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THE MEANING OF ATTRACTIVENESS IN TOURISM IN THEORETICAL PERSPECTIVE

Abstract: Tourism attractiveness is the basis for the functioning of tourism. Due to its subjective nature, it is a phenomenon that is difficult to analyze. The aim of the article is to indicate the importance of attractiveness in choosing a tourist destination. The article is a literature review. Reference was made to both domestic and foreign literature. The functions and forms of tourism, the concept and essence of tourist attractiveness and its impact on the choice of a tourist destination are discussed. This influence is direct and decisive. The broadly understood tourism attractiveness has its share in every stage of choosing a tourist destination – from the choice of the direction of travel, through the choice of route, accommodation, meals, to the choice of additional attractions accompanying the trip.

Keywords: tourism, functions of tourism, forms of tourism, tourism attractiveness.

Introduction

Nowadays, tourism is a phenomenon that is developing very dynamically, despite the threats coming from the environment, such as pandemic, war or inflation. It should be emphasized that tourism is reflected in phenomena in various spheres of life, not only economic or social, but also cultural or psychological.

The phenomenon of tourism, due to its multifaceted nature, is often the subject of interest and research in scientific disciplines, practical and theoretical sciences. Tourism is a concept with a diverse and rich content. It has an impact on the natural environment, social behavior and cultural life¹.

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¹ W. Kurek, *Turystyka*, PWN, Warsaw, 2008, pp. 9-15.

Tourism is everything related to travelling. It satisfies various cultural and physiological needs as well as human interests. It is an irreplaceable tool in direct cognition of the cultural and natural face of the world, its complexity and multifaceted. It is also a way that allows you to create emotional bonds between traveling people. Tourism can also be treated as a factor of direct and indirect economic benefits for regions, countries, institutions and units that organize it.² It gives the opportunity to create jobs, improve the quality of life for the local society and increase the competitiveness of regions³.

However, the basic condition for the development of tourism is tourism attractiveness⁴. It should be emphasized that tourist attractiveness is a complex concept, which is one of the reasons why it is difficult to define unambiguously. One of the reasons for this state of affairs is the fact that in the evaluation of tourist attractiveness – apart from objective factors relating to the natural, cultural or social environment – an important function is also played by the psychological factor, i.e. a circumstance of a subjective nature⁵.

Hence, the aim of the article is to indicate the importance of attractiveness in choosing a tourist destination. This is a problem both known and still requiring further research. The article is a literature review. Reference was made to both domestic and foreign literature.

Functions and forms of tourism

The term tourism comes from the Latin word "tournus", meaning rotational movement, referring to a change of residence of a person or a group of people. On the other hand, in French, tourism, or rather the concept of "tour", is understood as a circular journey, a journey, a race back to the place from which it started. This word evolved over time into the word "tourisme"⁶.

With time, the development of science and interest in travel, the concept of tourism has undergone numerous transformations. The multi-directional and mul-

² J. Czerwiński, *Podstawy turystyki*, CeDeWu, Warsaw 2022, p. 10.

³ P. Mason, *Tourism Impacts, Planning and Management*, Butterworth-Heinemann, Oksford 2003, p. 7.

⁴ M. Raimkulov, H. Juratargunov, Y.J. Ahn, *Destination Attractiveness and Memorable Travel Experiences in Silk Road Tourism in Uzbekistan*, Sustainability, No. 13, 2021, p. 2252.

⁵ W. Fedyk, J. Cieplik, T. Smolarski, I. Gruszka, *Atrakcyjność turystyczna i komercjalizacja wybranych obiektów turystycznych w opinii specjalistycznej grupy konsumentów*, Rozprawy Naukowe Akademii Wychowania Fizycznego we Wrocławiu, No. 46, 2014, pp. 3-15.

⁶ T. Łobożewicz, G. Bieńczyk, *Podstawy turystyki*, Wyższa Szkoła Ekonomiczna, Warsaw 2001, p. 9.

ti-faceted nature of the tourism phenomenon causes it to be defined in various ways, depending on the point of view from which it is considered. One of the basic definitions of tourism is presented by W. Hunziker. He claims that "tourism is a set of relations and phenomena resulting from the travel and stay of visitors, unless they settle down and take up paid work"⁷.

Nowadays, tourism is a set of activities that visitors undertake to go to a destination outside their everyday environment, for a period not exceeding one year, for leisure, business or other purposes⁸. This is one of the most commonly used definitions of tourism, recommended by the World Tourism Organization (UNWTO), referring to tourism in the contemporary context⁹. Therefore, the journey should take place outside the usual place of residence of the travelers, the length of stay in the visited place should not exceed 12 months, and the main purpose of the visit should not be a gainful activity remunerated in a given locality¹⁰.

Tourism refers to a specific migration of people who spend their free time outside their permanent place of residence. It is also a phenomenon¹¹:

- psychological – a person becomes the subject of travelling,
- social – a person becomes a tourist,
- economic – tourism is a business on which enterprises earn money,
- spatial – environmental development or degradation may occur,
- cultural – refers to getting to know the world and different cultures.

The definition and characteristics of the phenomenon of tourism result in its various functions. Thanks to the educational function, a person's personality, vision of the future, worldview are shaped, but also character traits are developed. Tourism also prepares you for life, dealing with many difficulties and adversities, it is conducive to discovering and gathering new experiences¹².

The recreational and health function of tourism is one of the conditions for the proper functioning of everyday life. Thanks to it, those who practice tourism will achieve both health benefits, i.e. improvement of health, condition, physical

⁷ W. Hunziker, *Le tourism social*, Bern 1951, (by:) Z. Kruczek, *Pilotaż wycieczek zagranicznych*, „Mentor”, Cracow 1996, p. 8; R. Łazarek, *Ekonomika turystyki*, Wyższa Szkoła Ekonomiczna, Warsaw 1999, pp. 10-20.

⁸ Regulation (EU) No. 692/2011 of the European Parliament and of the Council of 6 July 2011 on European tourism statistics and repealing Council Directive 95/57/EC, Journal device EU L 192 of July 22, 2011 as amended.

⁹ *Terminologia turystyczna, Zalecenia WTO, ONZ-WTO, UKFiT*, Warsaw 1995, p. 5.

¹⁰ A. Sawińska, *Uczestnicy ruchu turystycznego*, (in:) A. Panasiuk (Ed.), *Ekonomika turystyki i rekreacji*, PWN, Warsaw 2011, p. 37.

¹¹ J. Płocka, *Turystyka. Wybrane zagadnienia*, EscapeMagazine.pl, Toruń, 2009, p. 7.

¹² W. Gaworecki, *Turystyka*, PWE, Warsaw 2010, p. 392.

appearance, and mental ones, i.e. stress reduction, biological regeneration. Properly selected rest has a positive effect on the functioning of the body and social life of every human being¹³.

The ethnic function affects people who primarily seek direct contact with their home country. People who are interested in family history, blood ties and places of origin of their ancestors perform this function¹⁴.

The educational function allows everyone to satisfy the curiosity of knowing and conquering the world. Thanks to it, you can test yourself in new situations, places or activities, we develop our knowledge about the country and the world. This function is divided into two sub-functions: education and awareness raising¹⁵.

The economic function of tourism is equally important. Due to the active influence on the country's internal demand, tourism plays a key role in creating the nation's budget. Thanks to tourism, economic benefits are achieved not only by large cities, but also by smaller towns. What's more, for some of them, the profits from tourism are the main source of financing other areas and spheres of life of the inhabitants¹⁶.

Expanding borders for trouble-free travel, building and creating a good image of the country abroad is an important aspect provided by the political function. Numerous congresses, conferences or joint meetings result in better and more interesting conditions for cooperation between countries, which have a positive impact on the development of tourism and provide a better spectrum of opportunities¹⁷.

The basic assumption in exploring the world and taking advantage of it should be care for preserving the values available to tourists in the same condition as they received. Therefore, an extremely important condition in the use of some facilities is the introduction of regulations, sightseeing plans or rules that must be followed so that the facility can survive and serve future generations. Thanks to this, ecological awareness is built and shaped¹⁸.

¹³ Ibidem, pp. 389-390.

¹⁴ Ibidem, p. 413.

¹⁵ W. Alejziak, *Determinanty i zróżnicowanie społeczne aktywności turystycznej*, AWF, Cracow 2009, p. 41.

¹⁶ W. Gaworecki, op. cit., pp. 389-390.

¹⁷ Ibidem, p. 396.

¹⁸ Ibidem, p. 389.

Table 1. Forms of tourism

Criterion	Forms
Motives	<p>Cognitive tourism: nature tourism, geotourism, ornithological tourism, polar tourism, tourist safaris, ecotourism, cultural tourism, ethnic tourism, festival tourism, culinary tourism, sightseeing tourism, linguistic tourism, volunteer tourism.</p> <p>Recreational tourism: agritourism, sea tourism, entertainment tourism, commercial tourism, entertainment tourism, erotic tourism.</p> <p>Active tourism: hiking, cycling, equestrian tourism, skiing tourism, speleological tourism, sailing tourism, kayaking tourism, diving tourism, adventure tourism.</p> <p>Health tourism: spa tourism, wellness tourism, medical tourism.</p> <p>Religious tourism</p> <p>Business tourism: individual business trips, trade fair tourism, corporate tourism, congress tourism, incentive tourism.</p>
Environment type	Seaside tourism, mountain tourism, lake district tourism, urban tourism, rural tourism, tourism in protected natural areas.
Spatial extent	Travels around Poland, travels around Europe, travels around the world.
Tour operators involvement	Organized tourism, unorganized tourism.
Transportation type	Car tourism, coach tourism, railway tourism, aviation tourism, hitchhiking.
Accommodation type	Hotel tourism, private accommodation, camping tourism, tent tourism, agritourism.
Group size	Individual tourism, couple tourism, group tourism, family tourism.

Source: M. Jakubowska, *Diagnoza form turystyki popularyzowanych przez blogerów podróżniczych w Polsce*, Studia Oeconomica Posnaniensia, Vol. 6, No. 10, 2018, pp. 84-85.

In the literature on the subject, you can find various typologies of forms of tourism, which is why it is difficult to indicate a homogeneous, universal, commonly accepted classification. It is worth emphasizing that the form of tourism often refers to the type of travel made in free time and the purpose of activity set

by man¹⁹. Therefore, four basic forms of tourism can be distinguished: leisure, health, religious and cognitive.

Another division distinguishes six types of tourism²⁰:

- cognitive – refers to trips aimed at learning about new areas, objects and their history,
- recreational – refers to trips aimed at relaxation,
- health – refers to trips aimed at maintaining or improving health,
- active – is a set of tourism, which includes, for example, cycling, mountain, lowland hiking and motor tourism,
- religious – refers to trips aimed at getting to know regions, objects, places and their history with a religious background,
- business – refers to trips made for business purposes.

On the other hand, the World Tourism Organization proposed a classification of forms of tourism according to the country under study (domestic, outbound, inbound, intracontinental, international tourism) and the purpose of the trip (holidays, recreation, business, religious, etc.)²¹. Table 1 presents in detail the division of tourism according to its forms. The classification of forms of tourism takes into account seven main criteria that allow for precise differentiation between the forms of tourism practiced. They can be combined with each other or function separately.

Tourism attractiveness – the concept

The concept of tourism attractiveness refers to the characteristics of a given area or locality, which result from various properties of the natural or cultural environment of this area or locality. It is these properties that arouse the interest of tourists and attract them to a given place. Tourism attractiveness understood in this way is measured by the degree of attracting tourists to a specific area (country, region, town, etc.) on the basis of the facilities and attractions found there, in which there is a tourist demand²². Thus, in terms of the market plane, attractive-

¹⁹ S. Liszewski, *Treści, formy, przestrzenie i klasyfikacje turystyki (artykuł dyskusyjny)*, Warsztaty z Geografii Turyzmu, T. 3, 2013, p. 14.

²⁰ W. Kurek, op. cit., p. 197.

²¹ UN WTO, *International Recommendations for Tourism Statistics*, New York, 2010, p. 15.

²² R. Seweryn, *Atrakcyjność turystyczna obszaru jako kategoria ekonomiczna. Istota, struktura i metody pomiaru*, Zeszyty Naukowe Akademii Ekonomicznej w Krakowie, No. 612, 2002, p. 63; A. Krażewska, L. Ossowska, *Zróżnicowanie atrakcyjności turystycznej gmin nadmorskich w województwie zachodniopomorskim*, Zeszyty Naukowe Wydziału Nauk Ekonomicznych, No. 24, 2020, pp. 25-38.

ness combines supply and demand²³. Tourism attractiveness is closely related to tourism competitiveness and depends on the individual characteristics and preferences of the tourist (professed values, education, attitude to the visited destination, origin or having a disability)²⁴.

Tourism attractiveness is understood in many ways. From the tourist's perspective, it is the consumption of tourist goods and services available in a given area. In relation to the entrepreneur, it is activity in the field of tourism, the production of these goods and services. This term may also refer to the situation regarding tourism in a given area and the possibility of its development in a given territory. In this approach, it includes the ability to attract tourists and investors to a specific place²⁵.

The essence of tourism attractiveness can be considered in three aspects²⁶:

- classified and categorized attractiveness (ideographic attractiveness),
- attractiveness determined by means of an appropriate evaluation technique,
- subjective perception of attractiveness.

Moreover, tourism attractiveness can be general or relative²⁷. The general meaning of tourism attractiveness refers to the natural, cultural and tourist infrastructure values that attract tourists in general. On the other hand, the relative approach takes into account a specific form of tourism, for example the attractiveness of cultural, spa or skiing tourism. The tourism attractiveness of a given destination plays a very important role because:

- in accordance with sustainable development, it allows you to plan the rational use of natural and social resources,
- is the degree of competition in relation to other attractive tourist areas,
- helps to define the strategy and method of operation in a given region, which are aimed at increasing its competitiveness,
- allows you to create an information base that facilitates making rational decisions regarding investments,
- identifies new, unused tourist resources.

²³ C. Iatu, M. Bulai, *New approach in evaluating tourism attractiveness in the region of Moldavia (Romania)*, International Journal of Energy and Environment, No. 2 (5), 2011, pp. 165-174.

²⁴ P. Chhetri, C. Arrowsmith, *GIS-based Modelling of Recreational Potential of Nature-Based Tourist Destinations*, Tourism Geographies, Vol. 10 (2), 2008, pp. 233-257.

²⁵ G. Gołembski (Ed.), *Regionalne aspekty rozwoju turystyki*, PWN, Warsaw – Poznań, 1999, s. 24; I. Ozimek, K. Gralak, I. Pomianek, *Atrakcyjność turystyczna województw w Polsce – wybrane aspekty*, SGGW, Warsaw 2019, p. 7.

²⁶ A. Kowalczyk, *Geografia turystyki*, PWN, Warsaw 2000, p. 36.

²⁷ W. Kurek, op. cit., p. 24.

Along with the increase in tourism attractiveness, the importance of the region as an individual economic entity increases. Therefore, it is worth analyzing examples of tourism regionalization in Poland and in the world.

The term "tourism attractiveness" is related to tourism space and tourism demand. It is understood as "a property of an area or town resulting from a set of natural or non-natural features that arouse interest and attract tourists"²⁸. The factors determining the supply of tourist attractiveness include²⁹:

- touristic values,
- tourist infrastructure,
- communication availability,
- environmental protection.

Among the tourist values, the natural values can be distinguished, e.g. climate, terrain and natural resources in the tourist reception area, as well as anthropogenic values, e.g. museums, monuments, religious places, cultural, sports and religious events and events³⁰. On the other hand, tourism infrastructure is aimed at adapting the geographical environment to the needs of tourism. This means distinguishing four basic categories of tourist services³¹:

- accommodation base – demand for accommodation,
- gastronomic base – demand for nutritional needs,
- communication base – movement and transport needs,
- supplementary base – demand for other services.

With regard to the tourist base, it is worth mentioning the tourist space, which is a concept superior to all manifestations of tourism that take place in a given area. It is a geographical and socio-economic space that has been transformed and transformed by man in order to meet the needs of recreation, cognitive and experiencing experiences³². The stay of tourists and the related tourist infrastructure (which includes a set of institutions and devices constituting the material and organizational basis for tourism³³) they mark the boundaries of tourism space³⁴.

²⁸ I. Bąk, *Ocena stopnia atrakcyjności turystycznej podregionów w Polsce*, Folia Pomeranae Universitatis Technologiae Stetinensis. Oeconomica, No. 285 (62), 2011, p. 7.

²⁹ A. Świeca, T. Brzezińska-Wójcik, *Zasoby turystyczne i możliwości ich wykorzystania na obszarze miasta i gminy Nałęczów oraz gminy Wojciechów*, Annales Universitatis Mariae Curie-Skłodowska. Sectio B, Vol. LXIV (1), 2009, pp. 145-170.

³⁰ W.W. Gaworecki, *Turystyka*, PWE, Warsaw, 2000, pp. 105-106.

³¹ O. Rogalewski, *Zagospodarowanie turystyczne*, WSiP, Warsaw 1979, p. 7.

³² A. Kowalczyk, *Geografia turystyki*, PWN, Warsaw 2002, p. 33.

³³ A. Kowalczyk, M. Derek, *Zagospodarowanie turystyczne*, PWN, Warsaw 2010, p. 14.

³⁴ A. Matczak, *Model badań ruchu turystycznego. Studium metodologiczne*, Uniwersytet Łódzki, Łódź 1992, p. 27.

Transport accessibility – access by means of transport to the destination, includes a system of tourist trails, allowing tourists to reach specific places³⁵. The development of tourism is directly related to the development of means of transport, as accessibility allows tourism to develop in specific areas that may have been poorly accessible before and increases the willingness of tourists to travel to new territories³⁶.

Transport accessibility is often characterized in terms of two types of accessibility: external accessibility (from outside the region of the destination), internal accessibility (moving around the destination). External accessibility is of key importance, because it is thanks to it that you can get to the place of rest. Internal accessibility is of secondary importance, but it is also important, especially for tourists who do not have their own transport during their holidays³⁷.

The mentioned elements, such as tourist values, tourist development, accessibility of communication and protection of the natural environment, are perceived by the visitor in an individual way. Without this perception, tourist attractiveness has no reason to exist³⁸, because it is these factors that motivate the tourist to visit a given tourism space³⁹.

Tourism attractiveness as the basis for choosing a destination

Many factors influence the choice of a tourist destination by tourists. The most important are natural and anthropogenic values. Regions characterized by high tourist attractiveness will attract a greater number of tourists, and thus create competition for other areas through a more interesting tourist offer. Therefore, it is worth considering how a tourist makes a decision to come to a given destination, why tourism attractiveness plays such an important role in the field of tourism.

³⁵ T. Lijewski, B. Mikułowski, J. Wyrzykowski, *Geografia turystyki Polski*, PWE, Warsaw 2008, p. 17.

³⁶ D. Jaremen, E. Nawrocka, *Rola dostępności komunikacyjnej obszaru recepcji turystycznej w kształtowaniu popytu turystycznego*, *Ekonomiczne Problemy Usług*, No. 83, 2012, pp. 401-414.

³⁷ J. Cieplik, M. Sołtysik, *Próba oceny dostępności komunikacyjnej wybranych obiektów kultury materialnej i terenów rekreacyjnych Wrocławia dla mieszkańców obszarów podmiejskich*, *Prace Komisji Krajobrazu Kulturowego*, No. 18, 2012, pp. 32-43.

³⁸ W. Kurek, M. Mika, *Turystyka jako przedmiot badań naukowych*, (in:) W. Kurek (Ed.), *Turystyka*, PWN, Warsaw 2007, pp. 11-55.

³⁹ Z. Kruczek, *Metody oceny atrakcji turystycznych*, *Zeszyty Naukowe WSG w Bydgoszczy*, Vol. 3 (2), 2005, pp. 75-88.

The decision-making process by tourists is related to making choices regarding the place of destination, destination, and the method of organizing and implementing the trip. The tourist analyzes questions such as:

- I. Where do I want to go?
- II. When do I want to go?
- III. Which route to choose?
- IV. What kind of accommodation am I considering?
- V. How will I take care of food?
- VI. What can I visit and see in the place where I want to go?

Considering the above questions, it can be seen that the process of making decisions by tourists is influenced by many aspects. The purchasing behavior of tourists is characterized by several specific features⁴⁰:

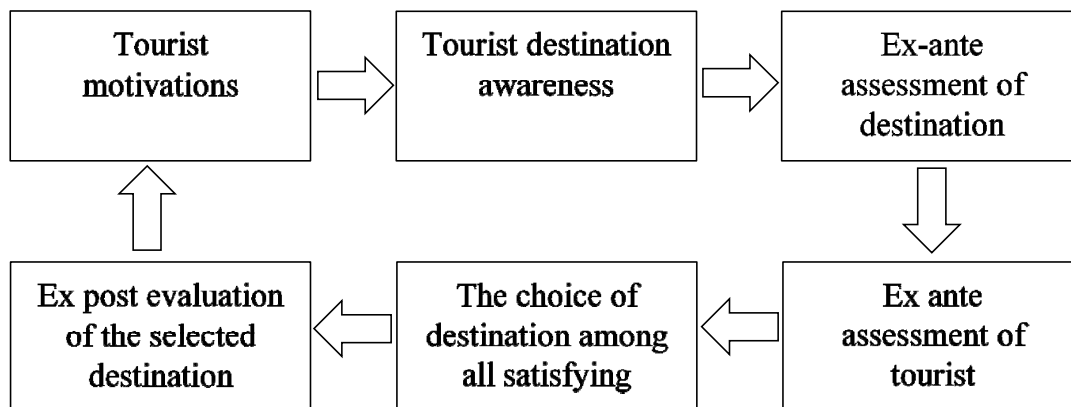
- the decision-making process is complex and multidimensional,
- the choices made by the tourist are multi-option, and there are dependencies between these options,
- the decision-making process is divided into stages,
- there are many factors of a social, economic, emotional or situational nature that affect the tourist's decision-making,
- the tourist tries to make rational decisions, comparing the available alternatives at every stage of the decision-making process.

Figure 1 shows a diagram showing the process of decision making by a tourist. It can be seen that the tourist decision-making process begins with the choice of tourist motivation and ends with the assessment of the decision made during and after the trip. To the factors affecting the choice of destination affect⁴¹:

- travel stimuli – advertising, recommendation of other tourists, read book or watched movie,
- characteristics of the tourist offer – price, type and nature of the service/attraction offered, quality,
- external factors – the image of a tourist destination, trust in the brand, tourist experience,
- social factors – values, personality traits, social status.

⁴⁰ A. Niezgodna, P. Zmyślony, *Popyt turystyczny. Uwarunkowania i perspektywy rozwoju*, Akademia Ekonomiczna, Poznań 2003, pp. 118-141.

⁴¹ W.G. Croy, *Identifying the relevant, clear and efficient list of discretionary travel decision making factors and evaluative components of destination image*, Working Paper Series 2005, No. 3, Monash University, Melbourne, 2005, p. 15.

Figure 1. The process of making decisions about the choice of a tourist destination

Source: Based on: W.G. Croy, *Identifying the relevant, clear and efficient list of discretionary travel decision making factors and evaluative components of destination image*, Working Paper Series 2005, No. 3, Monash University, Melbourne, 2005, p. 2.

The above-mentioned aspects are extremely important for a tourist choosing a destination. On the other hand, one of the most important elements determining the purchasing process on the tourist market is tourism attractiveness.

It is worth noting that the perception of tourist attractiveness is also affected by the following factors: endogenous – entrepreneurship of residents, tourist policy of local authorities and exogenous – location in relation to other destinations, seasonality, trends, fashion⁴².

Conclusions

Tourism attractiveness, due to the subjective approach, depending on many different factors, is a phenomenon that is difficult and at the same time interesting to analyse. In accordance with the objective, the article refers to the importance of attractiveness in the choice of a tourist destination. This meaning is direct and decisive.

Broadly understood tourist attractiveness has its share in every stage of choosing a tourist destination. The first stage, referring to the direction of travel, is determined by the available tourist attractions, attractive to visitors. The date of departure depends not only on the possibilities and holiday preferences, but also on the climate or weather prevailing in the place. The choice of travel route is directly related to transport accessibility. The accommodation and catering facili-

⁴² M. Derek, *Walory turystyczne jako czynnik turystycznej konkurencyjności regionów w Polsce*, (in:) G. Gołembski (Ed.) *Turystyka jako czynnik wzrostu konkurencyjności regionów w dobie globalizacji*, Akademia Ekonomiczna, Poznań, 2008, pp. 67-78.

ties affect the choice of accommodation and meals. Additional attractions on site give you the opportunity to diversify your stay.

Therefore, research on the phenomenon of tourist attractiveness may be important not only for science, but also for economic practice. Due to the subjective nature of tourist attractiveness, it is worth knowing the opinion and preferences of tourists – potential customers. Such information may be helpful in creating an attractive offer.

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ZNACZENIE ATRAKCYJNOŚCI W TURYSTYCE W UJĘCIU TEORETYCZNYM

Zarys treści: Atrakcyjność turystyczna jest podstawą funkcjonowania turystyki. Z uwagi na subiektywny charakter jest zjawiskiem trudnym do analizy. Celem artykułu jest wskazanie znaczenia atrakcyjności w wyborze destynacji turystycznej. Artykuł ma charakter przeglądowy. Odniesiono się zarówno do literatury krajowej, jak i zagranicznej. Omówiono funkcje i formy turystyki, pojęcie i istotę atrakcyjności turystycznej oraz jej wpływ na wybór destynacji turystycznej. Wpływ ten ma to ma charakter bezpośredni, decydujący. Szeroko rozumiana atrakcyjność turystyczna ma swój udział w każdym etapie wyboru destynacji turystycznej – od wyboru kierunku podróży, poprzez wybór trasy, noclegów, wyżywienia, aż po wybór dodatkowych atrakcji towarzyszących podróży.

Słowa kluczowe: turystyka, funkcje turystyki, formy turystyki, atrakcyjność turystyczna.