

IMPLEMENTATION OF TOURIST FUNCTIONS IN POLISH RECOVERED TERRITORIES AFTER THE SECOND WORLD WAR

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Gorzów Wielkopolski is a city located in the Polish territories recovered after the Second World War. The usage of both the city and all these areas for tourism purposes were treated only marginally until the end of the 1980s. The aim of the work is to check whether, after the political changes in 1989, the city's wealth concerning its tourist functions was duly used. To achieve the research goals, the literature on tourism in urban centers, including Gorzów Wielkopolski, materials and information being part of the strategic documents of the City Hall, the Marshal's Office and the Ministry of Sport and Tourism were analyzed. The analysis also includes statements posted on the tourist websites and comments in surveys concerning the tourist attractiveness of the city. On the basis of the results of the carried out research it was possible to formulate the conclusion that the city of Gorzów Wielkopolski is already offering services on the tourist market, but its wealth is not fully estimated and used for the needs of the tourism industry. Positive and very positive opinions about values and tourist attractions of Gorzów Wielkopolski appear mainly on national portals and are posted by people mostly unrelated to the city. Critical statements that doubt and undermine the tourist functionality of the city are posted on regional discussion forums by inhabitants of the city. One of the ways to change the existing situation may be to start institutional support for the industry and activities that can systematically promote the city.

Keywords: *tourism, city, Polish lands after World War II.*

Introduction. Tourism studies, according to the World Tourism Organization, means all activities of people who travel and stay for recreational, business or other purposes for no longer than a year without

a break outside their usual environment, except for trips which the main goal is to make a profit. In addition, tourism studies is the work of people associated with tourism industry [10]. Among many other fields of social life, tourism fulfills plenty of social functions as well. According to Balińska, Sieczko, and Zawada [1], tourism is associated with the following social functions: leisure, health, education, citygenic, cultural and ethnic education, political, religious values, ecological awareness, social justice, etc. Tourist functions are fulfilled by the actions of people and industry institutions who want to create convenient conditions to achieve their goals. Hence, people, by dint of the received offer, are positively motivated to travel. Representatives of the tourism industry indicate the existence of a cause-and-effect relationship regulating the order of procedure in creating a tourist offer [11]. In a nutshell, this dependence is based on determination of the wealth of the place (for example natural or anthropogenic wealth), which can be a positive feature of motivating tourist traffic (due to the unique landscape, climate, etc.). Through development it will become an attraction that initiates this movement (by making the places, assets, etc. available to visitors) and allows to determine the shape and character of the product (form, purpose, scope, time, etc.), as well as the variety of the offer indicating elements or entire packages available to the recipient - tourist-customer (travel, meals, accommodation, guide, multiplicity and availability of the places of destination, etc.). Nowacki [13] indicates that there is a constant need to adapt the offer of almost every region (place) to the changing needs and possibilities of people involved in tourism. On the basis of presented considerations, it is possible to adopt favorable tourist development of areas which have not been fully

used in this branch of the economy yet.

After the Second World War, the European borders changed and therefore part of eastern areas belonging to Germany before 1945 were annexed to Poland. These lands, mainly consisted of the extensive network of developed and well-communicated cities, towns, and villages were settled by people coming from territories that Poland lost after the war. Until 1989 the state policy was focused on the use of these territories for the needs of the forest industry, breeding and agriculture, industry and the Warsaw Pact military strategy. The use of these areas for tourism needs was treated marginally. After the collapse of the Polish People's Republic and the systemic transformation, there were created, theoretically, better conditions for the development of tourism in these areas [12]. Hence the question arises whether the development proceeds in accordance with the possibilities of tourist wealth and the expectations of visitors, as well as the local inhabitants. The authors of this article have attempted, at least a partial answer, to the question mentioned above and have decided to determine how the state of tourist use in Gorzów Wielkopolski (one of the cities representing these areas) is assessed by visitor and inhabitants.

The analysis of the literature on the subject, which conclusions were presented above, did not give answers to many specific questions. The most important question is: is the city (a densely populated area) useful for tourists and does it have its tourist wealth? If so, what are the tourism functions of the city and where do they come from? The next questions concern the city located in the Polish Recovered Territories after the Second World War: is the tourist wealth of Gorzów Wielkopolski available and used, and what is the perception of the tourist attractiveness of this city by visitors and inhabitants? The main aim of the work is, as it was mentioned above, an attempt to answer all these questions and defense of the thesis that each city, including Gorzów Wielkopolski, can and should be perceived

as a functional place for tourists, and its use for these needs depends on the determination of people and institutions perceiving in this functionality an economic, image or other benefits. To achieve the goals, the literature on tourism in urban centers, including Gorzów Wielkopolski, was collected and analyzed. Moreover, materials and information being part of the strategic documents of the City Hall, the Marshal's Office and the Ministry of Sport and Tourism were analyzed (Analyzed: Strategy for the Development of Sport and Tourism in Gorzów Wielkopolski until 2026 [16], The development of tourism program of Lubuskie Province until 2020 [14], Directions for tourism development in Poland until 2015 [6]). The analysis included also statements posted on the tourist websites and comments in surveys concerning the attractiveness of the city (there were analyzed internet websites such as: nocowanie.pl, nawalizce.pl, polskieszlaki.pl, radiogorzow.pl, naszemiasto.pl, etc.). In total, over 250 posts, comments, and entries were analyzed.

Results.

1. Urban commodity and tourist traffic in the city

In general, a city is a cluster of people in a historically shaped place, characterized by the dense amount of buildings inhabited by people with diverse social structure and employed in non-agricultural occupations [3].

Therefore, the city is a multifunctional place. There are the industry, transport, services, and trade. What is more, in the city there are places of religious worship, cemeteries and also management, cultural, judiciary, educational and sports centers. In cities, healthcare and uniformed services are also located. Table 1 shows the causal relationship between the urban wealth and visitors demand for industry services. A cursory analysis allows us to conclude that the cluster of many functions in one place automatically directs tourist traffic towards the city. Thus, the tourism functions of the city are directly related to the features that the city performs, as a cluster of people with diverse social

structure. The larger the cluster is, the greater demand for tourism industry products [2].

2. Wealth and tourist traffic in Gorzów Wielkopolski

years of the city's history, its location by the Warta River and the intersection of various communication nodes, and the surroundings of the city which are dominated by diverse

Table 1.

The relationship between wealth and reasons for visiting cities

Urban wealth	Reasons for visiting cities
Educational, scientific and research centers	Cognitive, training, conference and educational stays
Monuments, museums, art galleries etc.	Sightseeing, cultural feast, getting to know each other
Economy and industry	Business trips, self-fulfillment, and career
Trade and services	Stays related to business, shopping, services
Hospitals, clinics, medical services, etc.	Stays related to health, rehabilitation
The large concentration of people - residents	Social visits, stays connected with family and friends
Churches, cemeteries, places of worship	Religious, sentimental and reflexive stays
The seat of courts, authorities, services, administration, associations, organizations, etc.	Stays related to business, training, social life, etc.
Mass entertainment, sports and recreation centers, etc.	Stays related to relax, entertainment, social life, etc.
Transport, communication, logistics, etc.	Stays and transit journeys
Catering facilities, restaurants, accommodation, etc.	Occasional events, culinary feast, entertainment, rest, etc.
Other	Other

Source: Own study

In a nutshell, based on common sources of information (Central Statistical Office in Poland data from 2012 [15; 17] were used, as well as information published on the official website of the city – gorzow.pl), it should be noted that Gorzów Wielkopolski is a city located in the Lubuskie Voivodeship in north-western Poland with the status of an urban gmina (commune) with powiat (county) rights. The president is the authority of the city and the seat of municipal authorities is located in the town hall.

Gorzów is the administrative capital of the voivodeship with the seat of the voivode and its voivodeship office as well as the government administration connected with it. Apart from the government and local government authorities, representatives of the judiciary, the army, and other institutions have their seats there. Table 2 presents an attempt to compare institutions, facilities, and events that distinguish Gorzów Wielkopolski. In addition to the features described above, for a separate analysis deserves 760

landscapes of Gorzów valley and Gorzów plain as well as moraine hills covered by forests and separated by numerous ribbon lakes. In addition, the city with 124 thousand inhabitants is a significant economic center in the region (with numerous modern factories) and a shopping and service center (with numerous large-scale outlets), as well as sports, educational and scientific (with an independent and multidirectional the Jacob of Paradies University). In the city, there are also a hospital and numerous medical and rehabilitation facilities. It has a great impact on the development of tourism in this area, which is confirmed by numbers of the usage and location of the accommodation. According to the data of the Statistical Office [17], there are about 1000 beds in Gorzów Wielkopolski per 100 km², which is above national standards and slightly below European standards. With the National average of usage of these facilities reaching 34%, the value of around 40% places the profitability of hotel industry in the city at a good

level. In the Statistical Office reports, it is seen that the northern and central parts of the Lubuskie Voivodeship (together with Gorzów) comprise over 52% of the entire tourist infrastructure of the region.

3. Perception of tourist functionality of Gorzów by visitors and residents

Analysis of the comments and entries on public thematic websites and regional media allows to specify the following ob-

servation: on the one hand, very positive statements about tourist attractions of the city appear mainly on national portals and are posted mostly by people unrelated to Gorzów, on the other hand, critical statements that doubt and undermine the tourist functionality of the city are posted on regional forums mostly by people living there. On the national industry portals, it is possible to find statements that generally praise

Table 2.

List of selected institutions, facilities and events that distinguish Gorzów Wielkopolski

Offices / administration	Monuments / objects	Culture and art	Cyclical events
Provincial office	The Basilica Cathedral of St. Mary of the Assumption from the 14th century	Juliusz Osterwa Theatre with the main stage (in the building from the beginning of the 20th century) and the seasonal stage	Gorzów Jazz Celebrations
Provincial headquarters: police and municipal guard			International Meetings of Gypsy Teams „Romane Dyvesa”
Voivodeship inspectorates: plant protection, pharmaceutical, commercial inspection, construction supervision, road transport, sanitary, etc.	The half-timbered granary from the 17th century	Jan Dekert Museum with headquarters in the villa of the manufacturer G. Schroeder from 1903	Reggae music festival „Reggae nad Wartą”
	Fragments of gothic defensive walls		International Meetings of Brass Bands „Alte Kameraden”
Voivodeship: administrative court, school superintendent, traffic center, etc.	The Railway Viaduct along the Warta river from 1905, made of concrete and steel	Jazz Club „Pod Filarami” the place of the Small Jazz Academy and Gorzów Jazz Celebrations	Gorzów Theater Meetings
	The New Town - the historic urban layout from 1876		Speedway tournament 'Memoriał Edwarda Jancarza'
Gorzów county district office	Edward Jancarz Stadium – a modern speedway stadium of the legendary Speedway Club "Stal"	Gorzów Philharmonic with its own orchestra	Regional Meetings of Performers of the Songs from Kresy 'Kresoviana'
Army Recruiting Command, Tax Office, Customs Office, Office of Measures		'60 krzesel' Cinema at the Municipal Cultural Center with the 'Megaron' Discussion Film Club	
District Court, Provincial Court, Prosecutor's Office, Local Government Appeals Board	A boulevard by the Warta river with a promenade located near the Railway Viaduct	The Gorzów Amphitheater	Days of Christian Culture in Gorzów
		Zbigniew Herbert Provincial and Municipal Public Library	Meetings with the Lemko Culture
City hall			

Source: Own study based on data from the city's website (gorzow.pl)

the city: 'Gorzów is a big, very green city with an extraordinary and interesting history' (polskieszlaki.pl), as well as speeches emphasizing the attractiveness of various places in Gorzów. For example: 'The Basilica Cathedral of St. Mary of the Assumption is the central point of the city, which is worth visiting, especially with the possibility of entering the church tower' and 'The Cathedral has a beautiful interior which affects spirituality well-being' or 'The Warta River Boulevard is one of the tourist destination in Gorzów and a great place to relax' (tripadvisor.com). Visitors are also fond of 'The ship »Kuna«, which is 127 years old and is the world's oldest floating icebreaker, now used as a museum and training ship' (polskaniezwykla.pl).

The results of the perception of the tourist value of the city by its inhabitants are illustrated by the survey (gorzow.com/informacje/65628) conducted by Radio Gorzów on 24th March 2017. To the question: 'Whether Gorzów Wielkopolski is an attractive city for tourists?', up to 87% of people said that 'tourists have nothing to look for in this city', only 11% of surveyed people said that 'Gorzów is an attractive city for visitors' and only 2% of respondents do not have its own opinion. The results of the presented survey is not an isolated case of a negative assessment of the tourist attractiveness of the city (echogorzowa.pl, naszemiasto.pl). Inhabitants, mostly originated from other areas, claimed that the most preferential function of the city was associated with the industry, which was connected with the economic needs of the country. Therefore, the new inhabitants, during their holidays and free time, usually left the city in order to visit their relatives or to take a break from their workplace [9].

Conclusions. The tourist destination is the settlement unit, which, due to its qualities, infrastructure and transport accessibility is the stage or destination of tourist migration [8]. Therefore, the tourist character of the town is associated mainly with its wealth and the need of usage by visitors,

but it may and should be the result of institutional activities that cause investments and popularization of the town, which in the end always increase and promote tourism [18]. As it was shown above, each city fulfills the tourist function as a cluster of people with a diverse social structure, and the size of demand for such functionality depends on the size of the city [2]. The classification of the place associated with tourism depends on its location, the type of qualities and features, the type of development and its functions. Hence, among many of distinctions of tourist destinations there are places (cities, towns, villages) connected with: mountains, seaside, post-lake regions, etc., as well as holiday, spa, business-educational, transit etc. and winter sports stations, tourist villages, sightseeing locations, culture etc. [8]. The selection of the main point defining the tourist nature of the city depends mainly on the tourists' perception of the place, but also on the development, pro-tourist and promotional activities performed by the city managers and inhabitants, as well as industry institution and people [7]. The tourist opportunities of Gorzów Wielkopolski should be assessed in a similar way, especially that there is still a visible industrial perception of the city from the previous socio-economic period. The city has been already appreciated by visitors, hence, the policy of seeing the role of tourist development as a profitable and inevitable development should change. Rapid institutionalization and the reform of the city's tourist policy will also allow for better usage of profits already flowing, because '... the belief that the development of tourism is possible only by accidental, sporadic and uncoordinated attempts by local authorities and individual institutions is a myth' [5]. It should be assumed, as many scientists believe, that the modern tourist product is an integrated product; is a component of many shared attractions which are a result of deliberate development of assets separated from existing cultural, geographic or natural resources being a part of

the principles of economics and sustainable development [4].

On the basis of the results of the research presented above, the following conclusions were formulated:

1. A city, like any other place, has its own wealth, which, perceived as an advantage, may be the beginning of creating tourism space. The development of the urban space allows to share the qualities, increase the attractiveness of the place, create fast-moving consumer goods that can appear on the tourist market.

2. Gorzów Wielkopolski is already offering services on the market, but undoubtedly its wealth is not fully used for tourism purposes. The main reason for this is to underestimate the value of the tourism industry and its share in generating the city's income. One of the ways to change the existing situation may be to start institutional support for the industry and activities that can systematically promote the city.

3. Positive and very positive opinions about values and tourist attractions of Gorzów Wielkopolski appear mainly on national portals and are posted by people mostly unrelated to the city. Critical statements that doubt and undermine the tourist functionality of the city are posted on regional discussion forums by inhabitants of the city.

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Wołoszyn A., Kuriańska-Wołoszyn J. REALIZACJA FUNKCJI TURYSTYCZNYCH MIAST NA ZIEMIACH POLSKICH POZYSKANYCH PO II WOJNIE ŚWIATOWEJ. Gorzów Wielkopolski jest miastem leżącym na ziemiach polskich pozyskanych po II wojnie światowej. Wykorzystanie miasta i tych terenów dla potrzeb turystycznych było traktowane marginalnie do końca lat 80-ych ubiegłego wieku. Celem pracy było zatem sprawdzenie, czy po zmianie ustrojowej, która nastąpiła w 1989 roku, należycie wykorzystuje się zasobność miasta dla realizacji jego funkcji turystycznych. Analizie poddano zebraną literaturę przedmiotu oraz przyjęte dokumenty strategiczne urzędów regionalnych. Analizie poddano również dyskusje tematyczne umieszczone na stronach portali branżowych ogólnokrajowych i regionalnych oraz komentarze do sondaży i artykułów dotyczących turystycznego wykorzystania Gorzowa umieszczone na stronach internetowych mediów regionalnych. Przeprowadzone czynności pozwoliły sformułować między innymi wniosek, że miasto Gorzów Wielkopolski już funkcjonuje ofertowo na rynku turystycznym, jednak jego zasobność nie jest w pełni doszacowana i wykorzystywana dla potrzeb rozwoju branży turystycznej. Z badań wynika także, że opinie pozytywne i bardzo pozytywne o walorach i atrakcjach turystycznych Gorzowa Wielkopolskiego pojawiają się głównie na portalach ogólnokrajowych i są zamieszczane przez osoby przeważnie niezwiązane z miastem, a wypowiedzi krytyczne i wątpliwe w turystyczną funkcjonalność miasta zamieszczane są na regionalnych forach dyskusyjnych przez mieszkańców. Jednym ze sposobów zmiany istniejącej sytuacji może być rozpoczęcie wsparcia instytucjonalnego branży turystycznej oraz działań systemowo promujących atrakcyjność turystyczną miasta.

Słowa kluczowe: turystyka, miasto, ziemie polskie po II wojnie światowej.

Волошин А., Курьянська-Волошин Й. РЕАЛІЗАЦІЯ ТУРИСТИЧНИХ ФУНКЦІЙ МІСТ НА ПОЛЬСЬКИХ ЗЕМЛЯХ, НАБУТИХ ПІСЛЯ II СВІТОВОЇ ВІЙНИ. Гожов Велькопольський – це місто, розташоване на польських землях, набутих після Другої світової війни. Використання міста та цих територій для потреб туризму розглядалося лише незначно до кінця 80-х років минулого століття. Тому метою роботи було з'ясувати, чи після політичних змін, що відбулися в 1989 році, належним чином було використане багатство міста для реалізації своїх туристичних функцій. Проаналізовано зібрану літературу з цього питання та прийняті стратегічні документи органів місцевого самоврядування. Аналіз також включав тематичні обговорення і дискусії на веб-сайтах національних та регіональних галузевих порталів, а також коментарі до опитувань та статей про туристичне використання міста Гожова, розміщені на регіональних веб-сайтах ЗМІ. Проведені заходи дозволили сформулювати, зокрема, висновок про те, що місто Гожов Велькопольський вже пропонує конкурентні продукти і послуги на туристичному ринку.

Ключові слова: туризм, місто, польські землі, набути після II світової війни.