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DIVERSIFICATION OF HOTEL SERVICES DUE TO TOURIST REGIONALIZATION IN POLAND

Abstract: The main aim of the article was to assess the diversity of hotel services in the context of tourism regionalization in Poland. Therefore, a comparative analysis was carried out in addition to a SWOT analysis. The article compares four offers from four different regions of Poland. The offer referring to the Kashubian culture (Pomeranian Voivodship), the rustic offer (Warmińsko-Mazurskie Voivodship), the offer based on elements of highlander culture (Małopolskie Voivodeship) and the offer related to the nature and culture of Lower Silesia (Lower Silesian Voivodship) were analysed. Based on the conducted research, research hypotheses were confirmed, according to which tourism regionalization in Poland determines the diversity of hotel services, as well as regional tourist values are an integral element of the hotel offer in Poland.

Keywords: hotel services, tourist regionalization, tourist values.

Introduction

There are a number of tourist services on the market that provide all benefits for tourists. One of the most important tourist benefits are hotel services¹, which influence the choice of a tourist destination. Regions characterized by high tourist attractiveness attract a greater number of tourists through a more interesting tourist offer.

Hotel services form the basis of tourist services. These activities are related to the preparation and rental of accommodation for tourists. The functioning of hotel services is legally recognized, confirmed, among others, by the Act of August 29, 1997 on hotel services and tour guide services, according to which a hotel service is "short-term, generally available rental of houses, flats, rooms, accommodation places, as well as places for setting up tents or caravans and related services". The Act also specifies certain types of hotel facilities: hotels,

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¹ A. Panasiuk, A. Tokarz-Kocik, *Struktura rynku usług turystycznych i rekreacyjnych*, (in:) *Ekonomika turystyki i rekreacji*, A. Panasiuk (Ed.) PWN, Warszawa, p. 115.

motels, boarding houses, campsites, excursion houses, shelters, youth hostels, camping sites². The hotel service also includes detailed services, among which three most important groups can be mentioned, e.g. accommodation, catering and additional services³, they are presented in table 1.

Table 1. Classification of hotel services

Services	Description
Accommodation services	Paid accommodation for tourists Guaranteeing safe and hygienic conditions
Gastronomic services	Providing culinary products for consumption Providing conditions for eating meals
Additional services	Other services related to the tourist's stay, e.g. cosmetic services, hairdressing, rental of tourist equipment, repair and maintenance of means of transport, etc.

Source: Based on: M. Kryczka, *Konsumpcja usług turystycznych w Polsce*, Academy of Physical Education in Krakow, Monographs, No. 26, 2014, p. 15-20.

Accommodation, catering and additional services are intended to provide the tourist with appropriate living conditions during the trip. Depending on the selected facilities, these services may differ. Several typologies of hotel services have appeared in the literature. The most popular criterion is the division into basic services, which concern the provision of accommodation, as well as additional services related to others, offered by the service provider. Other criteria for the classification of services are related to the purpose of the tourist's stay, the selected type of service or payment⁴. Due to their characteristics and specificity, hotel services are affected by a number of factors from the supply side.

Nowadays, these include e.g. the following phenomena and processes⁵:

- globalization processes – consist in the fact that even small corporations strive to expand their hotel chains around the world, discovering new destinations for themselves,

² Act of August 29, 1997 on hotel services and services of tour leaders and tourist guides, Dz. U. 1997 No. 133 pos. 884, chapter 1, art. 3, art. 36.

³ J. Kraś, *Usługi hotelarskie w Polsce: dawniej i dziś*, Saeculum Christianum, No. 19/2, 2012, s. 221.

⁴ A. Pawlicz, *Ekonomia współdzielenia na rynku usług hotelarskich, Niedoskonałości – Pośrednicy – Regulacje*, Dissertations and Studies of the University of Szczecin, T. (MCXLI), No. 1067, 2019, p. 73-74.

⁵ A. Bień, D. Czekaj, *Kształtowanie się polskiego rynku usług hotelarskich w realiach teoretycznych i praktycznych gospodarki XXI wieku*, Studies in Public Policy at the Warsaw School of Economics, No. 2, 2015, p. 95-117.

- consolidation processes – they concern the improvement of the efficiency of managing organizational resources, as a result of which organizations merge with each other in order to cooperate or larger organizations absorb smaller enterprises,
- product diversification – they concern the control of the efficiency of the hotel's service potential through increased market verification,
- increased sales control – manifests in the maximum use of the service potential and control of the organization's performance,
- new management – controls the efficiency of hotel management, capital movement, the use of modern technology and safe operation,
- modern technologies – relate to the creation of systems that enable online work.

The development of the infrastructure of hotel facilities is also affected by demand trends resulting from the development of society in the 21st century, among which the growing wealth of the society and its aging, the increasing intellectual level of consumers on the tourist market, the development of Internet technology, as well as crisis situations.

Regional and local tourist values, both natural and anthropogenic, have a significant impact on the development of hotel services. They determine the regionalization of tourism in Poland. hence the research question: how are regional tourist values used in building the hotel offer in Poland? The main objective of the work concerns the assessment of the differentiation of hotel services in the context of tourist regionalization in Poland. The analytical part of the work covers the current year 2023. The subjective scope applies to the following voivodeships: Pomorskie, Warmińsko-Mazurskie, Małopolskie and Dolnośląskie. However, the subject scope applies to offers of hotel services in selected tourist facilities.

Tourist regionalization in Poland in theoretical terms

The issues of the region and regionalization are of increasing interest on the part of the state. Territorial reorganization of the country is important because it affects the political, economic and social system. On the one hand, there are ubiquitous attempts to blur borders, build cohesion and eliminate inter-state barriers. On the other hand, nationalism and striving for ethnic and cultural separateness are visible. These phenomena contribute to the increase of awareness of the regional and local population, as well as their self-governance. Understanding the issues of the region and regionalization requires knowledge of theoretical foundations. Therefore, the definition of the region, regionalization and the essence of the regionalization process are explained below.

Table 2. The region in three different perspectives

Perspective	Description
Research tool	The division of space into specific regions can be used as a research tool (statistical regions)
Action tool	The division of space into specific regions can be used as a tool for organized action in the area (administrative regions)
Cognition object	The division of space into specific regions is the subject of study

Source: Based (on:) K. Dziewoński, *Teoria regionu ekonomicznego*, Geographical Review, T. 39, No. 1, 1967, p. 34.

The region is a general and ambiguous concept, therefore it has many definitions. The term "region" can be defined e.g. according to geographical, historical, economic, socio-cultural or political-administrative criteria⁶. The geographic approach defines a region as "a part of the Earth's surface area, which in itself constitutes a whole of a certain size and compactness"⁷, as well as "an area characterized by the homogeneity of the features of the natural environment, socio-economic phenomena, unique history and cultural traditions"⁸. The socio-economic approach treats the region as "an area that differs from the others in the specificity of production and services"⁹ or as a "spatially compact area, which is part of a larger – related – territory, internally coherent and constituting a complex with a specific economic profile"¹⁰. The region is also an expression synonymous with the regional community, which is "a more or less developed sense of separateness and bonds resulting from the emotional attitude to the inhabited area"¹¹.

⁶ A. Gajda, *Regiony w prawie wspólnotowym. Prawne problemy udziału regionów polskich w procesach integracyjnych*, Prawo i Praktyka Gospodarcza Publishing House, Warsaw, 2005, p. 22.

⁷ M. Greta, *Euroregiony a integracja europejska. Wnioski dla Polski*, Publishing House of the University of Lodz, Lodz, 2003, s. 28.

⁸ A. Runge, J. Runge, *Słownik pojęć z geografii społeczno-ekonomicznej*, Videograf Edukacja Publishing House, Katowice, 2008, p. 269.

⁹ D. Stawasz, *Wybrane aspekty gospodarki regionalnej*, (in:) D. Stawasz (Ed.) *Ekonomiczno-organizacyjne uwarunkowania rozwoju regionu – teoria i praktyka*, Publishing house of the University of Lodz, Lodz, 2004, p. 57.

¹⁰ Z. Przygodzki, *Zewnętrzne uwarunkowania konkurencyjności regionów*, (in:) J. Chańczyński, A. Nowakowska, Z. Przygodzki, *Region i jego rozwój w warunkach globalizacji*, CeDeWu, Warsaw, 2012, p. 41.

¹¹ T. Madej, *Regionalna polityka społeczno-gospodarcza*, Scientific Publishing House of the University of Szczecin, Szczecin, 1998, p. 7.

The variety of definitions confirms that the region is a broadly understood concept, it is not only a "separate unit of administrative division"¹². In table 2, different views of the region are presented. The concept of region is also related to the process of regionalization. This term is as wide and ambiguous as the region, but it should refer to "all those procedures for dividing the earth's surface into parts, as a result of which areas will be separated homogeneous in terms of the properties constituting the criterion of this division, and different from other areas"¹³. Regionalization is also "a grouping of spatial units where units belonging to the same class are adjacent to each other"¹⁴. Extracted regions are more useful for determining spatial patterns than raw data¹⁵. The area obtained after zoning should have the following characteristics: be characterized by spatial cohesion of the units that make them up; the number of identified areas should be smaller than the number of surveyed geographical units; each geographic unit should be assigned to only one region; each region should consist of at least one geographical unit¹⁶.

On the basis of the above features, two fundamental types of regionalization can be distinguished: physical-geographical and socio-economic¹⁷. On the other hand, another division indicates regionalization: physical and geographical, economic and spatial, and administrative¹⁸. The effect of the above division is the separation of regions such as: physical-geographical, economic, economic-administrative. Separated regions are important in the process of regionalization, because this phenomenon is considered one of the most characteristic development trends¹⁹.

¹² M. Sokołowicz, *W kierunku nowej polityki regionalnej? Rozważania nad przyszłym kształtem polityki regionalnej w Polsce*, (in:) *Polityka spójności – ocena i wyzwania*, Materiały z konferencji, Ministerstwo Rozwoju Regionalnego, Warsaw, 2008, p. 8.

¹³ J. Parysek, *Modele klasyfikacji w geografii*, Geography Series, Nr 31, PWN, Warsaw, 1982, p. 140, 141.

¹⁴ J. Runge, *Metody badań w geografii społeczno-ekonomicznej – elementy metodologii, wybrane narzędzia badawcze*, Publishing House of the University of Silesia, Katowice, 2007, s. 163.

¹⁵ R. M. Assunção, M. C. Neves, G. Câmara, C. Da Costa Freitas, *Efficient regionalization techniques for socio-economic geographical units using minimum spanning trees*, International Journal of Geographical Information Science, Vol. 20, No. 7, 2006, p. 798.

¹⁶ J. C. Duque, R. Ramos, J. Suriñach J, *Supervised regionalization methods: A survey*, Papers, nr 8, Research Institute of Applied Economics, 2006, p. 3.

¹⁷ A. Runge, J. Runge, op. cit., 2008, s. 273.

¹⁸ K. Secomski, *Teoria regionalnego rozwoju i planowania*, PWE, Warsaw, 1987, p. 39.

¹⁹ E. Halizak, *Regionalizm w stosunkach międzynarodowych*, (in:) *Stosunki międzynarodowe. Geneza, struktura, dynamika*, E. Halizak, R. Kuźniar (Eds) Publishing House of the University of Warsaw, Warsaw, 2000, p. 281.

Regionalization is an important phenomenon, because along with the growing importance of a region as an individual economic entity, its value as a subject of national and EU policy increases. Examination of the level of regional development requires an analysis of the development conditions of a single region. Regional effectiveness consists of several phenomena such as demographic, economic, social, ecological, specific, external conditions²⁰.

The degree of development of each region affects its competitiveness in relation to the others. The basic factors influencing this include: diversity, innovation, modernity, regional economy, level and quality of spatial development, infrastructure, as well as human capital²¹. These factors are the basis for creating the region's offer encouraging tourists to come and entrepreneurs to invest. Therefore, there is a need to build competitiveness of regions, which means "the ability of regions to adapt to changing conditions, in terms of maintaining or improving their position in the ongoing competition between regions"²² and thus building the tourist attractiveness of a given area.

Tourism regionalization appeared in the world in the second half of the 20th century as a result of a wider interest in tourism. Therefore, many tourism regionalizations have been created that best reflect the reality of a divided tourist space²³. It is usually presented graphically. It designates internally coherent tourist and recreational areas that represent one type in terms of a given criterion. The term tourism regionalization refers to distinguishing the most uniform, compact areas. They can be determined on the basis of administrative borders (communes, poviats, voivodeships, states) or on the basis of geographical units such as: lowlands, uplands, mountains²⁴.

²⁰ T. Madej, *Regionalna polityka społeczno-gospodarcza*, Scientific Publishing House of the University of Szczecin, Szczecin, 1998, p. 41, 67.

²¹ M. Sokołowicz, op. cit., 2008, p. 10, 11.

²² T.G. Grosse, *Wprowadzenie*, (in:) *Polska wobec nowej polityki spójności Unii Europejskiej*, T.G. Grosse (Ed.) Institute of Public Affairs, Warsaw, 2004, p. 53.

²³ D. Chylińska, G. Kosmala, *Regiony turystyczne a regiony polityczne, Polityka regionalizacji*, *Annales Universitatis Mariae Curie-Skłodowska*, VOL. LXXI, No. 2, 2016, p. 3.

²⁴ J. Falkowski, *Koncepcja typologii i regionalizacji turystyczno-rekreacyjnej w ujęciu krajowym (Polska) i globalnym (Świat)*, *Geography and Tourism*, Vol. 4, No. 1, 2016, p. 10.

Table 3. Criteria for the division of tourist regions in Poland with examples

Criteria (Author)	Regions
Landscape and spa values (Leszczycki 1937)	Zachodniokarpacki, wschodniokarpacki, podolski, Roztocza, północno-wschodni, wileński, nadmorski, Szwajcarii Kaszubskiej, wielkopolski, warszawsko-łódzki, kielecki i lubelski.
Tourist attractions, tourist base, tourists (Mileska 1963)	Seaside: szczeciński, kołobrzeski, gdański; lakeside: suwalsko-augustowski, mazurski, iławsko-ostródzki, kościerzynsko-kartuski, łagowski; upland: krakowsko-częstochowski, świętokrzyski, kazimierzowsko-nałęczowski; Carpathian: żywiecki, tatrzańsko-podhalański, gorczański, bieszczadzki; Sudeten: jeleniogórski, wałbrzyski, kłodzki.
Tourist attractions and tourist facilities (Bajcar 1969)	Bałtycki, pomorski, wielkopolski, mazurski, mazowiecki, małopolski, krakowsko-śląski, sudecki, karpacki.
Administrative limits (Filipowicz 1970)	17 old voivodeships.
Tourist infrastructure and attractions (Bar, Doliński 1970)	Regions: Mazowsze; Lands: Szczecińska, Koszalińska, Warmia i Mazury, Białostocka, Lubuska, Wielkopolska, Pomorska, Lubelska, Dolnośląska, Opolska, Gdańska, Górny Śląsk, Krakowska, Kielecka, Rzeszowska.
Recreation physiology (Wyrzykowski 1975)	Recreation area complexes: 78 basic recreation areas.
Degree of development of tourist functions (Kruczek, Sacha 1977)	Bałtycki, pomorski, mazurski, wielkopolski, mazowiecki, podlaski, małopolski, lubelski, śląsko-krakowski, karpacki, sudecki, Niziny Śląskiej.
Historical, administrative, socio-economic reasons and tourism (Dębski 1979)	Macroregions: północny, środkowo-zachodni, południowo-zachodni, środkowo-wschodni, południowo-wschodni.
Degree of tourist development (Leszczycki, Rogalewska 1980)	10 highly developed regions, 25 medium developed regions, 20 poorly developed regions.

Źródło: Opracowano na podstawie: Z. Kruczek, *Region turystyczny jako przedmiot edukacji*, Folia Turistica, No. 21, 2009, p. 51-70.

Data on the regionalization of Poland and the world are extremely broad. Taking into account the conditions of tourism development and tourism, the researcher distinguished 21 tourist regions and 12 potential regions. One of the most frequently cited regionalizations of Poland is a two-stage division in terms of tourism, in which 7 main tourist regions and 44 smaller tourist regions can be

distinguished²⁵. The criteria for the division of tourist regions in Poland with examples, are presented in Table 3.

The division concerning regions was based on tourism, and regions – on the basis of physical and geographical criteria. Another proposal for tourist regionalization is the administrative division, according to which "for territorial clarity, the division of the country into 16 voivodships was adopted"²⁶. Taking into account the data on the division of Europe into tourist regions provided by the World Tourism Organization (UNWTO), Poland belongs to the countries of Eastern and Central Europe. On the other hand, another regionalization shows Poland belonging to the mesoregion of Europe and the Baltic region²⁷.

As can be seen, there are many concepts and methods of territorial division of Poland, including the separation of tourist regions. Both physico-geographical and administrative or even socio-economic criteria are used. This approach is consistent with the "complex regional geography"²⁸.

Methods

Comparative analysis was used in the research, which, as a result of an indirect or direct study of reality, includes the collection and analysis of data enabling answers to research questions or confirmation or rejection of the formulated hypothesis²⁹. The terminology of the word "analysis" means breaking the whole into parts, sequences. Therefore, this research method consists in breaking down the base aspect into its component elements and carefully examining each of them in structural terms³⁰. Benchmarking has many dimensions because it concerns a specific, complex object, process, phenomenon, event or behavior in socio-economic life in a given space and time³¹. Comparative studies include several approaches, among which should be mentioned³²:

²⁵ T. Lijewski, B. Mikułowski, J. Wyrzykowski, *Geografia turystyki Polski*, PWE, Warsaw, 2008, p. 160.

²⁶ W. Łęcki, (red.) *Kanon krajoznawczy Polski*, PTTK „Kraj” Publishing House, Warsaw, 2005, p. 210.

²⁷ Z. Kruczek, op. cit., p. 75.

²⁸ J. Kondracki, *Geografia regionalna Polski*, PWN, Warsaw, 2002, p. 9.

²⁹ S. Nowak, *Metodologia badań społecznych*, PWN, Warsaw, 2007, p. 13.

³⁰ S. Mynarski, Analiza, (in:) J. Altkorn, T. Kramer (Eds), *Leksykon marketingu*, PWE, Warsaw, 1998, p. 15.

³¹ S. Stachak, *Podstawy metodologii nauk ekonomicznych*, Książka i Wiedza Publishing House, Poznań 2006, p. 211.

³² M. Szarucki, *Metodyka analizy porównawczej w badaniach międzynarodowych*, Scientific Journals of the Cracow University of Economics, No. 827, 2010, p. 54.

- research based on differences in the characteristics of interest to the researcher,
- research based on similarities of features of interest to the researcher,
- research aimed at determining certain regularities governing the examined processes, phenomena and events.

Another research method used is the SWOT analysis and the SWOT/TOWS matrix. It is used to examine the internal and external environment of the organization. On the basis of separating opportunities, threats, strengths and weaknesses, it is possible to isolate the relationship between the elements of the environment and the internal potential. The SWOT analysis allows you to determine the action strategy that a given organization should take in order to transform opportunities into strengths, eliminate weaknesses and reduce the risk of threats³³.

On the basis of the SWOT analysis, a SWOT/TOWS matrix was prepared, enabling the selection of an appropriate strategy. By analyzing the mutual influence of individual factors on each other, the following points were assigned: 0 – no connection, 1 – unilateral relationship, 2 – bilateral relationship. The points after summing up individual quarters made it possible to choose the optimal strategy for the future. Depending on the score obtained, it can be: aggressive (dominance of strengths and opportunities), conservative (predominance of strengths and threats), defensive (predominance of weaknesses and threats) and competitive (dominance of weaknesses and opportunities)³⁴.

These methods were used to verify the following research hypotheses:

H1: Tourism regionalization in Poland determines the differentiation of hotel services.

H2: Regional tourist values are an integral element of the hotel offer in Poland.

Analysis of selected hotel offers

Four different offers from the surveyed regions were selected for the analysis. Selected offers referring to the Kashubian culture (Pomorskie Voivodeship), the rustic style (Warmińsko-Mazurskie Voivodeship), the highlander culture (Małopolskie Voivodeship) and the nature and culture of Lower Silesia (Dolnośląskie Voivodeship). Table 4 contains basic data on offers.

³³ J. Kałkowska, E. Pawłowski, J. Trzcieleńska, S. Trzcieleński, H. Włodarkiewicz-Klimek, *Zarządzanie strategiczne. Metody analizy strategicznej z przykładami*, Publishing House of the Poznań University of Technology, Poznań, 2010, p. 111.

³⁴ A. Kucharczyk, E. Kardas, *Ocena potencjału wybranego przedsięwzięcia za pomocą analizy SWOT/TOWS*, Engineering Knowledge Archive, T. 3, No. 1, 2018, p. 3, 4.

Table 1. Basic data on selected offers

Specification	Lavender Settlement	„Klekotki” Spa & Resort	Shepherd's hut "White Deer"	Vineyard and Agritourism "Agat"
Location	Pomorskie Voivodeship, Przywidz, Kashubian Switzerland	Warmińsko-Mazurskie Voivodeship, Klekotki, Western Masuria	Małopolskie Voivodeship, Iwkowa, in the Wiśnickie Foothills	Dolnośląskie Voivodeship, Sokołów, Kaczawskie Foothills
Design	Kashubian style	Rustic style	Highlander style	Old Polish style
Accommodation	40 beds, available in 3 Lavender Cottages and glamping tents from 1200 PLN 2 nights 4 guests	Standard rooms, deluxe rooms, apartments, cottages from 349 PLN for a double room	27 rooms in three types: classic – single or double room, luxe – single or double room, de luxe – single, double or triple room from 200 PLN per night	14 rooms in three types: 2 rooms – double, 2 rooms – triple, 9 rooms – double from 380 PLN 2 nights 2 guests
Gastronomy	Kashubian regional cuisine and fusion cuisine	Slow food cuisine	Highlander cuisine	Silesian cuisine
Attractions	SPA Village, alchemy workshops, Lavender Manufactory of Women's Happiness workshops, culinary and alchemy workshops – Balkans, culinary and alchemical workshops – Tuscany, Lavender Detox workshops, lavender workshops: weaving wreaths and making hydrolates, lavender Field, lavender Glamping, astronomical observatory	Sento Spa, balance path, vineyard tour, wine tasting, forest bathing, yoga, tennis	Hiking and cycling trips, cross-country ski rental, open-air museum buildings, regional and artistic workshops, handicraft workshops for adults, animations for children, feast in a highlander's hut, rural farm and horse farm, playground, "house on an island" relaxation zone, wellness zone and SPA, games and playroom	Gold Panning Workshops, Field Trips, Minerals Workshops, Jewellery Making Workshops, Winery Tours, Wine Tastings, Wine Feasts

Source: Own elaboration based on websites of selected objects.

Lavender Settlement is an ecological agritourism farm located in the Pomorskie Voivodeship, where one of the largest fields of lavender is cultivated. The habitat is located in the town of Przywidz in the center of Kashubian Switzerland on the beautiful Lake Przywidzkie, surrounded by forests and the "Island on Lake Przywidzkie" nature reserve. The cottages located in Lavender Settlement are inspired by the architecture of the Traditional Folk Kashubian Homestead. Half-timbered walls with wooden gables and a roof covered with natural material are characteristic of this building. From the front side, the Kashubian cottage has an arcade supported on poles. The facility has 40 beds at its disposal. Accommodation is offered in 3 Lavender Huts, to which they belong³⁵:

- Lavender Violet Cottage and Lavender Blue Cottage – on the first floor of each house there are 2 bedrooms, and on the ground floor there is a living room with a fireplace, a kitchenette and a bathroom with hydromassage,
- Lavender Green Cottage – on the first floor there is 1 bedroom, and on the ground floor there is a living room with a fireplace, a kitchenette, and a bathroom with hydromassage.

The cuisine offered by Lavender Settlement is based on natural products from the cultivation of the owners of the settlement and the neighboring ecological farms. Meals are prepared on the basis of lavender and its products. Guests can learn not only Kashubian regional cuisine, but also fusion cuisine with the addition of lavender.

On the website of the facility, it is possible to purchase lavender products from Lavender Settlement. These include, among others: lavender oil, lavender hydrolate, lavender syrup, bags with lavender, lavender teas, strawberry mousse with lavender, blueberry jam with lavender, dandelion syrup, lavender syrup with elderflowers, large-flower honey or with cinnamon³⁶.

Lavender Settlement is a place where guests can not only relax among lavender fields, but also take advantage of many interesting services. Table 5 shows the hotel services offered by Lavender Settlement in the Pomorskie Voivodeship. Lavender Settlement is an unusual place designed not only to spend free time with family and children, but also to regenerate the body and learn many interesting things.

³⁵ Lavender Settlement, online, <https://lawendowaosada.pl/> (access: 27.05.2023).

³⁶ Ibidem.

Table 5. Hotel services of the Lavender Settlement in the Pomorskie Voivodeship

Service	Description
The Spa Village	In the Spa Village there are facilities and devices intended for rest and deep relaxation: Russian banya – a detached house with a wood-burning stove inside, tubs – a huge wooden tub for up to 10 people, located in the scenery of the forest and lavender fields, salt caves – caves reconstructed on the model of mine salt chambers, whose walls were made of stone and salt lumps, graduation towers and salt lamps were incorporated, various types of massages, rituals using the properties of lavender.
Alchemy workshops for children and adults	During the workshops, guests visit a lavender farm, learn how to make soaps, oils, creams, bath bombs and the like.
Workshops Lavender manufacture of female happiness	With women in mind, a 3-day workshop has been prepared, during which participants take part in a photo session, psychological workshops, sessions of proper breathing in the Salt Cave, massages, alchemy workshops and production of home-made wine with lavender.
Culinary and alchemical workshops with lavender – Balkans	During the workshops, participants will learn about Balkan cuisine and learn how to prepare meals from this region. In addition, they make creams, oils and soaps in combination with lavender.
Culinary and alchemical workshops with lavender – Tuscany	During the workshops, participants will learn about Tuscan cuisine and learn how to prepare meals from this region. In addition, they make creams, oils and soaps in combination with lavender.
Lavender Detox Workshop	The 5-day workshop program includes a meeting with a dietitian, psychologist, massages, Pilates, Nordic walking, vegetarian slow food, lavender wellness&spa and cosmetic and alchemical workshops.
Lavender workshops: weaving wreaths and making hydrolates	During the workshops, participants take part in floristry classes and then learn how to make hydrosols.
Lavender Field	Guests can visit the lavender field, buy fresh or dried lavender and lavender products. It is also possible to organize a photo session in the lavender field.
Lavender Glamping	There are glamping tents equipped with the necessary amenities for comfortable rest and accommodation.
Observatory	The facility offers guests the opportunity to use a professional astronomical observatory, where there are all the necessary instruments for observing celestial bodies.

Source: Based on: Lavender Settlement, online, <https://lawendowaosada.pl/> (access: 27.05.2023).

„Klekotki” Spa & Resort is a unique place located in the Warmińsko-Mazurskie Voivodeship, in the town of Klekotki, a former mill settlement in the picturesque part of Western Masuria. On an area of over 120 hectares, there are beech forests, a lake on the Wąska River, magnificent gardens of plane trees, Japanese maples and rhododendrons. The miller's house, mill, stable and smithy from 1619 were adapted to offer hotel services while maintaining the building style. The buildings located in „Klekotki” Spa & Resort refer to a mill settlement with their architecture. The interiors of the facility are inspired by the Far East, rustic, colonial and art deco styles. Standard rooms are located in a historic mill from the 17th century, stables and a miller's house. Inside, the ceiling beams and ceiling boards with floral motifs have been preserved. Deluxe rooms located in the manor part on the Wąska River are characterized by pastel colors, natural materials, e.g. linen, cotton, wicker and wood. Some of the furniture comes from the hands of local craftsmen. On the other hand, apartment rooms have been arranged for demanding guests who value comfort and convenience. Furniture, tapestries and sculptures for interior design were imported on special order from Thailand, China and India. The Scandinavian and Japanese style accompanies the houses located by the forest and the lake. The facility has various accommodation options at its disposal, depending on the client's requirements. Among them should be mentioned³⁷:

- 22 standard rooms – equipped with a private bathroom,
- 22 deluxe rooms – equipped with a private bathroom,
- 8 apartments – equipped with a private bathroom and a living room,
- 3 cottages – equipped with a private bathroom, 2 bedrooms, an open living room and a terrace.

The cuisine at „Klekotki” Resort&Spa is based on herbs, mushrooms, garlic and edible flowers. Bread is baked on site and fish from the neighboring lake, game, pickles, cakes and preserves are served. Local hosts supply the facility with eggs, cheese, honey and cold cuts. There is also a certified organic farm on site where vegetables are grown. The most popular dishes include: beef tartare with pickles, fried fish in vinegar, fried zander in Kormoran beer.

„Klekotki” Resort&Spa is a place that not only offers tasteful, cozy and impressive interiors or ecological cuisine, but also offers other hotel services that encourage tourists to visit this place. Table 6 presents and discusses the most important of them. „Klekotki” Resort&Spa is a unique place where tourists can experience peace and relaxation, as well as regenerate their health surrounded by a river, lake and forest.

³⁷ „Klekotki” Resort&Spa, online, <https://www.klekotki.com.pl/pl/> (access: 31.05.2023).

Table 6. Hotel services of the „Klekotki” Resort&Spa facility in the Warmińsko-Mazurskie Voivodship

Service	Description
Sento Spa	Sento Spa is a unique place located in a 600-year-old barn in Warmia covered with oak boards. Guests can enjoy the Japanese ofuro bath, natural care rituals and hot springs.
The balance path	The balance path is located in the Zen garden, which allows you to walk barefoot on a specially designed surface to improve your overall well-being.
Vineyard tour	Guests have the opportunity to visit a local vineyard and learn about the history of wines from different regions.
Wine tasting	Tastings of wines produced in the vineyard are prepared for guests.
Water equipment rental	Guests can rent kayaks, boats and fishing equipment.
Forest baths	Relaxation walks in the forest are organized for guests, according to the Japanese tradition of Shinrin-yoku – forest walks that help reduce stress, improve immunity, and lower blood pressure.
Yoga	Yoga or pilates classes are organized for guests. There are prepared yoga mats in the resort that guests can use.
Bicycle Rental	Facility service offer bicycle rental with bicycle equipment, and also help in organizing bicycle trips.
Tennis	The object has a specially designed tennis court that guests can use. At the reception you can rent rackets and balls.

Source: Based on: „Klekotki” Resort&Spa, online, <https://www.klekotki.com.pl/pl/> (access: 31.05.2023).

Shepherd's hut "White Deer" is an extraordinary place where you can not only relax, but also learn more about the region of Lesser Poland, its historical and cultural heritage, and experience regional taste sensations. The facility is located in the village of Iwkowa, in the Wiśnickie Foothills, in the mountains and forest of the Wiśnicko-Lipnicki Landscape Park. The wooden architecture of the interior along with folklore accents are characteristic of the hotel and restaurant part, they refer to the highlander style. The hotel has 27 rooms for up to 60 people. There are three types of rooms³⁸:

- classic – single or double room,
- luxe – single or double room,
- de luxe – single, double or triple room.

³⁸ Shepherd's hut "White Deer", online, <https://bacowka.com.pl/> (access: 31.05.2023).

Additionally, tourists can book an apartment with a bedroom, a lounge, a fully equipped kitchenette and a bathroom. An interesting idea is also accommodation in a Carpathian cottage, which the facility has in its offer. Up to 7 people can stay in the country cottage. It consists of a living room, a kitchen, a small bathroom with a shower and an attic. The Carpathian cottage is one of the elements of the old Podgórze buildings located in the Shepherd's hut "White Deer", which also includes a Carpathian homestead, a granary from 1874, a hundred-year-old cowshed, a smithy and a turbine windmill. The collection of cultural heritage of Małopolska is a place of regional workshops "from seed to loaf". It is an educational program implemented by Shepherd's hut "White Deer" for children, which allows you to learn about the ancient customs of the former Polish countryside, visit the open-air museum complex and the country homestead, as well as learn how to bake bread. It is worth noting that children at the workshops also participate in creative activities, during which they create a forest in a jar, as well as horses with colorful manes made of yarn, paint bags, learn to make their own herbarium or rag dolls³⁹.

The offer is complemented by gastronomy. Tastes of the regional cuisine of Lesser Poland can be tasted in the Shepherd's hut "White Deer" restaurant. Among the "shepherd's shepherd's delicacies" one can mention: Iwków plum in crispy bacon, fried shepherd's cheese with cranberries, "Łemkowskie" dumplings with spicy cheese, a presbytery delicacy of rooster⁴⁰.

In addition to the restaurant, the facility also offers feasts at the shepherd's table and barbecue parties accompanied by highlander music. These are additional, local elements of the offer. Shepherd's hut "White Deer" encourages with its offer weekend stays and family recreation. It also organizes business meetings and family celebrations. It offers many interesting hotel services, which are discussed in table 7.

³⁹ Ibidem.

⁴⁰ Ibidem.

Table 7. Hotel services of Shepherd's hut "White Deer" in the Małopolskie Voivodeship

Service	Description
Active recreation	The property offers active recreation in the form of hiking along mountain trails, cycling trips with the possibility of renting bikes on site, and horseback riding trips.
Hiking and cycling	In the area there is a trail of the Wiśnickie Foothills, which allows you to organize a trip surrounded by a beautiful landscape, forest, fresh air and a wealth of natural values of the Wiśnicko-Lipnicki Landscape Park.
Cross-country ski rental	There is a possibility of cross-country skiing in the winter, which can be rented at the sports equipment rental.
Open-air museum buildings	On the premises there are Pogórze buildings, which you can visit, and even book accommodation in one of the Pogórze village cottages.
Regional and artistic workshops	Shepherd's hut "White Deer" offers regional, natural and artistic workshops as well as ritual arts workshops for schools and hotel guests. The most popular of them are the "From grain to loaf" workshops.
Handicraft workshops for adults	Shepherd's hut "White Deer" offers handicraft workshops for adults, which include ritual art workshops, a macrame course, ceramics, knitting and painting bags.
Animations for children	Animation classes are prepared for children aged 3 to 12, which include making an eco bag, a lantern, learning how to track animals, learning the rules of bushcraft and survival in the forest, learning how to bake regional pastries and learning about the customs of the old Polish countryside.
A feast in a highlander's hut	Dinners and feasts by the bonfire with highlander music and a regional band are organized for guests. The highlander's hut is a gazebo with a stone hearth, grate, as well as wooden benches and tables. It is located in the garden with a view of the farmstead and open-air museum buildings.
Country homestead and horse farm	Families can spend time at the mini zoo, the country farm and the horse farm, which offers horseback riding lessons and horseback riding.
Playground and sandbox	A complex of wooden buildings in a fairy-tale style, a sandbox and swings have been created for children.
"House on the pasture" relaxation zone	In this place, with a view of the Wiśnickie Foothills, guests can relax lying on a deckchair or swinging on a hammock. It is possible to buy regional beer, lemonade or ice cream. Handicraft workshops are held there during the holiday season.
Wellness and spa relaxation area	The SPA zone in its offer includes a Finnish and infrared sauna, a jacuzzi, a small swimming pool and a salt cave. Guests can also use the fitness room and gym.
Games room	For children, there is a play corner where you can play chess, board or virtual games, a reading corner and a fairytale cinema.

Source: Based on: Shepherd's hut "White Deer", online, <https://bacowka.com.pl/> (access: 31.05.2023).

It is worth noting that guests can experience deep relaxation, contact with nature, tasty regional food, relaxation and many other benefits resulting from the offer of Shepherd's hut "White Deer". Everything in relation to local values.

In addition, on the Shepherd's hut "White Deer" website you can find special offers that, depending on the season and annual circumstances or holidays, include a package of services available at a given time. Among the latest special offers can be mentioned⁴¹:

- "Carefree holidays in Shepherd's hut" – this is a family package available from July 3 to September 1, 2023, which includes accommodation, workshops for children "From grain to loaf", art classes, visits to a rural farm, a trip to the Spring of Insurgents and a bonfire, fairy-tale sessions, access to the SPA zone, the possibility of renting bicycles and learning horse riding with an instructor.
- "Long weekend in June" – this is a family package available from 8 to 11 June 2023, which includes accommodation, 24-hour meals, a banquet dinner in a highlander's hut, bread baking workshops and local craft workshops for children, a trip to the Spring of Insurgents and a bonfire, access to the SPA zone and access to the game room, gym, playground and farmstead.

Shepherd's hut "White Deer" in the Lesser Poland Voivodeship is an extremely interesting place surrounded by nature, which additionally encourages you to visit this place with many interesting attractions.

Vineyard and Agritourism "Agat" is a unique place located in the Land of Extinct Volcanoes in the Lower Silesian Voivodeship. The areas are covered with volcanoes, gorges, mountains and rocks that encourage active recreation. The facility is located in Sokołowiec, in a picturesque 800-year-old village in the Kaczawskie Foothills. Vineyard and Agritourism "Agat" is an agritourism wine farm, which includes an over 100-year-old homestead in the village of Sokołowiec. This area under the Natura 2000 program is under nature protection due to the minerals of volcanic rocks found there. Minerals such as agates, amethysts, jaspers and more can be found on the farm and in the surrounding fields⁴².

The over 100-year-old homestead is characteristic of old buildings in Lower Silesia. It is brick and has the shape of an elongated rectangle. The interiors of the building refer to the old Polish style, including bricks on the walls and ceiling.

⁴¹ Ibidem.

⁴² Vineyard and Agritourism "Agat", online, <https://winnicaagat.pl/> (access: 31.05.2023).

The agritourism farm has 14 rooms at its disposal⁴³:

- 2 rooms – double,
- 2 rooms – triple,
- 9 rooms – double.

In addition, there is 1 two-room apartment that can accommodate 5 people.

The flavors of regional Lower Silesian cuisine in Vineyard and Agritourism "Agat" can be tasted during your stay at the resort. Home cooking is based on organic products, which offers breakfast in the form of a Swedish buffet prepared from regional products, as well as lunches and dinners, during which you can taste St. Martin's wines, mulled wine from Vineyard or extremely popular goose. The owners of the facility have vineyards of 1.6 hectares, where the first plantings took place in 2007. Several types of vines have been planted, including: white varieties – Riesling Pinot Gris, Solaris and Johaniter, red varieties – Regent, Cabernet Cortis and Rondo.

Table 8. Vineyard and Agritourism "Agat" hotel services in the Dolnośląskie Voivodship

Service	Description
Gold panning workshop	Participants of the workshop sift sand with gold particles in appropriate stands prepared for this purpose.
Field trips	The facility's staff offers the organization of field geological workshops.
Equipment rental	Guests can rent specialized equipment for mineral exploration, e.g. pickaxes, glasses, hammers.
Mineral Workshop	During the workshops, guests can learn about the geological processes that result in the formation of minerals, as well as see the rich collection of minerals that the resort has.
Jewelery making workshop	Workshops are organized during which participants will learn how to make handicrafts from agates, lava or other minerals.
Vineyard tour	It is the only vineyard in Poland located on the slope of an extinct volcano, and guests have the opportunity to visit this place.
Wine tasting	Tastings of wines produced in the vineyard are prepared for guests.
Wine feasts	Feasts combined with wine tasting from different regions of the world, as well as culinary dishes of these regions are organized for guests.

Source: Based on: Vineyard and Agritourism "Agat", online, <https://winnicaagat.pl/> (access: 31.05.2023).

⁴³ Ibidem.

Vineyard & Agrotourism "Agat" in the Dolnośląskie Voivodeship is an ideal place for lovers of winemaking, geological processes and regional traditions. Table 8 shows the hotel services offered by the facility. Vineyard & Agrotourism "Agat" is an extraordinary place full of beautiful mountain landscapes and history that encourage you to visit this place.

Prospects for the development of hotel offers based on regional values

The work compares four offers from four different regions of Poland. The offer referring to the Kashubian culture (Pomorskie Voivodeship), the rustic offer (Warmińsko-Mazurskie Voivodship), the offer based on elements of highlander culture (Małopolskie Voivodship) and the offer related to the nature and culture of Lower Silesia (Dolnośląskie Voivodeship) were analysed. The examined offers differ from the standard hotel offer. They are characterized by high quality, which is reflected in the prices of services. However, they are an interesting alternative to standard services offering mainly accommodation, as well as for trips abroad.

Table 9 summarizes the most important conditions and factors influencing hotel offers using regional values in Poland. The table is a form of summary in the form of a SWOT analysis, with strengths and weaknesses as well as opportunities and threats identified.

Table 9. SWOT analysis of hotel offers using regional values in Poland

Strengths	Weaknesses
<ol style="list-style-type: none"> 1. High standard of offers, 2. The use of regional and local resources, 3. Well-prepared online offers. 	<ol style="list-style-type: none"> 1. High offer prices, 2. Limited price differentiation of offers, 3. Limited target segmentation of offers.
Opportunities	Threats
<ol style="list-style-type: none"> 1. Interest in domestic tourism, 2. Promotion of regional values, 3. Institutional support for tourist regions (financial and programmatic). 	<ol style="list-style-type: none"> 1. Competition from other tourist regions in Poland, 2. Interest in foreign tourism, 3. Socio-economic problems (inflation, uncertainty).

Source: Own elaboration.

Table 10. SWOT/TOWS matrix of hotel offers using regional values in Poland

Description		Opportunities			Threats		
		1	2	3	1	2	3
Strengths	1	1	1	0	2	2	1
	2	2	2	2	2	2	0
	3	2	2	2	1	1	1
Weaknesses	1	1	1	0	1	2	2
	2	2	1	0	1	1	1
	3	2	1	0	1	1	0

0 – no relationship between factors; 1 – one-sided relationship; 2 – mutual relationship

Source: Own elaboration.

Hotel offers based on Poland's regional values are characterized by a high standard and a very good online presence. The regional and local resources contained in them allow tourists to learn more about the culture of a given region. In this way, the interest in domestic tourism is growing, and thanks to appropriate promotion, Polish regions have a chance for development, and thus also financial and program support of tourist organizations. It is worth noting, however, that hotel offers are characterized by high prices and a narrow range of recipients who would be able to cover the financial costs associated with staying in a given resort. A serious threat affecting this situation are socio-economic problems that make it difficult for tourists to use the regional heritage of Poland.

The conducted SWOT/TOWS (table 10) analysis shows that the most appropriate strategy for the future is an aggressive strategy (14 points), assuming the use of existing opportunities to strengthen strengths. The second place was taken by the conservative strategy (12 points) related to the predominance of strengths and threats. The results indicate the importance of strengths in hotel offers that use regional advantages in Poland. strategies relating to weaknesses – defensive (10 points) and competitive (8 points) were ranked further down. Therefore, the potential of this type of offers should be assessed highly. It can also be assumed that tourism related to regional and local values will develop in the near future, which will be reflected in the extended offer, addressed to various target groups.

Conclusions

Hotel services are an indispensable element of the tourism management process, which is of great importance in tourist activity. When choosing a destination, a tourist pays special attention to hotel services provided in a given place. Therefore, regions with an interesting tourist offer have a chance to attract more tourists.

In accordance with the main aim, the diversification of hotel services in the context of tourism regionalization in Poland was assessed. Specific objectives made it possible to discuss the process of managing tourist services, to indicate and characterize the conditions of tourist regionalization and tourist attractiveness, to indicate and characterize the features of selected tourist regions in Poland, as well as to compare and evaluate the offers of hotel services in selected tourist facilities. The conducted study based on a comparative analysis supplemented with a SWOT analysis confirmed the research hypotheses, which show that tourism regionalization in Poland determines the differentiation of hotel services and that regional tourist values are an integral element of the hotel offer in Poland. Depending on the region, hotel offers are diversified, and this increases the attractiveness of the facility that provides such services. What's more, the natural and anthropogenic values, the tourist base, as well as the accessibility of transport, which are characteristic of a given region, have a significant impact on what the tourist facility offers to its customers. The research conducted in selected regions, including Pomorskie, Warmińsko-Mazurskie, Małopolskie and Dolnośląskie voivodships, showed that Poland is a highly attractive tourist country. Each region has its own specificity, characteristic values, construction, regional cuisine and history. Hotel facilities are characterized by a high standard of hotel services, have a very well-defined and prepared online offer, as well as use regional and local resources to enable tourists to get to know a given region to an even greater extent. Tourists visiting places such as Lavender Settlement in the Pomorskie Voivodeship, "Klekotki" Spa&Resort in the Mazursko-Warmińskie Voivodeship, Shepherd's hut "White Deer" in the Małopolskie Voivodeship and Vineyard & Agrotourism "Agat" in the Dolnośląskie Voivodeship, have the opportunity not only to rest and relax, but also to learn about culture, folklore and regional traditions.

It is worth adding that in order for the regions to be able to develop their tourist attractiveness, it is necessary to promote regional values and provide financial and program support to tourist institutions. Polish tourists are increasingly interested in domestic tourism, which may have a positive impact on regional development. For this purpose, it is necessary to expand the target group of recipients along with increasing price differentiation, so that every Polish tourist can learn about the regional heritage of Poland.

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ZRÓŻNICOWANIE USŁUG HOTELARSKICH Z UWAGI NA REGIONALIZACJĘ TURYSTYCZNĄ W POLSCE

Zarys treści: Celem głównym artykułu była ocena zróżnicowania usług hotelarskich w kontekście regionalizacji turystycznej w Polsce. W związku z tym przeprowadzono analizę porównawczą w uzupełnieniu o analizę SWOT. W artykule porównano cztery oferty z czterech różnych regionów Polski. Analizowano ofertę nawiązującą do kultury kaszubskiej (województwo pomorskie), ofertę rustykalną (województwo warmińsko-mazurskie), ofertę opartą o elementy kultury góralskiej (województwo małopolskie) oraz ofertę związaną z przyrodą i kulturą Dolnego Śląska (województwo dolnośląskie). Na podstawie przeprowadzonych badań potwierdzono hipotezy badawcze, zgodnie z którymi regionalizacja turystyczna w Polsce determinuje zróżnicowanie usług hotelarskich, jak również turystyczne walory regionalne są integralnym elementem oferty hotelarskiej w Polsce.

Słowa kluczowe: usługi hotelarskie, regionalizacja turystyczna, regiony w Polsce.