law to pursue its mission of promoting tourism. Among others, it is responsible for the foreign promotion of the image of Italian tourism and the various types of tourism offered by Italy, as well as the integrated promotion of the tourist resources of the Regions, the Autonomous Provinces of Trento and Bolzano and, through them, of the local authorities.

Japan – Japan National Tourism Organisation. JNTO provides information about Japan to promote travel to and in the country. The JNTO operates Tourist Information Centres (TICs) as well as an official website. It disseminates information about transportation, lodging, food and beverage, sightseeing, and published tourism statistics as well as market reports. It also provides support for international conventions and incentive events. JNTO maintains 24 offices in key cities around the world, through which a wide range of tourism-related promotions are conducted. Each overseas office is responsible for promoting travel and tourism to Japan; one of the most important functions is to help the travel industry encourage its clients to visit Japan.

Korea – Korea Tourism Organisation (KTO). The Korea Tourism Organisation (KTO) is an organisation of the Republic of Korea (South Korea) under the Ministry of Culture and Tourism. The organisation promotes Korea as a tourist destination to attract foreign tourists. Starting in the 1980s, domestic tourism promotion also became a function of the KTO. The KTO develops tourism content to solve population decline in provinces; leads digital transformation in the tourism ecosystem and its innovation-centred growth; strengthens the global competitiveness of tourism for the revival of the inbound tourism market in Korea and expands barrier-free tourism environment as well as “tourism welfare” with the aim of “making people happy through traveling, and promoting Korea through tourism”. The Korea Tourism Organisation is sectioned into five divisions, 16 departments and 52 centres/teams. It also has 10 domestic offices and 32 overseas offices.

Latvia – Investment and Development Agency of Latvia. In Latvia, The Ministry of Economics is responsible for developing national tourism policy and organising as well as coordinating its implementation. The Ministry supervises the Investment and Development Agency of Latvia, which is responsible for implementing tourism policy and promoting Latvia at national and international levels. The Agency is also responsible for implementing the “Promotion of international competitiveness” programme, co-financed by the European Regional Development Fund (ERDF), which supports tourism entrepreneurs in various marketing activities.

Lithuania – Lithuania Travel. Lithuania Travel is the national tourism organisation responsible for raising awareness of Lithuania as a tourism destination through marketing and tourism promotion, while developing inbound and domestic tourism. Lithuania Travel is a public institution and reports to the Ministry of the Economy and Innovation. The strategic goal of Lithuania Travel is to increase Lithuania's awareness as an attractive tourism destination in the global tourism background and to encourage the flow of inbound and domestic tourists. The organisation cooperates closely with tourism businesses and associations, presents tourism opportunities in Lithuania, products, services and experiences on social and digital media, press trips, international tourism exhibitions and B2B events.

Luxembourg – Luxembourg for Tourism. Luxembourg for Tourism (LfT) is an Economic Interest Group created in December 2015 with the primary task of marketing and promoting Luxembourg as a destination. Along with the government, Regional Offices for Tourism (ORT), professional associations and the private sector co-finance LfT. One of the organisation's primary objectives is promoting Luxembourg as a tourism destination, both abroad and within the country, in accordance with the national brand image. Another main objective is to help develop the heritage and natural, cultural and historical richness of the country, its five regions and the capital. LfT and its 26 employees are also active in the management of the destination, supporting national policies regarding quality and sustainable tourism development.

Mexico – FONATUR. The National Fund for Tourism Development (FONATUR) acts as a facilitating instrument for foreign investors. It was created by the Ministry of Finance and is coordinated by the Ministry of Tourism. FONATUR's objectives are to promote investment, create jobs, improve social welfare and encourage national and regional development. It engages in the development of destinations and tourism products. FONATUR's functions include conducting feasibility studies, developing destination master plans, project management, executing infrastructure projects and engaging in various forms of financing.

Netherlands – National Board of Tourism and Conventions, NBTC Holland Marketing. The Netherlands Board of Tourism and Conventions (NBTC) is the national destination management organisation. NBTC works on the country's positioning, development and marketing for and with partners in different industries. The NBTC is subsidised by the Ministry of Economic Affairs, receiving EUR 9.2 million in 2021 and funding from various third parties for specific projects.

New Zealand – Tourism New Zealand. Tourism New Zealand is responsible for promoting New Zealand as a visitor destination in key markets. The Crown entity funded by the New Zealand Government was set up under the New Zealand Tourism Board Act of 1991. TNZ's activity is carefully focused on several key markets worldwide and a select group of consumers within those key markets. TNZ works offshore to encourage their target market, the 'Active Considerer', to come now, visit more of regions and do more during their time in New Zealand.

Norway – Innovation Norway. Innovation Norway, a state-owned company, delivers the national tourism organisation function. Innovation Norway's main goal is to increase overall economic growth and value creation for the Norwegian economy, considering sustainability goals. To reach this target in tourism, Innovation Norway is focused on stimulating product development and promoting Norway as a brand and tourist destination internationally. Innovation Norway is funded mainly by the Ministry of Trade, Industry and Fisheries but also receives funding from other ministries and counties. For its NTO role, Innovation Norway receives approximately NOK 180 million annually. Innovation Norway allocates travel and tourism companies loans, grants and guarantees. In 2020/21, these sums increased substantially due to extraordinary measures and transfers to compensate businesses for COVID-19 impact. In 2020, Innovation Norway allocated NOK 724 million in loans and grants to travel and tourism companies, an increase by 137% compared to the previous year. Of this amount, NOK 249 million was extraordinary funding. The remaining NOK 475 million was allocated as industry-neutral business support. The funds have largely been used for restructuring activities.

Poland – Polish Tourism Organisation. The Polish Tourism Organisation is responsible for marketing and promoting Poland as a tourist destination and ensuring the development and operation of the Polish tourist information system. The organisation has 14 international offices located in established and emerging source markets, and co-operates with regional as well as local tourist organisations and others involved in promoting and developing tourism at a regional level.

Portugal – Turismo de Portugal. Turismo de Portugal has tourism promotion offices covering priority tourism markets. Turismo de Portugal's mission is to: develop and qualify tourist infrastructure; encourage and promote training; support investment in the tourism sector; coordinate the internal and external promotion of Portugal as a tourism destination; regulate and inspect gambling activity; plan and organise tourism; organize and link to the provinces and regions; organise and link to industry associations, stakeholders and customers. Turismo de Portugal develops and implements international promotion initiatives in coordination with seven Regional Tourism Promotion Agencies. These are non-profit, private law associations composed of private companies and Regional Tourism Boards. They have a formal contractual relationship with Turismo de Portugal for developing promotional activities in international markets. The total budget of Turismo de Portugal in 2021 was EUR 343 million, of which half came from dedicated taxes (such as the gambling tax) and the remainder from EU Structural Funds and other public funding sources.

Slovak Republic – Slovakia Travel. The Ministry established Slovakia Travel in 2021 as the national tourism organisation responsible for tourism marketing and promotion. It also serves as a tourism data centre. Nowadays, Slovakia Travel presents a new marketing campaign. In it, Slovakia chooses an even more dynamic positioning, the key element of which is the discoverer archetype. Together with this, it is possible to discover extraordinary beauties and unexplored places that can pleasantly surprise and also represent an attractive invitation for tourists who crave authenticity and unexpected experiences in unknown locations in Slovakia.

Slovenia – Slovenian Tourism Board. The Slovenian Tourist Board (STB) oversees the promotion of Slovenia as a tourism destination and related marketing activities. The STB is also responsible for tourist information and data, product development, stakeholder networking as well as market research and development. The STB programme of work is adopted on an annual basis and is financed by the national budget. The national budget allocated for tourism development at the local and municipal levels, and for the operating program of the Slovene Tourism Board (STB), comes primarily from tourist taxes for overnight stays and concession fees for gambling. The budget has been significantly reduced due to the decrease in the number of visitors due to travel restrictions in 2020-21. The 2021 budget was EUR 14.4 million, up from EUR 12.3 million in 2020 but still below the 2019 budget of EUR 17.4 million. For 2022, the budget allocation for the STB program was EUR 16 million.

Spain – TURESPAÑA. TURESPAÑA is an autonomous body attached to the Ministry and is responsible for carrying out the international tourism marketing and promotion of Spain abroad. It undertakes this role using an international network of 33 tourism offices that support the implementation of the agreed marketing plan. The organisation's functions are: planning, development and execution of actions for the promotion of Spain as a tourist destination on international markets; support for the marketing of Spanish tourism products abroad (to this end, it collaborates with autonomous communities, local entities and the private sector); the establishment of strategy and action planning regarding of Paradores de Turismo de España and investment in new Paradors.

Sweden – VisitSweden AB. The marketing company Visit Sweden has the official and national assignment from the Swedish government to promote Sweden as a tourist destination and to create long-term economic growth for the Swedish tourism and hospitality industries as well as at large. Visit Sweden, with its head office in Stockholm, is a state-owned limited company with 50 employees located in several foreign countries, considered important to the Swedish export and hospitality industry. Visit Sweden is not a tourist information centre or an official Swedish authority.

Switzerland – Switzerland Tourism. Switzerland Tourism is a federal corporation under public law tasked with promoting domestic and international tourism demand for Switzerland as a holiday, travel and convention destination. The national marketing organisation aims at growing the demand for Switzerland as a travel and convention destination domestically and worldwide as part of its federal mandate. The development and implementation of demand-enhancing marketing programmes and the profiling of the strong, traditional yet modern Swiss tourism brand, both nationally and internationally, are its key priorities. ST works in close collaboration with the tourism sector, which contributes around half of the budget. The other half consists of federal funds. For 2020-23, the regular federal contribution to Switzerland Tourism amounts to CHF 230 million.

Türkiye – Ministry of Culture and Tourism / Türkiye Tourism Promotion and Development Agency. The Ministry of Culture and Tourism is responsible for tourism in Türkiye. Its duties are to investigate, develop, protect, maintain, evaluate, disseminate and promote tourism in order to contribute to the strengthening of national unity and economic growth. Overseas marketing and promotion are directed and coordinated by the Promotion Directorate within the Ministry of Culture and Tourism and delivered by a network of 46 overseas offices in 41 different countries. Founded in 2019, the Türkiye Tourism Promotion and Development Agency became dedicated to promoting Türkiye as a brand and a popular destination in both domestic and international tourism markets; discovering, developing, and promoting tangible and intangible natural, cultural and heritage assets; boosting the tourism capacity of Türkiye, increasing the rate of tourism investments in the national economy and raising the quality of service with short-, medium- and long-term communication as well as marketing activities. Operating under the Ministry of Culture and Tourism auspices, the Agency is subject to private law provisions.

The United Kingdom – British Tourist Authority (VisitBritain, VisitEngland). The British Tourist Authority has a statutory duty to encourage visits to Britain and improve tourist amenities. VisitBritain markets and promotes Britain abroad through a global office network. VisitEngland undertakes domestic marketing, business support and development activities. The British Tourist Authority also performs tourism research, administers bespoke grant schemes, and has a number of commercial revenue streams. In 2021/22, the BTA received GBP 34.2 million of funding from DCMS and GBP 18.9 million from GREAT, an international marketing campaign encouraging people to visit, do business, invest and study in the United Kingdom.

The United States – Brand USA. Brand USA is supported by up to USD 100 million per year from the Electronic System for Travel Authorisation (ESTA) fees paid by international travellers from countries participating in the visa waiver programme and matched funds from the private sector. Brand USA funding became a significant challenge during the pandemic due to reduced international visitors from visa-waiver countries. As a result, in March 2022, the Restoring Brand USA Act provided USD 250 million in relief funding to Brand USA for the fiscal year 2022.

National Tourism Organisations in OECD partner countries

Brazil – Embratur. Embratur, also known as the Brazilian Tourist Board, is a federal, state-owned agency reporting to the Brazilian Ministry of Tourism. It was formed in 1966 and works exclusively on promoting, marketing and supporting the trading of services, products and tourist destinations of Brazil abroad. Through 13 tourism offices established in its priority markets abroad, EMBRATUR is in constant and close contact with the international travel industry, supporting tour operators, agencies, associations, airline companies and related organisations to push promotion and sales of Brazilian destinations in a more effective way. Beyond that, the agency is also in charge of promoting Brazil to final consumers and supporting media companies as well as journalists interested in writing about the country.

Bulgaria – Ministry of Tourism. The Ministry's main activities include developing and implementing the National Strategy for Sustainable Development, developing short-term programmes and plans, regulating the tourism sector; assisting regional management organisations; national marketing and advertising, international relations; and participating in international programmes.

Croatia – Croatian National Tourist Board. The Croatian National Tourist Board (CNTB) is a national tourist organisation founded to create and promote the identity and reputation of Croatian tourism domestically and internationally. CNTB activities include planning and implementing the promotional strategy, proposing and implementing promotional activities that are of common interest to all entities in tourism, and raising the quality level of the entire Croatian tourist offer. Compared to 2019, the total CNTB budget was cut by more than 50% in 2020, to HRK 150 million, and increased in 2021 to HRK 285 million. CNTB is financed through tourist taxes, membership fees and the state budget. The financial plan of the CNTB is linked to the Strategic Marketing and Operational Plan of Croatian Tourism for the 2022-26 period.

Indonesia – Ministry of Tourism and Creative Economy. The Ministry of Tourism and Creative Economy of the Republic of Indonesia is under and responsible towards the President and assists the President in carrying out government affairs in the tourism sector, as well as government duties in the creative economy, as part of national development goals. the Ministry of Tourism and Creative Economy carries out the following functions: formulation and stipulation of policies in the field of tourism and creative economy; formulation, determination, and implementation of technical policies for the development of resources, institutions, destinations, infrastructure, industry, investment, marketing, tourism products and the implementation of activities, as well as the digital economy and creative products in the tourism and creative economy sectors; coordination and synchronisation of policy implementation in the field of tourism and the creative economy.

Malta – Malta Tourism Authority. The Malta Tourism Authority (MTA) is the destination management organisation under the Ministry of Tourism remit. The Malta Tourism Authority is responsible for promoting Malta as a tourist destination, advising the government on tourism operations, and issuing licenses under the relevant legislation. The Malta Tourism Authority also caters to the needs of the Gozo and Comino islands. MTA liaises with the Ministry for Gozo and the Gozo Tourism Association (GTA), which represents Gozitan tourism stakeholders and the Gozo Regional Development Authority (GRDA).

Montenegro – National Tourism Organisation of Montenegro. The National Tourism Organisation of Montenegro is responsible for marketing tourism globally, as well as developing the Montenegro product, both as a brand and destination. The organisation's tasks include market research; nurturing cooperation with domestic and foreign tourism bodies and the travel industry; as well as planning and carrying out national and global public relations exercises and advertising. The National Tourism Organisation also supports and advises local tourism bodies on the sustainable development of tourism in Montenegro and on raising its visibility. It aims to inspire both citizens and visitors by promoting the beauty and culture of the country.

Morocco – The Moroccan National Tourist Office. The Moroccan National Tourist Office (MNTO) - the national unit of the Moroccan Kingdom - is responsible for the promotion and development of tourism. Its purpose is to promote Moroccan tourist values among foreign visitors and in the business sector. The role of the MNTO is to promote cultural and coastal resources, as well as develop select niche themes that place Morocco among the most sought-after tourist destinations.

Peru – PROMPERÚ. PROMPERÚ is an agency of the Ministry of Foreign Trade and Tourism Specialised Technical Agency, responsible for the promotion of Peru in export, tourism and image. The mission is to position Peru in the global scene by promoting the nation's image as a tourist destination and producer of value-added products, thus, contributing to the nation's sustainable and decentralised development. The vision is to be the best export and tourism promotion agency in Latin America in terms of both results and recognition.

Romania – Ministry of Entrepreneurship and Tourism. The Ministry of Entrepreneurship and Tourism has responsibility for tourism in Romania. The main tourism-related fields of activity include: developing and implementing national and sectoral tourism strategies; promoting Romania as a destination domestically and internationally; developing destinations and tourist products; developing tourism-related infrastructure; authorising and controlling tourism services; representing Romania in international tourism organisations.

Saudi Arabia – Saudi Tourism Authority. Saudi Arabia's tourism policy is centred around the Ministry of Tourism, which focuses on strategy, regulations, destination development, human capital development and investment attraction. Tourism policy is supported by the Saudi Tourism Authority (STA), which is in charge of branding, marketing and promotional efforts, with the different travel agencies and tour operators' offerings as well as accommodations.

Serbia – Tourism Organisation of Serbia. The Tourism Organisation of Serbia (TOS) was formed under the Law on Tourism of 1994 as the institution in charge of promoting Serbian tourism in domestic and foreign markets and performing other duties relevant to developing communication and advertising activities in Serbian tourism. The activities of TOS are focused on positioning Serbia's tourism products in domestic and foreign markets, and exploring Serbia's comparative advantages in terms of tourism, including its geostrategic position and its historical, cultural as well as natural identity. In addition to its international efforts, the TOS collaborates with the tourism organisations of regions, cities and municipalities to improve Serbia's tourism offering, foster positive public perception of Serbia's tourism and bring about a shift towards domestic tourist destinations. This lays the foundation for tourism to emerge as a prioritised industry with potential development and for industries associated with tourism to become drivers of stable, sustainable growth and development. Promotional activities are aimed at positioning the tourism industry as the leading promoter of Serbia's international image as a modern and desirable holiday destination, ensuring constant innovation in implementing new standards and technologies, as well as preserving nature.

South Africa – South African Tourism. South African Tourism is the national tourism agency responsible for marketing South Africa as a destination internationally and domestically. The Agency's objectives are to: develop and implement marketing strategies efficiently in the specific market segments; promote South Africa's scenic beauty, diverse wildlife, ecotourism, and variety of cultures and heritage; realise South Africa's potential as a significant event destination; engender a travel and tourism culture among South Africans. Additionally, the organisation's objectives are to: take more focused, cost-effective, and customer-driven approaches to its international marketing operations in a quest to ‘play smarter' in the increasingly competitive global tourism market; continue including initiatives such as ongoing segmentation research into key spend and volume markets abroad, which highlight international growth areas where South African Tourism's marketing efforts will reap the most significant returns.

Conclusions

The review of institutions performing the functions of NTOs presented in this article allows several conclusions to be drawn (despite the limited scope of the analysis). First, it can be noted that NTOs in their classic form (i.e., as a separate entity responsible for promotion and marketing) occur in most of the analysed cases. This certainly further indicates the popularity of such a solution. Thus, the classic division between NOTs and NTAs has become established. However, in some cases, it can be seen that the functions of NTOs are carried out by the ministry responsible for tourism (i.e., NTA).

Secondly, NTOs are responsible for issues related to the promotion (or, more broadly, marketing) of the country. They are the most important entities with these issues within their scope of responsibility. Thus, the overview of NTOs carried out in the article allows to indicate diversity of solutions and, at the same time, to benefit from the experience of OECD member and partner countries.

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THE ASSEMBLY OF TOURISM EXPERTS: HISTORY AND THE PRESENT

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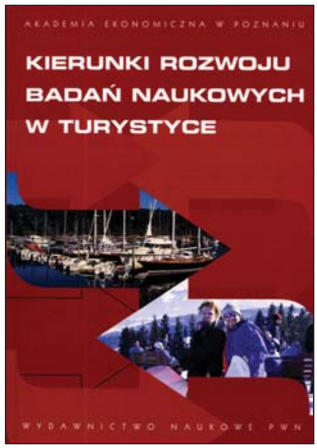

Twenty years ago, in September 2003, a conference called the Assembly of Tourism Experts took place at the building of Poznań University of Economics. The conference was attended by almost 200 people. For the first time, on such a large scale, representatives of academia and business practice met. In the plenary hall, they debated together for three days. Almost all tourism departments of higher education institutions in Poland were represented, and young academics had the opportunity to present their scientific achievements. Representatives of the business practice did not deliver their papers, but they had the opportunity to participate in discussions and present their views. The result of this conference was the book "**Directions of the Development of Scientific Research in Tourism**" edited by Grzegorz Gołembski.

Almost 20 years after that event, in December 2022, the 10th edition of the Assembly took place. This time, 282 representatives of science and business practice came to the city of Łódź. The theme of the anniversary, Tenth

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Assembly of Tourism Experts was "**The Future of Tourism – Tourism of the Future**". The vast majority of participants, both academics and business practitioners, delivered papers and speeches during the meeting. The agenda was very extensive. On the first day, 4 plenary debates were held, namely: "Financial Tools for Reconstruction and Development of the Tourism Sector", "The concept of common value – cross-sectoral cooperation in the area of tourism development", "Tourism in the context of current and future aspects of accessibility" and "Tourism economy in the policy of the Polish state".

On the second and third days of the conference, 5 parallel panel debates were staged, ending with a plenary session and the adoption of a package of conclusions as well as recommendations, which has become a permanent practice, and at the same time, together with scientific publications, the outcome of each edition of the Assembly. In total, 5 expert plenary debates, 6 sessions of scientific research presentations and 18 panel workshops were held in Łódź. In addition, there were 3 debates on the Sectoral Qualifications Framework for Tourism and a meeting of the Sectoral Tourism Competence Council.

Among the active participants of the Assembly who took part in debates or delivered speeches were Andrzej Gut-Mostowy – Secretary of State at the Ministry of Sport and Tourism, Hanna Zdanowska – Mayor of the City of Łódź, Archbishop Grzegorz Ryś – the Metropolitan of Łódź or Rafał Szmytke – President of the Polish Tourism Organisation. In the packed conference room of the Hotel Ambassador Premium in Łódź, sat a large group of representatives of most Polish universities active in the area tourism, industry organisations and local governments from all over Poland.

We might ask the question as to what made the Assembly of Tourism Experts the most important event for the tourism community in Poland, integrating science with practice in a manner fully understood, acceptable and long awaited by tourism academics, managers and practitioners alike?

To answer this question, we must first outline the reasons for founding the Assembly of Tourism Experts.

A major reason was Poland's accession to the European Union. The First Assembly of Tourism Experts was organised on the eve of this epochal event. Integration into the Union required the adaptation of the law and the tourism sector, primarily tourism supply, to the standards existing in the European Union. It also required to adapt the research to the needs of state bodies as well as individual service providers organised in self-governed economic structures. Meanwhile, at that time, there was a lack of links between academia and business (which was also the subject of heated debates during the first Assembly). The deficiencies demonstrated during emotional discussions highlighted the need to organise cyclical meetings, which materialised in subsequent editions of the event.

The disjunction concerned not only the collaboration of science and practice. This disjunction was also felt within the academic community. The lack of inter-university cooperation was visible, which particularly affected young, talented scientists from large state universities in Warsaw, Kraków, Poznań, Wrocław and Gdańsk. The Assembly was an excellent opportunity to present one's scientific achievements and enter the publishing market.

Not without significance was the positive attitude of decision-makers towards the idea of establishing the Assembly (this included the Ministry of Economy, Labour and Social Policy as well as the Polish Tourism Organisation). This attitude resulted in financial support extended to the founders and organisers of the Assembly. Great marketing significance was embodied in the name of this project. Belonging to the group of experts (and such were the participants of the Assembly) was and continues to be a factor ennobling each participant. Taking part in this event was then and still is a great opportunity to present one's views to a wide group of people representing the elite of the community engaged in the development of tourism in Poland. The Assembly could not have been created without the choice of initiators and executers of this idea, namely, the Department of Tourism of the Poznań University of Economics represented by Professor Grzegorz Gołembski and the Western Pomerania Tourism Forum[1] headed by President Marek Migdal.

An excellent pretext for organising the First Assembly of Tourism Experts in Poznań was the 30th anniversary of the aforementioned Department of Tourism of the Poznań University of Economics. It was established in 1973 and, at the turn of the century, it strengthened its position as the leading centre of tourism science in Poland. In 1997, "Tourism Firm in the Market Economy" by Grzegorz Gołembski was published, for many years a basic textbook for students of tourism. A year later, "Regional Aspects of Tourism Development" was published by the Poznań team, a work having great impact on the way tourist attractiveness was measured. In 2002, 2 significant publications appeared in print, namely "Methods of Stimulating the Development of Tourism in Spatial Terms" and the best known "Compendium of Tourism Knowledge" edited by Grzegorz Gołembski, to some extent, integrating the nationwide academic community. The Tourism Department has become recognisable not only in academic circles, but also among business practitioners and, above all, decision-makers.

The collaboration of the Department of Tourism of the Poznań University of Economics with the Poznań International Fair contributed significantly to this recognition, especially during the Tour Salon trade shows,

[1] West Pomerania Tourism Forum - an association operating since 1997 with its seat in Szczecin - initially as a regional organisation, very quickly expanded its activities throughout Poland, changing its name to the Tourism Forum of the Regions – more at https://forumturystyki.pl.

where conferences on topics of interest to the authorities were staged. The study "The Piast Trail Tourism Product or How to Draw Positive Conclusions from Negative Examples" was the basis for a discussion on the creation of tourism products.

In turn, the West Pomerania Tourism Forum was an organisation fully rooted in economic practice, collaborating with virtually all major industry organisations at that time, as well as the ministry competent for tourism and the Polish Tourism Organisation (PTO). The President of the Forum, Marek Migdal, was a member of the PTO Council, a member of the boards of the West Pomeranian Regional Tourism Organisation and the West Pomeranian Chamber of Tourism, and – as the first chairman and later secretary – coordinated the activities of the National Council of Chambers of Tourism in Poland. As a representative of the industry, he participated in the preparation of the draft bill "on the provision of tourist services", and its subsequent modifications. The Forum's representatives also took an active part in the development of the Tourism Development Strategy for Poland and in the following preparation of the Code of Good Practice for Regional Tourist Organisations and Local Tourism Organisations. The Forum also organised of the first grand nationwide celebrations of the World Tourism Day, including a 3-day conference held in 1999 in Połczyn Zdrój, combined with a study-tour to Borne Sulinowo, whose guests were the vice-president of the Office of Physical Culture and Tourism and the then Speaker of the Sejm, Maciej Płażyński.

Despite such obvious reasons for organising the first Assembly, the meeting between Gołembski and Migdal was, however, accidental. It took place during the TT fair in Warsaw in 2002. We met at the stand of the Polish Tourism Organisation. Migdal was a member of the PTO Council, Professor Gołembski as the Head of the Department of Tourism at Poznań University of Economics was responsible for arranging contacts with representatives of the Ministry and exhibitors. It so happened that the then Director of the Department of Tourism at the Ministry of Economy, Labour and Social Policy, Mrs. Małgorzata Mika-Bryska, joined the conversation. The Director was perceived as a very competent person, supporting innovation and making quick but well thought-out decisions. After a few moments of conversation, she picked up the idea of organising a conference connecting scientific communities and practitioners. She instantly understood the idea and its potential for the development of the tourism sector in Poland and decided to support and co-finance this project. Already during this first conversation, important arrangements were made: Grzegorz Gołembski would be responsible for making contacts within the academic community, appointing the Scientific Council, determining the agenda of the Assembly, and evaluating submitted papers. Marek Migdal, in turn, was to be responsible for contacts with business practitioners, and above all, for the organisation and promotion of the event.

It is difficult to unequivocally say whether the organisation of the first Assembly of Tourism Experts was decided only by chance, or by the dreams of two visionaries about cross-sectoral cooperation and their consistent actions. Perhaps the need for collaboration between science and practice, and integration of the tourism community would sooner or later result in the organisation of a similar undertaking, but certainly this initiative would be delayed by a few years.

The Assembly of Tourism Experts held in 2003, which was attended by almost 200 people, was a great success. The cooperation of the Poznań University of Economics with the Western Pomerania Tourism Forum turned out to be extremely fruitful. Consequently, voices began to appear suggesting the possibility of cyclically organising the Assembly. It was proposed that subsequent meetings could be organised by various academic centres, not necessarily located in Poznań – as the saying goes, "Success has many fathers". It was decided to hold the following edition of the conference in Warsaw.

The second Assembly of Tourism Experts was held on 25-26 November 2004. The leading theme was "**Providing Quality of the Region's Tourism Product While Maintaining Sustainable Development**". The conference was organised under the auspices of the Institute of Tourism in Warsaw, but there was no scientific institution – a university exercising substantive supervision over the preparation of conference materials. The representativeness of scientific centres also declined, and the number of conference participants fell to about 100 people. The duration of the conference was limited to 2 days. Evidently, the Assembly of Tourism Experts was associated with Poznań University of Economics. However, during the Second Assembly, apart from the head of the Department of Tourism of Poznań University of Economics, there was no other representative of the Department. In this situation, decisions were made to organise consecutive editions of the Assembly in Poznań, the capital of the Wielkopolska region, and to stage the event every 2 years.

The Third Assembly of Tourism Experts was held again in Poznań on 25-27 October 2006, already after Poland's accession to the European Union. The organiser of the Assembly was once more an "institutional tandem": the Department of Tourism of the Poznań University of Economics and the Tourism Forum of the Regions (formerly, the Western Pomerania Tourism Forum), and the leading theme of the conference was "**Tourism from Stakeholder and Spatial Perspectives: People – Space – Enterprise**". The official part of the Assembly began with the presentation of the Honorary Badge "For Services to Tourism" by the Deputy Minister of Economy to the Department of Tourism of Poznań University of Economics The conference was attended by 216 people. The concurrency of this project in time and place with the "Tour Salon" International Tourism Fair enabled the participation of all interested parties and a full exchange of experiences. An important part of the third edition of the Assembly was also a scientific and industry workshop called 'Forum of the Regions'. Over 30 papers were presented, prepared by the academic staff of renowned Polish universities. After being reviewed, all papers were published at the publishing house of the Poznań University of Economics under the editorship of Grzegorz Gołembski.

The Fourth Assembly of Tourism Experts was held 2 years later on 24-26 November 2008, also in Poznań. The fourth edition of the Assembly was focused on the issue - "**Tourism as a Factor in Increasing the Competitiveness of Regions in the Era of Globalisation**". This edition of the Assembly was attended by 256 participants, which can be considered a record number. The Committee had become a meeting place widely known and recognised by all tourism stakeholders, during which academics and practitioners developed methods of collaboration aimed at raising the level of Polish tourism. As in the previous edition, the organisers of the project were the aforementioned tandem: the Department of Tourism, Poznań University of Economics and the Tourism Forum of the Regions. The underlying theme was the issue of regional development. That is why the scientific and industry workshop of the Forum of the Regions was again organised. The main topics of discussion concerned issues related to the functioning of regional and local tourism organisations and the introduction of the 'Tourism Economy' university course. Discussion workshops were focused on such issues as methods of financing the development and promotion of tourism, methods and techniques of tourism product standardisation, assessment of the quality and effectiveness of tourist information, and many others. Meetings and scientific presentations were held in thematic panels led by moderators. The presentations concerned such issues as: "Factors Affecting the Competitiveness of Tourist Regions: Resource Analysis" and "Ways to Increase the Competitiveness of Regions and Measure the Effects of Competitive Growth". During this 3-day event, a total of 22 papers prepared by the academic staff of renowned Polish universities were presented. An important and immeasurable value of the conference were scientific thoughts and industry views formulated during the plenary discussions. One of them was a call for establishing a 'Tourism Economy' university course.

After this Assembly, the discussion on the organisation and location of subsequent editions flared up once again. More and more academic centres in the country reported their willingness to organise the event. The loudest voice in this matter was belonged to the Warsaw University of Life Sciences, represented by Professor Irena Jędrzejczyk, and it was she who took over the function of scientific partner. Together with the Tourism Forum of the Regions, she accepted the responsibility of organising the Fifth Assembly of Tourism Experts, which took place in Warsaw on 23-25 November 2010. Its underlying theme was "**The Urgency of Sustainable and Competitive Tourism in Light of the Polish Presidency of the EU**". It was a current issue at the time, although not preeminent. The discussion occurred in several thematic panels, such as: "Technology and Product Innovation in the Tourism Sector and Industries of Collaborating Partners", "The Contribution of Polish Tourism to Strengthening the Competitive Position of Europe on the Global Market" or "Activation of Tourism Areas and Markets – Instruments of Economic Recovery". About 60 papers were delivered during the Warsaw Assembly. It appeared that all submitted papers were accepted, which affected quality. A lot of papers concerned rural tourism (19 in total, collected by the Warsaw University of Life Sciences), many of them excessively detailed. An interesting proposition of the Assembly was a panel, led by Professor Aleksander Ronikier, on staff training for tourism prepared by the Polish Chamber of Tourism (bringing together service providers).

The subsequent editions of the Assembly were held by other research centres that aspired to be partners responsible for the scientific standard of the conference. Thus, the Sixth Assembly of Tourism Experts was held on 29 November-1 December 2012 in Wrocław. In addition to Marek Migdal – President of the Tourism Forum of the Regions, the unit supervising the scientific standard of the conference was the Wrocław University of Economics represented by Professor Andrzej Rapacz, acting as Chairman of the Scientific Council. In Wrocław, the debate was focused on "**Challenges of Contemporary Tourism Policy**", which was the keynote and motto of the Assembly. Attended by 223 participants, the event was an organisational success. In addition to mainstream speeches and discussions, the Forum of Local Tourism Organisations was also held. A large part of the debate was devoted to the new financial perspective of the European Union for 2014-2020. It was shown how strongly the tourism industry was involved in the processes of project implementation and obtaining finance from EU funds. The scientific part of the conference was divided into thematic sections, namely: "Opportunities and Directions of Development in Polish Social Tourism", "Areas of Uncertainty in Tourism and Tourism Policy", "The Tourism Industry in the Face of Challenges of the Modern Tourism Market" and "Sectoral Collaboration as a Condition for Achieving the Aims and Objectives of Tourism Policy". During the meeting, 53 papers were presented, which were subsequently published in the form of 2 peer-reviewed books.

Two years later, on 10-12 December 2014, the seventh edition of the Assembly of Tourism Experts took place in Kraków. The main theme of the conference was "**Challenges of Contemporary Tourism Policy**", and this time the "scientific hosts" were the University of Physical Education in Kraków represented by Professor Ryszard Winiarski and the University College of Tourism and Ecology in Sucha Beskidzka represented by Dr. Bartłomiej Walas. As always, the organisation was taken care of by the Tourism Forum of the Regions under the leadership of its president - Marek Migdal. During this conference, the programme for the development of tourism in Poland up to 2020 was presented. There was a discussion on tourism in the integrated qualifications system. In the following days, the discussion was focused on specific tourism industry areas: hospitality, catering, travel agencies, tour leaders and guides. The challenges facing the tourism sector for the next 20 years (no one thought about the pandemic at that time) were also discussed. During the expert meeting, the subjects of consumer trends, changes in the tourism supply and promotion management were examined. The other panels were devoted to the new financial perspective of the European Union and support for tourism under the EU COSME programme. There were also workshops addressed to hoteliers. Papers and scientific presentations were published in "Folia Turistica" journal No. 32 (2014) and in the Scientific Monograph "Evolution of Supply and Demand in Tourism" – Sucha Beskidzka 2014.

The Eighth Assembly of Tourism Experts returned to Poznań, and the Department of Tourism of the Poznań University of Economics, a school celebrating its 90th anniversary, was again responsible for the scientific standard of the conference. The cooperation between the Head of the Tourism Department and the president of the Tourism Forum of the Regions had been renewed and strengthened. The Assembly was held on 6-8 December 2016 and its underlying theme was "**Innovation and Competitiveness of Tourism in Poland**". Records were set during this edition: 278 conference participants, 16 scientific and workshop sessions, 46 professors from 34 universities from all over Poland. The ceremonial opening was made by the Rector of PUE, Professor Maciej Żukowski. The conference began with a laudation on the occasion of the 45th anniversary of the scientific career of Professor Grzegorz Gołembski – the originator of the Assembly, who during this edition was also the Chairman of the Scientific Council. The second part of the jubilee celebrations took place during the integration evening under the patronage of the President of the City of Poznań. Scientific and workshop sessions were held simultaneously in 3 rooms. The topics discussed were innovation on the tourism market, tourism space management, collaboration within the MICE sector and between City Halls and Local Tourism Organisations. The issues of the use of renewable energy sources and the transfer of R+D knowledge in the implementation of tourism investments projects, and the role of the media in tourism and gamification as a modern form of tourist promotion of the region were also discussed. The final day was focused on relationships between science and business, and on creating added value from collaboration between science and the tourism industry. The subject of knowledge transfer in tourism, the expected effects for graduates, as well as the application of this knowledge in the tourism industry, were discussed.

Looking from the perspective of previous editions, it could already be concluded that the Assembly was a unique MEETING OF LEADERS OF SCIENCE AND PRACTICE, combined with industry workshops, giving measurable effects and benefits regarding integration of these communities, an event certainly different from traditional conferences. Subsequent editions allow to confirm this opinion. The Assembly is an excellent platform for the integration of academia, local government and business communities working for the development of tourism in Poland. However, after the eighth Assembly, there was a generational change in Poznań and changes were made resulting from the introduction of a new organisational structure at Poznań University of Economics. As a result, the University's Department of Tourism was liquidated. This had fundamental impact on the locations and scientific management of subsequent editions of the Assembly.

The ninth edition of the Assembly of Tourism Experts took place in Gdańsk. Due to the local elections in 2018 and statutory changes in the higher education system, it was staged in March 2019, and assumed the form of a 2-day meeting combined with the industry-renowned conference "New Trends in Tourism", organised by the Gdańsk Tourism Organisation. The Assembly was held with the significant support of Pomeranian Regional Tourism Organisation and the Marshal's Office of the Pomeranian Voivodeship. The direct host of the event was the City of Gdańsk. For the sake of accuracy, it should be noted that this was the only edition of the Assembly not supported by the then Minister for Tourism, who also did not honour the participants with his presence. The participants of the conference were welcomed by Professor Gołembski, a member of the Scientific Council, at that time representing the University of Zielona Góra. The theme of the Assembly was "**Local Government and the Development of Tourism**", which fit well into the ongoing discussion on the future of local governments and the fight against diminishing the role of local governments in a democratic state. The perfect organisation of the project was again taken care of by the Tourism Forum of the Regions. The proceedings of the Ninth Assembly were inaugurated by a plenary debate entitled "Tourism in the Development of Cities and Regions – Economic Changes and Evolution of Management" with the participation of the chairman of the Parliamentary Committee on Physical Culture, Sport and Tourism. Then, 3 parallel panel blocks were created, debating scientific, the tourism industry and local governmental issues.

In the scientific panel, 3 thematic areas were considered, namely: "The Future of Tourism: Science in Predicting Changes on the Tourism Market", "Modern Information Technology and Development of Health Tourism" and "Local Government and Development of Tourist Regions". A characteristic feature of these issues was their close relationship with practice, even the desire to help practitioners solve problems resulting from market changes. The industry and local government panel consisted of 6 workshops, namely: "Short-Term Rental: Tourist Behaviour – the Balance of Profits and Losses"; "Tourism Trade Shows: Present and Future"; "Tourist Taxes – New Support Tools or Sources of Conflicts"; "Printed or Electronic Publications"; "From the Tourist Card to the Resident Card"; "Is it Possible to Improve the PTO-RTO-LTO System?".

The Assembly of Tourism Experts has always set trends in the development of tourism and popularised tools to adapt to these trends. Nobody could have guessed that within a year from the ninth edition of the Assembly, a pandemic would break out, which could threaten the future of tourism not only in Poland, but also around the world. The conditions for convening the Tenth Assembly of Tourism Experts became right only 3 years later, although Russia's invasion of Ukraine significantly increased the level of uncertainty. The scientific community and the tourism industry did not only forget about the Assembly, but also awaited the next edition with great impatience.

The Tenth Assembly of Tourism Experts was held in Łódź on 6-8 December 2022. The motto was "**The Future of Tourism – Tourism of the Future**". The host of the jubilee Assembly was the City of Łódź, and the scientific partner was the University of Łódź – Faculty of Geographical Sciences represented by the Chairman of the Scientific Council - Professor Bogdan Włodarczyk. The professor is the successor of the late Professor Stanisław Liszewski, a great supporter of the Assembly. The Honorary Chairman of the Scientific Council, who supervised the scientific standard of the Assembly, was Professor Gołembski, this time representing the WSB School of Banking. The organisation and promotion of the Assembly had been taken care of, as always, by Marek Migdal from the Tourism Forum of the Regions. The tenth jubilee edition of the Assembly of Tourism Experts attracted a lot of interest and turned out to be the largest so far. It was attended by 282 people. The huge potential of the event was confirmed by the extensive schedule of the conference, which included 5 expert plenary debates, 6 sessions of scientific research presentations,18 panel workshops and 3 debates on the Sectoral Qualifications Framework for Tourism as well as a meeting of the **Sectoral Tourism Competence Council**. The key points of the conference were 4 Plenary Debates, with the participation of such people as Hanna Zdanowska – Mayor of Łódź, Andrzej Gut – Mostowy – Secretary of State in the Ministry of Sport and Tourism, Dr. Grzegorz Ryś – Metropolitan Archbishop of Łódź, Rafał Szmytke – President of the Polish Tourist Organization or Wiesław Byczkowski – Deputy Marshal of the Pomeranian Voivodeship.

The participants of the discussion were also representatives of leading industry organisations: the Polish Chamber of Tourism, the Chamber of

Commerce of the Polish Hotel Industry, the Chamber of Tourism of the Republic of Poland, the Association of Conferences and Congresses in Poland, the Council of the Meetings and Events Industry "TUgether", the Association of Tourism Employers LEWIATAN, the Polish Federation of Rural Tourism, the Association "Polish Community", the National Agreement of Local Tourist Organisations, the Forum of Regional Tourist Organisations; almost all Regional and many Local Tourism Organisations were represented. The representation of universities and research units featured as many as 24 professors, from such units as: Jagiellonian University, University of Łódź, University of Szczecin, Adam Mickiewicz University in Poznań, Nicolaus Copernicus University in Toruń, Poznań and Wrocław Universities of Economics, Gdynia Maritime University, Pedagogical University in Kraków, the Universities of Physical Education in Kraków, Katowice and Wrocław, Gdańsk Academy of hysical Education and Sports, the SGH Warsaw School of Economics, the Warsaw University of Life Sciences, Polish Academy of Sciences in Warsaw, University of Economy in Bydgoszcz, WSB School of Banking, and many others. There was also a large representation of local governments and entrepreneurs from all over Poland. To summarise, it can be said that the Tenth Assembly of Tourism Experts represented all sectors of the tourist market from all over the country. The debates had 4 profiles: Economic, moderated by Professor M. Kachniewska (SGH Warsaw School of Economics); social, moderated by Dr A. Stasiak (University of Łódź); spatial, moderated by Professor B. Włodarczyk (University of Łódź); as well as planning and decision-making, moderated by Professor A. Panasiuk (Jagiellonian University).

During the following 2 days, 6 scientific sessions were held and 26 scientific papers that passed through a review sieve were presented. The subjects of new technologies in tourism, tourism potential of cities and regions, tourism marketing, tourism management and tourism policy, were discussed. In addition, participants could take part in 18 training and workshop panels on tourism management, economics, politics and law with the motto "TOGETHER we can do MORE".

Based on the statements made by the invited experts during discussion panels, the presentations of research and scientific studies, the outcomes of training sessions and workshops, and participants' voices submitted during meetings and discussions accompanying the Assembly, conclusions and recommendations for the Polish tourism sector were collected and formulated. They were divided thematically, according to the panels and blocks to which they pertained. In connection with the above, dedicated conclusions and recommendations were created for: the economic profile – financial tools for the reconstruction and development of the tourism sector; the social profile – the concept of common value and cross-sectoral collaboration in tourism development; and also, for the spatial profile which considered tourism within the context of current and future aspects of accessibility, planning and decision-making, and took up the subject of tourism economy in the policy of the Polish state. Separate conclusions and recommendations were also formulated for scientific presentations and accompanying paper sessions, as well as for the "TOGETHER we can do MORE" workshops. The latter was largely focused on the underlying motto for the "TOGETHER you can do MORE" workshops and reflections on collaboration between business, authorities and non-governmental institutions at regional and local levels, including relations between Regional and Local Tourist Organisations.

A full summary of the event, with detailed conclusions and recommendation, is available to the public and can be found on the https://www.gremium.forumturystyki.pl website. It also includes information, photos and conclusions from previous editions of the Assembly of Tourism Experts. We invite the readers to familiarise themselves with the available materials.

The Assembly of Tourism Experts has become the most successful cross-sectoral experiment in the tourism industry, turning into a cyclical event, and is a brand recognised and valued both in academic as well as tourism industry communities. The Assembly is a platform for the integration of academic, local government and business communities, a meeting giving an opportunity for dialogue and building bridges between the scientific community, the tourism industry and local governments. The conference includes panels, workshops, debates and backstage discussions focused on current challenges and problems facing tourism in Poland. They lead to the formulation of conclusions and recommendations, and thus, to solving problems and setting directions for the development of the Polish tourism economy.

The Assembly of Tourism Experts is a meeting of leaders. It consists of scientific and business conferences, expert debates and a series of workshops. This is the only rolling event on such a scale in Poland. Each time, it takes place in a different region, the academic and practical achievements of which are important for the development of tourism in Poland. Now, the question of whether to organise the conference is no longer asked. It has become obvious to everyone that further editions will be organised and that appropriate standards will be maintained. These standards should be taken care of by reputable scientific centres. It is necessary to disseminate, in the form of publications, the content of the presented papers, the debates and conclusions from the proceedings. It is also of significance to ensure an appropriate level of organisation and living conditions for the participants, which can be maintained thanks to the support of the ministry responsible for tourism as well as the kindness of the hosts of the region and place of subsequent editions of this project. The organisational side of the Assembly is traditionally of very high standards, and the organisers take on new challenges, which means that with every subsequent edition, the Assembly becomes more and more professional, and participation in the event is not only appropriate, but a must.

Completed editions of the Assembly of Tourism Experts

THEMES OF SUBSEQUENT EDITIONS	SCIENTIFIC PARTNER	HOST OF THE PLACE	HOST OF THE REGION
FIRST ASSEMBLY 24-26.09.2003 DIRECTIONS OF DEVELOPMENT REGARDING SCIENTIFIC RESEARCH IN TOURISM IN LIGHT OF POLAND'S ACCESSION TO THE EUROPEAN UNION	Poznań University of Economics	City of Poznań	Wielkopolskie Voivodeship
SECOND ASSEMBLY 25-26.11.2004 PROVIDING THE QUALITY OF THE REGION'S TOURISM PRODUCT WHILE MAINTAINING SUSTAINABLE DEVELOPMENT	Institute of Tourism	City of Warsaw	Mazowieckie Voivodeship
THIRD ASSEMBLY 25-27.10.2006 TOURISM FROM THE STAKEHOLDER AND SPATIAL PERSPECTIVE: PEOPLE – SPACE – ENTERPRISE	Poznań University of Economics	City of Poznań	Wielkopolskie Voivodeship
FOURTH ASSEMBLY 24-26.11.2008 TOURISM AS A FACTOR IN INCREASING COMPETITIVENESS OF REGIONS IN THE ERA OF GLOBALISATION	Poznań University of Economics	City of Poznań	Wielkopolskie Voivodeship
FIFTH ASSEMBLY 23-25.11.2010 THE URGENCY OF SUSTAINABLE AND COMPETITIVE TOURISM IN THE LIGHT OF POLISH PRESIDENCY OF THE EU	Warsaw University of Life Sciences	City of Warsaw	Mazowieckie Voivodeship
SIXTH ASSEMBLY 29.11 – 01.12.2012 CHALLENGES OF CONTEMPORARY TOURISM POLICY	Wrocław University of Economics	City of Wrocław	Dolnośląskie Voivodeship
SEVENTH ASSEMBLY 10-12.12.2014 CHALLENGES OF CONTEMPORARY TOURISM POLICY	University of Physical Education in Kraków The University College of Tourism and Ecology in Sucha Beskidzka	City of Krakow The Town of Sucha Beskidzka	Małopolskie Voivodeship
EIGHTH ASSEMBLY 7-9.12.2016 INNOVATION AND COMPETITIVENESS OF TOURISM IN POLAND	Poznań University of Economics	City of Poznań	Wielkopolskie Voivodeship
NINTH ASSEMBLY 28-29.03.2019 LOCAL GOVERNMENT AND THE DEVELOPMENT OF TOURISM	The Academy of Tourism and Hotel Management in Gdańsk	Tri-City Gdańsk-Gdynia-Sopot	Pomorskie Voivodeship
TENTHASSEMBLY 6-8.12.2022 THE FUTURE OF TOURISM – TOURISM OF THE FUTURE	University of Łódź	City of Łódź	Łódzkie Voivodeship
The Tourism Forum of the Regions was responsible for the organisation of all editions of the ASSEMBLY OF TOURISM EXPERTS			

Source: Authors' original work.

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REPORT FROM THE CONGRESS "SOCIAL TOURISM AND QUALITY OF LIFE"

Paweł Różycki*, Iwona Dominek**, Karolina Korbiel***

On October the 21st, 2022, the Congress – "Social Tourism and Quality of Life" was held at the premises of the University of Physical Education in Kraków. The meeting was organised by the Centre of Mountain Tourism of PTTK in cooperation with strategic partners, which were the Małopolskie Voivodeship and the Faculty of Tourism and Recreation of the University of Physical Education in Kraków. This event brought together scientists from leading Polish research centres, representatives of authorities and organisations, as well as other people involved in the broadly understood organisation of social tourism.

The leading theme of the Congress focused on the issues of social tourism and, in particular, on the environments involved in tourism within the context of quality of life. It was pointed out that tourism is not only an economic phenomenon, but also a mission, a necessity and an important element of leisure time management for all communities.

Particular attention was paid to people who have difficulties in overcoming barriers preventing normal functioning in society, e.g. financially neglected environments, excluded due to age or health, and people with disabilities.

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The Congress was officially opened by the Dean of the Faculty of Tourism and Recreation of the University of Physical Education in Kraków, Prof. Ewa Roszkowska, Deputy Director of the Department of Tourism of the UMWM Beata Stachura and President of the Main PTTK Board Jerzy Kapłon.

The proceedings began with a plenary session, at the beginning of which Dr. Andrzej Stasiak, Ph.D., from the University of Łódz, in his speech entitled “Tourism and Quality of Life”, presented definitions and links between both phenomena. Then, the president of the PTTK Board, Jerzy Kapłon, discussed the activities of the PTTK in the field of social tourism. Another prelection devoted to the subject of a broad view on tourism for people with special needs was delivered by Tomasz Koźmiński representing the Marshal’s Office of the Małopolskie Voivodeship. Tomasz Włodarski, Deputy Director for Development and Infrastructure of the Małopolska Institute of Culture, in his speech, argued how accessibility should be the basic principle of organising public space. In the next part of the session, Prof. Piotr Gryszel from UE Wrocław, in his presentation entitled “Is Social Tourism “Trendy”? The Development of Social Tourism and Trends in Tourism”, presented an economic perspective on the phenomenon and its potential development. The speeches of the plenary session were concluded by Marek Kalbarczyk - Chairman of the Board of Founders from the Chance for the Blind Foundation, who familiarised the audience with the possibilities of non-visual accessibility regarding visual reality by presenting the Foundation’s projects, as well as presenting publications, reference boards and other products that facilitate travelling and other leisure activities for the blind and visually impaired.

The second part of the Congress consisted of sessions in thematic blocks, which were conducted in parallel.

Block 1 was titled “The Joy of Travelling. The impact of Tourism on the Quality of Life of Its Participants”, and the topics of speeches presented within it were very diverse. Dr. Łukasz Hećman, Ph.D., author of the blog niePEŁNOSprawnyturysta.pl, considered the role that social media can play in activating people with disabilities through tourism. Adam Stalka, Agata Ludwiczak, Katarzyna Franczyk from the Orienteering Development Association presented the possibilities of tourist activation among people with disabilities through orienteering, which can be treated as one of the forms of physical and mental rehabilitation. Irena Kozibura, Member of the City Council of Seniors at the Mayor of Szczecin, considered whether West Pomeranian tourism and sightseeing can be considered social. In turn, Elżbieta Kusina representing the Jagiellonian University of the Third Age and Krystyna Męcik, Member of the Board of the Polish Federation of Associations of Universities of the Third Age, presented a paper regarding tourism among seniors on the example of the activities of Third Age University. The last speaker was Janusz Turakiewicz, a representative of the Institute of Tourism Economy Foundation, who introduced the audience to the subject of historical monument accessibility in Lower Silesia for people with special needs.

Block 2 concerned the accessibility of tourism to everyone and, in particular, instruments, programmes and infrastructure for the needs of social tourism were discussed. The first speaker was Anna Salamończyk-Mochel, vice-president of POT, who assessed the role of tourist support programmes as impulses for development on the example of the Polish Tourist Voucher. Next, Klaudia Chwaja, Paweł Rąpała and Kacper Stachańczyk, students of the University of Physical Education in Kraków, discussed research on prospects for the development of a network of health resorts in Poland as a source of potential growth in social tourism and quality of life. Natalia Figiel, representing the Centre of Mountain Tourism of PTTK in Krakow, discussed a project of standardisation of marking tourist trails for people with special needs. Tomasz Włodarski, Deputy Director for Development and Infrastructure of the Małopolska Institute of Culture, presented the experience of the Małopolska Culture Sensitive project in terms of implementing the idea of accessibility. Dr. Izabela Gruszka, Ph.D., Prof. Marta Drozdowska and Paulina Graczyk from the University of Business in Wrocław in Applied Sciences discussed the adaptation of tourist facilities to serve people with disabilities on the example of Lower Silesia. The session of block 2 was concluded by Bogumił Kanik, president of the Pogranicze Without Barriers Foundation, who presented activities for the creation of an accessibility system in the mountains and non-urbanized areas.

In block 3, the subject matter of the speeches particularly concerned the educational and cultural values of social tourism. At the beginning, Dr. Piotr Cybula, Ph.D., from the University of Physical Education in Kraków, discussed the problems of organising pilgrimages in light of the Act on tourist events and related tourist services. Next, Anna Krakowska-Ostrowska, representing the Polish Tourist Organisation, presented modern formulas for the promotion of tourism and sightseeing, such as the Mobile Education Centre Tourist School project. Dr. Iwona Dominek, Ph.D., from the University of Physical Education in Kraków, pointed to the therapeutic and educational importance of survival trips for contemporary youth, while Marlena Treichel, Headmaster of Primary School No. 11 in Grudziądz, analysed the role of school trips in the didactic and educational process. In her speech, Justyna Cieślik representative of ZHP (the Polish Scouting Association) showed the role of ZHP tourist and recreational activities in the environment of children and youth with disabilities on the example of the “Nieprzetarty Szlak” Teams. The final lecture was delivered by Dr. Iwona Cybula, Ph.D., from the Andrzej Frycz Modrzewski Krakow University, which was entitled “Tourism and Sightseeing in the Curricula of Teachers’ Studies”.

In block 4, the debates revolved around the subject of regaining or increasing health as the goal of practicing tourism. In the first speech by Dr. Karolina Korbiel, Ph.D., from the University of Physical Education in Kraków, the importance was shown regarding the therapeutic camps for children and youth with chronic diseases. Then, Prof. Zygmunt Kruczek, Dr. Katarzyna Gmyrek, Ph.D., and Karolina Nowak from the University of Physical Education in Kraków presented an analysis concerning the offer of rehabilitation stays at Polish spas for people after suffering COVID-19. The next speech, delivered by Krzysztof Florys, Vice-President of the Mapa Pasji Foundation, concerned the project of Quests - Expeditions of Discovery and its special role in pro-health spending free-time, as well as the significant role in sightseeing. Paweł Szczygieł, director of the Regional Directorate of State Forests in Kraków, presented the social function of providing access to state forests on the example of the Regional Directorate of State Forests in Kraków. Then, Zbigniew Orłowski, president of the PTTK Branch in Mysłowice, on the example of the Silesian Tourist Rally "Without Barriers", discussed the problems of organising qualified tourism events for the disabled.

The congress was summed up and officially closed by Jerzy Kapłon, President of the Management Board of the Polish Tourist and Sightseeing Society

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The aftermath of this event was a monograph prepared under the editorship of AWF Assoc. Prof. Dr. Paweł Różycki, Ph.D. The publication, entitled "Social Tourism and Quality of Life", consists of 2 parts. The first is a collection of scientific articles highlighting various aspects of social tourism within the context of quality of life. The second part is a guide to good practices based on materials presented during the congress, describing initiatives implemented in the discussed area, mainly in the Małopolskie Voivodship. It is worth mentioning that this is the second publication of this type dealing with the issues of social tourism from a broad perspective.

The scientific part, which includes 11 studies by 17 authors, is divided into 4 main chapters. The first is focused on the terminological and legal issues of social tourism. Andrzej Stasiak made a comprehensive analysis of the relationship between social tourism and quality of life. He drew attention to the importance of tourism in the holistic concept of quality of human life. The great value of this study is the thorough analysis of theoretical foundations regarding quality of life. Subsequently, Dominik Borek and Katarzyna Szot referred to the legislative challenges of the "tourism" government administration department in the field of social tourism. The area of hotel services and providing access to tourist trails, as well as tour piloting and tourist guidance, are shown. Sylwia Osojca-Kozłówka focused on identifying information barriers in tourism for people with special needs, mainly people with disabilities. The author is interested in the Polish system of tourist information promotion and its accessibility.

The second chapter is devoted to the issues of school tourism, the elderly and the pilgrimage segment. Iwona Cybula indicated the need to create educational support for future teaching staff in organising and conducting trips. Systemic solutions can improve the quality of school tourism and sightseeing, meeting the expectations of participants and parents. Social tourism and recreation for mature and elderly people was presented by Sabina Owsianowska. The issue was presented on the example of the activity of a senior club in rural areas. The issue of excluding people who cannot take advantage of such offers mainly due to their place of residence was raised. Piotr Cybula drew attention to the organisation of religious trips in light of the applicable law. He presented the nuances of pilgrimage organisers who do not always act in accordance with the rules set out in the Act on tourist events and related tourist services.

Analyses of therapeutic and health trips within the context of quality of life form the third chapter of the monograph. Karolina Korbiel dealt with the issue of therapeutic camps specially programmed for children and youth with chronic diseases. According to the author, such trips can be an important element in improving the participants' life satisfaction in terms of compensating for, among others, inconveniences of everyday life or interaction with peers. Iwona Dominek outlined the therapeutic and educational significance of survival trips for young people in the face of the challenges of modern times. Tourist events with elements of survival can provide experiences leading to positive changes in the lives of young people. Izabela Gruszka and Marta Drozdowska analysed the adaptation of tourist facilities in Lower Silesia to serve people with disabilities. Recommendations for the tourism industry in relation to solutions in this area were formulated.

The fourth chapter is dedicated to the issue of spa tourism. Klaudia Chwaja, Daria Piersiak and Paweł Stelmach showed prospects for the development of a network of health resorts in Poland as a source of potential growth in social tourism and quality of life. Conditions and barriers in the scope of activities aimed at obtaining the status of a health resort by communes were identified. Zygmunt Kruczek, Katarzyna Gmyrek and Karolina Nowak focused on the offer of rehabilitation stays at Polish health resorts for people with a history of COVID-19. Trips of this type are part of social tourism and have undoubtable impact on improving convalescents' quality of life.

The spectrum of problems presented in the monograph shows how insightful research and analysis can be, and how many environments they concern. Particular attention was paid to people affected by a certain degree of disability, seniors, children and youth, as well as communities with insufficient income, and people with socialisation-related problems or struggling with various ailments. Practicing tourism brings many benefits, especially to the indicated segments. For such people, tourism becomes an important component of getting out of a difficult situation. It is a kind of finding new stimuli for life and deriving personal satisfaction in everyday struggles with various kinds of difficulties. Participation in social tourism significantly improves the quality of functioning, both in the mental and physical spheres. However, the conducted analyses allow to indicate that in many cases of social tourism, there is a lack of high-quality services. In the research, it is also shown that this type of tourism requires greater care for the development of a tourist product tailored to the needs of the indicated groups.

Due to its specificity and complexity, social tourism requires constant research and an exchange of views. In order for disadvantaged groups to be able to participate in tourism, organisational and legal solutions are necessary. Empathy and common sense of the organisers are also extremely significant. It is also important to believe that thanks to "accessible tourism", a greater part of society has a chance to be healthier and enjoy life to a certain extent. The Good Practice Guide can be an excellent guide for the tourism industry and organisations focusing on social tourism participants. The diversity of the authors' interests clearly shows that the topic will require further in-depth exploration. Each of the subsequent meetings, such as the Kraków congress of social tourism, should also be of evaluative and comparative nature. Among other things, at the level of exchange of views.

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REPORT ON THE SEMINAR ENTITLED "THE IMPORTANCE OF STAKEHOLDERS IN THE CO-MANAGEMENT OF A TOURIST DESTINATION"

Jarosław Plichta*

On October 7, 2022, the Foundation of the Krakow University of Economics (KUE), together with the Department of Commerce and Market Institutions of this University, organised a seminar at the Grota2 Club on its campus entitled **"The Importance of Stakeholders in the Co-Management of a Tourist Destination"** (see photo beside). It was part of the DEMINA – Designed European Model and Methodology for Destination Management project implemented by the KUE Foundation as part of the Erasmus+ programme.

One of the key factors of the proposed destination management model is cooperation between stakeholders. Therefore, the purpose of the meeting was to exchange views on the role of stakeholders and the cooperation between them on the tourism market. Therefore, representatives of many entities of the tourism market were invited to the meeting, such as the Małopolska Tourism Organisation, Kraków Chamber of Tourism, Kraków5020, the Kraków Festival Office, Kraków City Hall, representatives of the academic community from the Kraków University of Economics, the University of Physical Education, the Jagiellonian University and the Pedagogical University in Kraków, as well as representatives of the tourism sector and related business stakeholders. Over 30 people attended the seminar.

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In the first part of the 4-hour seminar, representatives of the Department of Trade and Market Institutions and the Department of Tourism of CUE in the persons of KUE Assoc. Prof. Dr. Jarosław Plichta, Ph.D., KUE Assoc. Prof. Dr. Renat Seweryn, Ph.D. Dr. Justyna Dąbrowska, Ph.D., Dr. Karolina Orzeł, Ph.D. and Dr. Adriana Paliwoda-Matiolańska, Ph.D., presented several aspects regarding the subject of relationship management and conditions for cooperation between stakeholders on the tourism market. The participants had the opportunity to learn more about the issues raised thanks to the latest publication in this field, published by employees of the Department of Commerce and Market Institutions, entitled "Key Tools and Elements of the Co-Management concept in Building Cooperative Relations with Stakeholders". The monograph makes a successful attempt at indicating the role and importance of organisational culture, marketing and communication as well as network theory in the development of co-management concepts and implementations. Interesting supplements to the presentation of the academics were 2 presentations by: Mr. Grzegorz Biedroń – President of the Małopolska Tourist Organisation and Mrs. Paula Fandarowska, from a new institution on the Małopolska market under the name Kraków5020. Numerous examples of using co-management innovations and their effects were presented in an illustrative way. The problems raised in the presentations and publications were an excellent excuse for discussions during the break and direct meetings of stakeholders.

The second part of the seminar was devoted to a discussion inspired by the representatives of the tourism market stakeholders invited to the discussion panel: KUE Assoc. Prof. Dr. Jadwiga Berbeki, Ph.D. – head of the KUE Tourism Department, Grzegorz Biedroń – President of MOT, Małgorzata Przygórska-Skowron – manager of the Convention Bureau in Kraków and Jan Bączek – President of the Management Board of Jan-POL Incoming Tour Operator. The discussion was focused on the barriers limiting cooperation between stakeholders on the tourism market. However, attention was paid to some positive examples of cooperation and implementation of joint ventures on the tourist market in Kraków and Małopolska. In the summary of the seminar, KUE Assoc. Prof. Jarosław Plichta, Ph.D., pointed out the need to organise these types of meetings, which are an excellent opportu-

nity not only to exchange views and promote organisations, but also to declare specific cooperation in many fields of activity. A declaration was also made to organise regular meetings of this type as a necessary mechanism for building relationships and joint ventures between stakeholders.

Source: https://convention.krakow.pl/aktualnosci/264498,1403,komunikat,seminarium_o_wspolzarzadzaniu_destynacja_turystyczna.html (24 Mar. 2023)

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IN MEMORY OF ASSOCIATE PROFESSOR DR. TEOFILA JAROWIECKA, PH.D. (1930-2022)

Jerzy Jarowiecki*

On December 14th, 2022, after being seriously ill, an extraordinary woman of great heart and mind, of exceptional vitality, passed away. She was an outstanding academic teacher who skilfully combined knowledge in the field of economic geography, economics and sociology. She devoted much of her research interests to tourism. She was a valued organiser of research teams, and was awarded for educating geography teachers as well as tourism staff, and for her contribution to the development of research in the area of tourism as a scientific discipline. Associate Professor Dr. T. Jarowiecka, Ph.D., was among the most important people related to the tourism industry and the development of tourism in Poland. She was recognised and valued among scientific circles, tourism theorists and representatives of local government authorities, who treated tourism as an important segment of economy and the organisation of social life.

Associate Professor Dr. Teofila Jarowiecka, Ph.D. will be remembered as a long-time academic teacher of the former Pedagogical Academy of Kraków (currently, the Pedagogical University of Kraków) and the University of Physical Education, also in Kraków. She educated teachers of Polish and world geography, tourism organisers, M.A. and Ph.D. students. She was a well-known initiator of important activities for tourist communities in Poland, which shaped a large generation of people whose work may already be important for our country today.

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In this posthumous memoir, some facts are presented about the life and activities of Assoc. Prof. Teofila Jarowiecka.

Her grandparents and parents were born and lived right along the former border of the Ruthenian Voivodeship, i.e. in the Lviv Voivodeship (after 1919). Teofila Jarowiecka was born on June 16, 1930 into a poor, large peasant family, the daughter of Maria Pikuła and Stanisław Baran; she was one of their five daughters. She had a difficult and turbulent childhood. She was born in the village of Faliszówka in the Krosno district. She began her school education there and continued it in Poraj. After the outbreak of World War Two, the family moved to the village of Sadki (1942), and Teofila Baran continued her education in Jasło. She was a good student. It is worth recalling here that Sadki is the oldest settlement founded at the turn of the 12^{th}-18^{th} centuries, near Stary Żmigród. During the German occupation, the Baran family experienced horrors of the war. The Germans took over their house, partially demolished it during battle in 1944, and they took Teofila's oldest sister – Helena, to work in Germany (she worked in an armaments factory near Berlin). The inhabitants of Sadki, including her wounded mother – Maria, as well as the rest of the family, were displaced towards Gorlice and Zagórze.

T. Baran graduated from the Saletyny Fathers' secondary School in Dębowiec, and then studied at the State Pedagogical Seminary in Gorlice, passing the secondary school examination on July 1, 1949 with very good results. Immediately after passing the *'Matura'* exam, she was sent to work at the State Educational Centre (working with Greek children) in Solice Zdrój near Wałbrzych (the centre was later moved to Zgorzelec). Her next place of work was the Children's Holiday Home in Porąbka. After three years of work, she began studies at the Pedagogical University in Kraków, majoring in geography (1952-1956), obtaining a Master's degree in economic geography. She stood out among the students. Her preserved index shows records of high exam scores: out of 39 exams passed, she received an 'excellent' in two, a 'very good' grade in 32 subjects, and a 'good' mark in five exams. In 1955, the Rector of the University awarded the student title "forerunner of science", and also agreed to employ T. Baran during the final year of her studies as an assistant at the Department of Economic Geography, headed by Prof. Maria Dobrowolska. This decision was accepted by the Ministry of Education, issuing a work order at the University. In the following years, she held positions ranging from Assistant to Adjunct Professor, and from 1968, Associate Professor.

Teofila Jarowiecka was a talented student of Prof. Dr. Maria Dobrowolska. Under her supervision, she wrote her master's dissertation entitled *Zarys monograficzny Krzeszowic* [Eng. Monographic Outline of Krzeszowice (1956)], fragments of which were published in *Przemiany demograficzne i gospodarcze* [Eng. Demographic and Economic Transformations] (*Rocznik*

Naukowo-Dydaktyczny WSP w Krakowie, Vol. 7/8, 1958, pp. 145-154). This work aroused the interest of the Krzeszowice Land Lovers' Association, and the author was honoured with a diploma of recognition by local government authorities.

Up until 1968, Associate Professor Jarowiecka was connected with the Department of Economic Geography, headed by Prof. M. Dobrowolska. In those years, relatively early on, she became acquainted with the Branch Commissions of the Polish Academy of Sciences: the Geographical Commission and the Sociological Commission, which influenced her scientific interests. She conducted field research in rural areas on the changes in the socio-professional structure regarding such areas in southern Poland. She made an attempt at explaining the spatial diversity of the forms and features concerning agriculture in the studied area, which is characterised by high variability in the features of the natural environment. She presented her first research results at meetings of the Sociological Commissions of the Polish Academy of Sciences in Kraków: *Zatrudnienie ludności wiejskiej województwa krakowskiego jako kryterium typologii wsi* – 27/10/1–61 [Eng. Employment of the Rural Population of the Kraków Voivodship as a Criterion of Village Typology], the Institute of Rural Philosophy and Sociology of the Polish Academy of Sciences in Warsaw: *Chłopi-robotnicy jako element struktury ekonomicznej wsi województwa krakowskiego* [Eng. Peasant Workers as an Element of the Economic Structure in the Countryside of the Kraków Voivodship] (May 1962). A similar topic was presented in Kraków at the Polish Economic Society by the Agricultural Economics Section. *Sprawozdania z posiedzenia Komisji Oddziału PAN w Krakowie* [Eng. Reports from the Meeting of the Branch Committee of the Polish Academy of Sciences in Kraków] published the article: *Zatrudnienia ludności wiejskiej* [Eng. Employment of the Rural Population] in 1960, and a similar text was published in *Wieś Współczesna* [Eng. The Modern Countryside] (1963, Issue 3). In 1960, this journal also published an article about commuting to work (Issue 10).

In 1960, based on the partial results presented and published by T. Jarowiecka, a doctoral thesis was begun, supervised by Prof. Maria Dobrowolska. The title of the work was *Przemiany struktury zatrudnienia ludności wiejskiej województwa krakowskiego* [Eng. Changes in Employment Structure of the Kraków Voivodship's Rural Population]. On 11 March, 1964, she passed her doctoral examination at the Faculty of Geography and Biology before the Examination Committee comprising: Assoc. Prof. Dr. Kazimierz Kostrakiewicz, Ph.D. (Dean), Prof. Dr. Maria Dobrowolska, Ph.D. (WSP), Prof. Dr. Bolesław Kłapkowski, Ph.D. (AGH), Prof. Dr. Ludwik Straszewicz, Ph.D. (UŁ), Assoc. Prof. Dr. Rodion Mochnacki, Ph.D., and was awarded a 'very good' mark. At the same time, a public defence of the work took place, as reported by *Dziennik Polski*.

From 1964, Dr. T. Jarowiecka actively participated in the team work of the Department, the Committee for Research on Industrialised Regions, the Polish Academy of Sciences as well as the Institute of Philosophy and Sociology of the Polish Academy of Sciences in Warsaw. She conducted field research on the organisation of the settlement network, with particular emphasis on rural settlements. Since then, as an assistant professor, she had published numerous scientific articles in university publications and the Polish Academy of Sciences Committees. These included: *Praca pozarolnicza ludności w zapleczu ośrodków przemysłowych Małopolski* [Eng. Non-Agricultural Work of the Population in the Hinterland of Małopolska Industrial Centres] (in: *Problemy Ekonomiczne* 1965, Issue: 3); *Prace z Dydaktyki Wyższa Szkoła Pedagogiczna w Krakowie* [Eng. The Employment Structure of the Rural Population as a Topic of Field Research (1967, Notebook: 4); *Z badań nad zróżnicowaniem struktur wiejskich województwa krakowskiego* [Eng. From Research on the Differentiation of Rural Structures in the Kraków Voivodship] (in: *Rocznik Naukowo-Dydaktyczny WSP w Krakowie*, 1968). During her work at the Pedagogical University (1956-1968), she published 24 scientific dissertations in the field of economic geography, which were distinguished by thoroughness and meticulousness of theoretical investigations and the ability to conduct comprehensive analyses. Through them, she expressed exceptional talents in conducting scientific research and the ability to combine research methods from natural sciences, economics, sociology and others. She stood out in her teaching work, carrying out practical classes, proseminars, lectures on economic geography and master's seminars for full- and part-time studies, achieving very good results in this area, for which she was twice awarded by the Minister of Education and Higher Education, especially for conducting field classes for geography students and developing their methodology. It should be added that in 1964-65, Dr. Teofila gave lectures on economic geography at the Higher School of Economics as a part-time lecturer.

In 1968, Dr. Teofila Jarowiecka was appointed the position of Associate Professor at the Department of Economic Geography. Her reviewers were Prof. Dr. Kazimierz Dobrowolski, Ph.D. (Jagiellonian University, outstanding Polish sociologist) and Prof. Dr. Rodion Mochnacki, Ph.D. (WSP, geographer). In the same year, the Main Committee of Physical Culture and Tourism asked the Ministry of Education and Higher Education to consent to the transfer of Dr. Teofila Jarowiecka from WSP to the University of Physical Education in Kraków to organise studies in the field of tourism.

In the 1970s, as a result of changes taking place in the living, working and leisure conditions of our society, a stage of searching for programmes and a broader view of tourism emerged. Higher education schools for physical education teachers felt the need to expand their activities. They attempted to integrate tourism with physical culture in scientific and didactic terms. This trend had its supporters at WSWF Kraków - tourism appeared as a subject, its elements were introduced into physical education curricula, institutes were established, but there was no independent department.

The Ministry of Education and Higher Education, after consultation with the Rector of the Faculty of Higher Education, agreed to the leave of Assoc. Prof. Dr. Teofila Jarowiecka from WSP. Starting 1 December 1968, for a period of two years, the Chairman of GKKFiT appointed her as a full-time Associate Professor, to the position of head of the Department of Tourism of the University of Physical Education in Kraków, where the subject was implemented to a small extent under the name "Fundamentals of tourism" to link tourism teaching with the goals of physical education. There were also attempts to launch optional classes and a master's seminar. The university authorities set the task for Associate Professor T. Jarowiecka to organise and create an independent field of tourism studies intended for the education of tourist staff undertaking full- and part-time studies. The fate of the department and its development were not easy. They depended not only on the activity and programme competences of Associate Professor and her team, but they were woven into a broader trend of sharp discussions around the definition of concepts such as physical culture, recreation, tourism and education reform. Associate Professor T. Jarowiecka participated in these discussions, being a member of the GKKFiT Ministerial Committee for the education system and staff development, including specialists in the field of tourism and recreation. T. Jarowiecka collected numerous materials about the education system for tourist staff, research conducted on the discipline being created, and what is said and written about it. She attached great importance to participation not only in scientific conferences, but also to meetings with representatives of the existing tourism industry and social organisations dealing with recreation and leisure. She also completed research internships and went to various research and teaching centres in Belgium, France, Yugoslavia, the Netherlands, Czechoslovakia and Romania. The trips were organised, among others, by the Department of Science and Personnel of GKKFiT. Particularly valuable materials came from France and Yugoslavia. The acquired knowledge had a positive impact on the organisation and educational programmes not only at the University of Physical Education in Kraków. It was also used by state administrative units. T. Jarowiecka was a member of the Departmental Commission of the Main Committee of Physical Culture for the reform of the education system and development of tourist staff. At one conference organised in 1971 devoted to these matters, she presented two speeches on *Wybrane problemy dydaktyczno-naukowe z zakresu turystyki w świetle literatury zagranicznej* [Eng. Selected Didactic-Scientific Issues Regarding Tourism in Light of Foreign Literature] (in: *Rocznik Naukowy WSWF*) and *Kształcenie kadr turystycznych w Jugosławii* [Eng.

Education of Tourist Staff in Yugoslavia] (in: *Biuletyn Informacyjny Głównego Komitetu Kultury Fizycznej i Turystyki*, 1971). She had the opportunity to present her views at seminars and in publications on the development of tourism in Poland and in its individual regions, as well as research concepts among various teams of specialists.

In the years 1971-1975, Assoc. Prof. T. Jarowiecka was also a member of the GKKFiT Science Committee. Then, she became a member of the Team of Appraisers (team dedicated to recreation) and a member of the Tourism and Recreation Council. Regardless of these functions and the work carried out, the Ministry of Education and Higher Education invited her to join the Team for Sightseeing and Tourism. Between 1988-1991, she participated in the work of the Committee for Youth and Physical Culture and the Tourism and Recreation Council, being their member. Her activities were widely appreciated, which is confirmed by preserved documents. For example, the Committee for Youth and Physical Culture awarded Associate Professor the honour "for particularly important achievements in science and teaching in the field of human resources for tourism" (1990).

In May 1991, the President of the Office of Physical Culture and Tourism expressed gratitude for her work on the Scientific Council of the Institute of Tourism in Warsaw, writing: "Your work contributed to the development of Polish science and, in particular, to expanding the scope of knowledge about tourism and the scientific development of the Institute's employees".

At her *alma mater*, she was a member of the Senate for several years, performing various functions, starting from the Head of the Department of Tourism (1968-1969), then the Head of the Department of Theory and Methodology of Tourism (from September 1969). After the departments were closed down in 1971, she headed the recreation team, which was transformed into the Recreation Department. She became the Vice-Dean of the Faculty of Physical Education, a position she resigned from, continuing her efforts to create a field of study in the area of tourism.

This started with the launch of three-year part-time studies in recreation with rehabilitation for working people. Between 1971/72, recreation and rehabilitation were separated, and tourist activities were expanded. After the Higher School of Physical Education was renamed the Academy of Physical Education in 1973, four-year full-time studies were launched in recreation with extensive subjects in tourism. They prepared specialists to carry out tasks in the field of management, organisation and programming recreation. Associate Professor T. Jarowiecka and a team of colleagues achieved success. The efforts of the Rector of the University of Physical Education, Prof. St. Panek and Assoc. Prof. T. Jarowiecka in the management of GKKFiT, led to the creation of the Department of Tourism and Recreation. Associate Professor T. Jarowiecka became Dean. She managed to develop a research team which, in teaching and research, dealt with the problems of educating staff in tourism combined with physical recreation.

T. Jarowiecka made special contributions to the expansion of tourism in the education of its staff: teachers and tourism organisers. At the university, she gave lectures on the economic geography of Poland and the world, general knowledge about tourism as well as its organisation and management, and conducted master's seminars. Under her supervision, approximately 250 master's theses were written at the Pedagogical University and the University of Physical Education. Under her supervision, 10 doctoral theses were written at the University of Physical Education. She was a reviewer of doctoral theses at the University of Wrocław, Cracow University of Economics and the Higher School of Pedagogy.

Associate Professor Dr. Teofila Jarowiecka conducted scientific research for many years, collaborating with various research teams, administrative institutions, associations and tourist organisations. Some have already been mentioned earlier, but it is worth emphasizing them once more. These were primarily teams from the Polish Academy of Sciences in Warsaw, Branches of the Polish Academy of Sciences in Kraków: Committee for Research on Industrialized Areas, Committee for the Development of Mountain Lands, Faculty of Agricultural and Forest Sciences, Institute of Philosophy and Sociology of the Polish Academy of Sciences in Warsaw. She was a member of the Geographical Sciences Commission, the Sociological Commission in Kraków and the International Geographical Union, Tourism Geography Section. Her research achievements comprised approximately 80 publications, including two important books published in 2000 entitled *Wybrane zagadnienia z geografii społeczno-ekonomicznej Małopolski* [Eng. Selected Issues from Social-Economic Geography of the Małopolska Voivodship] (in: *Wyniki badań z lat 1958-1970)*; *Wypoczynek oraz turystyka i ich niektóre odniesienia społeczne i geograficzne Małopolski w latach 1970-1990* [Eng. Recreation, Tourism and Seclected Social and Geographical References in the Małopolska Voivodship Between 1970-1990].

The first year of operation at the Department of Tourism, after taking over the management by Dr. T. Jarowiecka was - apart from organisational matters - a period of building long-term plans of scientific research, subordinated to the analysis of forms, organisation, programming and factors regarding the development of tourism in various socio-economic environments. This began with research on the tourist activity of student youth with regard to health in the Kraków environment. In 1970, the Department organised a national symposium on the social and educational role of tourism in the student environment. T. Jarowiecka presented the results of a survey on students' tourist activity.

In turn, the subject of the Department's interests became the sightseeing and tourist movement of school youth. T. Jarowiecka wrote: *O tury-*

styce w środowisku akademickim [Eng. On Tourism in the Academic Environment (in: *Prace z Dydaktyki Szkoły Wyższej*, WSP Kraków, 1971, Notebook: 2); *Zainteresowania turystyczne młodzieży studenckiej* [Eng. Tourist Interests of Student Youth] (in: *Materiały z Ogólnopolskiego Sympozjum 7-8.XI.1970*, ed. T. Jarowiecka, Kraków, 1971, pp. 24-41); *Na trasie…Ruch turystyczny młodzieży szkolnej* [Eng. On the Route... Tourist Movement of School Youth] (in *Wychowanie*, 1971, Issue: 17); *Niektóre problemy gospodarcze i organizacyjne wypoczynku dzieci i młodzieży* [Eng. Selected Economic and Organisational Problems of Recreation for Children and Youth] (in: *Turystyka w okresie reformy gospodarczej – Zeszyty Naukowe AWF w Krakowie*, 1983, Issue: 32); *Turystyka szkolna. Poradnik dla nauczycieli* [Eng. School Tourism. A guide for Teachers] (Warsaw 1973; 1974).

Assoc. Prof. T. Jarowiecka was appointed for participation in the work regarding the Team of Consultants for Sightseeing and Tourism at the Social and Educational Department of the Ministry of Education and Higher Education. She was the author of the main paper at the team's conference in Toruń (1970) entitled *Szkolenie kadry turystycznej pod kątem potrzeb szkoły* [Eng. Training of Tourist Staff to Meet the Needs of a School]. The Department's employees prepared two volumes of methodological materials in the field of sightseeing and school tourism for teachers, edited by T. Jarowiecka. However, the main subject of Professor's research was the issue of health, leisure and recreational needs of various social groups, including production plant crews.

The Tarnobrzeg Sulphur District, which is part of the research conducted by the Committee for Research on Industrial Areas of the Polish Academy of Sciences in Warsaw, financed such research. It regarded the health of the staff of the Sulphur Plant in Tarnobrzeg with regard to working conditions; against this background, attempts were made to assess the level of crew participation in various forms of leisure, recreation and tourism. T. Jarowiecka presented her research results in several publications and speeches at scientific conferences. These included: *Struktura społeczno-zawodowa ludności wiejskiej w zespołach osadniczych okręgu siarkowo-metalurgicznego* [Eng. The Socio-Professional Structure of the Rural Population in the Settlement Complexes of the Sulphur-Metallurgical District] (in: *Zeszyty Badań Rejonów Uprzemysławianych PAN*, 1968, Issue: 29); *Rozwój funkcji usługowych w Tarnobrzeskim Rejonie Siarkowym* [Eng. Development of Service Functions in the Tarnobrzeg Sulphur Region] (in: *Sprawozdanie z Posiedzeń Komisji Naukowych PAN Oddziału w Krakowie*, July-December, 1968, Vol. 12); *Działalność instytucji i organizacji w uprzemysławianym regionie siarkowym i ich wpływ na kształtowanie powiązań regionalnych* [Eng. Activities of Institutions and Organisations in the Industrialised Sulphur Region and Their Influence on Shaping Regional Connections] (in: *Zeszyty Badań Rejonów Uprzemysławianych PAN*, 1968, Notebook: 37); *Problemy zdrowotno-wypoczynkowe załogi kombinatu siarkowego w świetle badań ankietowych* [Eng. Health and Recreation Issues of the Sulphur Plant Crew in Light of Survey Research] (in: *Przemiany społeczno-ekonomiczne Tarnobrzeskiego Regionu Uprzemysławianego*. Warsaw, 1978, pp. 181-198; see: *Rocznik Naukowy AWF w Krakowie*, 1979, pp. 147-179).

At the end of 1971, T. Jarowiecka published her results of research on the tourist functions of selected mountain districts, conducted in cooperation with the Committee for the Development of Mountain Lands in Warsaw. At the Kraków Academy of Physical Education, research work was carried out in this way to identify the recreational needs of various environments. Her dissertation titled *Problemy rozwoju funkcji turystycznych w polskich Karpatach Zachodnich* [Eng. Problems Regarding the Development of Tourist Functions in the Polish Western Carpathians] was presented at the KZZG symposium: *Problemy gospodarki górskiej w badaniach krajów europejskich* [Eng. Problems of Mountain Management in the Research of European Countries] in September 1972 (in: *Zeszyty Problemowe Postępów Nauk Rolniczej*, 1975, Issue: 62). At the same time, the Kraków AWF published a volume of studies (edited by Assoc. Prof. Jarowiecka) entitled *Funkcje turystyczne wybranych powiatów górskich* [Eng. Tourist Functions of Selected Mountain Districts] (1975). The volume contained the results of research conducted in three counties: Limanowa, Myślenice and Suski.

Between the years 1975-1977, the Kraków AWF established active contacts with the authorities of the Nowy Sącz poviat, and then with the voivodship office. This cooperation lasted several years, with the participation of tourist and trade union activists, employees of tourist centres and physical culture. Master's theses and even doctoral dissertations were written (J. Wojnarowski: *Rozwój turystyki przyjazdowej w Nowosądecczyźnie w latach 1961-1970* [Eng. Development of Incoming Tourism in the Nowy Sącz Region Between 1961-1970] (supervisor - T. Jarowiecka).

As part of the AWF agreement with the Provincial Office in Nowy Sącz, three thematic groups were implemented: geography and structure of incoming tourist traffic, analysis of the tourism market and structure of tourists' expenses, analysis concerning attitudes, behaviours and aspirations of tourists and the motives for their coming to the Nowy Sącz region. As a result of this research, several dissertations by Dr. T. Jarowiecka were published: *Rola turystyki w regionie. Zarys problematyki* [Eng. The Role of Tourism in the Region. Outline of Issues] (in: *Turystyka w województwie nowosądeckim. Materiały z konferencji poświęconej problemom praktyczno-naukowym. Krynica 5-6 Feb. 1977.* Kraków-Nowy Sącz 1977, pp. 233-240, ed. the author); *Rola badań naukowych w rozwoju funkcji turystycznych Województwa Nowosądeckiego* [Eng. The Role of Scientific Research in the Development of Tourist Functions in the Nowy Sącz Voivodeship] (in: Zeszyty Naukowe

AWF 1979, Issue: 18, pp. 2-24); *O niektórych możliwościach powstawania negatywnych zjawisk pod wpływem turystyki w środowisku odwiedzanym* [Eng. About Certain Possibilities of the Negative Phenomena Arising Under the Influence of Tourism in the Visited Environment] (in: *Społeczne potrzeby i uwarunkowania rozwoju turystyki i rekreacji w Polsce, 1978* - Zeszyty Naukowe AWF, Issue: 16, pp. 157-165).

Associate Professor Dr. Teofila Jarowiecka took part in implementing the largest research project on tourism in history, entitled: *Program Badań Podstawowych nr 08.067. Turystyka jako czynnik przemian rozwoju społeczno-gospodarczego* [Eng. Basic Research Programme No. 08.067. Tourism as a Factor of Changes in Socio-Economic Development]. The study was conducted in the years 1986-1990 under the leadership of the pioneer of tourism research in Poland, Prof. Dr. Krzysztof Przecławski, Ph.D., director of the Institute of Tourism in Warsaw. As part of the 6th thematic group, she conducted research on the organisation of tourism and its management. During this period, she was also associated with the Branch of the Institute of Tourism in Kraków. In 1988, she resigned from this post due to the expansion of duties at her *alma mater*. The Institute awarded her with the Certificate of Work in the Kraków Branch, writing: "Teofila Jarowiecka worked at the Kraków Branch of the Institute and held the position of manager on the 25th anniversary of its existence".

While conducting research, Professor Jarowiecka attached great significance to personal contacts with the environment of tourism and recreation organisers, tourist and sightseeing associations, and, above all, with the scientific community. Her idea was, together with her team at the Kraków university, to separate recreation and tourism studies and, consequently, create a second faculty of the Academy of Physical Education. She sought contacts with practitioners to determine the scope of needed knowledge and skills of future specialists with regard to tourism organisation and management. She also appreciated participation in scientific conferences on tourism and its development, its connection with leisure and recreation in Poland and abroad, and the participants were experts on the subject from various backgrounds (geographers, economists, doctors, lawyers). She took part in the organisation of several conferences.

In 1973, a three-day scientific symposium was held in Zakopane on the occasion of the 100th anniversary of organised Polish tourism. This was prepared by the Provincial Committee for Physical Culture and Tourism, the authorities of the voivodship and the city of Kraków, as well as the Academy of Physical Education and its team from the Department of Recreation, headed by Professor Jarowiecka. The main topic was inbound and outbound tourism. Of the 41 papers and announcements, one of the five plenary lectures was delivered by Associate Professor Dr. T. Jarowiecka – *Społeczno-pedagogiczne zagadnienia wyjazdowej turystyki zagranicznej* [Eng. Socio-Pedagogical Issues of Foreign Outbound Tourism] (printed 1974). On this occasion, she was awarded a commemorative medal.

In 1975, AWF began cooperation with the Provincial Council of Trade Unions and its Trade Union Council for Physical Culture and Tourism. Associate Professor T. Jarowiecka and her team organised a scientific conference on S*ocjalne problemy zakładów pracy w aspekcie ochrony zdrowia i wypoczynku pracowników* [Eng. Social Issues of Workplaces in the Aspect of Health and Recreation Protection]. The main report was given by Professor and it was titled *Rekreacyjne funkcje kultury fizycznej i turystyki w aspekcie ochrony zdrowia i wypoczynku pracowników* [Eng. Recreational Functions of Physical Culture and Tourism in the Aspect of Health and Recreation Protection of Employees] (AWF, 2nd ed.).

In 1977, at the 27th Congress of the International Association of Tourism (AIEST), she presented a paper entitled *Wpływ polityki społecznej w Polsce na kształtowanie modelu turystyki* [Eng. The Influence of Social Policy in Poland on Shaping the Tourism Model] (in: *Wybrane materiały*…,Warsaw, 1979, pp. 70-77).

The influence of social policy in Poland on shaping the tourism model. In: Selected materials...Warsaw 1979, pp. 70-77.

In 1978, in Warsaw, at a conference organised by the Trade Union Council of Physical Culture and Tourism of the Central Council of Trade Unions, she gave the speech: *Problemy kadrowe organizatorów rekreacji w zakładach pracy* [Eng. HR Problems Related to Recreation Organisers in Workplaces].

In 1979, at the Second Symposium of Guides of the Main Committee of Sightseeing and Guidelines of the Polish Tourist and Sightseeing Society, she presented the paper entitled *Kształcenie przewodników w świetle ich roli społecznej* [Eng. Educating Guides in Light of Their Social role] (1979, pp. 35-53). There were more similar conference participations. The speeches given Associate Professor Dr. T. Jarowiecki aroused great interest and were published. The organisers valued her participation. For example, we quote a fragment of the letters of the Management Board of the Polish Sightseeing Society, the organiser of the 4th Polish Congress "Opole 90": "On behalf of the Honorary Committee of the 4th Congress of Polish Sightseeing 'Opole 90', we would like to express our sincere thanks for your involvement in the work of the Organising Committee. We particularly appreciate your personal participation in the preparation and smooth running of the Congress", wrote Prof. Ph.D. Andrzej Stelmachowski – chairman of the Honorary Committee. It can be added that T. Jarowiecka and her Ph.D. student presented a paper report titled *Współczesne formy pracy krajoznawczej* [Eng. Contemporary Forms of Sightseeing Work].

In September 1975, the Faculty of Tourism and Recreation was established at the Academy of Physical Education. A new quality time had begun for tourism and recreation, new programme concepts, new organisational structures, new challenges for Assoc. Prof. Dr. T. Jarowiecka. She took over the management of the newly established Institute of Tourism Organisation and Service. She had to focus on teaching and equipping students with broader knowledge and professional skills. At the same time, the expanded circle of academic teachers facilitated the implementation of scientific research conducted by three specialised departments (tourism geography, economics and organisation of tourism, tourism methodology and practices). She served as Director until 1985, i.e. until the institutes were liquidated. In their place, departments with three sub-divisions were established, including the Department of Tourism, which was headed by her until 1990. In the 1980s, she was Dean of the Faculty of Tourism and Recreation for two terms.

At the Kraków Academy of Physical Education, in the years 1970-1990, she was a member of the Editorial Committee of *Zeszyty Naukowe WSWF i AWF* [Eng. Scientific Notebooks WSWF and AWF], the editor of nine volumes on tourism and recreation. The University authorities highly appreciated the work of Assoc. Prof. Dr. Teofila Jarowiecka. When she left the Academy of Physical Education, the Rector wrote:

> Dear Dean Teofila Jarowiecka, on behalf of the Senate and the entire community of our University, I would like to express my sincere gratitude to you – Dean – for your many years of fruitful scientific, teaching and organisational work at the University. It is also thanks to you that the Academy of Physical Education in Kraków can boast about great achievements in staff education and development for the needs of physical culture [...]. Please, accept the medal of the 75th anniversary of the Academy of Physical Education as a symbol – also created by the Dean - of the history and tradition of our University – the Rector.

She maintained cooperation with the previously mentioned institutions and organisations, conducting scientific research. Her activity and important work for the local governments of the city, the Voivodships of Kraków and Nowy Sącz were appreciated. She has been given awards many times. She received, among others: the Golden Badge of the City of Kraków (1973), the Golden Badge for Merits for the Land of Kraków (1974), the Golden Badge for Merits for the Nowy Sącz Voivodship (1978).

The state authorities honoured Dr. Jarowiecka several times: in 1973 – with the Golden Cross of Merit; in 1988 she received the Knight's Cross of the Order of *Polonia Restituta*; in 2008, at the hands of President Lech Kaczyński, on the occasion of the 90th anniversary of Poland regaining independence and the 80th anniversary of the J. Piłsudski Academy of Physical Education in Warsaw, she received the Officer's Cross of *Polonia Restituta*.

When remembering this outstanding academic teacher, scientist, activist and specialist in tourism, her contributions to the economy and the organisation of social life, it is impossible not to write that she was also a wife, a mother to two daughters, grandmother of four granddaughters and four great-grandchildren. With deep emotion, the participants of the funeral ceremony at the Salwatorski Cemetery on 21 December, 2022, listened to the words of the last farewell spoken by her husband, which we quote:

"Dear Tosia,

On 26 July, 1957, when I took my wedding vows, I said that I would not leave you until death do us part. And as such happened – it was you who left me unexpectedly. We lived together and harmoniously for 66 years. There were years and days that were the most beautiful, there were also worse days, but we coped with them. And we started off in difficult years, we lived far from our family homes. After graduating from high school in Gorlice, at the age of 19, you ended up as an educator of Greek orphans at an educational centre near Wałbrzych, and then in Porąbka. You never returned to your home in Krosno. I, deprived of my family by the war, left Lviv and went to Wałbrzych, where I studied and worked as a young teacher. We were brought together by our studies at the Pedagogical University of Kraków. This is where we met. Motivating each other, we graduated with distinction and became academic teachers and researchers. We married and created a family for many years together. Family was the most important thing to us. I was head over heels in love with you. There were you and our dearest daughters. But we also had a common professional life: hundreds of students, research work, doctoral students. We travelled around the world. All this cemented our family home, children, their education and fate. We did not even notice how quickly our time passed. A sudden blow came, your illness and inexorable death. And now we stand here in pain and grief. What can I tell you? Thank you for your feelings, for the years of life together, for your smile, for your constant presence in my everyday life. Your journey along the road of life ended on 14 December, 2022. You probably experienced everything that was most important to you. Was I supposed to love you only until death? No, you remain with me, in my heart and memory. You remain in the memory of your loving daughters and granddaughters who stand next to me, your sisters. Those passed live as long as their memory lives.

Sleep in peace.

On behalf of the entire family, I would like to thank everyone who shares sadness and grief with us in these difficult times. I would like to express my special thanks to the authorities of the University of Physical Education, such an important place in my wife's life, for participating in this sad event".

* * *

The merits of Assoc. Prof. Dr. Teofila Jarowiecka's contribution to the establishment and functioning of the Faculty of Tourism and Recreation and the entire Academy of Physical Education in Kraków is so great that devoting a commemorative article to her in the journal *Folia Turistica* published by this University, in the creation of which she also participated, was something obvious. The only thing we were wondering in the editorial office was who should write such an article. I admit that the idea to ask Professor Jerzy Jarowiecki – on the one hand, a person particularly close to her (husband), and on the other hand, an excellent scientist, Professor of the Pedagogical University of Krakow, i.e. the university from which Professor came – was born in my mind. I will not hide the fact that initially, I had some reservations as to whether this was a good idea, due to such close family connections, but after we agreed on the forum of the Editorial Board that it was a good solution, we will turn to Professor asking to write such a commemorative text. When, as the editor-in-chief, I received this text a few weeks later, I was sure that this was an good decision.

Dr. Jarowiecka was an absolutely unique figure, not only in terms of our University and Kraków, but generally in the entire "environment" of "tourism sciences" emerging in Poland at that time and the developing system of academic education in this field, having a great influence on them. Professor, in addition to her many talents, virtues and achievements resulting from and excellently described by Professor Jarowiecki in my opinion – a unique ability – to recognise among students and other potential collaborators people who had predispositions (often hidden and unnoticed not only by other lecturers, but also by themselves) for scientific work and – perhaps more importantly – she was able to awaken in them a passion for learning everything related to academic life. This can be proven by the fact that to this day (almost 50 years after establishing the Faculty of Tourism and Recreation of the University of Physical Education in Kraków), the core group of its lecturers consists largely of people who can – alike me, for example – be proud of being called its students.

Professor was an excellent initiator and organiser in virtually every field of her activity – starting from the process of creating the TiR Department, through cooperation with the so-called social environment (including numerous industry organisations and tourist associations), and ending with initiating and coordinating scientific research. The proof of this last aspect of her activity may be the fact that she was entrusted with managing 1 of the 7 thematic sections in the largest research programme on tourism ever implemented in Poland, which was carried out for several years, the so-called CPBP, i.e. Central Programme for Basic Research 08/06 *Turystyka jako czynnik rozwoju społeczno-gospodarczego* [Eng. Tourism as a Factor of Socio-Economic Development]. More than 300 researchers from 50 most important research centres in Poland (including three institutes of the Polish Academy of Sciences, 30 universities and many scientific societies and ministerial institutes) were involved in its implementation (in the years 1985-1989). Dr. was in charge of and responsible for research in the "Tourism Organisation and Management" section. Personnel in Tourism). Several employees of the Krakow University of Physical Education were involved in the implementation of several dozen research topics in this section (Prof. Prof. Z. Kruczek, Dr. T. Burzyński, Dr. B. Walas, Dr. J. Raciborski, Dr. W. Marczyk, and also – the youngest in the whole CPBP, because it was less than two years after graduation – Wiesław Alejziak, MA).

Ms. Jarowiecka was always principled in her opinions and actions, and often even strict, also towards her colleagues. However, she was often able to, with the so-called "benefit the cause", change someone's opinion on a given topic and act differently than might have been expected. I will cite just one example that concerns me personally, and which – I believe – well illustrates what I am writing about. In 1988, in the days before the political transformation in Poland, when life was difficult for research workers, to put it mildly, and the earnings of young scientists were exceptionally low, I turned to Mrs. Jarowiecka – as my doctoral thesis supervisor and at the same time the Dean and head of the Institute where I was employed – asking for permission to take a sabbatical leave, to which Ph.D. students are entitled to finalize their research. I said, truthfully, that I would like to go to the so-called West, in order to earn money during this time (by working physically) with a view to purchasing a flat on the so-called free market, because for an I had little chance of being assigned to a housing cooperative (despite the full membership contribution). I told the lecturer that after living in the AWF Assistant Home for several years and having 2 children, I had to take care of my family's future and, seeing no other way to improve my financial situation, I decided to go to Sweden for 6 months. I also promised that my departure would not affect the timely completion of my doctoral thesis and that I would defend my doctoral thesis within the then scheduled period, i.e. up to 8 years from the date of employment.

Taking into account the conditions prevailing in Poland and universities at that time, the socialist system with all its consequences, as well as Professor's political views, my request seemed unrealistic or even impudent. However, she listened to me carefully and said: "You will be allowed to take this leave if you place your doctorate on my desk, with at least 80% of it written". A bit surprised by this proposal, but happy that she approached the matter in this way, I increased the intensity of my scientific activities, and after a few weeks I brought an almost-ready Ph.D. thesis. Then, I received permission for a sabbatical leave and in June 1989, I went to Sweden 'to work'. During my 6-month stay in Stockholm, I not only worked hard physically, but - bearing in mind how much distress this whole situation must have caused Professor, as well as how much she believed in my scientific potential - I established contacts at the Stockholm University, which enabled me to conduct my own (i.e. without any financial support) empirical research on the tourist activity of Stockholm residents. An article presenting the results of this research was published in the second issue of *Folia Turistica*, published in 1991. I defended my Ph.D. thesis the same year, well before the deadline by which I had to do it 'by law'.

I do not know if this story is the best I could share from my personal contacts with Professor, but it is certainly one of the ones that stuck in my memory the most, having a great impact on my life – both scientific and personal.

Wiesław Alejziak
(the last Ph.D. student of
Assoc. Prof. Dr. T. Jarowiecka).

* * *

The professional work of Dr. Teofila Jarowiecka related to tourism was at a time when knowledge about the mechanisms of its functioning was also developing in the academic community and the process of higher education at economic universities and 3 AWFs began. There is no doubt that she was the creator of the Department of Tourism and Recreation at the Academy of Physical Education in Kraków, and she sometimes defended the validity of its existence. She was a charismatic person, one of those in the national academic community who was to be reckoned with and was respected. The context of the education and science environment for tourism since the mid-1970s cannot be ignored. This was the period when both scientific thought in this field and staff education were being formed.

Her greatest scientific achievement while working at the University of Physical Education was conducting the national project: *Organizacja i zarządzanie turystyką* [Eng. Organisation and Management of Tourism], as part of the Central Programme for Basic Research *Turystyka jako czynnik rozwoju społeczno-gospodarczego* [Eng. Tourism as a Factor in Socio-economic Development]. This was not an easy task, taking into account the economic model of that time, but also the fact that for some circles, the implementation of the programme by AWF was 'difficult to swallow'. Prof. Jarowiecka was able to gather a multidisciplinary research team from all over the country, diagnosing and recommending organisational as well as management solutions, not limited only to academic staff, but, as it is called today, practitioners. Following today's discussion about the need to introduce the so-called tourist fee, one can only smile, because it was in the mentioned programme (mid-1980s) that the concept of the fee was developed and implemented by R. Aleksander, then director of the department of physical culture and tourism of the Nowy Sącz Provincial Office. This is proof of Professor's openness to unique solutions that were supposed to develop tourism. This openness to a different, new way of thinking was also reflected in the amendment of the education programme she introduced, which not only implemented a number of subjects in the field of economic sciences, but also the freedom of choice of subjects by students. At that time, this was an absolutely innovative concept.

It is impossible not to mention the relations between Professor and students as well as colleagues. She was extremely demanding. Her view on tourism was, as we would say today, holistic. Only those who took her exams remember how many books they had to read and from what area. Even if a student failed, a moment later, the Assistant Professor was interested and worried about the problems and problems of every student. Moreover, she maintained social contact with some of them until her last days and was interested in the fate of her graduates.

She probably had a talent for selecting collaborators, the core of whom were young people. She encouraged us in our scientific work, and her valuable feature was the ability and willingness to listen to opinions, even if there were substantive disputes. She did not divide people according to academic degrees.

In honour of her memory.

Bartłomiej Walas
(doctoral student of
Teofila Jarowiecka)

In the photo, Dean, Assoc. Prof. Dr. Teofila Jarowiecka, Ph.D. and – on the right: Prof. Kazimierz Toporowicz and Prof. Janusz Zdebski (two former Rectors of the University of Physical Education in Kraków).

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INFORMATION AND INSTRUCTIONS FOR AUTHORS

GENERAL INFORMATION FOR AUTHORS PREPARING ACADEMIC ARTICLES

1. The Editorial Office accepts for publication only original empirical and review papers that address tourism from interdisciplinary points of view, such as theory of tourism, cultural anthropology, philosophy, sociology, geography, law, psychology, history, economics, management, and marketing.
2. Submitting a paper for publication is construed as transferring the copyright to the Editorial Office. This means that neither the paper nor a part of it can be published in other journals or digital media without the Editorial Office's written permission.
3. The article should be prepared according to the "**Instructions for authors preparing academic articles**", found below. Otherwise, the article will be sent back to the Author(s) for correction.
4. Do not provide personal data or any other information that could enable identifying the Author(s). Instead, provide personal data in a separate **Author Form**, available on the Journal's website, and submit it together with the article.
5. The paper, together with a filled Author Form, should be submitted to the Editorial Office's e-mail address: **folia.turistica@awf.krakow.pl**.
6. The Editorial Office will not accept papers that show signs of scientific dishonesty, such as *ghostwriting and honorary (guest) authorship*, for publication. The Editorial Office will disclose any recognized cases of dishonesty; this includes informing institutions employing authors, scientific associations, etc.
7. All papers are reviewed by at least two independent reviewers (the review form is available on the Journal's website) and maintaining full anonymity. In other words, a double-blind review process will be implemented; otherwise, the reviewers are obliged to sign a declaration that there exists no conflict of interests between them and the authors of the paper. The Editorial Board will accept the paper for publication or reject it based on the reviewers' opinion. This procedure is in accordance with guidelines provided by the Ministry of Science and Higher Education.
8. The Editorial Office reserves the right to modify the style makeup of submitted papers.
9. The author of the paper will receive an electronic version of the Journal issue in which the article was published, free of charge.

Instruction for Authors Preparing Academic Articles

I. PREPARING TEXT

1. The volume of submitted papers should not exceed 20 pages of normalized manuscript, i.e., 40,000 characters (one author's sheet).
2. Text files should be created in the Word 6.0–XP editor in DOC format.
3. Page setup:
   - paper size: A4;
   - margins: all margins 2.5 cm;
   - line spacing: 1.5.
4. Title: use 14-point Times New Roman font, bold. Capitalize the entire title. Insert a 14-point line of space following the title.
5. Abstract in English: between 1500 and 2000 characters (including spaces); use 10-point Times New Roman font.
6. The abstract should comprise the following, clearly separated (presented in the form of a list) parts:
   - Puropse.
   - Method.
   - Findings.
   - Research and conclusions limitations: comment on the representativeness of your research and its potential limitations due to cultural, environmental, geographical, or other conditions.
   - Practical implications.
   - Originality: describe how your research (results and opinions) differs from other publications on the subject.
   - Type of paper: specify whether your article presents empirical research or theoretical concepts or whether it is a review, a case study, etc.
7. Key words: 3-6. Insert a 12-point line of space following the key words.
8. The paper should include elements listed below. Titles of elements may be changed if justified by content. Furthermore, especially in the case of review articles, the paper may have a more complex structure, i.e., it may comprise more elements or have a given element subdivided further (such as the Literature Review section).

   A) For empirical papers:
   - **Introduction** (subject of research, aim of the article, and justification of the aim),
   - **Literature review** (a review of Polish and foreign publications presenting the aim of the article and describing current knowledge on the subject matter),
   - **Method** (aim of empirical research, research hypotheses and questions, and a description of methodology and how the research was conducted)
   - **Results** (research results, including the answers to the research hypotheses and questions),
   - **Discussion** (a discussion of the study results in view of results obtained by other authors in Polish and foreign publications on the subject matter),
   - **Conclusions** (conclusions from the study results and their discussion, including practical implications and suggested directions for further research on the subject),
   - **References**.

   B) For review papers:
   - **Introduction** (subject of research, aim of the article, and justification of the aim),
   - **Literature review** (a review of Polish and foreign publications related to the aim of the article describing current knowledge on the subject matter),
   - **Discussion** (a discussion of current knowledge on the subject matter, including critical analysis based on Polish and foreign publications),
   - **Conclusions** (conclusions from the discussion, including its practical implications and suggested directions for further research on the subject),
   - **References**.

9. Headings of each part of the paper: use 12-point Times New Roman font, bold, centered. Number the parts with Arabic numerals. Insert a 12-point line of space following each heading.
10. Running text: use 12-point Times New Roman font and 1.5 line spacing. First line indent: 1 cm. Use tools available in the editor to format the text rather than the space bar, as using space bar makes markup and typesetting difficult.
11. Do not use the bold face, capitals, and underlining in the text. Italics should only be used for titles listed in the footnotes and the References section and for letter symbols in the running text. Insert a space after punctuation marks, not before them.
12. Use an en dash (–) to indicate breaks in a sentence and between numbers that denote close values not provided precisely (such as time periods); do not use a hyphen (-) or an em dash (—). Examples of use:
    – "Secondly – as tradition dictates – every student should wear formal attire tomorrow".
    – "The years 1914–1918, or the times of World War I, is an extremely important period in the history of Europe".
    – "Relevant information can found on pages 12–24 of the aforementioned publication".
    – Most waters in the area of Wysowa belong to the sodium-bicarbonate type and have a high concentration of carbon dioxide.
13. Footnotes can be used (sparingly) to complement the running text: use 10-point Times New Roman font with 1.0 line spacing.
14. References in the running text should be formatted according to the Harvard System (i.e., provide the last name of the author of the quoted or referenced publication, the year of publication, and the page or pages you refer to in square brackets within the running text). Do not place a comma between the name and the year. If two or more publications are referenced in the same parentheses, separate them with a semicolon.
15. The References section, located at the end of the article, should only include texts that are quoted or referred to in the article. References should be given in an alphabetical order with full bibliographic descriptions. Guidelines for and examples of bibliographic descriptions can be found in Part III of these instructions.

II. PREPARING TABLES AND ILLUSTRATIONS

1. Tables and illustrations (figures, charts, and photographs) should be included in separate files and described in detail. Mark their locations in the running text through centered titles, as in the example below:

Tab. 1. Tourist activity inhibitors
Tabela 1. Inhibitory aktywności turystycznej

2. The entire article should use the division into tables and figures (i.e., everything that is not a table, e.g. charts, diagrams, or photographs, is considered a figure). Refer to figures in the abbreviated form ("Fig.").
3. Place titles of tables above tables, and titles of figures below figures.
4. Write the titles of tables and figures in 10-point Times New Roman font.
5. Under each table/figure provide its source (using 10-point Times New Roman font).
6. Figures should be scanned at a resolution no lower than 300 DPI (optimal resolution is 600 DPI) and saved as line art files in TIFF format.
7. Charts should be created in black. Gray tints or textures are allowed.
8. Digital photographs should be saved in TIFF or JPEG format at full resolution. Do not use compression.
9. If the article includes figures, tables, etc. taken from other academic papers, the author is obliged to obtain a reprinting permission. The permission should be sent to the Editorial Office together with the article and other attachments.

III. PREPARING THE REFERENCES SECTION

1. The References section, located at the end of the article, should only include texts that are quoted or referred to in the article. References should be given in an alphabetical order with full bibliographic descriptions.
2. References to papers of different types should be prepared to according to the guidelines below. Note that all references should be provided in a single list (the division into types, found below, is meant only to provide examples of referencing different sources).
3. For two or more papers written by the same author and published in the same year, add subsequent lowercase letters to the year, as in: (2014a), (2014b), etc.
4. List Internet sources (webpages) for which the appropriate elements of a full bibliographic description cannot be provided in a separate Internet Sources section. The list should provide URL addresses of the referenced webpages in alphabetical order, described as in the following sample:
   – http://www.unwto.org/facts/eng/vision.htm (08.09.2014).
5. For articles to be published in the English issues of the Journal, provide English translations of the titles of non-English publications (in square brackets), as in the following sample:
   – Winiarski, R., Zdebski, J. (2008), *Psychologia turystyki* [*Psychology of Tourism*], Wydawnictwa Akademickie i Profesjonalne, Warszawa.

Sample references to different types of papers in the References section

A. Books:

Urry J. (2001), *The tourist gaze*, Sage, London.
McIntosh R.W., Goeldner Ch.R. (1986), *Tourism. Principles, Practices, Philosophies*, John Wiley & Sons, New York.

B. Edited books and joint publications:

Ryan C., ed., (2003), *The Tourist Experience*, Continuum, London.
Alejziak W., Winiarski R., eds. (2005), *Tourism in Scientific Research*, AWF Krakow, WSIZ Rzeszow, Krakow-Rzeszow.

C. Chapters in edited books and joint publications:

Dann G.M.S. (2002), *Theoretical issues for tourism's future development*, [in:] Pearce D.G., Butler R.W., eds., *Contemporary Issues in Tourism Development*, Routledge Advances in Tourism, International Academy for the Study of Tourism, London, New York, pp. 13-30.

D. Articles in scientific journals:

Cohen E. (1979), *A Phenomenology of Tourism Experiences*, „Sociology", Vol. 13, pp. 179–201.
Szczechowicz B. (2012), *The importance of attributes related to physical activity for the tourism product's utility*, „Journal of Sport & Tourism", Vol. 18 (3), pp. 225–249.

E. Articles in trade magazines and trade newspapers:

Benefits tourism not OK (2014), [in:] „The Economist", Nov 15th.

F. Papers without a stated authorship, including research reports and statistical yearbooks:

Tourism Trends for Europe (2006), European Travel Commission.
Tourism Highlights. 2010 Edition (2011), UNWTO.

G. Legal acts:

Act on Tourism Services, of 29 August 1997, Dz.U. of 2004, No. 223, item 2268, as amended.

H. Publications available on the Internet:

International tourism on track to end 2014 with record numbers, http://media.unwto.org/press-release/2014-12-18/international-tourism-track-end-2014-record-numbers (20.12.2014).

GENERAL INFORMATION FOR AUTHORS PREPARING ACADEMIC REVIEWS AND POLEMICS

1. Only original reviews of Polish and foreign monographs, academic articles, and handbooks, as well as other types of academic and didactic papers, such as research reports, doctoral theses, and habilitation theses, will be accepted for publication.
2. The Journal publishes reviews of papers on the theory of tourism, as well as papers that address tourism from the viewpoint of cultural anthropology, philosophy, sociology, geography, law, psychology, economics, management, marketing, and other academic fields and disciplines.
3. Submitting a paper for publication is construed as transferring the copyright to the Editorial Office. This means that neither the review nor a part of it can be published in other journals or digital media without the Editorial Office's written permission.
4. The article should be prepared according to the **"Instructions for authors preparing academic reviews and polemics"**, found below. Otherwise, the article will be sent back to the Author(s) for correction.
5. The review should be submitted to the Editorial Office's e-mail address: folia.turistica@awf.krakow.pl.
6. The Editorial Team reserves the right to modify the style makeup of submitted reviews.
7. The Author of the review will receive an electronic version of the Journal issue in which the review was published, free of charge.

Instruction for Authors Preparing Academic Reviews and Polemics

1. Text files should be created in the Word 6.0–XP editor in DOC format.
2. Page setup:
   – paper size: A4;
   – margins: all margins 2.5 cm;
   – line spacing: 1.5.
3. Name of each Author: use 12-point Times New Roman font, bold. Insert a 12-point line of space following the name(s).
4. Provide each Author's academic degree or title, affiliation (i.e. name of the institution represented by the Author, in this order: university, faculty, department, etc.), phone number, and e-mail in a footnote. Footnote formatting: use 10-point Times New Roman font and 1.0 line spacing.
5. Samples of title formatting:
   1. REVIEW OF "INTERNATIONAL TOURIST ORGANIZATIONS" BY WIESŁAW ALEJZIAK AND TOMASZ MARCINIEC.
   2. AN OPINION ABOUT "POLAND'S MARKETING STRATEGY IN THE TOURISM SECTOR FOR 2012–2020".
   3. RESPONSE TO THE OPINION…

   etc.
6. Title: use 14-point Times New Roman font, bold. Capitalize the entire title. Below the title, provide a full bibliographic reference for your article, including ISBN and the date of submission to the Editorial Board.
7. Format the titles of responses to reviews or other forms of academic polemics according to the guidelines above (e.g. Response to the Opinion…).
8. Insert a 14-point line of space following the title.
9. Headings of each part of the review (if appropriate): use 12-point Times New Roman font, bold, centered. Number the parts with Arabic numerals. Insert a 12-point line of space following each heading.

10. Running text: use 12-point Times New Roman font and 1.5 line spacing. First line indent: 1 cm. Use tools available in the editor to format the text rather than the space bar, as using space bar makes markup and typesetting difficult.
11. Do not use the bold face, capitals, and underlining in the text. Italics should only be used for titles listed in the footnotes and the References section and for letter symbols in the running text. Insert a space after punctuation marks, not before them.
12. Use an en dash (–) to indicate breaks in a sentence and between numbers that denote close values not provided precisely (such as time periods); do not use a hyphen (-) or an em dash (—). Examples of use:
    - "Secondly – as tradition dictates – every student should wear formal attire tomorrow".
    - "The years 1914–1918, or the times of World War I, is an extremely important period
    - in the history of Europe".
    - "Relevant information can found on pages 12–24 of the aforementioned publication".
    - "Most waters in the area of Wysowa belong to the sodium-bicarbonate type and have a high concentration of carbon dioxide".
13. Footnotes can be used (sparingly) to complement the running text: use 10-point Times New Roman font with 1.0 line spacing.
14. Illustrative materials (tables and figures) should be formatted according to the same guidelines as academic articles (see **"Instructions for authors preparing academic articles"**).
15. References in the running text should be formatted according to the Harvard System (i.e., provide the last name of the quoted or referenced publication, the year of publication, and the page or pages you refer to in square brackets within the running text. Do not place a comma between the name and the year. If two or more publications are referenced in the same parentheses, separate them with a semicolon.
16. The References section, located at the end of the article, should only include texts that are quoted or referred to in the review. References should be given in an alphabetical order with full bibliographic descriptions, prepared according to the same guidelines as for academic articles (see **"Instructions for authors preparing academic articles"**).

Folia Turistica is a specialist forum for exchanging academic views on tourism and its environment, in its broadest definition. It is one of Poland's leading academic periodicals, published continuously since 1990. The magazine publishes articles in the field of tourism studies, from a broad interdisciplinary perspective (humanist, economic, geographical/ spatial, organizational, and legal issues etc.). Apart from articles presenting the results of empirical research, the journal includes original theoretical, overview, and discursive pieces. The separate headings contain research reports, announcements, and bulletins, reviews of academic works, information on conferences and symposia, and discussions and polemics.

***Folia Turistica* is indexed in the ERIH Plus (European References Index for the Humanities and Social Sciences), Information Metrix for the Analysis of Journals (ICDS for 2021 = 4,5), and Index Copernicus International (ICV for 2021 = 100.00). It is also indexed on the Polish Ministry of Education and Science List of point-earing academic publications. In the parametric system of evaluating academic work, authors and the institutions they represent receive 40 points for publishing works in the journal.**

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