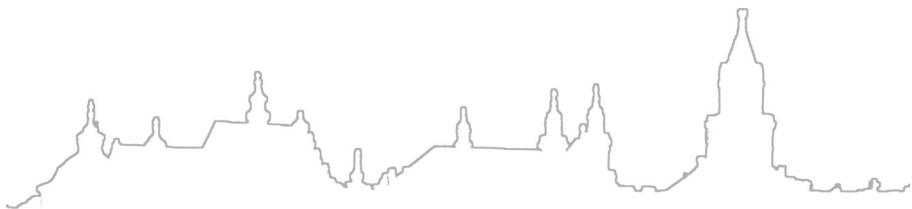


**ARCHIVES OF TOURISM, HOSPITALITY AND SPORT SCIENCE**

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## Aims & Scope

The biannual journal *Archives of Tourism, Hospitality and Sport Science* is an international, scholarly, and refereed periodical aiming to promote and further research in the fields of tourism, hospitality, recreation and physical education. *ATHSS* is published by Vincent Pol University in Lublin, Poland.

The journal is addressed both to members of the scholarly community dealing with tourism, hospitality, recreation and sport science, as well as business practitioners and professionals. *ATHSS* aims at creating a platform where representatives of all aforementioned sciences are able to exchange their knowledge and experience, disseminate research findings, achievements and developments, as well as to share their insights in hands-on and case-based reports. The journal *Archives of Tourism, Hospitality and Sport Science* welcomes original, conceptual or empirical research papers, book reviews, conference reports, case studies, and letters to the editor.

The scope of the research presented in *ATHSS* is international. All submitted papers are subject to double blind peer review by the members of the Editorial Board and qualified international reviewers. Of special interest are submissions featuring new ideas, tendencies, predictions, hypotheses and achievements within the fields of hospitality, tourism, recreation and physical education as well as related areas relevant to scholars and professionals in these fields.

The submitted manuscripts are accepted for publication based on the recommendations obtained in an anonymous review process. However, the views expressed in the submitted texts are entirely those of the authors and not necessarily of the Editorial Board and Staff of *Archives of Tourism, Hospitality and Sport Science*. Criteria for evaluating submissions include the suitability of their content, significance, conceptual focus, clarity of presentation, and quotation of credible sources. Negative reviews are made available to submitting authors. To ensure professional integrity, the journal follows strict policies on unethical activities related to publication of research results.

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### CONTENTS

<b>Temesgen Abebe Abire</b> The status of school based strategic plan formulation and its implementation. A case study in office of education in selected government secondary schools of Bench Maji Zone .....	5
<b>Sofia Bilous, N. Petruk, Yuliya Masyuk, Anna Krasko, Iryna Purska</b> Branding as a factor for successful development of cultural, cognitive and festival tourism in Lviv .....	21
<b>Justyna Czerwonka</b> Social media as heirs to travel literature and film .....	35
<b>Marta Mal'ska, Mariya Fil', Igor Pandyak</b> Gastronomic tourism: culinary destinations of French and Monaco nation .....	49
<b>Iryna Purska, Sofia Bilous, Anna Krasko</b> Risk management technologies in the activities of tourism enterprises .....	63
<b>Klaudia Kowalczyk</b> Grieving and cleansing: Motif of travel in the movies "Wild" and "Evelyn" .....	77
<b>Marta Malska, Yuriy Zhuk, Oryna Dotsenko</b> Tourism market of the Lviv region: the analysis and forecast of the development .....	95
<b>Marian Panasiewicz, Rafał Nadulski, Radosław Dolecki, Wojciech Cichocki</b> Food services in a balanced diet in a context of physical activity of elderly men .....	105
<b>Andrzej Pawłowski</b> Among works and belongings of Duchess Izabela Czartoryska – commemoration of Countess Zofia Kicka (nee Matuszewicz). The concept of thematic "memory trail" ....	119
<b>Alina Romanova, Rafał Nadulski, Marian Panasiewicz</b> Diversity of food services in Lublin as an effect of migration of people and multiculturalism of the city .....	137
<b>Taras Zavadovskyy, Dmytro Kadnichanskyy</b> Heraldic compositions as a tool of nostalgic tourism research (on the example of Schönborn palace) .....	155
<b>Yuriy Zhuk, Oryna Dotsenko</b> The analysis of the collective accommodation facilities of the Carpathian region of Ukraine .....	165

# THE STATUS OF SCHOOL BASED STRATEGIC PLAN FORMULATION AND ITS IMPLEMENTATION. A CASE STUDY IN OFFICE OF EDUCATION IN SELECTED GOVERNMENT SECONDARY SCHOOLS OF BENCH MAJI ZONE

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## **Abstract**

The study aims to identify the status of strategic plan formulation and its implementation ( A case study in selected government secondary schools of Bench Maji zone. The populations in this study were all educational stakeholders in selected government secondary schools of the zone with a total of 360 stakeholders, 115 were used as respondents. Both primary and secondary data were collected. The gathered data were analyzed quantitatively and qualitatively by Statistical Software application Package for Social Science version (SPSS) 23.0 Based on the results of the study , several conclusions can be formulated as follows:(1) All the secondary schools engage in strategic plan formulation and all of selected secondary schools have prepared strategic plans by participating all the stakeholders', but the level of participation varies from school to school.(2) In terms of SWOT analysis before the preparation of strategic plan majority of respondents have positive response on their school undertake SWOT analysis before the preparation of the plan and approved by the stakeholders before its implementation as a result the status of strategic plan formulation is high. (3) In terms of the status of strategic plan implementation: participation and coordination of stakeholder, and school principals adequate skills and abilities to implement the plan, teacher's commitment towards implementing strategic plan and clear reporting to the school community is limited. As a result the implementation of school strategic plan within the schools is low. (4) In general, the status of strategic plan formulation is high in the schools, but the status of strategic plan implementation is low.

**Keywords:** strategic plan formulation, strategic plan Implementation, status of strategic plan.

## Introduction

Education is a vital instrument in poverty reduction and to advance a country's economic growth. Ethiopian education system has enormous problems before the adoption of education and Training policy[8].The main problems were access, equity, efficiency and quality. Historically, the Ethiopian church schools represent the oldest continuous system in the world [3].

This indicates that Ethiopia has a long history of education. However, a major progress was not observed in the expansion of quality modern secular education in the country over centuries. As a result, the country has one of the world's poor quality education and development indicators that could not improve its people's subsistence agriculture UNDP Human Development Index [24]. Education in broad –spectrum and secondary education in particular plays pivotal roles, especially in developing country like Ethiopia, to ensure sustainable development and to reduce poverty [18]. However, education cannot play this role unless it is of the highest quality.

Schools as any institution require an organizational plan to realize effectiveness in the organizations. [23] define planning in schools as a process that involves the translation of concepts, ideas, beliefs into operational processes and measurable outcomes.

The building of appropriate models of planning in education has been hampered both due to lack of theory and due to lack of data. Nevertheless every educational system requires planning according to its own established procedures, objectives conditions and some innovation. Strategic plan is type of plan developed to achieve strategic goals. More precisely a strategic plan is a general plan outlining decisions of resource allocations, priorities and action steps necessary to reach strategic goals [15].

According to Hennery, [11], it is important during strategy formulation and implementation that everyone in the organization understands where it is going and how it will get there. The principal is regarded as the liaison authority in the educational structure that is the school principal has an authority to coordinate members of the school community, to monitor and control the process of teaching-learning to make it effective as indicated in

directive of ministry of education [17]. It is expected that principals have the theoretical knowledge and skills on strategic plan formulation and implementation. However, principals practically applying their knowledge and skills and participating stakeholders during planning, implementation and evaluation is limited.

Based on questionnaire, observations and interviews conducted by the researcher with the status of strategic plan formulation and its implementation, it can be seen that there is :-Non flexibility of school administration, stakeholder's knowledge and skills gap to plan and implement school strategic plan, limited participation of school stakeholders and educational experts, lack of continuous trainings and, lack of strong supervision support from education officials.

The purpose of this study is: **(1)**To Point out the status of school based strategic plan formulation and its implementation and in moving them all together towards the development of student achievement. **(2)** It may provide information to school principals how to prepare and implement their school strategic plan. **(3)** Identifying the factors and prospects of strategic planning and implementation will initiate principals, educational officials, supervisors, teachers, and other stakeholders in the process of evaluating their strength and weaknesses that helps to review their respective policies and roles. **(4)** It is expected to be significant in providing clear direction as how the effective involvement of stakeholders can assist in mobilizing resources and forming a common, coordinating and holistic approach on SSP.

## Literature Review

### The concept of strategic planning and Management

#### *Strategic Management*

The term 'strategic management' refers to the art or skill of directing and guiding the activities of other people in an organization in such a manner that the stated goals are achieved in the best and most economical way [5]. Therefore, the purpose of management is to serve an organization by getting work done through people. According to [10], strategic management is therefore that set of managerial decisions and actions that determines the long term performance of an organization. The Relationship between the two is that the strategic planning is the component of strategic management. This view is

reflected by [10] and [4] who is of the opinion that the strategic management includes strategic planning environmental scanning and strategy formulation, strategic implementation, evaluation and control.

### *Strategic Planning*

Different scholars defined strategic planning differently some of the agreed definitions are: Basically, strategic planning is a proactive method for dealing with change. The role of strategic planning is to establish what could be done, when and how, in relation to the adopted educational philosophy. It involves generating a mission statement and beliefs, followed by priorities or goals to address. Action plans are then generated, implemented, and evaluated over time. The process final product is a plan (the document) to be implemented [22].

[9] define strategic planning as a process of choosing strategically through time. The authors advise that the view of strategic choice presented here is essentially about choosing in a strategic way rather than at the strategic level. The idea of choosing at strategic level implies a prior view of some hierarchy of importance in decision making. Strategic planning is a complex and ongoing process of organizational change.

### *Benefits of strategic planning*

Strategic planning for an educational setting is important for many reasons. It gives directions to planners how to lead their organizations scientific and systematic ways. Different scholars explained its benefits in different ways. [21] found the following: Many benefits of planning are potently obvious. An organization simply cannot know what it is doing and what it intend to do unless it periodically establishes and monitors its goals. Strategic planning enables people to influence the future. The very act of planning implies that schools are more than passive pawns in the hands of socioeconomic forces. With many changes in demographics expected including the possibility of a teacher shortage, the entrance of many bi-lingual students and more students from single- parent families it is particularly important for schools to participate in strategic planning. According to [2]benefit of strategic plan explained as: *“Other benefits of strategic planning include the promotion of strategic thought and action, improved decision making, enhance organizational responsiveness and improved performance, and direct benefits to an organization’s people.”*

## **Key characteristics of strategic planning**

The strategic planning approach, which is supposed to mentioned shortcomings, can be defined as follows: *some key characteristics of a strategic planning approach are worth highlighting.* Handbooks on strategic planning recommended starting with the formulation of a mission and a vision statement [12]: Strategic planning is guided by an overall sense of direction, Strategic planning is sensitive to the environment, and Strategic planning is result-oriented, Strategic planning is a mobilization process; Strategic planning is flexible in its implementation,

### *Strategic planning Techniques*

[6 ]categorized methodological steps for preparing a strategic plan in to four parts. This different step briefly presented and they are listed below .These four steps of planning techniques are: Analysis of the existing situation, Forecasting Futurity, Contingency planning, Formatting/ making a charting.

### *The steps in strategic planning*

There are no universally agreed series of steps to be followed in developing strategic plans. Different approaches are used in the SP process, some have developed a five step strategic planning process; others suggested a four steps SP process, some others recommended a six step SP process. However, most authors generally agree on the following essential components of strategic planning. These are: planning to plan, Environmental/SOWT Analysis, developing vision, Mission, Goals/purposes and Objectives, Stakeholders'' analysis, determining critical/key issues, developing strategic Alternatives, planning for implementation, and planning for evaluation [1].

### *The challenges of strategic planning formulation, implementation and evaluation*

There are a number of challenges) worth considering in educational planning. Among these,[16] depicted five main planning problems in education namely; political, financial, statistical, attitudinal problems lack of efficient trained personnel in planning unit.[20] also stated challenges of strategic planning in school settings, just like in the business sector, is dependent on leadership commitment and skills. In schools, the principal is the most important person in determining planning effectiveness. In spite of the important role played by principals in school planning and general management, many developing countries do not offer adequate training for their school heads. According to [20], school principals often work in poorly equipped schools and with teachers who are not adequately in serviced.

## Theoretical Frame work and Hypotheses

School strategic planning was a key to success school achievements with regard to vision, mission, goals and objectives. The Ministry of Education expected that Public Secondary schools must formulate and implement Strategic Plan. Currently, strategic planning in schools is guided by the standards of [19]. Schools use this revised guideline during formulation and implementation of school strategic plan. The guideline clearly stated school strategic plan formulation, implementation and evaluation processes. When SSP is planned in the schools, school standards and indicators are used to develop objectives. This study considered the theory set by [7] the important focus on this type of planning is the concentration on a few targets at a time. Being truly strategic means being clear about what the school is and what it isn't about whom it's good for and whom it's not good for, about what it can-and can't it become.

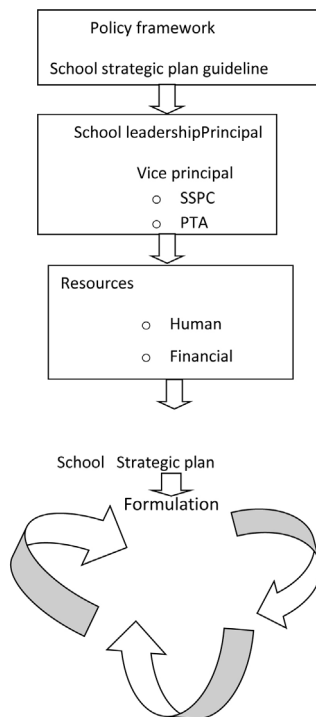


Figure 1. Strategic planning frame work

Source: Researcher

## Research Hypotheses

Based on theoretical study above, formation of hypothesis in this study is based on the theoretical framework fig 3.1. as follows:

**H1:** Point out the status of school based strategic plan formulation and its implementation and in moving them all together towards the development of student achievement

**H2:** Benefit Bench Maji Zone education office to monitor secondary schools strategic plan formulation and implementation.

**H3:** provide information to school principals how to prepare and implement their school strategic plan.

**H4:** Identifying the factors and prospects of strategic planning and implementation will initiate principals, educational officials, supervisors, teachers, and other stakeholders in the process of evaluating their strength and weaknesses that helps to review their respective policies and roles. **H5:** It is expected to be significant in providing clear direction as how the effective involvement of stakeholders can assist in mobilizing resources and forming a common, coordinating and holistic approach on SSP.

## Research method

Determination of the study location was carried out at selected government secondary schools of Bench Maji Zone . The research population was teachers, principals and vice principals, School strategic planning committee, and Parent teacher association and woreda and Zone education office experts of the Zone with total of 360.

To determine the sample size from total educational stakeholder's in the selected secondary schools of the Zone , mathematical formula of Yamane [25] was used by taking in to account the total population, the sampling error and the level of reliability. It is assumed that the sample would have 92% reliability about population and a sampling error was 8%. This simplest formula is: -

$$n = N / 1 + (e)^2 * N$$

Where N= study population, n = sample size and e = error margin

Accordingly, sample was first determined from total target population by formula of [25] as:  $n = 360 / 1 + (0.8)^2 * 360 = 115$ . So in this study 115 educational stakeholder's as the respondents.

The data analysis technique used in this study were the data collected using questionnaires were transcribed, cleaned and coded using a computer package known as Statistical Package for the Social Sciences (SPSS). Then, descriptive statistical methods and tools such as frequency distribution, tables were applied for data analysis and for the description of results. Interviews and document analysis results were analyzed qualitatively.

## **Analysis Results and Discussions**

Based on the data obtained from the respondents the analysis and interpretation of the findings were conducted using relevant methods and procedures. Accordingly, the issue that were created during data analysis and interpretation were: the characteristics of respondents, process of formulation of strategic planning, practice of implementation of strategic plan, challenges of formulation and implementation and evaluation of strategic plan, the level of strategic plan formulation and implementation were interpreted and discussed. The Likert scale questionnaire were prepared for teachers and principals that were organized in tabular forms in terms of frequency, percentage, standard deviation, mean score and t-test. The data gathered in closed and open ended questions, interview, focus group discussion and document analysis were analyzed quantitatively and qualitatively.

### *Analysis results of strategic plan formulation*

The first objective of this study was to identify how and by whom the school strategic plan formulated in the schools. According to [13]. Planning involves selecting enterprise objectives, departmental goals and programs, and determining the ways of reaching them. Planning, thus, provides a rational approach to pre-selected objectives.

### **Formulation of strategic plan in schools.**

N=63, df=61,\* is significant Alpha value ( $p < 0.05$ );

Item 1, In terms of strategic plan formulation and stakeholders participation during the plan, the result of analysis shows that: One sample t-test value is 10.502 and  $p < 0.05$ . This shows there is significant difference between teachers

and principals' response. However, majority of respondents agreed and strongly agreed that their school have strategic plan. The grand mean value of the data 4.13 is above the expected mean value of 3. Generally the result shows the school has strategic plan. In addition to this interview, focus group discussion and document analysis were witnessed the questionnaire results. For example, one of the zone education officials said:

*“Now a day's all the schools have strategic plan and also we have a plan to check whether the schools have prepared the plan on time woreda education offices and Zone education department together support and evaluate the schools.*

And also one of focus group discussion participant agreed on their school have strategic plan. For example one of the participants said: “our school has a strategic plan and also I participated in its approval.” Almost all respondents' response of focus group discussions and interview results show that their schools prepared the plan. Document analysis also witnessed all schools prepared 3 years' strategic plan and 1 year operational plan.

In terms of item, strategic plan is used as an essential road map to achieve strategic goals . one sample t-test value is 5.281 and  $p < 0.05$ . This shows there is significant difference between the groups. But the grand mean value 3.75 is above expected mean value of 3 and majority of respondents agreed that it is an essential road map to achieve strategic goals.

In addition, the focus group discussion shows that majority of respondents agreed the idea. For example one of the participants said: “without plan it is difficult to perform activities it is used as guideline and show's direction.” In addition to this interview respondents also agreed on its importance. For example, one of educational expert said:

*“Without plan it is difficult to know when and what to do effectively on appropriate time and also he said as without plan means someone starts a road but he didn't know where to go and stop and also it is impossible to manage human and material resources effectively and efficiently to achieve strategic goals within the schools.*

In general, from all questionnaire, interview and focus group discussion participants the result of the study shows it is a key guideline and used as an essential road map to achieve strategic goals.

Generally, table 4.2 shows that all schools have strategic plan, stakeholders like teachers, principals, SSPC, PTAs, and students participate on plan formulation. Finally, in terms of road map towards to achieve goals almost all respondents agreed on its importance towards to achieve strategic goals.

**In terms of** the school administrations undertake SWOT analysis before the preparation of strategic planning, The computed one sample t-test value ( $t = 3.555, p > 0.05$ ) shows that there is no significant difference. In this data observed mean value 3.51 and Sd 1.134 of the respondents is above the expected mean (3). This result implies that school administration undertake SWOT analysis before the preparation of strategic plan.

Most of the time, strategic plans of the school is said to be “principal plans” because they exclude other stakeholders during preparation period majority of respondents agreed on principals not effectively participate stakeholders. In this data observed mean value (3.56) and Sd (1.202) shows the value is above the expected mean value (3). Interview results also strengthen the above results and one of interviewer of education expert said:

*“Of course there was participation but the level of participating stakeholders differs from school to school depending on principal’s encouragement he also said principals highly dominate plan formulation rather than participating other stakeholders.”*

The leader encourages the staff to participate in school strategic planning formulation, One sample t- test value is -3.478, and ( $p > 0.05$ ) shows there is no significance difference. This shows that majority of respondents disagreed and strongly disagreed the leader encourage the staff to participate during plan formulation. The mean value of the data (2.43) and Sd (1.304) shows that it is below the expected mean value (3). In addition to this majority of interviewers agreed on the result the leader not encourages the staff to participate during plan formulation.

Generally, the results of questionnaire, interview, focus group discussion and document analysis on process of formulation of strategic planning shows that all secondary schools carried out SWOT analysis before the preparation of strategic planning, and what is planned was approved by the staff, parents and the community before its implementation. However, the respondents agreed on were school strategic plans were principal plans than the school or community, the leader did not encourages the staff to participate on strategic plan formulation, teachers were not well aware of strategic plan formulation

and implementation, stakeholders are not strongly committed in preparing strategic planning were identified problems during strategic plan formulation.

### **Level of strategic plan formulation**

The results of the level of strategic plan formulation shows that one sample t-test is 4.36 and ( $P > 0.05$ ) shows there is no significant difference. And also the grand mean value is 3.62 and Sd is 1.128. This also shows that the mean value of this data is above the expected mean value of 3. In general majority of the respondents agreed that the level of strategic plan formulation is high.

### **Strategic plan implementation**

Schools are significantly capable of implementing strategic planning by the active participation of stakeholders the result of questionnaire shows from the two groups the grand mean value is 2.32 and Sd is 1.479 this shows the mean value is below the expected mean value of 3. In general, majority of respondents disagreed on the idea. Participation of stakeholders in terms of implementing strategic plan is weak. In addition, interview result shows that majority of respondents disagreed implementing strategic plan was not carried out by active participation of stakeholders. For example one of interviewer educational experts said:

*“Schools used strategic plan as a guide line but during implementation Stakeholder’s participation is limited and they only participates some group of stakeholders like PTA, and SSPC.”*

In terms of school principals adequate skills and abilities to implement the school strategic plan one sample t-test value is -5.351 and  $p > 0.05$ . This shows there is no significance difference between the two groups. In general, the grand mean value of the data is 2.83 and Sd is 1.362. The mean value is below the expected mean value of 3. Finally, the result showed that school principals have no adequate skills and abilities to implement the school strategic plan.

Parents are regularly interested to know how students work at schools with their teachers regarding strategic planning and its implementation. one sample t-test value  $t -1.328$  and  $P > 0.05$ . This shows there is no significant difference between the two groups. And also grand mean value of this data is 2.67 and Sd 1.164 is also less than the expected mean value of 3.

Generally, this result shows that parents are not regularly interested to know how their children work at schools with their teachers.

### **Level of strategic plan implementation**

**Scale:**  $\leq 1.49$ - very low level of performance, 1.50-2.49 -low level of Performance, 2.50-3.49- moderate level of performance, 3.50-4.49 – high level of performance and  $\geq 4.50$ - very high level of performance

Strategic plan will serve no purpose if there is no better way of adopting it in an organization (Lorette, 2016). According to the analysis of the data, one sample t-test value is also -2.842 and  $P > 0.05$ . This shows there is no significant difference between teachers and principals. The grand mean value of the above data is 2.555 and Sd is 1.241 the mean value is less than the expected mean value 3. This result shows that majority of the respondents replied that the implementation of school strategic plan within the schools is low.

### **Research findings**

Based on the results of data analysis and discussion, the theoretical and empirical studies of this study find that:

- 1 Regarding strategic plan formulation data collected by using the study instrument indicated that government secondary schools engage in strategic plan formulation and all of selected secondary schools have prepared strategic plans by participating all the stakeholders, but the level varies from school to school and stake holders level of participation is limited. In terms of SWOT analysis majority of respondents have positive response on their school undertake SWOT analysis before the preparation of strategic plan and approved by the staff, parents and the community before its implementation as a result the status of strategic plan formulation is high.
2. In terms of the status of strategic plan implementation: According to the respondents response analysis of implementation of the plan: participation of stakeholder, school principals adequate skills and abilities to implement the plan, coordination of parents and other stakeholders, teacher's commitment towards implementing strategic plan and clear reporting to the school community is limited. As a result the implementation of school strategic plan within the schools is low.

### **Future research**

These research results find out that the status of strategic plan formulation is high but implementation is low this shows much emphases is given to planning rather than implementing. Therefore, it is suggested to future researchers

to assess major problems that hinder strategic plan implementation and evaluation in order to make conducive school environment for teaching learning and high result.

## **Conclusions and recommendations**

### **Conclusions**

Strategic planning is a tool for organizing the present on the basis of the projections of the desired future. School strategic planning is a function of proactive method for dealing with change. The role of strategic planning is to establish what could be done, when and how, in relation to the adopted educational philosophy. It involves generating a mission statement and beliefs, followed by priorities or goals to address. Action plans are then generated, implemented, and evaluated over time. The result shows as a good beginning can be a means to a successful end; the preparatory stage serves as a foundation and takeoff for implementation. According to the results of current study Process of formulation of strategic planning all secondary schools carried out SWOT analysis before the preparation of strategic planning, and what is planned was approved by the staff, parents and the community before its implementation this shows the status of strategic plan formulation is high. However, implementation of strategic plan is low in case of principal's limited co- ordination, lack of stake holder's commitment and poor evaluation.

The major problems faced during formulation and implementation of the plan. The school administration is not flexible (rigid) and not open to accept what is provided to review the plan from teachers, supervisors, parents and local community, not all stakeholders have knowledge and skill to plan and implement, principals not participating other stakeholders for strategic plan formulation and its implementation, There is no strong Professional support in the form of supervision from local educational officials in strategic plan formulation and implementation, and the school has no efficient supervisor who supports for what to be done and how to be exact in the strategic plan implementation are the problems identified in the study.

### **Recommendations**

Based on the findings and conclusions drown, the following recommendations are forwarded by the researcher:(1) Principals have a key responsibility to plan

and implement the school strategic plan and make themselves updating, and upgrading and visible to the staff and also have responsibility to participate all stakeholders; they should involve all the required stakeholders in the planning and implementing strategic plan.(2) Concerned bodies and the school administration need to seek solutions for the existing problem of weak relationship between schools and the community and staff involvement on implementation the plan. (3) Strong professional support is expected from supervisors and educational experts in the form of supervision from strategic plan implementation. (4) The school supervisors should check their way of supervision and they participate in strategic plan evaluation as a key responsibility of supervision and they can develop skills as an efficient supervisor who supports for what to be done and how to be exact in the strategic plan implementation. (5) To maximize the implementation of strategic plan great efforts should be expected from all stakeholders and they can identify key problems that affecting strategic plan implementation.

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# BRANDING AS A FACTOR FOR SUCCESSFUL DEVELOPMENT OF CULTURAL, COGNITIVE AND FESTIVAL TOURISM IN LVIV

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## **Abstract**

The purpose of the article is to analyze branding as one of the main factors influencing the development of cultural, educational and festival tourism. The importance of the development of cultural, cognitive and festival tourism in Lviv has been proved. On the basis of a thorough analysis of literature sources, the existing base of studies of cultural-cognitive, festival tourism and branding is considered. Some factors that influence the development of cultural and educational tourism are considered. The existing managerial apparatus in the sphere of tourism is analyzed, normative documents defining the requirements for various aspects of tourism activity. The authors emphasize the importance of building relationships between tourism firms and cultural institutions for the development of tourism. This tandem makes it possible to consider two important components in the future product of cultural tourism - economic benefits and cultural development. The tendencies that cause actualization of the issue of branding of the territory in Ukraine are outlined, in particular: growing competition in the conditions of globalization of the world economy; competition between regions, the development of tourism, which can bring significant and sustainable revenues to local budgets. The regions of Ukraine, which have already presented updated brands of territories, are distinguished. Attention is paid to the analysis of the existing city logo. The analysis of the practice of applying the concept of Lviv territorial branding in the process of development of cultural-cognitive and festival tourism allowed the authors to reveal a number of problems: lack of understanding of the heads of territorial administrations of the importance of developing and implementing programs for creating and promoting brands of territories.

Generally speaking, it is necessary to introduce modern marketing means of promotion, that is, to develop and implement marketing researches of the

effectiveness of brand promotion, the provisions on which these researches should be based. The attractiveness of the Lviv tourist brand was analyzed with the help of the adapted model of S. Anholt, and the correspondence of the brand to the interests of the target groups was calculated. In the conclusions it is summed up that the creation of the brand process is very important and complex, the price of the mistake can be a decrease in the flow of tourists to the city of Lviv.

**Keywords:** cultural and cognitive tourism, festival tourism, tourist flows, branding, image.

### **Formulation of the problem**

Nowadays, cultural and educational and festival tourism in Lviv is gaining popularity, attracting people of different ages who are seeking new knowledge and vivid impressions. The main purpose of such tourism is to become acquainted with tourist attractions (monuments of culture, architecture, history, art, ethnic features, life and life) and to get new emotions.

These types of tourism stimulate the active search for the little-known facets of national, historical, artistic originality of culture, enriching the cultural potential in personal development. Taking into account the needs and motivations of various categories of tourists contributes to the more complete use of cultural and attraction potential of the territory of Lviv and in general of the country, makes the resource heritage of the region accessible to a large segment of visitors, realizing various functions of tourism.

Lviv is one of the leaders in the development of cultural, educational and festival tourism in Ukraine. In 2018, local budget revenues from tourism increased by 18% to EUR 527 299. The index of tourist attractiveness of the city is 4.8 points, while the index of satisfaction with tourist services is 4.4 out of 5. Branding also plays an important role in the development of these tourism destinations. In connection with the increase of competition between separate regions of Ukraine for the share of consumers, cultural-cognitive and festival tourists investments in brands become centers of attraction in attraction of capital. In this context, the relevance of Lviv branding topics is indisputable, so the purpose of the article is to investigate the main trends and factors that actualize the issues of Lviv territorial branding as a tool for developing cultural, educational and festival tourism in the city in times of crisis.

Analysis of recent research and publications. Issues of development and study of cultural and cognitive tourism, its functions and tasks have been addressed

by such leading scientists Beydik O., Vyshnevskaya G., Drozdova G., Klyap M., Shandor F., Kuzik S., Loiko O., Lyubitseva O., Malska M., Savranchuk L.

Among foreign scientists whose works are devoted to the study of the problems of cognitive tourism - Artyomov E., Kozlova V., Kvartalnov V., Edrysyak J., Putel S., Malek J., Zins A., Buchkovskaya K. and others.

The theoretical basis for the study of festival tourism as a subspecies of the event is the works of A. Babkin, D. Kadnichesky, O. Kostyuk, M. Malskaya, P. Masliak, I. Smal, P. Tyshchenko, T. Tkachenko, M. Topornytska, and others.

A broad overview of theoretical and applied aspects of territorial branding is given in the scientific works of Kavaratsis M., Kotova N., Morgan A., Kotler F., Asplund K., Vizgalova D., Berg P., Davis S., Haider D., Reina I., Martin N., Risenbeck H., Jacobsen B. and others. The concept of territory branding is still at an early stage of its development and requires a detailed study of both the terminological apparatus and the methods and tools of its formation and management. The problems of tourism branding as a component of marketing were explored by A. Mazaraki, who identified brand management tools for promoting tourism products; Melnichenko S. identified theoretical aspects of branding in the tourism business; Kozyrev V. presents branding as a basis for planning the development of the territory.

Founded part. Cultural and educational tourism is most developed mainly in places with a rich history and cultural heritage, which is exactly what Lviv is. There are a large number of architectural monuments, unique cultural landscapes, the historic center of the city and individual architectural monuments that have become the property of all mankind, monuments that represent the heritage of UNESCO World Heritage. The development of cultural and educational tourism performs a number of important functions, including:

- Educational: refers to a set of influences and activities aimed at shaping the development of a person (tourist) in the process of tourist departure;
- rest: is to restore spiritual and physical strength, through rest and knowledge of the culture of the place of visit;
- cognitive: acquaintance with different historical, architectural or cultural epochs by visiting architectural monuments, museums, historical routes;
- educational: related to knowing the world, gaining experience;
- political: through the formation of the image of the country abroad;
- Ethnic: accompanying the arrival of persons (emigrants or their descendants) to the ancestral country;

- Social: It is aimed not only at tourists but also at the inhabitants of the city, due to the mutual influences of culture.

Festival tourism is a journey to visit the festival or holiday. The concepts of “festival tourism” or “festival tour” are increasingly appearing in the list of tourist services offered and are gaining wider audience. Well-planned and well-organized festival tourism is an atmosphere of an endless holiday, individual conditions of rest and an unforgettable experience.

Among the most famous festivals in Lviv, the most prominent are: “Christmas in Lviv”, “National Chocolate Holiday”, Easter in Lviv, Alfa Jazz Fest, City Folklore Heritage Festival, “Batyar Day”, Chocolate Holiday, International Ethno Jazz Festival “Ethno Jazz Festival” festival, “In the circle of friends” and others.

Festival tourism in recent years in Lviv covers an increasing layer of tourist movement.. On the whole, it reflects a global trend in tourism, where cultural and recreational forms are the basis for the growth of tourist flows in developed countries.

The development of cultural and festival tourism in Lviv is influenced by a number of interrelated factors, some of which we will look at in more detail. The first of these is the existence of an effective management vertical, which provides legislative support and development management, both in general industry development and in a separate direction. To date, the subjects of regulation of tourist activity, including cultural and educational and festival tourism are: President of Ukraine, Verkhovna Rada of Ukraine, Cabinet of Ministers of Ukraine, Ministry of Economic Development and Trade (MERT), profile Department of Tourism and Resorts of MERT, regional and district state administrations as well as local self-government bodies - oblast, rayon, city, village and town councils, united territorial communities.

The Cabinet of Ministers of Ukraine Resolution No. 392 of 7 June 2017 “On Amendments to Annexes 1 and 2 to the Resolution of the Cabinet of Ministers of Ukraine of April 18, 2012 No. 606” approved the establishment of structural units for tourism and resorts. According to this decree, the Department of Tourism and Resorts was created within the MEDT. The Government has regulated this issue by amending the structural subdivisions as appropriate. The adoption of such a decision should also contribute to the introduction of a unified model of tourism and resort management in the regions of Ukraine and to increase the effectiveness of the implementation of state policy in this area. The resolution was adopted on the implementation of the Law of

Ukraine "On Tourism", which, in particular, determined that tourism is one of the priority directions of development of the national economy. MEDT has developed an important document - the draft Tourism Development Strategy. The Order of the Cabinet of Ministers of Ukraine No. 168-r of March 16, 2017 approved the Strategy of development of tourism and resorts for the period up to 2026. The document was developed with the purpose of creating the conditions for ensuring the accelerated development of the sphere of tourism and resorts, transforming it into a highly efficient, integrated into the world market. branch. Implementation of the strategy is envisaged in several main areas, including: ensuring the safety of tourists and protecting their legal rights and interests, implementation of EU legislation in the field of tourism, ensuring the integrated development of territories, in particular creating favorable conditions for attracting investment in the development of tourist infrastructure, improving the profession system specialists in the sphere of tourism, formation and promotion of a positive image of Ukraine as a country attractive for tourism. The implementation of this act is envisaged at the expense of state, local budgets and other sources not prohibited by the legislation, and the amount of financing will be determined annually, taking into account specific tasks and real opportunities. An important element of the tourism management system at the regional and local levels in the context of decentralization of power in Ukraine is the regional and district state administrations. Today, the functions and powers of central and local executive and local governments in the development of tourism at the regional and district levels are often overlapping, often there is a lack of coherence and coordination of planned activities [1, 95-98].

Another important factor is building relationships between tourism firms and cultural institutions. Ideally, the roles between them should be divided as follows:

- cultural institutions are the bearers, custodians and creators of the cultural heritage and cultural assets of each individual region. They possess information, cultural heritage and form a meaningful part of the cultural tourism product;
- Travel firms are intermediaries promoting the cultural product to particular categories of consumers. They are sources of up-to-date information on changes in supply and demand in the Ukrainian and international tourist markets and know the features, needs and expectations of consumers for the services provided by cultural tourism. Travel companies provide tips that allow you to adapt the activities of cultural institutions to market demands. But it is not a one-sided influence and imposition of ideas

and requirements by a tourism firm, but a bilateral mutually beneficial cooperation that enriches both parties and gives impetus for further development. This tandem makes it possible to consider two important components in the future product of cultural tourism - economic benefits and cultural development [2, 145].

Another very important factor in the development of cultural, educational and festival tourism in Lviv is the issue of branding. The updating of the issue of territory branding in Ukraine is conditioned by the following trends.

1. Increasing competition in the conditions of globalization of the world economy. The territories compete for the creation of the most attractive living and business conditions. In fact, the global territorial market is in the process of being actively formed, and those territories that will be the first to use philosophy and branding tools for their positioning and promotion will have competitive advantages over those territories that do not pay due attention to the development of their attractiveness. Thus, studies of foreign experts show that in the conditions of globalization of the world economy competition from the local level has shifted to the global, territories increase competition with each other for attracting tourists, investors, companies, new residents and highly skilled workforce. If in the past, the main competitors were companies (organizations, enterprises) that produce the same type of products and are located in the same geographical zones, then in the context of globalization, not only companies but also regions compete with each other. Territories in today's world are competing for scarce resources. At the same time, an increasing number of resources (financial, information, logistical, human) are becoming scarce, especially highly skilled labor and the creative class.
2. Competition between regions. Increasing competition is forcing territories to resort to the use of branding tools, to increase the cost of promoting the brand of the territory. For example, the Berlin administration spends € 5 million each year on branding the city. The brand as an intangible asset creates the marketing potential of the territory and its added value in the eyes of consumers, which, firstly, allows to inform potential consumers about the advantages of the territory and, secondly, makes it more attractive compared to the competing territories.
3. Development of tourism that can bring substantial and sustainable revenues to local budgets. The competition between the territories is most evident in tourism and recreation. Tourism is one of a limited number of industries that has hardly suffered during the global economic crisis. International tourism is developing at a very high rate and its role in

the economy of many territories of different levels is constantly growing. This should take into account the huge impact of traditional tourism on business tourism, and therefore on attracting investors. Not to participate in the competition for attracting tourists - this means to lose opportunities to attract potential investors [3, 146-148].

It should be noted that several regions in Ukraine besides Lviv have already introduced a new brand concept. For example, the newly created brands of Kharkiv «Smart city», Kryvyi Rih «City long in life», as well as Kiev «City where everything starts». All these cities have identified a niche, for example, Kharkiv focuses on information technology, science development. Krivoy Rog is the longest city in Europe in length (126 km in length). Kyiv positions itself as the first in acquaintance with Ukraine, at the beginning of career, business, romantic relationships. Although the territory branding in the present day is not only an innovative concept but a vital necessity of the territories, Zhytomyr, Mykolaiv, Ternopil, Poltava, Rivne, Sumy, Uzhgorod have not yet created the concept of their brands [3, 148]. It is important to note that in the territories that have formed their branding concept it is advisable to continue its implementation, using all the tools of formation and promotion of branding, although in Ukraine this is accompanied by the following problems:

- 1) long and protracted process of administrative reform;
- 2) the application of the concept of branding of the territory is reduced only to the formation of a logo and slogan;
- 3) branding is not taken into account in the socio-economic development of the regions as an intangible, profitable asset.
- 4) the need to develop a system of support for local producers of goods and services, especially when exporting their goods outside the territory as well as abroad. The practice of business development states that the brand of the locality (country, region, city) is closely related to the brands of goods that it produces, for example, domestic goods and services: Myrhorod (Mirgorod mineral water), Vinnytsia (Nemirov), Lviv (Lvivska coffee), Odessa (port); foreign: Japanese technology, Swiss watches, Venetian glass [3, 148].

The issue of forming and improving the brand of the city of Lviv is receiving a lot of attention, because the right strategy for the development, management of the brand of the city will help Lviv to develop tourism, including cultural, educational and festival. Let's consider the logo of Lviv in more detail. The city's logo (Fig. 1) shows five colors



Fig. 1. Lviv logo [4]

towers: the bell tower of the Armenian cathedral, the Kornyakt tower, the town hall, the tower of the Latin cathedral, the bell tower of the Bernardine monastery, which symbolize the rich architectural heritage of the city, the diversity of cultures, nationalities and denominations that have existed in the city since its foundation. Below the image of the towers is the inscription "Lviv is open to the world", which is the motto of the city. In ancient images of Lviv, towers are always dominant in urban space, this tradition is continued in the modern emblem of the city.

The analysis of the practice of applying the concept of Lviv territorial branding in the process of development of cultural-cognitive and festival tourism has revealed a number of problems: lack of understanding among the heads of territorial administrations of the importance of developing and implementing programs for creating and promoting brands of territories. Branding programs involve careful work to identify strengths and weaknesses, the competitive advantages of a territory, the justification of its positioning strategy in comparison to competing territories; lack of funds for the development of territory branding. Funds are needed not only for brand promotion, but also for the maintenance of territorial marketing agencies, which could organize and coordinate the work of the stakeholders of the territory interested in its promotion (business communities, non-profit organizations, ordinary residents of the city, etc.); lack of clear and tried-and-tested territorial brand management mechanisms, as well as techniques for assessing cost-effectiveness of territory branding. The difficulties in the development of management techniques are, first of all, that the dynamics of changes in promotion mechanisms are increasing [3, 148]. As the tourism brand of the city is only part of the policy of development of cultural and cognitive and festival tourism, in order to achieve the goal - to increase the image of Lviv and increase the number of tourists - it is necessary to introduce modern marketing means of promotion, that is, to develop and implement marketing researches of the effectiveness of brand promotion. These studies, first and foremost, should be conducted in the field of professional cultural and cognitive tourism, based on the following provisions:

- segmentation of tourist flows by basic interests;
- differentiation of the tourist product of Lviv.

Traditional channels of such promotion in Lviv are tourist exhibitions, at which tour operators offer specialized or unified cultural products to travel agents included in these or that tours. Cultural institutions rarely come up with offers for the cultural services market for cultural services (although there are examples of major cultural institutions presenting themselves at international tourist exhibitions as part of expositions in individual cities or regions).

For the business efficiency of “cultural, educational and festival tourism” the city of Lviv must continuously work on its tourist image and tourism brand and promote them in the tourist market in order to maximize information and to stretch tourist flows. This is due to the fact that each city, including Lviv, has a greater or lesser degree of tourism potential (tourism resource base potential).

This potential should not only be developed and strengthened in the city itself, but also promoted in the national and international tourist markets so that the tourist opportunities and attractions of the city can be recognized as many potential tourists in the country and abroad as possible, and those tourists who have already visited the city would have such a good impression of staying there that would like to share them with the whole (now with the development of information technologies and social networks it is extremely popular, especially among young people). In this way, the tourist image of the city is formed, which, in the case of a positive assessment, becomes another variety of its tourist resources, which, in turn, enhances the tourist “authority” of the city and attracts new tourists. So, we can talk about tourist image and image-building of the city, as the theory and practice of creation, graphic-verbal design and distribution of the original image inherent only to this city.

Analyzing the attractiveness of the Lviv tourist brand, we used the model of S. Anholt, first introduced in 2002, as one of the world’s leading branding experts. He has become the main developer of a comprehensive, diversified approach to territorial branding, as opposed to specialized, focused on one aspect (eg tourism). S. Anholt created the concept of competitive identity by presenting it in the form of a hexagon, which shows six elements of the contemporary brand of the territory: tourism, export brands, politics, business and investment, culture, people. Based on this methodology to evaluate the effectiveness of Lviv branding, we conducted an expert survey of tourism experts, local residents and tourists using a survey method. In the course of the research, we adapted and supplemented the model from the perspective of Lviv.

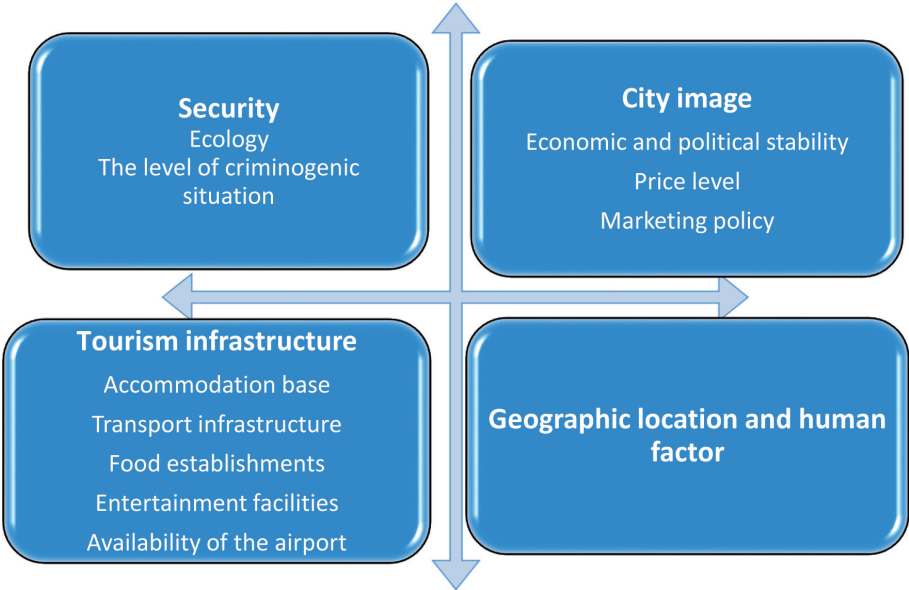


Figure 2. Lviv Tourism Brand Rating Indicators Model

According to the presented model (see Fig. 2), the general index of attractiveness of the Lviv tourist brand is determined as the arithmetic mean of the indicators, which are estimated, since they have the same content load. To evaluate Lviv’s existing brand, we take into account the attitude of its residents, visitors, tourism experts and statistics. As a result of adapting the methodology to the peculiarities of the city of Lviv, we have determined the indices of evaluation of the tourism brand of the city on the following scale: <0.5 - unsatisfactory level; 0.51 - 0.7 - satisfactory level; 0.71 - 0.9 - high level; 0.91 - 1.0 - very high level. According to the results of the survey (Fig. 3), we can conclude that the brand’s relevance to the interests of the target groups is at a high level ( $I = 0.81$ ).

In order to increase the popularity of Lviv’s brand, it is necessary to develop a branding strategy that would clearly identify and favor the city among others and visitors.

Conclusions. Therefore, in order to increase the opportunities for the growth and development of cultural, educational and festival tourism, it is important for Lviv to have the skills to attract investors, potential residents, tourists, as

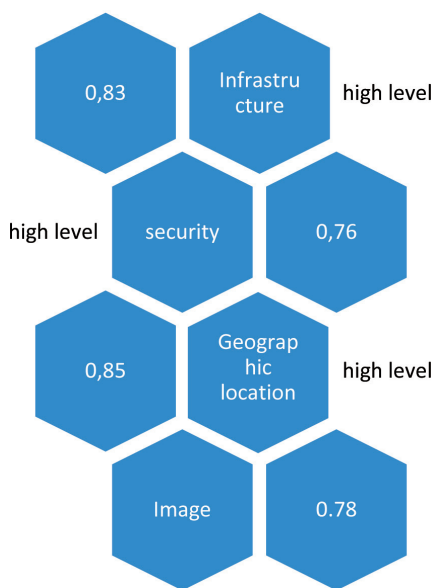


Fig. 3. Engaging the brand with the interests of the target groups

well as to be able to form a clear and positive brand in its territory. Territorial branding is the most effective tool for positioning a region, the process of building, developing and managing a brand that aims to create a strong and competitive region. Having a positive brand will increase competitiveness, quality of life, attract external and strengthen internal resources, and create an attractive image of the region. Successful promotion of the brand testifies to the administration's indifference to the fate and prestige of the region entrusted to it, to its ability to build relationships with business, and thus to the region's chances for development and prosperity. Given that this area of research is fairly new, it involves a number of problems, namely: selecting the most appropriate branding tools for Lviv, adequately assessing your existing and established brand, finding the most effective city development strategy and models, and other issues that need further study.

Therefore, branding is a very important and complex process, the cost of a mistake can be to reduce the flow of tourists to Lviv. The branding of Lviv is aimed at communicating to the general public the idea of the uniqueness of the territory. The creation of a positive and unique brand of the city of Lviv helps to interest cultural, cognitive and festival tourists and thanks to this increase in revenues in the city budget. Successful logo, design, outdoor advertising shape

the image of the city along with the architecture of the city and its inhabitants. Successful use of city features in the development of a brand shapes the identity of the city, which affects its tourist attractiveness and visitor rating.

The successful brand of Lviv today is a strong factor that influences social, economic and cultural processes and promotes their development.

Having studied the branding of the city of Lviv with the help of S. Anholt's model, namely security, geographical location, infrastructure, image, we can conclude that the correspondence of the brand to the interests of the target groups is at a high level ( $I = 0.81$ ). In accordance with this, a strategy for the city's advancement and a strategy for the development of key areas of tourism, including cultural and educational, should be developed.

However, there are also many problems to be addressed by the development strategy for at least 10 years. While developing the image of Lviv in Ukraine, it is important to understand what Ukrainians now think about our city, what is the all-Ukrainian image of the city. According to the concept of Lviv promotion, the city authorities want the Ukrainians to view the city of Lev as the historical heritage of Ukraine. To do this, various promotion mechanisms are offered, including media. But it should be remembered - you need to advertise the finished product, which in addition to a good "wrapper" should have a "delicious filling".

If we talk about the prospect of creating a positive image of Lviv outside Ukraine, first of all the authorities need to find out - for whom we create promotional products, that is, who we want to be friends with and see in our home. Every foreign tourist has a different idea of his holiday in Lviv, so everyone should look for their own special approach.

The brand of Lviv already exists, but it is known only to a limited number of people, mainly in Ukraine, CIS countries and Poland. It is necessary to expand the boundaries of city promotion without focusing on individual countries, or to develop new brands based on specific countries. The main point for the city is not the attempt to popularize the Lviv brand among the city residents, Ukrainians and tourists from abroad, but the development of the city's brands by types of tourism and cultural and educational festival in the first place.

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# SOCIAL MEDIA AS HEIRS TO TRAVEL LITERATURE AND FILM

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## **Abstract**

The paper considers various forms of development of travel accounts viewing them from a historical perspective. In its initial part, the author analyses travel literature and film whereas in the second part the work focuses on social media and their applications in travel accounts. The purpose of the paper is to demonstrate in what ways contemporary travel accounts can be considered as heirs to more traditional forms of delivering reports and popularising voyages by earlier travellers.

**Keywords:** social media, travel accounts.

## **Introduction**

Social media enable all participants to dialogue and interact. These include not only popular social networks but also discussion forums, photo sharing platforms, blogs or websites. The era of social media and the latest mobile technologies have changed the way people travel around the world as well as the entire tourism industry. You can find useful driving directions, practical information on tourist attractions and the most interesting places to visit. Browsing the internet, you can also find out about interesting events in the region, which often diversify the stay.

The purpose of this work is to show social media as the heirs of film and travel literature. Attention will be focused primarily on examples of various accounts of traveling in America, based on literature, travel film and social media.

In the first chapter, a historical perspective against social media and examples will be shown. It will be shown how, before social media, the typical travel report looked like. An example is Jacek Pałkiewicz's book *„Amazonka. Zagadka*

*źródła królowej rzek*” and the television series „*Boso - Texas*” by Wojciech Cejrowski. They show how before social media, people learned about the world.

The second chapter is dedicated to the era of Social Media. It presents the pros and cons of social media. What has changed over the last few or several years since social media spread around the world? Examples of such platforms are also given. One of the examples will be Aggie Lal’s book „*InstaTravel*”, which presents a modern way of showing travel, also in the USA.

The main problem in this work boils down to the question whether today’s travel accounts are a step forward or backward with regard to traditional travel literature and more recent travel film.

## **Travel and travel accounts**

Travel is a temporary change of location. From Latin called ‘peregrination’, from the French ‘voyage’. Traveling is a way to explore the world, learn about other cultures. You can travel in many ways: by plane, by train, by car, by bike, by ship, on foot or by boat. It can be a one-way trip or to and back. There are countless reasons and motivations for which people travel, and these include: business and religious travel (e.g. pilgrimages), rest, recreation, sightseeing, visiting friends or family, the desire to start a new life in a new place again, travel combined with work (Work & Travel) or for charity or health purposes.

Undoubtedly, travel has significantly influenced human history. The era of Great Geographic Discoveries is one of the most important travel events. The Great Geographic Discoveries<sup>1</sup> is a period in history when, at the turn of the 15th and 16th centuries, European sailors made the most important geographical discoveries in human history. These include the circumnavigation of Cape of Good Hope by Bartolomeu Dias (1488), the discovery of America by Christopher Columbus (1492) and its conquest, the journey of Vasco da Gama to India (1498) and the first journey around the world of Ferdinand Magellan (1519-1522) ending with the discovery of Australia by James Cook (1768-1779). It was through these geographical discoveries that mankind for the first time in history gained knowledge about all inhabited continents, and as already mentioned above, it was the beginning of irreversible historical changes. Of

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<sup>1</sup> Joseph Jacobs „The Story of Geographical Discovery: How the World Became Known”; 2004: <https://www.gutenberg.org/files/14291/14291-h/14291-h.htm>

course, then came the discovery of Antarctica in the nineteenth century. Then, for the first time, humanity in its consciousness became „complete.”

The Great Geographic Discoveries have left a big mark on humanity. Discovering new, unknown lands, including the rich countries of the East and West, gave rise to a huge and deadly colonial expansion of Europeans, first of all Spanish and Portuguese, and then Dutch, French and English. There have also been changes in existing trade relations (from maritime trade through the Mediterranean and Baltic Sea to ocean trade through the Atlantic and the Indian Ocean), and new trade powers have arisen, with the simultaneous collapse of existing (Italian and Hanseatic cities), converted into the global ports of Cadiz, Seville, Lisbon and Antwerp, and there was a price revolution in Europe. Sailing and port cities have also developed. There was a great migration from the Iberian Peninsula to America. With the arrival of Europeans, the Inca and Aztec civilizations collapsed, the Christianization of South and Central America occurred, and the slave trade flourished.

For hundreds of years, the most popular method of exploring the world, and also the cheapest, is to explore the world through books. Travel literature<sup>2</sup> is the whole of literary works, whose main theme is travel. In such literature, we will find descriptions of unknown countries, people, cities, customs, monuments, religion, culture, history and the traveler's internal experiences. The most common forms of travel literary expression are reportage, diary, journal, letter or sketch.

The first examples of travel literature were already in ancient Greece. The „*Wandering around Hellas*” by Pausanias<sup>3</sup> is the first such example. Pausanias (110 AD - 180 AD) was a Greek geographer and traveler. He wrote „*Wandering around Hellas*” in 10 volumes, in which he contained a personal report of his numerous travels, describing individual lands of Greece as well as monuments and local cults. His writing style is very rich, he develops individual descriptions, supplementing them mainly with historical and mythological information, and being a valuable historical source. It is used by geographers and archaeologists, locating ancient cities and art historians, reconstructing the appearance of ancient temples and other buildings. Historians of ancient

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<sup>2</sup> Zbigniew Bednarek, Łódź „Odkrywca, tubylec... pisarz – literatura podróżnicza jako źródło wiedzy o człowieku”:[https://repozytorium.uwb.edu.pl/jspui/bitstream/11320/6077/1/Z\\_Bednarek\\_Odkrywca\\_tubylec\\_pisarz%20%E2%80%93%20literatura\\_podroznicza\\_jako\\_zrodlo\\_wiedzy\\_o\\_czlowieku.pdf](https://repozytorium.uwb.edu.pl/jspui/bitstream/11320/6077/1/Z_Bednarek_Odkrywca_tubylec_pisarz%20%E2%80%93%20literatura_podroznicza_jako_zrodlo_wiedzy_o_czlowieku.pdf)

<sup>3</sup> Wikipedia: „Pausanias (geographer)”:[https://en.wikipedia.org/wiki/Pausanias\\_\(geographer\)](https://en.wikipedia.org/wiki/Pausanias_(geographer))

religions also use his work because of information about little-known or unknown local cults. The first book of the treaty describes Attica and Megara, the second - Corinth, Sykion, Argolida, the third Lakonia, the fourth Messinia, the fifth and sixth Elida, the seventh Achaia, the eighth Arkadia, the ninth Beocia and the tenth Phocidae.

Travel literature also became popular during the Song Dynasty (960-1279) in medieval China. This genre called itself „travel literature” (youji wenxue) and was often written in the style of narrative, prose, essay and diary. It was also a genre very often found in medieval Arabic literature.

Another example in the history of literature belonging to this genre is „*The Description of the World*” Marco Polo<sup>4</sup>. Marco Polo was a Venetian merchant and traveler who, along with his father and uncle, reached China on the Silk Route. His travels were written in the book „*The Description of the World*”, by Rustician of Pisa (Italian writer) while Marco Polo was in captivity in Genoa after losing the sea battle between the Republic of Venice and the Republic of Genoa. This travel report is a source of knowledge about the history of Asia in the 13th century and the history of the European culture of the Middle Ages.

By the 16<sup>th</sup> century, accounts of travels to India and Persia had become so widespread that they were gathered into collections such as Simon Grynaeus’s „*New World*” (Novus Orbis) and Ramusio and Richard Hakluyt’s collections.

Travel literature in the 18<sup>th</sup> century was known as a travel book, which mainly contained sea journals. In England, almost every known writer worked in the form of travel literature. *The Journals of Captain Cook* (1784) were best-selling books. In the early modern period, James Boswell’s „*Journal of a Tour to the Hebrides*” (1786) helped shape memories of travel as a genre. Alexander von Humboldt’s „*Personal narrative of travels to the equinoctial regions of America, during the years 1799-1804*”, initially published only in France, then I would be translated into many languages and influenced later naturalists (including Charles Darwin).

Other later examples of travel literature include a reaction to the Grand Tour<sup>5</sup>. The Grand Tour was the type of journey that aristocrats and European intellectuals set out on a boat to educate themselves, gain knowledge of the

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<sup>4</sup> History.com Editors: „Marco Polo” 2012:<https://www.history.com/topics/exploration/marco-polo>

<sup>5</sup> Richard Franks „What Was the Grand Tour and Where Did People Go?”: <https://theculturetrip.com/europe/articles/what-was-the-grand-tour-and-where-did-people-go/>

world and culture, broaden their horizons as well as develop aristocratic tastes and good manners. One of the pioneers of such tourist literature was Robert Louis Stevenson with works such as „*An Inland Voyage*” (1878) and „*Travels with a Donkey in the Cevennes*” (1879), which are about his travels in Cevennes in France. They are among the first popular books that depict hiking and camping as recreational activities.

In the 20<sup>th</sup> century, travel literature began to grow in popularity. One of the greatest contemporary travelers, Jacek Pałkiewicz<sup>6</sup> was born in the German labor camp in Immensen in 1942. He is a Polish journalist, discoverer of the Amazon source (1996), creator of survival in Europe and a member of the Royal Geographic Society. He sailed as an officer on ships of „cheap flags” and then worked in African gold and diamond mines. From the mid-1970s, he led many ambitious expeditions in search of the peculiarities of dying civilizations, unusual phenomena and people. He defeated the Atlantic as a voluntary survivor in a lifeboat. He passed the Sahara in 20 days. In 1983 he founded a survival school in Bassano del Grappa (Italy). Most often he traveled in the style of 19<sup>th</sup> century explorers: on yaks, camels, elephants, or reindeer teams, on foot, Chinese champagne or Indian pirogues. He taught astronauts how to survive in extremely harsh and inhospitable environments. He was awarded the Knight of the Order of Merit of the Italian Republic for discovering the sources of the Amazon in 1996. In 2007, he was awarded the Gold Cross of Merit and was awarded the Knight’s Cross of the Order of Polonia Restituta „for outstanding service in research, and for making the name of Poland famous in the world.” In 2010, for his outstanding achievements in the promotion of man, Pope Benedict XVI honored him with the golden cross „Pro Ecclesia et Pontifice” (For the Church and the Pope). In 1998 he also received the „Bursztynowego Motyla” main prize for the best travel book of the year „Terra incognita”.

Jacek Pałkiewicz’s book „*Amazonka. Zagadka źródła królowej rzek*”<sup>7</sup> is a good example of how before the era of social media travel was shown in the literature. In July 1996, the „Amazon Source ,96” scientific expedition, led by Jacek Pałkiewicz, conducted a series of hydrological and geomorphological observations and research in the southern Andes of Peri, which allowed to solve the dilemma regarding the source of the Amazon River. Engineer Zaniel Novoa and Admiral Guillermo Faura Gaig, author of Amazon monography, took part in

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<sup>6</sup> Jacek Pałkiewicz: „Życiorys Jacka Pałkiewicza”: <http://palkiewicz.com/zyciorys/>

<sup>7</sup> Jacek Pałkiewicz „Amazonka. Zagadka źródła królowej rzek”; 2009

it. The expedition's patron was Riccardo Marquez Flores, Vice President of the Republic of Peru. The place where the world's largest river Amazon begins was discovered by the team of Jacek Pałkiewicz on Mount Quehuisha at an altitude of 5150 meters above sea level. The expedition took place in 1996, but the discovery was not officially recognized by the Peruvian Geographical Society until 12 years later. Scientists proclaimed the Amazon source „a monument of nature and a key element of the global natural heritage.” The mystery of the source of the Amazon has always been the subject of endless speculation. The book describes colorful descriptions of nature and landscapes, history and adventures of the first arrivals from the Old Continent who struggled with its element and diseases. There is also a description of preparations for this expedition, trips to Moscow or Warsaw. This book is, in brief, an accurate description of the whole process of organizing the expedition, preparations, relationships with the expedition itself and what this expedition brought.

With technological progress and the industrial revolution, the first films began to appear. Many years passed before celluloid tape was invented in 1877 by Hannibal Goodwin, which allowed the recording of the first, very primitive films in the late 19<sup>th</sup> century. Very quickly the first cinematograph was invented by the Lumiere brothers in 1895, and this year they already showed their first films. Already after 22 years, the film „*The Birth of a Nation*” by David Wark Griffith was made. The first sound animation - Disney - appeared a year later, and less than a decade later, already in technicolor, such masterpieces as „*Gone with the Wind*” or „*The Wizard of Oz*”. Another great breakthrough was the 1970s with special effects and movies like „*Star Wars*” and other science-fiction movies, and since the beginning of the 21st century, we have also been watching movies in 3D technology, the first of which was „*Avatar*” by James Cameron.

What exactly is a travel movie? This is nothing more than a production in which the script stimulates the imagination and the place where the shots are taken gives you an irresistible feeling that you want to go there and be there. It is shown in Wojciech Cejrowski's TV program „*Boso*”.

Wojciech Cejrowski (1964) is a Polish radio journalist, satirist, photographer, traveler, author of books and press publications, artistic director of the Poznaj Świat library and a member of The Explorers Club. Seeker of the dying Amazon tribes. He won, among others, the Gold Medal at „The New York Festivals 2008” in the Best Travel Program category for the „*Wojciech Cejrowski – Boso przez świat*” program, the Amber Butterfly for the best travel book of the year „*Gringo wśród dzikich plemion*”, 2 Empik statuettes „Bestseller 2018”, 6 nominations for „Wiktor” for television activity, „Blue bowler” as a special award at the VIII

Festival of Good Humor for „showing the world with humor” in the program „Boso przez świat”, „TOURIST 2007” statuette and the title awarded by Gazeta Wyborcza as „The Most Interesting Man of the Year”. He ran, among others, the „Boso przez świat” travel program, which took the form of about 25-minute reports from various parts of the world, including Brazil, Mexico, Gambia, Ecuador and Portugal.

Wojciech Cejrowski also travels through Texas in the US and has a show „Boso – Texas”<sup>8</sup>. Cejrowski himself says about Texas:

*„If I were to move somewhere from Arizona, I would go to Texas. Bigger, stronger, and in the event of the breakup of the US, he would do the job as an independent state even better than staying in the Union.”<sup>9</sup>*

In this series, he shows Texas from the perspective of an ordinary person, a resident of one of the cities. He transforms into a cowboy, an icon of the Wild West. He proves that in Texas such a style is not only a tradition but also a duty. In the clothing stores, you can buy main jeans, shirts and hats. Even children are baptized in a cowboy-style outfit. It brings the unique color of the largest state, after Alaska, of the United States. Texas residents today emphasize their individuality and the extraordinary nature of the place where they live. There is a reason because it was Texas that was the scene of the most important events in the history of the United States: from the formation of a new state and the fight against the Indians and Mexico, through the Civil War, to the golden age of cowboys and gunfighters. It was here that the spirit of the first American settlers survived. Wojciech Cejrowski in a characteristic intelligent and humorous way will talk about such inherent elements of Texas as a ranch, cattle, firearms, cowboys, rodeos and oil.

Travel literature and travel film have developed at an enormous pace. People were more eager to reach for literature or watch travel programs on television. However, with the expansion of Internet access, and with it Social Media, they have become less and less popular.

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<sup>8</sup> Wojciech Cejrowski „Boso. Texas”; 2014

<sup>9</sup> Wojciech Cejrowski, Podróże: [www.cejrowski.com](http://www.cejrowski.com)

## Travel and social media

The main purpose of social media<sup>10</sup> is to give opportunities for all users to dialogue and interact. These include not only popular social networks but also discussion forums, photo sharing platforms, blogs or websites where you can post your opinion on a particular product or service.

When the first email was sent in 1971, there was a revolution in the way people communicate<sup>11</sup>. The beginning of social media falls on 1978. Exactly then appeared CBBS - the program of Ward Christensen, which brought together computer enthusiasts. In 1995, American Internet users already used Classmates.com, a website that can be compared to Facebook. A milestone came in 1997 when SixDegrees.com was created - one of the first typical social media that made it possible to find friends and send them invitations. The name of this site was not accidental. The site existed for only four years. When Mark Zuckerberg founded Facebook in 2004, it enveloped the world. This phenomenon was surprising, so new portals began to appear. Currently, a quarter of people use social media.

When was the rest of the social media more or less established?

- 2003: LinkedIn and MySpace
- 2004: Facebook
- 2005: YouTube
- 2006: Twitter and Nasza Klasa
- 2007: Tumblr
- 2010: Pinterest and Instagram
- 2011: Google+ and Snapchat
- 2016: TikTok.

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<sup>10</sup> Andrew Perrin for PewResearchCenter „Social Media Usage: 2005-2015”; 2015: [https://www.secretintelligenceservice.org/wp-content/uploads/2016/02/PI\\_2015-10-08\\_Social-Networking-Usage-2005-2015\\_FINAL.pdf](https://www.secretintelligenceservice.org/wp-content/uploads/2016/02/PI_2015-10-08_Social-Networking-Usage-2005-2015_FINAL.pdf)

<sup>11</sup> Simeon Edosomwam, Sitalaskshmi Kalangot Prakasan, Doriane Kouame, Jonelle Watson and Tom Seymor from Minot State University; The Journal of Applied Management and Entrepreneurship: „The History of Social Media and its Impact on Business”, 2011; <http://www.minot.com/tom/SocialMedia.pdf>

Social media is a huge tool these days. Their most important advantage is the ability to keep in touch with family and friends. It's not always possible to see someone close or friends daily, so social networking is the perfect way to do it. It's convenient, fast and free. Many websites, including the popular Facebook, allow you to use convenient messengers and send short text messages. Currently, social media is the most popular place on the web for effective and efficient promotion. Many companies have their profiles on Facebook and other websites, where they gain a group of followers, customers and buyers. Despite the enormous number of portals that allow you to buy and sell, social networks and here are adding their brick. There are many thematic groups, offering to add ads on the purchase and sale of various items, e.g. cars, houses, clothing, but also ads on putting animals for adoption. They motivate and help with illness, for example through various online collections, or simply keeping in touch with friends or relatives during illness.

Social media is a brilliant discovery these days, but unfortunately, they bring as many benefits as threats. The biggest drawback of social media is the ease of becoming addicted to them. According to research picked up by BBC News, children between 5 and 16 years old can sit 6.5 hours a day in front of telephones, computers and TV screens. Such abuse can end up in addiction. Researchers at the University of Binghamton in New York investigated what is affecting social media addiction. They looked at the three character traits of their users: neuroticism, diligence and agreeableness. The first of these is typical for people who cannot deal with stress and anxiety. Unfortunately, it is they who are most prone to addiction. On the other hand, for diligent people who control their whims and can achieve their goals, as well as those who are friendly to people, the risk is lower. Unfortunately, the situation is complicated if diligent or conciliatory people have neurotic tendencies. They should also be vigilant when using social networking sites. Another downside to using social media is that they make your mood and sleep worse. If social media is starting to take up more and more time, it can reduce feelings of happiness, a study at the University of Pittsburgh School of Medicine in Pennsylvania has shown. It is primarily influenced by the use of a large number of applications. The risk of developing depression increases up to three times. People with a tendency to this disease are more likely to use social media because they are looking for acceptance and a sense of comfort in them. 30% of people from the group participating in this study also had big sleep problems. They were not responsible for how much time they used social media, but how often they looked at them. Unfortunately, social media is the perfect place for matrimonial cheats. Many people impersonate others, pretend to be someone else, can

pretend to be a friend or chat for matrimonial purposes, and really: to exploit man financially and emotionally. Having a profile on a social networking site also obliges you to protect information that could be used to get into your bank account. There are more and more frequent hacking of profiles and theft of personal data or the use of published photos. The disadvantage of social networking is also that you can publish what you want on them, including posts that can slander or offend someone. Similarly, the issue is when publishing content ridiculing people in embarrassing positions or funny situations. These behaviors are common among adolescents but also occur in adults.

The era of social media and the latest mobile technologies have changed the way people are divided around the world, as well as the entire tourism industry. Thanks to this, tourists can enter a given place in the world at any time (for example on Instagram) and they are immediately at the destination in real-time, but online. Thanks to this, there is access to hundreds of thousands of opinions about a specific place, restaurant or hotel. You can also find useful travel tips, practical information on tourist attractions and the most interesting places to visit. You can get inspired by watching other people's photos and videos. Of course, checking current and current weather forecasts will not be a problem either. Browsing the internet, you can also find out about interesting events in the region, which often diversify the stay. In the last decade, the interest in organizing trips on their own has also clearly increased. Many tourists have started choosing not holiday resorts, but local apartments or hostels. They allow you to get to know the everyday life of the inhabitants of the places you visit better. Not to mention the fact that traveling nowadays through social media is cheaper. It is easier to buy a cheap flight ticket in the application and then book any accommodation in the next one.

Before social media appeared, travel programs on the television were the only place (except photographs in books) where one could watch the travel report and the television program „*Wojciech Cejrowski. Boso przez świat*” was given as an example. Now in the era of social media, movies on television are also popular, although Youtube is becoming even more prominent. Youtube is a website that allows free placement, rating and commenting on user videos from around the world. Now anyone can travel and record reports and upload it to the web. Contrary to appearances, more and more people are looking for inspiration of a given place precisely on such videos, because they are available to everyone for free, are short (usually up to 15 minutes) and specific. If a given user collects a large number of subscribers, they can already start making money on it and it can become a source of income.

Aggie Lal's book „*InstaTravel*” is also a perfect example of how social media influenced travel. The title comes from the words „Instagram” and „Travel”. Instagram is a photo social photo hosting website, connected to the application of the same name (which is available on iOS and Android operating systems), which allows users to edit photos and videos, apply digital filters to them and share them on various social networking sites.

Aggie (Agnieszka) Lal (1987), also known from the blog „*Travel In Her Shoes*”, is a Polish traveler who lives in Los Angeles in the USA. She currently runs a blog and Instagram, has written a book, has her own business with swimsuits and has created her own photo filters. Her Instagram is full of beautiful travel and everyday photos. Thanks to this account she can earn money and explore the world.

At the age of 19, she flew abroad for the first time. In Sydney, she completed a Master's Degree in management. Before she started working, she wanted to see a bit of the world, so with her boyfriend (at the time), she decided to do a vacation to Mexico. They had to stay there for 4 months because their boat - which was their main mode of transport - was not suitable for returning to Australia. Their return trip by boat was to last 21 days, but due to great difficulties, they arrived in Australia after a few months. They only ate boiled rice, they had no contact with their loved ones. After returning, Aggie decided to move to Los Angeles, where she began working in the film industry. At the same time, she decided to create her own blog, which she called „*Travel In Her Shoes*”. Thanks to the blog, her popularity began to grow and began to receive offers from companies for cooperation: various companies, for example, offered her to stay on the island in exchange for showing the logo of their brand on Instagram, because she had more recipients on it.

The book „*InstaTravel*”<sup>12</sup> is a book that perfectly reflects how social media has changed the way of traveling. The first sentences that promote her book:

*Discover breathtaking destinations. Have amazing adventures. Capture stunning photos.*

*Have you ever wanted to eat breakfast with a giraffe in Kenya? Or watch the sunrise from a Jacuzzi in the Philippines? Or ride a Vespa along the Amalfi Coast? Dream no more! Turn your fantasies into Instagram-worthy photos with help from Aggie Lal (@Aggie), one of the pre-eminent Instagram travel influencers.*

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<sup>12</sup> Aggie Lal: „*InstaTravel*”; 2020

It is divided into 6 sections, with themes in them (examples are listed here):

- "Beach and Water Experiences": „*Surf the Waves in Honolulu*”
- "Adventures": "*Drive with the Top Down in Hawaii*”
- "Cultural Experiences": "*Discover Havana in Cuba*”
- "Animal Encounters": "*Spend a Day at the Beach with Pigs in the Bahamas*”
- "City Experiences": "*Get Discovered in L.A.*”
- "Festivals": "*Immerse Yourself in Music at Coachella*”

Each of them has columns with practical tips for a given place, how to take the best photo there and what to do best there. The book is filled with beautiful photos of her travels. In each of the sections, she gives photo advice, thanks to which the photo will look better on the Instagram profile.

„*InstaTravel*” is presented in a modern way - on the one hand, it is a travel book, which is filled with interesting places to visit near a given place, when it is best to visit it, a description of the place and tips on how to best take a picture there. On the other hand, the book contains tips that refer to social media, because the photos that will be taken most often land on social media.

Based on Aggie’s achievements, looking at the whole of her work, it can be said that social media are the heirs of previous travelers’ achievements. First, there was travel literature. At this point, any book can be read on the Internet (for example in the form of an e-book). Travel reports, like books once were, were transferred to the Internet from paper. The internet gives more range to potential fans. People from all over the world can enter the phrase into the internet without leaving their home and a lot of material will pop up on a given topic (or about a given country or destination). It was in this form that Aggie created a blog, where she shared for free, a report on a trip. Such articles are usually transparent, short and filled with photos - so the reader is not bored, because he has both the text (and the most important information in it) and current photos. Also, such travel accounts are movies - once, such a travel film lasted on average at least 25 minutes („*Wojciech Cejrowski. Boso przez świat*”), but now, instead of such long movies, people add shorter, more specific travel videos from a given place on social media. Aggie also puts such videos on her Instagram and YouTube profile. On YouTube, you can find travel accounts of various people who did not necessarily use the highest quality equipment for recording (as in the case of television), for example phones, cameras, sports cameras or drones (they give aerial shots). Of course, travel movies are still very

popular, but Instagram and YouTube are now more popular, even though travel movies have all started.

Aggie would not have been so successful if it was not for social media. The whole book would not have been created if it had not been for them. However, it all began with literature and travel film.

## Conclusion

Social media are very important in today's world. They are an independent source of information about what is happening in the world and are also a carrier of fast communication. They have facilitated many things that human contact with every day, for example, checking the weather or time with one click and facilitate communication between people.

The main hypothesis of this work was to prove, that Social Media are the heirs of travel literature and film.

Moreover, the main purpose of the work was to show how social media has contributed to the development of tourism and the way people travel around the world.

In addition, the main problem of this work was the question: are today's travel literature and film a step forward or a retreat from traditional travel literature?

As a results, the materials above have proved that social media play a huge role in tourism and have become the heirs of travel literature and travel film.

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# GASTRONOMIC TOURISM: CULINARY DESTINATIONS OF FRENCH AND MONACCO NATION

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## Abstract

The article gives a brief view, and deep study of the main world trends in the development of gastronomic tourism, it gives an opportunity to use them for the practice in developing of the national tourism market . *in perspective*, this will help to improve the touristic image and the growth of country's tourism. This article describes an opportunity which is given to tourists while tasting the national cuisine. While trying local cuisine, tourists are introduced to the ways of material culture of the people, elements of its folklore and traditional ways of producing food. Recalling the fact that there is a connection between culinary tourism and the production of environmentally friendly food.

**Keywords:** gastronomic tourism, culinary tourism, French cuisine, cuisine of Monaco, typical dishes of Nice .

## Formulation of the problem

From an organizational point of view, culinary tourism involves features of local food production technologies , *their* history and traditions consumption, as well as possible tourist participation in the preparation of national dishes, visit culinary festivals and contests . Gastronomic tourism can also be considered an auxiliary tool in the knowledge of the cultural heritage of countries and regions of the world ,since national cuisine is one of the elements *that* reflects the *lifestyle, outlook*, ethnic traditions.

The phenomenon, which today is called to be called culinary tourism, is rooted in the distant past. As an example many centuries ago, merchants committed to purchase travel for different sweets, spices, wines and various beverages.

Nowadays trade has made it possible to solve this issue. Now, in any supermarket, we can easily find products from any continent of the planet. But, nevertheless, a big number of travelers have an aim to learn taste national cuisine directly in its territory, to try unique tastes of different recipes of famous chef, to taste wine or another drink directly at the place of its production. World Tourism Organization indicates that the development of culinary tourism occupy a leading position in the global tourism market.

Usually, a traveler who arrives in the country not as a “culinary” tourist, in one way or another faces with kitchens of hotels or local restaurants and cafes. It is quite clear that it determines his impressions about the country. If the local cuisine is satisfying for him, then, without any doubts, he will definitely share his impressions with his loved ones and friends.

**The purpose** of the article’s research is to explore the national identity of the French cuisine and the principality of Monaco. To achieve the goal we set the task of denoting the culinary borders of a nation, traditions, habits and culinary preferences, origin of dishes, their recipes. Make a grammatical analysis of the recipe text in the context of culinary discourse.

Show the transformation of the culinary ideas of the French cuisine and the principality of the Monaco kitchen and how culinary discourse is reflected in the process of national formation identity.

In connection with this fact good cuisine is of particular value as part of culinary tourism, as well as an important component of the tourism product. The term “culinary tourism” was introduced ten years ago by a professor at the University of Ohio, USA, Lucy Long. Today, the term has become widely used in the formation of the tourism product in many countries Saint ITT. It should also be mentioned that beer and wine tourism is very often an integral part of culinary tourism, in which tourists get acquainted with the traditions of brewing and winemaking in various countries. At the same time, tourists have the opportunity to get acquainted with the product itself. It is worth remembering that this niche of the tourist market will become one of the most promising for many reasons.

## **Analysis of modern lit idzhen and publications**

In the study of gastronomy tourism a special contribution Such foreign and domestic scientists have done: Ageenko O.G., Antonenko V.G., Babkin O.V.,

Basyuk D.I., Bozhuk T.I., Vishnevskaya G.G., Komarnitsky I.O., Kuklin T.S., Rasulova AM, Salamatina SE, Stelmakh O.A., Kaurova A.D. Kovalenko K.Yu., Matveev V.V., Prokopchuk L.A., Hall K., Mitchell R., Wolf E. and others.

French scientist. A. Annes, V. Wright drew attention to the concept about the culinary borders of the nation and the strengthening of national identity. For the first time, the connection of daily nutrition to the culture system was described by F. Braudel as an attempt to analyze the system of gastronomic culture in the context of the social function of the era.

## **Materials and methods**

During the discursive analysis conducted monitoring and interpretation of literary sources, situations, original texts of culinary recipes and names of dishes, ingredients. The methodological basis of this study is laid on the methods of scientific cognition, systemic approach, generalization of works of foreign and national scientists in this direction.

## **Presentation of the main results of the study**

Culinary tourism - it's kind of tourism related to acquaintancing and tasting national culinary traditions of the different countries.

First of all, it should be recalled that for many tourist food and beverages are among the most important thing while traveling. In this case, if during the formation of the tour acquaintance with national cuisine it is the main motive of travel, then this fact will necessarily reflect the internal benefits of the majority of customers in the future. In other words, getting acquainted with national cuisine becomes the main determining element of staying in the country.

Culinary tourism provides an opportunity to bring tourists all the wealth of folk traditions. Getting acquainted with local cuisine, tourists are introduced to the ways of material culture of the people, elements of its folklore and traditional ways of producing food. It will be appropriate to recall the fact that there is a link between culinary tourism and the production of environmentally friendly food.

Quite clear that culinary tourism can not confine only to the national cuisine. In any country you can find prestigious restaurants that represents cuisines from other countries of the world. For example, experienced gourmets who are well-known with local restaurants, meat dishes and salads eat in one restaurant, to enjoy the seafood - go to another restaurant, and try sweet - in the third.

Another important fact. Culinary tourism provides an opportunity to attract tourists to the culinary process. For tourists attention there are offered original courses of local national cuisine, master classes with the participation of the best chefs.

It is important to note the fact that for culinary tourism there is no such thing as a season. According to the International Association of Culinary tourists prefer such leisure activities as visiting various festivals and museums and theaters. Quite often, travel companies form special tours based on both factors - cultural and culinary.

You can also notice a rather interesting picture that customers with an income above average are highly valued by high-quality cuisine. Naturally, due to this circumstance, their cost of staying in the countries will be higher than that of ordinary tourists. Therefore, as an conclusion a good idea is to start forming and promoting a new product such as culinary tours.

In most cases, culinary tourism is seen as short trips, mostly on weekends. Most tourists in two or three days have time to form impression about the new cuisine and its dishes. But you should not lose an opportunity to have longer tours. You can always plan a longer tour, which will include in your program a culinary journey across countries and the conduct of folk cuisine, which will ultimately give tourists a deeper insight into the beauty of national cuisine.

The basis of such a program should be from the best institutions of national cuisine. And hotels that work with travel agencies and firms should recommend their guests such a culinary programs. Hotel in which you stay in, first of all, should give the guests a theme familiar with the traditions of the local national cuisine.

Even if the hotel does not have a restaurant in folk style , then this will not prevent the hotel management from organizing original master classes for its clients. It should not be forgotten that local producers of various drinks - vodka, wine and beer - are very closely associated with the culinary theme.

Visiting enterprises for the production of various beverages and their tasting rooms has become part of the tourism business and in the culinary tour, such a visit will be harmoniously fit into the program of stay, and thus contributes to the promotion of the production of beverages.

And if you combine a tourism business with a beverage business, then you can start promoting individual cities or even countries in these business areas.

For example, the West has a potential audience interested in the topic covered by special TV shows, Internet sites and magazines, many people have their own cooking blog.

Quality theme of food is closed. After all, the culinary tourism has a fairly large number of tourists in this category and have fairly extensive experience of facing the world's different national cuisines and culinary tours, so organizers should not deceive their expectations, because it immediately would cause the loss in the market. It would be quite reasonable to organize the promotion of the theme of culinary tourism under the auspices of a separate association of enterprises that would combine their efforts only for this purpose and realize mutual responsibility. Such an association should work in three directions: the creation of partner associations for various forms of organization of culinary tourism and joint efforts on marketing in the target markets and the promotion of culinary tours in general, the formation of a system for assessing the quality of services, and, finally, the creation of educational programs for service staff.

Tourists need to know what gourmet tourism is a journey to countries and continents to get acquainted with the peculiarities of local cuisine, culinary traditions and to taste the unique dishes or products that are unique to a grown man. Going on vacation, you should take into account the nutritional value of local food in order not to go home without extra pounds or health problems. During consuming national dishes, we are used to a have certain amount of spices, spices, fats, salt, to a certain balance of liquid and solid food, to our drinks and so on. Once in an unusual culinary environment, we put our body in additional stress. For example, extra spices can cause stomach upset, large amounts of salt – contribute the increase of blood pressure and uncontrolled absorption of fatty foods very quickly lead to the emergence of extra kilograms.

Gastronomic tourism is well organized today in the Czech Republic , Hungary , Scotland, France, Italy, Spain where there is a developed network of tours to the national restaurants.

National specialities of cuisine can be predictable, problems can be solved – this is the main aim of the gastronomic tours.

Organization of gastronomic tours contributes to the revival of national culinary traditions of any country. During gastronomic tour tourist can:

- visit national cuisine restaurants
- take part in gastronomic festivals
- get acquainted with the history and recipes of the national cuisine according to the seasons
- take part in the preparation of national dishes.

In our case culinary reflection forms French cultural discourse. Reflection of French culinary discourse different text-discourse units (texts that describe cooking techniques, the traditions of its use, works of art that cover the theme of food, special “Culinary” masterpieces, on the verge of literature and journalism; recipes, as an artifact of culture, product of the culinary tradition).

The recipe is multifunctional text in a special form which has an informative character that performs before and during preparation, it also has entertaining and educating functions, it also contains information about the ingredients, how they are combined and cooked, and more. IN the text of the recipe is laid out an influential function, and namely: the recipe awakens the users' emotions, not the attitude to the dish, affects on the aesthetic feelings and finally the recipes texts are fulfilled .

Nations of France and Principality of Monaco. The French are famous fashion designers in cooking. The art of mastering cooking came to a country from Italy, along with Maria Medici. From this time on, the gastronomic creation of the French begins, which reached its peak for Ludowig XIV and Louis XV. The quality and peculiar to each product must be retained after heat treatment. The French cuisine attaches great importance to the fact that the products are harmoniously combined, and not simply blended “in one pot”. French cooks invented sauces and gradually brought them to perfection. Ultimately, the “Nouvel Kuyin” (“the new kitchen”), which, according to the requirements of the fighters for a slim figure, goes into easily digestible dishes, did not give up the sauces. In France it is accepted to distinguish between regional (*cuisine regionale*) is common (*cuisine bourgeoise*) and delicious (*haute cuisine*) kitchens.

Regional French cuisine, in turn, is divided into Alsatian, Burgundy, Overseas, Breton, Norman and Provençal. The most famous alpine paste from goose liver

(foie gras). Meat stew in Rhine (boeckjfe) prepared from lamb fillet, pork, pork legs, potatoes, onions and Alsatian wines. Traditionally served only on Mondays.

Onion cake - chopped onion dish, bechamel sauce and smoked bacon. Pie on a hot flame - delicacies baked in a hotly baked oven made from bread dough, slices of becon, sour cream and onions. "Bacoff" - a meal of pickled pork or mutton, laid with layers of potatoes and baked in a pig iron. The most important attraction of Alsace is the beer with which regional cuisine is connected. At this time Alsace is a recognized center of European brewing industry. Here almost all main types of bread are cooked: light (Heineken), dark (Schützenberge), amber (Meteor) with a reddish tinge («Adelscott»), and also beer according to ancient recipes («Kronenburg»).

The Burgundian cuisine reflects the choice of dishes and the way they cook, typical of the province of Burgundy. These are mainly beef, oysters, river fish (pike, perch, carp, linen), berries (currant). A well-known dish is "Burgundy Meat", as well as Burgundy Wines. Meat in Burgundy (*boeuf bourguignon*) or Burgundian beef: meat, onion, mushrooms, carrots and fat. The products are stacked in a bowl and before baking in the oven, they are watered with wine and brandy. Burgundy wines (bourgognes) produced in eastern France from grape varieties of the historical province of Burgundy. Glory to the varieties of Chablis (Chablis) Cote de Bon (Cote-de-Beaune) Ron (Rhône).

The Auvergne cuisine reflects the selection of dishes and how they are cooked in the province of Auvergne. Characterized by dishes from river fish (trout, salmon), mushrooms (white, chanterelles, livestock), vegetables (beans), berries (raspberries, blueberries). The most famous dish of this kitchen is lentil soup (soupe auvergnate): cooked as lentily and smashed potatoes; served with croutons. It is also glorified by glazed chestnuts and tincture Suz (Suze).

Breton cuisine reflects the choice of dishes and the way they are cooked, taken in the province of Brittany. Characterized by a large number of dishes from sea products (crab, lobster, sea scallops) and the use of cider. The most famous dishes are lobster in an armor; scallops in cider; a duck with white mushrooms; Escalator Vivian (escalope Viviane).

The Norwegian cuisine reflects the selection of dishes and how they are cooked in Normandy. The province is rich for meat and dairy products, poultry, seafood and apples. There is no vineyard in Normandy, so the apples are used for cooking - cidre, which is also served to the traditional table independently. In addition, the Normandy calvados (calvados), that is, apple vodka, obtained by

distillation of cider, became widespread. The famous dish is Norwegian soup (soupe normande). Normandy also has a plateau de fruits de mer, which is a great blend of raw molluscs and boiled crustaceans. Normandy is the birthplace of the famous Camembert cheese (camembert).

Provençal cuisine reflects the choice of dishes and ways to cook them, typical of the province of Provence and the neighboring regions of southern France. It is distinguished by a large number of dishes made from seafood (soupe de poisson), vegetables (ratatouilles), spices (pestou), especially garlic, and onions and sebum. Very popular soup in Marseille (bouillabaisse), soup julienne in Languedoc (julienne languedocienne), beef stew in Provence (daube provençale), ragout of hare in Landes (civet de lièvre landais), mashed with garlic (soupe à l'ail).

Morning breakfast is very simple: coffee with milk, a little bread and butter. Second breakfast - noon. Of course, this snack - sardines, salad of fresh cucumbers or a mug of sausage, a little oil and lots of bread; roasted meat and fish, vegetables, salad, cheese, fruit, a cup of coffee, tea or cocoa. At 17 o'clock for children - a plate of butter and a slice of chocolate. In the evening - a family lunch: soup, roast or stew, vegetables, dessert.

Of course, the fussy rhythm of modern life also touched France, but it's just that fast food has not yet taken such strong positions as in other countries.

The bistro menu (bistro (t)) in France usually includes smoked herring in vegetable oil with potatoes (harengs pommes à l'ail); calf head with mustard-egg sauce (tête de veau, sauce gribiche); steak stew, red wine (entrecôte morchard de vire); fried mutton leg with beans (gigot rotis, fèves); chocolate mousse (mousse au chocolat); caramel with cream (crème caramel), dessert with custard and whipped cream (île flottante).

"Lunch on the run", i.e. food for take-away, in the bistro presented in the menu several types of sandwiches, including with baked ham and cheese (Croque Monsieur) and roasted chicken with cheese (Croque Madame). For Parisians, for example, a typical dinner dish in the bistro is a natural omelet (omelette nature), gelatinous inside with a perfectly crumpled crust, as well as salad verte and one or two slices of bread. An alternative to the Parisians is the oeufs sur le plat or oeufs durs.

In the assortment bistro is represented by the so-called bonne cuisine (good cuisine), i.e. simple food, many cooking recipes that remain unchanged for hundreds of years. Among the dishes of this cuisine is steak-frites steak; roasted

chicken (poulet roti); leeks with seasoning with vinegar, vegetable oil and spices (poireaux vinaigrette); veal kidneys in mustard sauce (rognon de veau a la moutarde); sausages (andouillette); liquid custard and chocolate mousse (mousse ai and chocolat). Among the French bistros - a marked specialization. There are bistro seafood (bistros de la tag) and wine bistro (bistro a vins), that is wine bars. A special group of catering companies is brassery - beer bars or restaurants.

Typical dishes of Nice. Fougas (La Fougasse). Bread cake, which is wrapped in slices of bacon, onions and olives.

Cheese. As in the Provence breeds mainly sheep and goats, sheep and goat cheese is produced here.

This is quite young, and semi-hard, and quite solid, which is undoubtedly the most fragrant.

Knoxie (Les Gniocchis). Potato beads in molten cheese are cooked in the oven. Bagnat (Le Pain Bagnat). Nice typical dish. Huge sandwich with green salad, thin slices of tomato, anchovies, steak eggs, capers and olives flavored with olive oil.

Scar with lamb (Les Pieds et Paquets) . Very delicious dish - a roll, stuffed with mutton scraps in a very spicy sauce. Served with beetroot and side dish of boiled potatoes.

Pissaladier ( La Pissaladiere ). Onion cake with anchovies and olives. Eat in cold sliced, chopped pieces as a snack.

Pump ( La Pompe a Huile). Tane in the mouth a bun with olive oil. Porchetta ( La Porchetta Nicoise ). Dairy powder stuffed with onion, garlic and fragrant herbs.

La Putin ( La Poutine ). Omelette with fish.

Ratatouille ( La Ratatouille Nicoise ). Vegetable rago of tomatoes, eggplant, sweet pepper, onion, stewed with garlic, cumin, laurel leaves in olive oil. Eat both in cold and hot weather.

Ravioli (Les Raviolis). Local mistresses make manual ravioli with meat, spinach, cheese, fish, mushrooms.

Salad Nicoise ( La Salade Nicoise ). Green salad, round slices of tomatoes, olives or olives, steep eggs, anchovies, radishes, tuna (add other ingredients, such as sweet peppers, artichokes, celery). And all this is seasoned with olive oil.

Sokka ( La Socca ). Another version of legumes is the traditional Nice dish. Soup Pasta ( La Soupe au Pistou). The famous dish of Provence. Red, white and green beans, zucchini, potatoes, turtles in a garlic sauce, basil, olive oil, tomato paste and grated parmesan (sauce "leaf"). Stockfish (Le Stockfish). The name derived from the Italian "estocapacidae" is a dried cod, cooked with white wine, onion and garlic.

Finally, olives and anchovies are added to the dish.

Supiff (Les Supions). Small cuttlefish or squid, rolled in flour and deep fried. Tapenad ( La Tapenade ). Mashed masks of anchovies, olives, capers (tapene in Provençal "capers") in olive oil. Traditional cold snack.

The christmas tradition of Provence. In honor of Christ and his apostles, for dinner, serve 13 desserts: dried figs, dates, hazelnuts, almonds, fresh, pickled and candied fruits, white and black nougat, chocolate, almond biscuits.

For the preservation and maintenance of culinary traditions, the brand "Kitchen Nice, a tradition of worship" was created. Restaurants in which you will see a sticker depicting a girl in a national costume with a basket of vegetables in their hands, are obliged to offer visitors three traditional dishes.

Pastis (Le Pastis). Famous aniseed aperitif. There are also variants with the addition of various syrups, for example, the paste with pomegranate syrup is called "tomato" (tomate), and with a peppermint - "parrot" (perroquet).

Provence can not boast a large selection of wines, but local table wines, strong and rich, perfectly combine with traditional cuisine. Wine Belly, Saint-Rosein, Saint-Jeanine, Menton - eminent. In Provence, pink wines, made by the method of white wine from black grapes, are desirable. They are served slightly cooled. Pretty dry white wines are accompanied by fish and seafood dishes.

Wines of the AOS category (names controlled by origin): Bandol. Red wine, which is drunk after three years of exposure in the cellars. White and pink wine is used young. Cassis Wonderful dry white wines combine well with bouyubes and seafood dishes. Red and pink wines are much lower in quality.

Bellet An elegant, fruity white wine with a delicate taste. Unfortunately, it is produced in very limited quantities.

Palette The white, red and pink wines of this name are definitely on the wine list of Provence's restaurants.

The Cotes de Provence wines of the Mora vineyards are rich red and pink dry wines with a pronounced bouquet.

Monks of the Abbey of St. Gonorat on the Lerina Islands have long produced the wine "Lerina", which has exclusive rights.

Beer is not as popular as wine, yet it has more and more fans. In the Beer Restaurant, Rubens in Nice offers three new varieties of beer, bottle and barrel: La Blanche de Nice, flavored with orange peel and coriander, slightly bitter La Segurane and a very strong La Cervoise. Beer of excellent quality and in no way inferior to well-known German or Irish brands.

A special dish of the kitchen is Barbagian (barbagiuau) - something like a cake filled with rice and pumpkin.

Fugasse (fougasse) - orange pies, decorated with nuts, almonds and anise seeds. Sokka (socca) - pancakes with peas and chicken.

Stokafy (stocafi) - Dried cod cooked in tomato sauce. Kitchen Principality of Monaco. Kitchen formed the Principality of Monaco Mr Eid influence of the culinary traditions of France and Italy. Moreover, the influence of different dishes in the regions of France and Italy is felt here. The favorite food of the monesque are vegetables and root crops, cheeses, steak with fried potatoes, stew with sauces, snails, fish dishes. Drink lots of wine and coffee. Ayoli (L aioli) - Garlic Sauce and Olive Oil. Anchoiaed (L anchoiade) is an anchovy puree with crushed capers, slightly flavored with olive oil. Served with slices of roasted bread for a snack. The flowers of the pumpkin (Les Fleurs de La Courge) (sometimes zucchini) are lowered into boiling oil. The dish is very tasty.

Bouillabes ( La Bouillabesse ) is the most famous dish of Provence. At the local fish soupe, there must be at least three fish species: barbula, scorpion and a trigger, but this list is usually longer. And besides, add crustaceans: small crabs or shrimp. Boyabes season with salt, pepper, tomatoes, onion, cumin, saffron, garlic cloves, dill, sage, bay leaves, add a glass of cognac or white wine, olive oil and rooile (la rouille) - this sauce is smeared on slices of roasted bread. Juice is cooked, counting on a certain number of people, and eat at a time - it is not warmed up. Burrid ( La Bourride ). The native version of bouillabus is made from white varieties of fish: merlane, cod, sea devil - and seasoned with ajoli sauce.

The branding with chips ( La Brandade ). Crushed puree is served in cold style with capers.

Brooms ( La Brousse ). Fresh, very young cheese with garlic and spicy herbs stored in olive oil.

Cad (La Cade). A sponge of bean flour is cut into pieces in hot form. Traditional Toulon dish.

## Conclusion

French cuisine is fairly considered to be an example of world cookery, a standard of refinement and sophistication. Its magnitude is built on proficient selection of products and competent combination of ingredients. Tourism and rest in France are impossible without its famous dishes, which made the country a gastronomic center of Europe.

One of the varieties of the gastronomic tourism in France is called rural tourism, which assumes that the main part of the trip is in the suburban area, where tourists can observe and participate in the process of harvesting, making one or another product, tasting, just simply become involved in the “ecological”, “green” way of life.

Often, wine tourism is also included, because its main principle is tasting wine at the place of its production.

Among the most popular wine regions in France are Bordeaux, Burgundy, the Rhone and Loire valleys, Alsace, Champagne, Languedoc Roussillon and Provence.

Excursions to factories and other manufactures is one of the most common types of gastronomic tourism. The most popular are tours to the honey, cheese and foie gras productions. They are located all over the country. However, most of the popular with the tourists cheese factories are concentrated in the south-east (Languedoc-Roussillon, Provence and Rhône-Alpes) and in Alsace. Most of the “tourist” farms where the foie gras is produced are located in the regions Aquitaine and South Pyrenees.

Truffle farms are common in Limousin, Provence, Franche-Comté, Ile-de-France, directly around Paris - the main consumer of the truffles, and the Champagne-Ardenne region.

Farms specialized on the cultivation of a special kind of toads for the preparation of the famous “frog legs” are located throughout the country.

However, the farms did not actually receive the popularity among tourists, despite the phenomenal demand for this product in the restaurants of the country.

Thus, rural and urban wine and gastronomic tourism are represented almost all regions of France. At the same time, each region remains distinctive and has its own specialization.

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# RISK MANAGEMENT TECHNOLOGIES IN THE ACTIVITIES OF TOURISM ENTERPRISES

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## Abstract

The article investigates risk management technologies of tourism enterprises' activity as a crisis management compound. The author gives main stages of crisis management, offered by Dirk Glaesser, and determines the role of risk management in this process. A special attention is focused on step-by-step risk management process, especially such stages as "to establish the context", "to identify risks", "to analyze risks", "to evaluate risks" and "to treat risks". This article highlights the ways of establishing the external context, analyzes the methods of identifying, evaluating and rating risks, studies such strategies of elimination and reduction of risks in tourist companies' activity as transfer (spin-off, externalization), cooperation, diversification and insurance. It is given a process of creating a company's development strategy together with risk management.

**Keywords:** crisis management, risk management, risk, threat, a company's development strategy, a tourism enterprise, a travel company, tourism business, transfer, cooperation, diversification, insurance.

During recent years an unstable economic and political situation has been observed in Ukraine. Tourism business is negatively affected by macroeconomic instability, namely high inflation and unemployment, currency fluctuations and currency depreciation, high lending rates and others. It appears obvious that, unstable political situation also causes a significant damage to domestic tourist industry, in particular warfare in the East of a country, the uncertainty of foreign policy and the imperfection of the legislative framework. All this greatly increases the risk of tourism activity, which is the most sensitive to adverse changes in the external environment. Besides that, a tourism company's activity is also accompanied by such factors as seasonality of services, high level of

competition, complexity in provision a high-quality complex of tourist services, high demands of consumer-tourists and others. This demands to manage risk situations on a daily basis.

In such conditions providing a successful activity of tourism enterprises is possible due to using crisis management technologies. An important constituent of crisis management is risk management. It refers to the practice of identifying potential risks in advance, analyzing them and taking precautionary steps to reduce/avoid the risk. Basically, risk management is a process that involves identifying, analyzing, evaluating, treating, monitoring and reviewing risks of tourism businesses. But it cannot be the separate management process; it should be the part of company's corporate strategy (fig.1).

<b>1. Crisis prevention</b>						<b>2. Crisis coping</b>		
Risk management								
1.1. Risk management				1.2. Crisis precaution		1.3. Crisis avoidance	2.1. Limitation of consequences	2.2. Recovery
A. Analysis	B. Evaluation/ planning	C. Protection/ implementation	D. Training	E. Early warning	F. Adjust- ment	G. Limitation of consequences		

Figure 1. Phases of crisis management by Dirk Glaesser [6, p.22]

As the picture shows, risk management is the basis of crisis management process. The identification of risks and threats begins before planning company's development strategy and continues during its realization. That's why risk management consists of the following areas:

- a) analysis – evaluation of all important environmental factors of a tourism enterprise with the aim to find out potential risks, threats, prospects and opportunities;
- b) evaluation/planning. On the base of information support of the first stage “analysis”, corporate strategy of a tourism company should be planned by its management. It is especially important to evaluate potential risks with company's employees during plan discussion;
- c) protection / implementation. It is the phase of realization of corporate strategy by applying operative planning.

This risk management process is designed to do more than simply identify the risk. It should also be able to quantify the risk and predict its impact on the activities of a travel company. Therefore, it is necessary to follow a certain methodology for successful implementation of risk management technologies. Schematically this process is presented in fig. 2.

Basically, the risk management process consists of 5 stages, which are consecutive and interrelated between them. Two important processes accompany every stage of the risk management process: “communicate & control” and “monitor & review” [10].

Obviously, the process of “*communicate & control*” means that all staff of a tourism organization should be involved in discussion of future potential risks and threats. It will help company’s management to define the problem from different sides and find a better solution and way out from it. Besides that, all employees of a company will work like one well-coordinated and well-worked team.

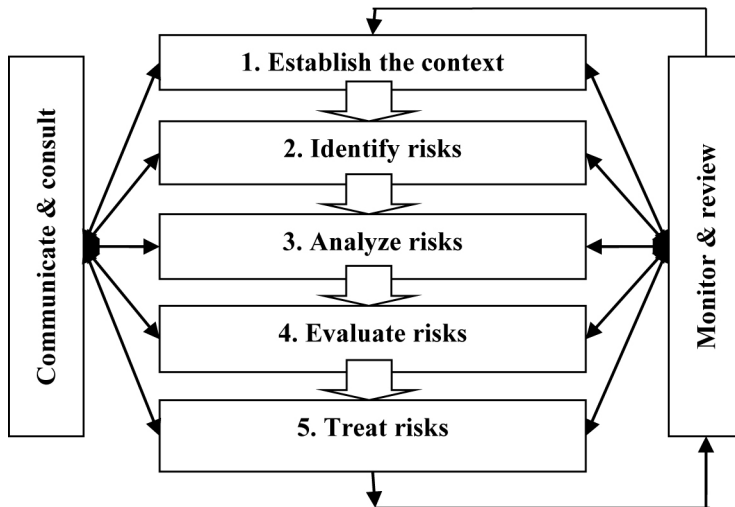


Figure 2. Risk management process [10]

The process of “*monitor & review*” includes gathering and analyzing important external environmental factors, because they are very dynamic and unpredictable. The responsibilities for monitoring should be clearly defined

between employees. The firm's monitoring and review should encompass all aspects of the risk management process such as:

- effective ensuring of strategy realization's control;
- obtaining further information to improve risk assessment;
- analysing and learning lessons from risk events, including near-misses, changes, trends, successes and failures;
- detecting changes in the external and internal context of a tourism enterprise;
- identifying emerging risks [3].

Let's analyze more closely each stage of this risk management process and familiarize with some tools and methods of crisis management, which simplify a process of coordination and implementation of a company's development strategy. The first stage of the risk management process is "*establish the context*". It encompasses the most important factors of external/internal environment of a company's activity. Establishing the context defines the scope for the risk management process and sets the criteria against which any risk will be assessed. The scope should be determined within the context of firm's organizational objectives. The risks are uncertainties that affect the achievement of business objectives, so risks cannot fully be identified if these objectives and strategies are unclear.

The selection of key objectives within a tourism business should be driven by evaluation of the external and internal factors that may currently impact a firm. Usually important external factors are factors of PEST-analysis and factors of competitive environment.

*PEST* stands for Political, Economic, Social, and Technological factors. PEST-analysis helps enterprises take better business decisions and improve efficiency by studying various factors which might influence a tourism business. It helps in making strategic business decisions, planning marketing activities, product development and research [7].

*Competitive environment* consists of such factors as: competitors, travel suppliers, tourist agents, consumers and new entrants. In this case it is necessary to apply Porters Five Competitive Forces. This model was developed by Michael E. Porter in the 1980s. Since that time it has become an important tool for analyzing organization's industry structure in strategic processes. Porter has identified five competitive forces that shape every industry and every market. These forces determine the intensity of competition and hence,

the profitability and attractiveness of an industry. The objective of corporate strategy should be to modify these competitive forces in a way that improves the position of an enterprise. Five Competition Forces on the tourism market is presented in fig. 3 [4].

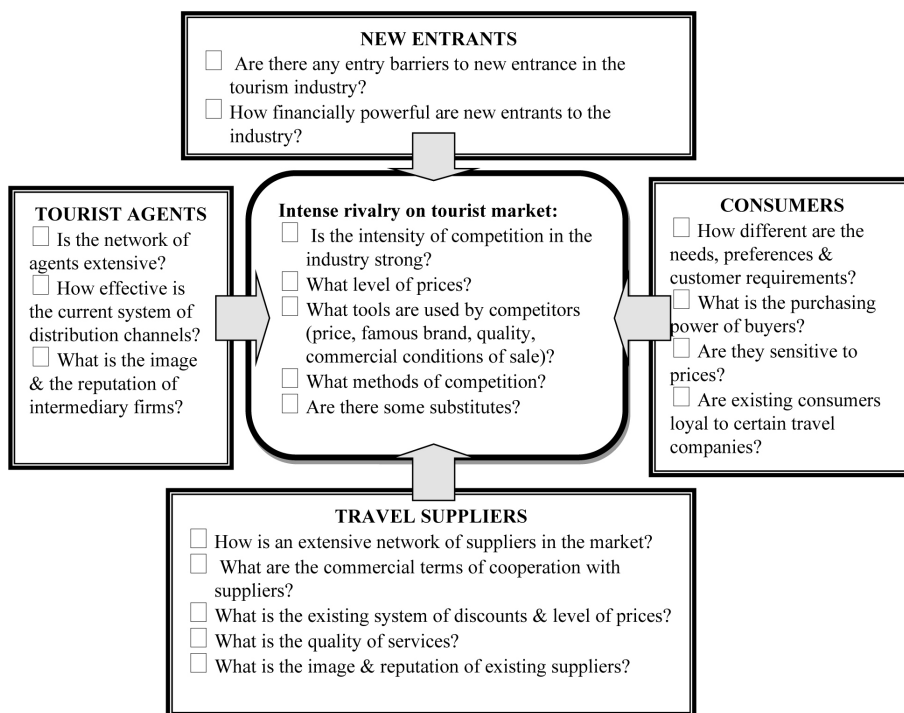


Figure 3. Five Competition Forces on the tourism market (adapted model from [4]; 1)

The second stage of the risk management process is *“to identify risks”*. Within this stage a tourism enterprise should identify the sources of risk, areas of impacts and potential effects. The aim of this step is to generate a comprehensive list of potential risks, which might delay/prevent achievement of objectives. It is important to identify the risks associated with not pursuing an opportunity. Comprehensive identification is critical, because a risk that is not identified at this stage will not be included in further analysis [3]. Of course, every department of a tourism enterprise should be involved in that process, because its employees have to conduct systematic monitoring of important factors.

In particular, the most common *tools and technique for identifying potential risks* are following:

- *ongoing risk identification* – any staff member can identify and raise risks;
- *desk-based risk assessment* – involves a discussion and assessment of the risks and controls of a given activity or process with the personnel involved in the day-to-day operation of the activity or process (table 1) [3].

Table 1. Desk-based risk assessment (adapted from [3] )

Risk identification						
Risk Id	Date raised	Raised by	Risk category	Event	Cause	Consequence
1.	15-06-12	John Citizen	Provision of services	Failure to meet tourist expectations, demands	Not understanding the needs of a client, lack of time to communicate with a client	Bad feedback from clients, bad reputation

In addition, it is advisable to analyze the results and indicators that already exist in the internal statistical databases of a tourism enterprise. It could be the following indicators: the number of customers served during the month/quarter/year and its dynamics; sales volume and its dynamics; net profit on sales and its dynamics; increase in the number of complaints or negative reviews; high turnover rate, others. Such information is especially valuable for determining company's profitability, potential risks and threats connected with inefficient management, client service, marketing policy and others.

Third and fourth stages are “*analyze and evaluate risks*”. It is important to quantify potential risks and predict their impact on travel company’s activities. Risks represent significant uncertainties about outcomes. Therefore any uncertainty may be measured in two dimensions:

**1. The likelihood of the risk event occurring.** In this case, a tourism enterprise has to develop the criteria by which all risks will be assessed. For example, a scale for risk assessment may range from 1 to 10 points, where 1 point indicates a high level of risk. Another example of a scale for risk assessment may be the percentage scale from 0 % till 100% (fig. 4). It is obvious that in Ukraine a high degree of risk has such risks as currency fluctuations and currency depreciation, high level of inflation, political instability, low purchasing power of tourist-consumers, price competition and others.

LIKELIHOOD		
The probability of risk occurring within next 12 month, which can be expressed in terms of a percentage between 0% and 100%		
RATING	POTENTIAL FOR RISK TO OCCUR	PROBABILITY
ALMOST CERTAIN	Likely to occur frequently	> 90 %
LIKELY	Likely to occur several times a year	50 % - 90%
POSSIBLE	Possibly occurs once a year	10 % - 50%
UNLIKELY	Likely to occur once every few year	5 % - 10%
RARE	May occur once in 5 years	5 % - 10%

Figure 4. The likelihood of the risk event occurring [3]

2. *The extent of the consequences if it were to occur.* The ratings of risk event consequences may vary depending on business objectives' achievement (fig.5).

CONSEQUENCE	
The potential outcome of a risk event that affects firms' business objectives on the assumption that an event has occurred and the most probable consequence has resulted rather than the worst-case scenario.	
RATING	POTENTIAL FOR RISK TO OCCUR
CATASTROPHIC	Could shut down practice/part of a firm. Business objectives not achieved.
MAJOR	Material impact on practice/firm. Key business objectives not achieved.
MODERATE	Noticeable impact on practice/firm. Some business objectives not achieved.
MINOR	Some impact that is easy remedied.
INSIGNIFICANT	Impact is not visible.

Figure 5. Ratings of risk event consequences [3]

Assessing risks assists in identifying, analyzing and prioritizing key business risks. It validates and prioritizes key risks to monitor and regular scan. It highlights any opportunities for improvements to current company’s activities. Risk assessment provides insight into the significant risks from a practice perspective and links these to firm’s objectives, strategies and business processes. Assessment of likelihood and consequence is subjective, so all firm’s employees should be involved in this process. Company’s employees are good experts in their sphere of activity, as they have good job experience and conduct permanent monitoring. They can assist in rating risks and their consequences on a company’s activity (fig.6).

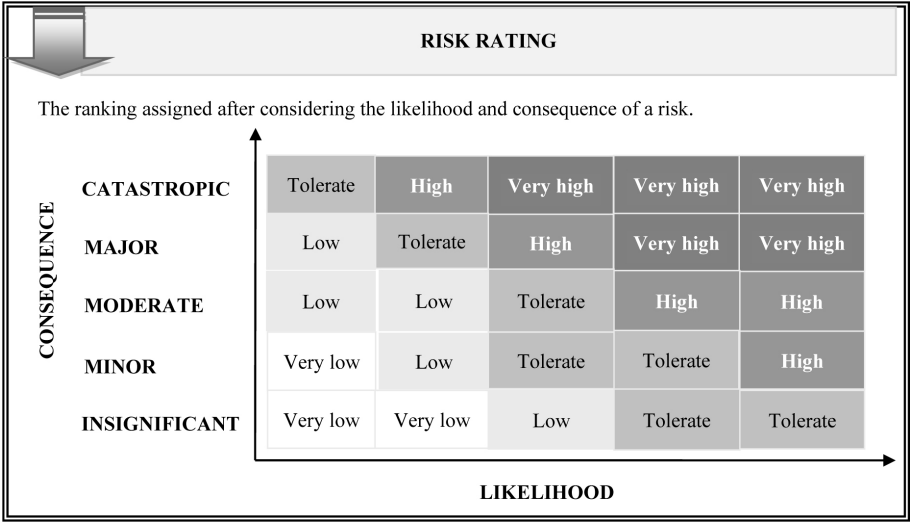


Figure 6. Risk rating diagram [3]

The last stage of the risk management process is “*treat risks*”. Risk treatment involves developing a range of options for mitigating the risk, assessing those options, and then preparing and implementing action plans. The highest rated risks should be addressed as a matter of urgency.

Selecting the most appropriate risk treatment means balancing the costs of implemented into each activity against the benefits derived. Proceeding from the type and nature of the risk, the following options are available:

**1. Avoid** – deciding not to proceed with the activity that introduced the unacceptable risk, choosing an alternative of more acceptable tourism activity that meets business objectives, or choosing an alternative less risky approach or process [3].

**2. Reduce** – implementing the strategy that is designed to reduce the likelihood or consequence of the risk to an acceptable level. For example, *insurance* is well-known strategy of reducing financial losses.

Tourism enterprises often face significant incidents: – from an unsatisfied customer, who turns to social media to damage company’s reputation, to an employee involved in a local scandal. In order to eliminate such crisis situations, tourism enterprises can use insurance. Insurance coverage is designed to help a business limit a negative impact of events on the business’s reputation. It is an insurance agreement usually made as part of technology errors, property and liability insurance [5]. The insurance against the possible consequences of a negative event is a special form of transferring risks .

Another example of reduce could be diversification strategy. *Diversification* is a risk management technique that mixes a wide variety of investments within a portfolio. The strategy of diversification is aimed at development of various types of business that are not related to the core business. It could involve development of a new product or expansion into a new market.

The basic idea is to expand into a business activity that doesn’t negatively react to the same economic downturns as current business activity. Often, businesses diversify to manage a risk by minimizing a potential harm to businesses during economic downturns.. For example, a tour operator can open new tourist destinations, that could be offered to existing company’s clients, or invest money in the construction of a hotel complex [6, 8].

**3. Cooperation.** A cooperation strategy can be founded with the exclusive aim of sharing risks among members of a project group. Many tourism companies decided to form cooperation to improve their competitive capacity and benefit from scale effects or carry out more efficient marketing.

A common form of cooperation is formation of strategic alliances. It is designed to exchange technology, knowledge, skills and experience through informal agreements, contractual cooperation within a specific project (fig.7). The strategic alliance does not include unification of assets. In legal terms, a company retains its sovereignty. At the same time, every part stays in its own

interests, cooperation takes place only within the framework of common projects.

The forms of such cooperation could be: one-time agreement on purchase/sale of specific tourism products; an agreement on joint marketing activities on the tourist market (marketing research, advertisement etc); a sharing agreement to open new tourist direction; an agreement of forming hotel chains and others [1, 6].

An example of cooperation is the strategic alliance of such well-known world firms as “Sheraton” and “Welcome Group”.

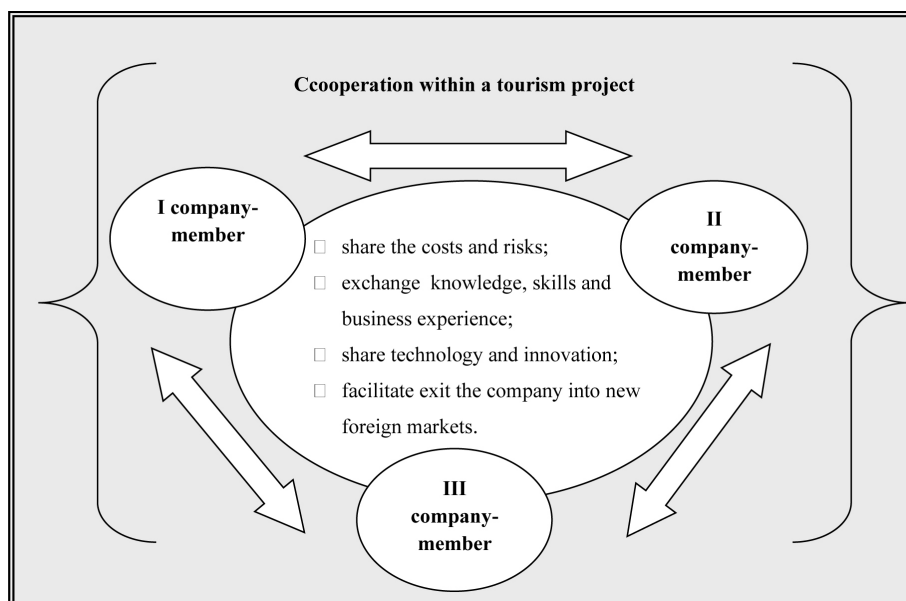


Figure 7. Cooperation strategy within a tourism project (self-development model)

“Welcome Group” was well-known in Indian market, had a good reputation in this country and successfully carried out its tourism business there. “Sheraton” wanted to extend its business to Indian tourism market. But, it was quite impossible for “Sheraton” to enter this market through a special system of foreign business regulating. “Welcome Group” offered “Sheraton” its partnership. Instead “Sheraton” has given “Welcome Group” its name, its well-known brand, offered its training and management support. As a

result mutually beneficial cooperation between two interested partners was established [1].

**4. Ttransfer.** The activities of transfer aim at transferring the consequences onto another economic subject for complete or partial unloading of the risk. Two main types of transfer strategy confronts: spin-off and externalization.

*A spin-off* is a type of a strategy that occurs, when a parent company creates a new, independent entity – a daughter company. This happens in the form of legal independence [6, 9].

*An externalization* is a type of a strategy that involves risk sharing and contractual risk limitation. Risk sharing includes the alternatives of splitting the risk between partners or a risk alliance. In both cases, several companies share the financial consequences and should use additional contract conditions or special contracts [6]. For example, a tour operator wants to open a travel agency in Germany for organization of inbound tourism to Ukraine. In this case it is necessary to find an intermediary tourism organization, which will act on behalf of this tour operator. It is obvious that the local intermediary knows better the legal and economic basis of doing business, as well as the needs of target consumers and sales methods in German.

**5. Accept** - making an informed decision that the risk rating is at an acceptable level or that the cost of treatment outweighs the benefit. In this case it is advisable to follow effective anti-crisis rules.

**A. Liquid reserves.** On the part of a tourism enterprise, security measures can be made by forming liquid reserves.

*Liquid reserves* are assets thereby it is easy to convert into cash without any loss in its value. They allow a tourism enterprise to access cash at any time. Liquid assets could be used for a wide range of possibilities, including meeting future planned payments, unexpected negative events, emergencies, opportunities, etc

**B. Strategic flexibility.** A tourism enterprise should have strategic flexibility to adapt to changes in the environment. Strategic flexibility is the capability of an organization to respond to major changes that take place in its external environment. More importantly, a tourism organization should be able to identify change markers with the help of market monitoring and special marketing researches [6].

To conclude, it is necessary to stress that risk management should be the part of a company's development strategy. Applying strategic approach together with risk management usually includes such actions:

- establishment of the context (definition and analysis of important factors of external/internal environment for a tourism enterprise);
- development of potential strategic directions/choices (identification and analysis of all risks and threats, opportunities and prospects, SWOT-analysis);
- selection of a particular strategic direction (development of the particular strategic plan);
- implementation and control of the strategy realization (monitoring of the operational environment, risks' assessment, risks' treatment, tactical actions for plan adjustment, communications and coordination of performers' team);
- evaluation and feedback of the strategic choice in order to learn how to improve current implementation, future choices, avoid and prevent potential risks.

Using the strategic approach allows to identify possible problematic areas within crisis precautions. It helps to protect a travel company from unexpected environment through: studying and monitoring of the necessary environmental factors; making some prognosis; strategic planning; employing necessary operative measures; coordinating teams of performers.

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# GRIEVING AND CLEANSING: MOTIF OF TRAVEL IN THE MOVIES “WILD” AND “EVELYN”

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## **Abstract**

The paper considers various strategies of coping with grief, among others travel as an experience which could be helpful in the process of grieving and play an important role in the healing process. The work analyses the motif of travel as it is applied and portrayed in literary and film texts, serving as tools expressing our grief. The purpose of the paper is to demonstrate in what ways grieving can affect people’s lives and how painful an experience it can be, as well as to consider whether travelling, as portrayed in the discussed film works, can heal humans and help them cope with this overwhelming emotion.

**Keywords:** grief, motif of travel.

## **Introduction**

Grief as a result of the loss of a loved one is a frequently discussed topic in literature and film. Losing a loved one is probably one of the most difficult moments in our life. Sadness caused by grieving can bother us for a long time. Interpersonal relationships have a huge impact on our lives. Therefore, when we lose one of the important characters in our lives, it is difficult for us to come to terms with it. We could feel lonely, abandoned, and we could not imagine our future life without this person. Our life is changing radically. The griever has a lot of emotions at the same time. Obviously, these emotions are negative. Grief has more power than other stressful emotions, since the mourner could feel that life is meaningless. There are so many different strategies to cope with the grief. Sometimes travel could be helpful in the process of grieving, for different reasons. It might offer us perspective and the chance for new beginnings. Literature and film are tools for expressing our grief. We can go deep into our minds, feelings and emotions through writing, talking about it or reading/

watching it. Through these tools we can express a lot more emotions. In fact, literature and film have helped many people to ease the pain of grief. When we are aware that we are not alone with our problem, then it is much easier to understand our issue and to handle with it. That is why I have chosen these two gorgeous histories, to go deep into them. This work will describe two films "Wild" and "Evelyn"; these works are connected by one thread - grieving. We will wonder if it is possible to clear the pain of grieving by traveling. The choice of films was not random - they are outstanding works valued by critics. The film "Wild" has been nominated for numerous awards - exactly 16 nominations. For instance: Oscar nomination 2015 - Best Actress in the Foreground - Reese Witherspoon and Best Supporting Actress - Laura Dern; Golden Globes 2015 - Best actress in the drama Reese Witherspoon; Selection of critics 2015 - Best actress Reese Witherspoon and the best script adapted by Nick Hornby. The film "Evelyn" won in 2018 BIFA - Best documentary. The purpose of this work is to demonstrate how vastly grieving affects our lives and how painful an experience it can be; furthermore the paper aims to consider whether travelling, as portrayed in the discussed film works, can heal us and help us deal with grieving.

### **Pain and the process of grieving in "Wild"**

The movie "Wild" is based on the book "Wild: From Lost to Found on the Pacific Crest Trail" by authoress Cheryl Strayed, which is her own story. Reese Witherspoon takes on the role of Cheryl in the film. Movie "Wild" is an American biographical and dramatic film directed by Jean-Marc Vallée. The plot is based on real events, which happened to Cheryl Strayed herself - both the film and the book are biographical.

The story mainly takes place on the Pacific Crest Trail. The main character - Cheryl sets off on a journey there. The film is based on her experiences during the journey and on her memories of life. A very important figure in Cheryl's life was her mother, who died of cancer. It shook Cheryl and turned her life upside down. Cheryl was married during the death of her mother. She had a brother, but he is mentioned only a few times during the film, just like her father.

The film begins with the scream of the main heroine on one of the PCT mountains - in this way she unloads the emotions associated with the memories of losing her mother. From the very beginning, Cheryl remembers about her mother when she was alive. Images of her mother are constantly before her eyes, everything reminds her of the time which she spent with her, all memories came back. Despite the fact that Cheryl knew it was a terminal illness, she was not

ready for this death. Cheryl still remembers the song her mother sang and she often hums it during the movie. "You're the center, everything I am" - Cheryl told this to her mother when she was in a hospital bed before she had gone. It shows how much we value people close to us, how much they mean to us. Our parents and our grandparents shape us to a large extent. They are a model for us. It was the same with Cheryl. Her brother used to tell Cheryl that their mother "cannot die". He preferred to push it out of consciousness. Cheryl prayed to the Universe that a miracle would happen and that her mother would survive. Often, when we are powerless, we seek help above, we seek help from God. That's what Cheryl did, even though she was not a believer before. The scream from the beginning of the film is repeated when Cheryl's mother dies in her memories. This is the way to unload emotions. She remembers the moment she learned about her mother's death. The scream helps her to let it out. Cheryl after her mother's death changed her life and started using drugs and led a promiscuous life, cheating on her husband. Cheryl's husband was also an important figure in her life, however, she hurted him deeply, that is why they get a divorce before her hiking journey. Drugs and cheating helped her get through the grief in a vastly bad way. Drugs made Cheryl not feel what she should feel during her mourning. She felt no sadness, no pain of loss. Cheryl found therapy at some point. The therapist tried to talk to her about her grief. Cheryl, however, left therapy and refused to cooperate. When she left, her late mother and her sad childhood appeared in her memories, this is the moment when we find out that Cheryl's father was abusive. In her vision, her mother hugged her as a little child.

During her journey along the trail, even smelling flowers reminds her of her mother. Her mother valued nature very much. This is the period of the required experience of mourning. Wandering forces Cheryl to think deeply and often painful memories, but it is a way to go through a difficult period of grief. She said once that during her trip she looked into every corner of her brain. That is exactly what people should do while grieving. All memories of her mother haunt Cheryl during her journey deep into herself. During her hiking, she also met a crucial person, little boy who introduced himself as a boy with some problems that he cannot talk about, and then he was singing a song for her which made a huge impression on Cheryl:

"From this valley they say you are leaving  
We shall miss your bright eyes and sweet smile  
For you take with you all of the sunshine  
That has brightened our pathway a while"<sup>1</sup>

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<sup>1</sup> The Red River Valley - song by Gene Autry, 1946

This is the moment when Cheryl finally begins to cry and feel all the emotions needed in mourning. This is a moment of awakening. Cheryl finally says that she misses her mom. Cheryl realized the fact that the avoidance of grieving led her to all the cruel things she did, but these things also taught her something:

“What if I forgive myself? What if I was sorry? But if I could go back in time, I wouldn’t do a single thing differently. What if I wanted to sleep with every single one of those men? What if heroin taught me something? What if all those things I did were the things that got me here? What if I was never redeemed? What if I already was?”<sup>2</sup>

Then even more crucial thing happened and Cheryl finally admits that she is grieving all the time since her mother’s death: “It took me years to be the woman my mother raised. It took me 4 years, 7 months and 3 days to do it, without her. After I lost myself in the wilderness of my grief, I found my own way out of the woods.”<sup>3</sup>

The departure of her mother caused so much pain to the young woman that she could not bear the mourning that was in her, so she fell into an addiction that prevented her from reconciling with loss naturally. She eventually admitted that she is in much pain, and that she got lost in her own sorrow which she calls “wilderness of my grief”. This is the breakthrough - in the end of the film. This is when Cheryl actually says the word grief. This is a crucial moment.

“Now in 4 years, I’d cross this very bridge. I’ll marry a man in a spot almost visible from where I was standing. Now in 9 years, that man and I would have a son named Carver and a year later, a daughter named after my mother, Bobbi. I knew only that I didn’t need to eat with my bare hands anymore. That seeing the fish beneath the surface of the water would be enough, that it was everything. My life, like all lives, mysterious, irrevocable, sacred, so very close, so very present, so very belonging to me. How wild it was, to let it be?”<sup>4</sup> At the end of the film she also wonders how bad was her life, so that she could be the way she is now. She also plans something which she wants to do in her future, but obviously it is a highly imagined plan. However, this is her new beginning. This is the beginning of maybe her exact grief, but it has to appear somehow someday. This is her new life.

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<sup>2</sup> "Wild" by Jean-Marc Vallée 2014

<sup>3</sup> Ibid.

<sup>4</sup> Ibid.

"We were spreading the ashes and I couldn't, I just couldn't let go of them all, I couldn't bear that. So when I put them in my mouth and swallowed them, I remember even at the time when it happened, I remember knowing that my mother's death put me in touch with what I'm going to call my most savage self. I would have done pretty much anything to save my mom. I think when I swallowed those ashes I was my most stripped down primal self and I knew that I could not go on without my mother, and so it was my way of saying I'm not going to let go of every piece of her. As I've grown up and as I've come to terms with it and accepted it, the pieces of her that I keep are ephemeral, they are the things like how I love my kids. But then I needed a literal piece of her, so I swallowed the ashes of her bones, and it just seemed like the right, necessary thing to do."<sup>5</sup> In an interview with Jennifer Sky<sup>6</sup>, Cheryl Strayed (on the basis of which the film was created) explains how she perceives the situation with swallowing her mother's ashes. This situation is mentioned in the film when the cinematic Cheryl says: "I put her burnt bones into my mouth and swallowed them whole." It very clearly shows how much we want to keep even a part of the person who dies. Even if it is her own mother's ashes. We want to have some of this person only for ourselves, forever. This is when our grief begins. When we realize, that we could not let this person go. It was a person's way of keeping even a piece of the deceased person. It was a way of saying that she could not imagine living without her mother.

Cheryl definitely could not accept her mother's death. The whole movie is a mix of reality and luggage of memories that Cheryl wore. She was full of regret and sadness. Loneliness in traveling intensifies thinking and the need to handle a given situation. Cheryl was seeking for an unusual way to cope with the grief and pain, which was obviously drugs. Drugs were an escape from reality for her. Her reality at that time was a mourning for her deceased mother. Cheryl ran away from this process as far as possible, and this process eventually haunted her. Finishing the PCT journey was something that she wanted to do all the time - she finally found peace with her mother's death. This was a highly personal journey, grief is something that we have to organize in the mind ourselves. For her the therapy was useless, for many people might be helpful, but for her it was something that she cannot share with anybody, so that she get rid of all the bad emotions according to the grief through hiking alone. Understanding Cheryl is not so much complicated as it seems to be. She just got lost in her sorrow. How could we move forward when we are feeling that our life is meaningless?

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<sup>5</sup> Ibid.

<sup>6</sup> <https://tinhouse.com/q-and-a-cheryl-strayed/>: Q and A: Cheryl Strayed: Jennifer Sky.

How could we plan the future when our future seems to be invisible without the person we so much love? Eventually how could the whole world matter when we are aware that this person would never come back? These questions are maybe the answers why Cheryl went the wrong way. Her every step is hurting her. Both metaphorically and literally. Over time, her baggage of memories, pain and regret becomes smaller. This is what happens during mourning. Cheryl herself at the end of the movie realized how many things she threw away during her trip. *Strayed* proves that we can move on after the death of our loved ones.

Cheryl Strayed and Reese Witherspoon had an interesting interview together about the movie and the book, where Cheryl said a very important thing: "I thought about everything that needed to be thought about in my life (...) I allowed myself to be alone with my thoughts."<sup>7</sup> Being alone sometimes makes us think about the things that we cannot think of when there are people around us. That is what Cheryl did. She just knew that she could help herself only when she was alone.

Cheryl in the film said that she wanted to return to the self that her mother had raised. In addition to dealing with mourning, her journey was definitely helpful in making her, like her mother would wish to see her. It is even possible that she subconsciously took over the good qualities of her mother. Her mother Bobbi was a unique individual. She was always happy, cheerful, loving person. She had a hope and joy for life. Despite the fact that Bobbi's husband was abusive, they were poor, and had debts - Bobbi was always a sun of the situation. Strayed during her drug addiction forgot about the deeply saddening loss of her mother. During her hiking adventure she reminded herself how gorgeous her mother was and started to grieve finally. Mother is very often the most important person in our life. She shapes us as a human being. There was a thread in the film for a moment in which Cheryl confessed to her friend that she was pregnant. She said she would not give birth to this child. Without knowing the details, we can guess that she terminated the pregnancy. At the end of the film, she talks about her future children. This is also the moment when Cheryl begins to understand the word "mother." Bobbi when Cheryl was in a college before her sickness, left her problematic husband and raised Cheryl and her brother alone. Cheryl had several memories from that time. Bobbi was shown as a strong woman in that period of time. We can surmise that part of her mother lived deep in Cheryl somewhere, and that pushed her to start the journey. As Strayed herself says:

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<sup>7</sup> <https://www.youtube.com/watch?v=wfmnbqwCsiM> Interview Cheryl Strayed Reese Witherspoon WILD

"We know what it feels like to lose an essential person and for whatever reason our culture hasn't been able to make room for that knowledge. Our culture has decided that, this moment that we're living in, to make grief a very private matter (...) We gather in a week or so after the person dies and then go back to work and go back to life and back to everything. But there you are, you know the truth of your interior world. You know the truth of your heart."<sup>8</sup>

Strayed mentioned a significant thing, that we cannot get through the grief in a week, and it is still in us when we are going back to our routine life after funeral and some time off. She also says that our culture is not been able to make a room for grief. This is an excellent observation, since this is often the case. In the movie, her brother's character is shown as a very distant figure, she constantly tries to call him during PCT, but he does not answer her calls. It was similar in the face of her mother's death - her brother moved away from them. It was not until the day Bobbi died that her son decided to visit her in the hospital, as Cheryl did everyday. Unfortunately, it was too late to visit, Bobbi that day passed away. After her mother's death, her brother was also unavailable to Cheryl. Cheryl begins to believe that loss separates people when they should meet in a joint grief. Maybe if her brother were with her and if they would tried to deal with the grief together, then there would not be so many terrible things in the life of a young woman. Cheryl admits, however, that grief can separate people, but in many cases can also bring them together to grief and heal. In the book there was a significant quotation about her family, that they were "floating separately among the flotsam of grief".

Cheryl definitely has changed from the moment she met a little boy in the movie. Her further path was even more reflective. This little boy symbolized someone she had missed since her mother's death. Someone who would understand her. The boy was walking with his grandmother and it could be concluded that his parents were not interested in him much. Cheryl finally found a soul similar to hers - wounded, but trying to move on. In addition, she found a soul that does not judge her, and who does not seek damage in her.

The protagonist speaks in the movie about redeeming her guilt through this journey. Over time, however, she begins to understand that what she needs is healing, not redemption. Her "cure" could seem extremely dangerous and cruel. A woman alone in the wilderness does not seem quite normal. For Cheryl, however, there was no other choice. "She makes a plan to think about her

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<sup>8</sup> <http://www.globeslcc.com/2014/11/19/cheryl-strayed-wild-tanner-forum/> Salt Lake Community College's Grand Nov. 12, 2014 as part of the Tanner Lecture Series on Social Ethics.

“entire life” as she hikes the trail—to go over her sins, missteps, and mistakes like prayers on a rosary until she has been able to understand them, atone for them, and move on from them.”<sup>9</sup> Cheryl’s tears appeared quite late, after she met the little boy. Few minutes later at the end of the movie she questioned herself significant things. “What if I’d actually wanted to fuck every one of those men? What if heroin taught me something? [...] What if what made me do all those things [...] was also what had got me here? What if I was never redeemed? What if I already was?”<sup>10</sup> These words meant much for her. The redemption of guilt was only an excuse to start her journey - the real reason was the desire to heal herself with grief.

## **Pain and the process of grieving in “Evelyn”**

### **The movie “Evelyn”**

Evelyn is a 2018 documentary directed by Orlando von Einsiedel. The premise is Orlando’s own family dealing with the effects of suicide committed 13 years earlier by his brother Evelyn, taking a series of long walks through the landscapes that Evelyn liked to walk while he was still alive.

The movie started with Orlando von Einsiedel himself, sitting with a letter from the coroner of Greater London and southern Inner London to his dad. The letter contains Evelyn’s farewell, which he wrote before his suicide, which was found in his pants. Orlando is so devastated that he is afraid to read the letter. Then the movie passes on to memories of Evelyn, and private movies with his participation. Private films from the Einsiedels’ house, which Evelyn recorded, really touches the viewer from the very beginning. When the private movie came to an end, Orlando’s voice appeared referring to the movie “It left a void that’s just never healed.” This is the beginning of the road through the pain of the whole family. Later on, Orlando von Einsiedel introduces himself. Orlando admits “I can’t bring myself to talk about what happened to my brother and how he died [...] I can barely say his name”. This shows us how painful experience was this for Orlando. During Orlando’s talking, we can see some private photos with Evelyn. Followingly, we meet the other two siblings, Gwennie and Robin. We meet them when they embark on their journey on foot. There is an explanation that their brother loved walking, that is why they have

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<sup>9</sup> <https://www.litcharts.com/lit/wild/themes/healing-vs-redemption>

<sup>10</sup> "Wild" by Jean-Marc Vallée 2014

decided to try walk and face the things they just could not face earlier. Orlando even saying why they choose walking, crumbles in tears.

The hike begins in Scotland, in the Cairngorm National Park The Highlands. During the journey, we meet the mother of Evelyn - Harriet, she begins a conversation about Evelyn. She reminds how great he was. Then, Evelyn's sister Gwennie admits that she is struggling with the memory of Evelyn, since they do not talk about him often. This walk through places that they walked with Evelyn when he was alive, provides them such a rare opportunity to talk, to remember, and to face the reality that he is never come back. This hiking is a healing process for all of them, and an opportunity to look deep into themselves. The conversation between the characters takes place very naturally, at one point Orlando asks his mother how she dealt with pain after losing her beloved child. Mother admits that at one point she was so devastated and panic, that she was even afraid that she would have died because of such loss. Her first feeling was a huge shock. Then, later on, the grief came. She says that she grieved most horribly on his birthday, and at Christmas time. She also admitted that the saddest and worst moments are when she sees someone similar to her son or with a similar voice. One day, seeing a very similar boy to Evelyn, his mother came up to him and hugged him saying "I'm sorry, you look like my son Evelyn". This shows us how much she had to face with great loss to approach a stranger who gave her a substitute for her deceased son. The mother later explains who Evelyn was and how his mental illness began. When Evelyn was 17-18 years old, he was struggling with depression, which led him to schizophrenia. His mother was shocked at how much his behavior has changed, from a boy whom everyone loved, he became a monster and no one could understand him.

Evelyn had had suicide attempts before. He often says "I'm gonna kill myself". Treatment gave little results. Evelyn often had a panic attacks. It was evident how much talking about it was overwhelming for the family. Gwennie during the movie, makes a good point that actual talking about Evelyn so freely with her family, was like a opening a tiny valve. That is why, this is so important to talk about our grief and pain, to release ourselves. Orlando then asks his mother what Evelyn's death day was like. Mother explains that she got up in the morning and looked into his room, and he was not there. His mother and sister searched for him all around. Finally, the neighbor offered them help. The neighbor went to look for him in the garden, and there he found him dead. The police arrived and his mother had already seen him hidden in the death sack. She said the important sentence that the first thing that came to her mind was to wake him up. She just wanted to wake him up so he would not leave

them. This situation perfectly shows that our natural reflex is an attempt to save a loved one, even if the person has already left, for some time we can not reconcile with it and do not understand that we will never see this person again.

Orlando, at some point of the movie, says that he often have dreams with Evelyn, which are quite strange, the dialogues between Orlando and Evelyn are unusual, which is "Oh, hey, you are back!" and Evelyn responds "Yeah, I'm back" and they are talking a normal conversation like this all would never had happened. Orlando explaining to him that it is really great to see him again, and then he sort of asks him to stay in words "Please, don't go" and then the dream coming to an end. Orlando explains that the strangest thing in these dreams is "this warmth of something coming back". When we want something very much, such as the return of a loved one, our subconscious plays tricks on us. We often experience dreams that seem to be very realistic, sometimes we feel very close to the deceased person, our dialogues revolve around the fact that we really want her to stay with us, unfortunately the dream comes to an end. This is a normal experience, which in a way certainly allows us to at least partially feel the presence of a loved one and see this person again for a moment. This is a very common situation when we are struggling with grief. Often our thoughts revolve around this person, so also our dreams at night reflect what we think about during the day.

Later during the travel, Robin says "I see Evelyn as like a guardian". He believes that Evelyn keep an eye on him. Then he says "If I had to pray, it would be to that, rather than somewhere else". Often after the death of a loved one, we begin to think that this person is looking at us from heaven. This, of course, happens when we are Christians. It is in a way for us to explain to ourselves that this person is somewhere, waiting for us somewhere, and observes whether we are good people. Often, when we are hurt, when we have difficult times, we ask the deceased person in prayer to help us. This strengthens our faith and relationship with the deceased person. We also believe that the dead person is our guardian, our angel who is somewhere close to us and will not let anything bad happen to us. This definitely helps many people cope with the loss.

Travel is as much helpful as difficult for the whole family. They are struggling with their own demons. They struggle to talk about their pain, but they also notice that it releases them in some way. We finally meet Evelyn's father with his new wife. They joins them later on their journey. There is a great tension between Gwennie and father. She accuses him of the fall of the marriage between her mother and him. Evelyn's father wondering if they could avoid this and prevent Evelyn's suicide but later he admits that". The idea that it

could have been prevented is just too much to bear". The most painful thing we struggle with after someone's death is that we're starting to think if we've done everything to save that person. We are starting to wonder if the person had adequate medical care, could we have foreseen it, could we have prevented an accident, we remember every word spoken to that person and we wonder if that person knew how much we love. This is a natural reaction, but unfortunately very painful. This is certainly one of the stages of grief.

Again, during their journey, they met some people, who also lost someone, just like Cheryl Strayed in the movie "Wild". They talked very freely with the people they have met about his brother, which somehow open them. Only Orlando had difficulties with talking about this, still. At some moment, Evelyn's friends joins Gwennie, Robin and Orlando. A friend of Evelyn once said to Orlando, that he is asking questions to others in the film, so he do not have to talk. Orlando is trying to hide behind questioning. Sometimes we do not want to deal with the pain, that is why this trip is after 13 years from the Evelyn's death, only now they wanted to face it. Orlando came to a very interesting conclusion that talking about your mourning is like opening up a box. A box filled with pain and regret. However, it is obvious that we all have to open that box if we want to heal ourselves. The death of a close person leaves many questions in us, and we have to face this questions some day and answer them. This conversation with a friend of Evelyn Leon, finally opened Orlando by saying to him "If you don't open up completely, how are you going to feel later on?". It was certainly a breakthrough moment for Orlando, and he finally says it is getting easier for him with each day of the journey. Leon answer to him that they could not bury their feelings for Evelyn, they have to share them and cope with them, remembering Evelyn best times. Orlando finally cried and says that he is trying not to hate this and that he has so much agony he just built up from so long. We cannot stop loving a person who deceased. We cannot stop our bond, while the person is gone. The bond and the love for that person is still alive and we have to understand how to live with it.

The further fate of the trip is talking about Evelyn and remembering his good moments. After all this conversations, Gwennie's breakthrough came. She explains that she was trying to forget about this traumatic experience, and now all the pain has returned. Orlando explains to her that in time she will understand that it is all for something and it will be much easier for her to go through it with her life. Robin later on, makes a point that the fact that they have discussed about so many topics they have never discussed earlier, it does not mean that they dealt with it and that they should make this as an

ongoing discussion. On the penultimate day of their trip, they met a nice man who asked them if the trip helped them deal with the loss, they answered in the affirmative. The man shared his own experience of death with them. Meeting someone who suffers like us is definitely something that helps us heal our soul. We know that we are not alone in all this. The pain won't go away from us, but we should do everything we could to feel better and live with the pain.

At the end of the movie the moment came, which is the culmination of all their path. Gwennie, Robin and Orlando traveling the last kilometers have reached the climax. Orlando read then a poem that his friend Laura sent to him, the poem helped her after losing a loved one. The most interesting sentence is certainly the last sentence: "I am not gone but merely walk within you." - When we are grieving, all we have left is our love to the deceased person, and very often we say that this person is still alive, but inside us, in our heart. When we realize it, it will be much easier for us to get through the grief process. A dead person does not disappear forever, it is worth explaining to yourself that this person is close to us, but not the body, just the soul. We do not say goodbye to this person forever, we must realize that this person has gone to a better place and will be waiting for us there.

In the last frame of the film, Orlando tries to read a farewell letter from Evelyn, which he could not read at first. He speaks very important words that he can not forgive himself that he could not save the person closest to him. We often recognize the death of a loved one as our failure. We blame ourselves. Orlando managed to read only the beginning of the letter, in which Evelyn writes that he is very sorry that he underestimated medical school because he wanted to become a doctor. Reading such a letter is a very difficult matter. Sometimes we think that we did not say certain words out loud, such as "I love you", we wonder if the deceased person died with the conviction that we love her or not, we start to wonder what else could be done? Did I do everything? Was I good enough? These bothering questions will be forever with a mourning person, because no one will be able to answer them. Mourning stays with us forever, we can only learn to live with it.

Evelyn is definitely an invitation to talk to about the pain caused by death, for all of us. Refusing to talk is like poison and can destroy our lives, it can literally poison it. "We are never truly prepared to face tragedy, to take a look at ourselves and in each other, to share the pain."<sup>11</sup> As the author of the quotation

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<sup>11</sup> The Young Folks: Evelyn Movie Review: A lesson in healing and the power of family companionship; Manzanares De La Rosa, 2019

said, we are never prepared for the death, even if we are aware that person is ill, elderly, or have mental problems, we are not wondering about the person's death, we always try to help no matter how hard this could be, but our goal is always to keep this person close to us and not let the death to take the person from us. During mourning, it is worth giving yourself time, understanding what is going on and how am I feeling with it, this often reevaluates our lives, just to standing aside for a moment and looking at what touched us. "It affords him a chance to put some distance between himself and his trauma, and to observe his own pain."<sup>12</sup> Often, by observing our pain, we can see how sensitive we are, how what touched us changed us, and that it is in a way a new beginning. *Einsiedel* work is above all a work about real people, real feelings, it is a document showing what millions of people are struggling with. "Evelyn centers on the *Einsiedel* family and their shared tragedy, beginning with Harriet's quiet devastation and on to the filmmaker himself, but really, it is about every one of us."<sup>13</sup> The *Einsiedel* family meets in such a large group to celebrate Evelyn, cry, laugh, remember, go through the stages of grief together and come together to the stage that will allow them to continue living without Evelyn. "You can practically see this family coming together and pulling apart."<sup>14</sup> The end of the movie and reading the poem by Orlando is for them all a kind of liberation, an understanding of their pain and suffering that they have been struggling with for so long, and although this is not the end of their way through the pain of longing, it is certainly a huge lesson for them as how to handle it. "Near the end, the siblings admit that the pain never really goes away, that this journey might not be the liberating experience they were initially hoping for, but agree that it's a necessary start."<sup>15</sup> For some, the end of the road may be the beginning and this was certainly the case with the *Einsiedel* family.

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<sup>12</sup> 'Evelyn' Review: A Raw and Profoundly Moving Portrait of Living with Suicide - David Ehrlich, 2018

<sup>13</sup> The Young Folks: Evelyn Movie Review: A lesson in healing and the power of family companionship; Manzanares De La Rosa, 2019

<sup>14</sup> 'Evelyn' Review: A Raw and Profoundly Moving Portrait of Living with Suicide - David Ehrlich, 2018

<sup>15</sup> The Young Folks: Evelyn Movie Review: A lesson in healing and the power of family companionship; Manzanares De La Rosa, 2019

### **Travel as a cleansing experience and grief - conclusions**

These two movies exhibit exactly what the grief is and how different people face it. The people shown in both movies tried to face it through their hiking tours. They wanted to clear their pain by wandering. Travel often allows us to find ourselves, for moments of reflection. We stop for a moment and start thinking about our lives. Mourning is a period in which our lives cease to be a pursuit for us, and become a period of so-called vacation for the soul. Contact with nature allows us to delve into our soul and to heal it.

In the movie "Wild", there was a song which particularly showed one of the main motifs of the film, i.e. a journey into nature: *El Condor Pasa* (1970) by Simon & Garfunkel. The song explains to us that sometimes it is worth to escape to nature, to get away from the hustle and bustle of the city, and to get away to understand something. Also, the nature is obviously considered to be beautiful and it is worth to realize that and to start to admire it. "There is always beauty around us and we can find that if we look."<sup>16</sup> For Cheryl Strayed, her walk had many different reasons. Redemption, coping with grief and loss, and eventually her tour was about finding herself and heal herself. Cheryl at some point began to realize that she has always needed healing, not redemption. The PCT gave her new direction in life. She finally found peace and cope with the death of her mother. Each step Cheryl was a huge pain for her, lots of memories of the mother of the bad and the good. In the end, however, all this brought a fruitful end to her suffering. Her heavy backpack she was wearing is certainly a symbol of what she was struggling with. What she had on her back was what she experienced for years after losing her mother. Cheryl managed to rethink her whole life, all her sins and offenses. "As Cheryl continues on through the PCT, she encounters people, vistas, and animals that fill her with joy, peace, and an appreciation for the world around her and her place inside of it."<sup>17</sup> Cheryl thanks to her journey also appreciated the beauty of the nature surrounding her. "Not only does Cheryl enjoy being in nature, but she equates it with purity, wholeness, and redemption because of her fond childhood memories. Cheryl wonders if returning to nature might return her to the person she was in childhood."<sup>18</sup> The main character definitely learned how to deal with grief thanks to her journey. Escaping to nature, escaping into oneself, is what healed her. Grief is an emotion you cannot pass by. Stepping stones such as drugs only

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<sup>16</sup> "Wild" by Jean-Marc Vallée 2014

<sup>17</sup> <https://www.litcharts.com/lit/wild/themes/healing-vs-redemption>

<sup>18</sup> <https://www.litcharts.com/lit/wild/themes/loss-and-grief-indifferently>

help for a moment. People have to go through the process of grief, since it will always haunt them, even years after the death of an important person.

In "Evelyn" the main motive of their journey was to talk about their deceased brother and try to cope with the immense pain they have suppressed for years. "The trip itself feels like a spiritual healing retirement from the first moment"<sup>19</sup>. They wanted to slowly release sadness, tears and soul-crushing regret. At first heroes do not know how to share such intimate pain with the whole world, but eventually they have managed to do that. For many people, sharing emotions is extremely difficult. We think that we can be laughed at, judged in advance. We are afraid that the other person will not understand our broken heart and the accompanying emotions. In "Evelyn" it is moving that the whole family decided to plunge into great sadness and share it together. Their walk was to remember Evelyn, not to forget, and they emphasized it above all. "When my brother died, I buried the bad memories that surrounded his illness and death, but in doing so, I also began to forget the good memories of times I shared with Evelyn. None of us — my youngest brother, Robin, my sister Gwennie, or me — could bring ourselves to talk about what happened. It took thirteen years for me to be able to say my brother's name again. The process of making the film — of walking, and talking about Evelyn and what happened — was hugely cathartic and has helped set us on the path to healing."<sup>20</sup> The heroes of "Evelyn" found peace of soul and body through their path to the memory of their brother. It was a feat of great sacrifice. The whole movie shows that the pain of losing a loved one never ceases, 13 years after the death of their beloved brother, their pain became even greater than it was at the beginning. In our lives, when we experience mourning, there will be ups and downs. One day we will feel great, the other day we will be touched by moving memories and photographs. It is like a swing, which is why it is so important to support loved ones and their understanding that we experience worse and better moments.

Many people decide to travel during the period of grief. They want to rip out their thoughts or analyze them. Is mourning simpler then? This question will be answered only by those who have tried. "Late mornings. Because mornings are hardest. Those first hours when I wake from sleep and remember she is still gone. No, not just still gone. More gone. More gone than she was yesterday. Each new day representing more time since I saw her last. Or mornings when I try to fall back to sleep, clutching onto the remnants of a dream she was in. Unwilling

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<sup>19</sup> The Young Folks: Evelyn Movie Review: A lesson in healing and the power of family companionship; Manzanara De La Rosa, 2019

<sup>20</sup> <https://www.bbc.com/news/uk-scotland-highlands-islands-45977106>

to part with the duvet because I feel heavy and it feels safe to lie here and cry; sometimes tears of frustration knowing I'm frittering away hours of the blue sky that I've flown for hours to see."<sup>21</sup> As the author of the text writes, the most difficult for her were mornings without a loved one during her trip, then she felt the most lonely. Travel can help us, but it's worth remembering that this is just the beginning of our journey through life in new circumstances.

"Travel in this context gives you the head space to process how you're feeling; to let the sadness happen, and be at one with it. Simultaneously, it also distracts you with small, incidental decisions that pull you shy from a vortex of sadness. It provides a physical escape – a space to shed tears that nevertheless is removed from familiar scenes etched in memories. Most of all, it's an apt reminder that you hold an irrevocable connection to the world and its people [...]. Escaping helped ease the pain in a couple ways. There wasn't anywhere familiar where I had a memory with him. The restaurant that we liked, or that one pub around the corner from the apartment. When travelling everything was new, which made it easier. And it also helped that I packed each day so full that I fell asleep at night as soon as my head hit the pillow [...]. I felt stronger as the trip continued, I did feel the weight lift. I wrote this post halfway through: I know that 30 days is not enough time to heal my heart, but this time will allow me to grieve and start healing. It will take time, but I do know that each day I am closer to where I need to be."<sup>22</sup>

A journey of mourning will give us time and space to simply be and feel emotions. It can give us plenty of emotions, both bad and good ones. But it always gives us a fresh look at what we have experienced. We have experienced a huge loss that we cannot bear and we should throw ourselves into thoughts and just give ourselves time, which the journey allows us. Traveling to beautiful places is also a symbol of travel deep into your mind and heart. It is in the bosom of nature that we often find answers to the often bothering questions that grief brings with it. Grief is an isolating experience, it is lonely, quiet and it is easy to immerse in it. Whether we like it or not, mourning is with us for life. It marks us until the end of our days. The lack of a loved one means that we will never return to the person we were, but we can try to live with this lack and understand that the pain will not cease, it will be smaller or larger, but it will always be with us. Many scientists can define mourning in different ways, but for each of us, mourning is something different and cannot be described

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<sup>21</sup> <https://indianajo.com/grief-and-travel.html>

<sup>22</sup> <https://www.flashpack.com/relationships/escape-healing-travel-loss-grief/>

in a few words. It is certainly an emotion that changes our lives forever. The most important thing is to realize that we feel bad and it will come back to us, but let us not let it take over our lives, let us try to make days when we drop our emotions with tears or sadness, and take care of those good days. Let us treat the grief caused by the loss of a loved one as a guest in our house, who sometimes will come to visit us.

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# TOURISM MARKET OF THE LVIV REGION: THE ANALYSIS AND FORECAST OF THE DEVELOPMENT

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## Abstract

The peculiarities of the development of the hotel industry in Lviv region are considered, analysis of the dynamics of the main indicators of the development of this industry and the number of hotel and specialized accommodation establishments are considered in the article. The dynamics of the inner and foreign direct investment in hospitality of Lviv region are analyzed

**Keywords:** hotel industry, accommodation establishments, investments, Lviv region.

## Introduction

One of the most important components of the tourism industry, which determines its real potential, is the hotel industry. Hospitality is a major factor and a major component of the tourism infrastructure, took a leading role in the presentation of the domestic tourism product in the global tourist services market. The accelerated development of the service sector, the desire of the enterprises to receive the highest profits and the increase of the solvency of the consumers contribute to the expansion and diversification of the activity of the hotel enterprises. According to a study conducted by the Lausanne School of Hotel Business in the Lviv hotel industry, the occupancy of existing hotels and the rapid increase in the number of tourists have provoked a hotel boom in Lviv. For the years 2000-2010 Lviv region has moved from the ninth place to the first by the number of operating Ukrainian hotel enterprises. In 2010, about 10% of all visitors which stayed at hotels in Ukraine, were located in Lviv.

## Hotel and similar accommodation facilities

In 2017, there were 337 collective accommodation facilities in the Lviv region, with 32 927 beds available. The number of hosted persons was 987 866, 138 789 persons of which were the foreign visitors.

Hotel and similar accommodation facilities in 2017 numbered 277 units (fig. 1). It's include: hotels that make up 61% of the total value, (170 units), motels – 14% (39 units), hostels – 4%, (11 units) and other hotel establishments.

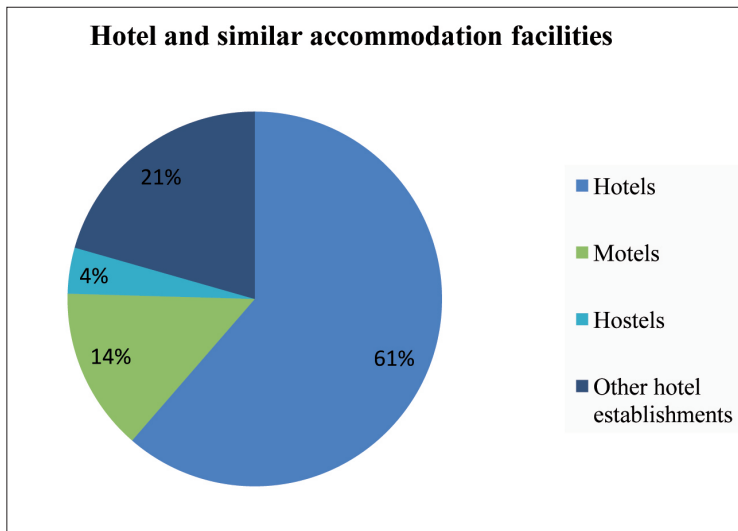


Fig. 1. Hotel and similar accommodation facilities [1]

The dynamics of the number of hotel establishments may be tracked during the years 2011-2017. Lviv region were rapidly developing as a popular tourist region, the number of foreign and domestic tourists were increasing and the number of beds were increased among entrepreneurs. However, the volatile dynamics can be seen in other accommodation establishments, because not all of them are popular and necessary for the region, and the pricing policy of the establishments also has a significant impact.

## Specialized accommodation facilities

The total number of specialized accommodation facilities is about 60 units (fig. 2), among it: sanatoriums – 35 units, children’s sanatoriums – 5 units, boarding houses for treatment – 2 units, boarding houses for recreation – 4 units, recreation centers – 14 units. The number of general institutions decreases by every year from 2011 to 2017. It was decreased by 11 units from 2011 to 2012, by 8 units from 2012 to 2013, by 3 units from 2013 to 2014, by 9 units from 2014 to 2015, by 2 units from 2015 to 2016, and up by 4 units from 2016 to 2017.

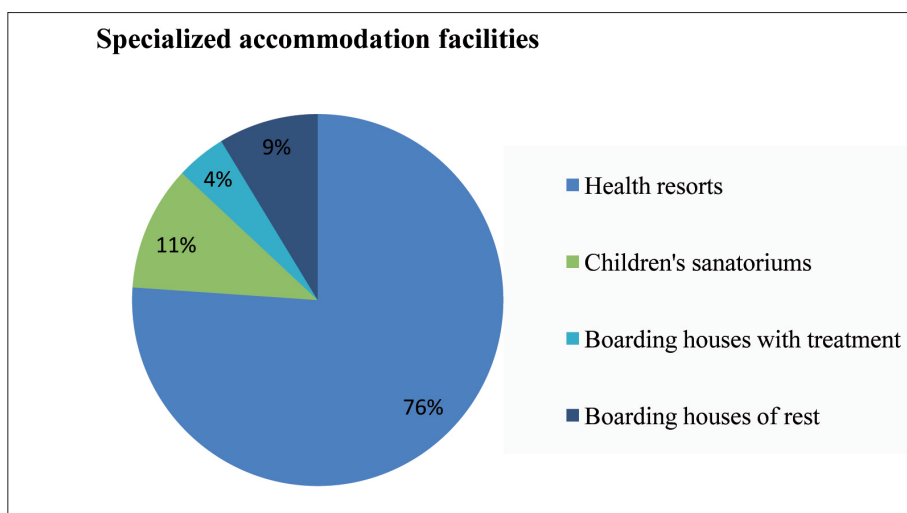


Fig. 2. Specialized accommodation facilities [1]

The sanatoriums were 25 units as of 2017. It’s number have begun to decline from 42 units since 2011. There remain a constant number of children’s sanatoriums – 5 units and boarding houses – 4 units. Treatment guesthouses have decreased from 6 to 2 units. Recreation centers and other health facilities also decreased from 26 to 14 units. This is explained by the economic crisis in the country, the unpopularity and lack of necessity of such institutions, insufficient funding.

In general, analyzed the dynamics of the number of accommodation establishments in Lviv region (fig. 3), may be conclude that every year the tourism market is replenished with a new accommodation establishment. There were 317 accommodation establishments in the Lviv region as of 2011, according to the Central Statistics Office. It's number were increased by 11 units by the following year. The 342 placement establishments operating on the market were in 2013. It's number were decreased by 2 units due to the unstable political and economic situation in the country in 2014. Ukrainian GDP growth was zero, and in 2014, GDP fell down to 5%. The market is very sensitive to external factors so it reacts to every change. The number of establishments was further reduced to 331 units in 2015. The tourism market has improved and the number of accommodation establishments has reached 343 units in 2016. However, this number were decreased to 337 units in 2017.

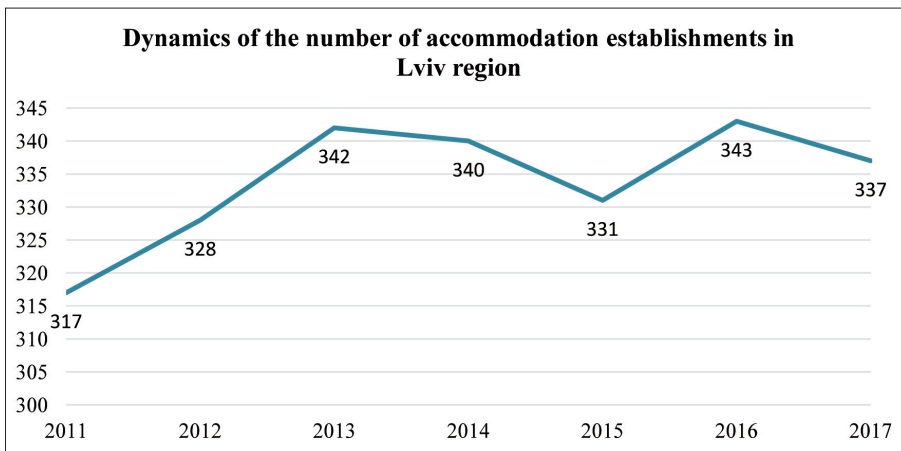


Fig. 3. Dynamics of the number of accommodation establishments in Lviv region [1]

Also, indicators from accommodation establishments by districts of Lviv region are analyzed (fig. 4).

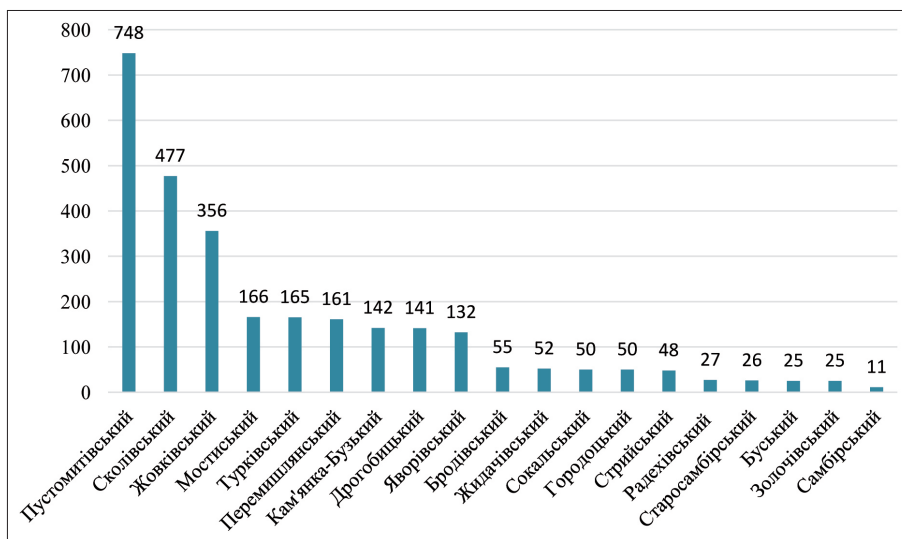


Fig. 4. Number of rooms in hotels and similar establishments in the context of administrative districts of Lviv region [1]

Three districts are leading with the highest indicators: Pustomytivsky with 748 rooms, Skolivsky with 477 rooms, and Zhovkivsky with rooms units. With the lowest rates, Busk and Zolochiv districts (25 rooms) and Sambirsky district – 11 rooms. Such dynamics of growth are explained by the approach of administrative districts to the city of Lviv and the Carpathian region. The average indicator in the Lviv region is 150,3 rooms.

There were 8,973 rooms in establishments of the Lviv region (fig. 5), with a single capacity of 18,292 beds in 2017. The 871 401 persons were accommodated in accommodation facilities within the region, of which 121 043 were foreigners during the 2017.

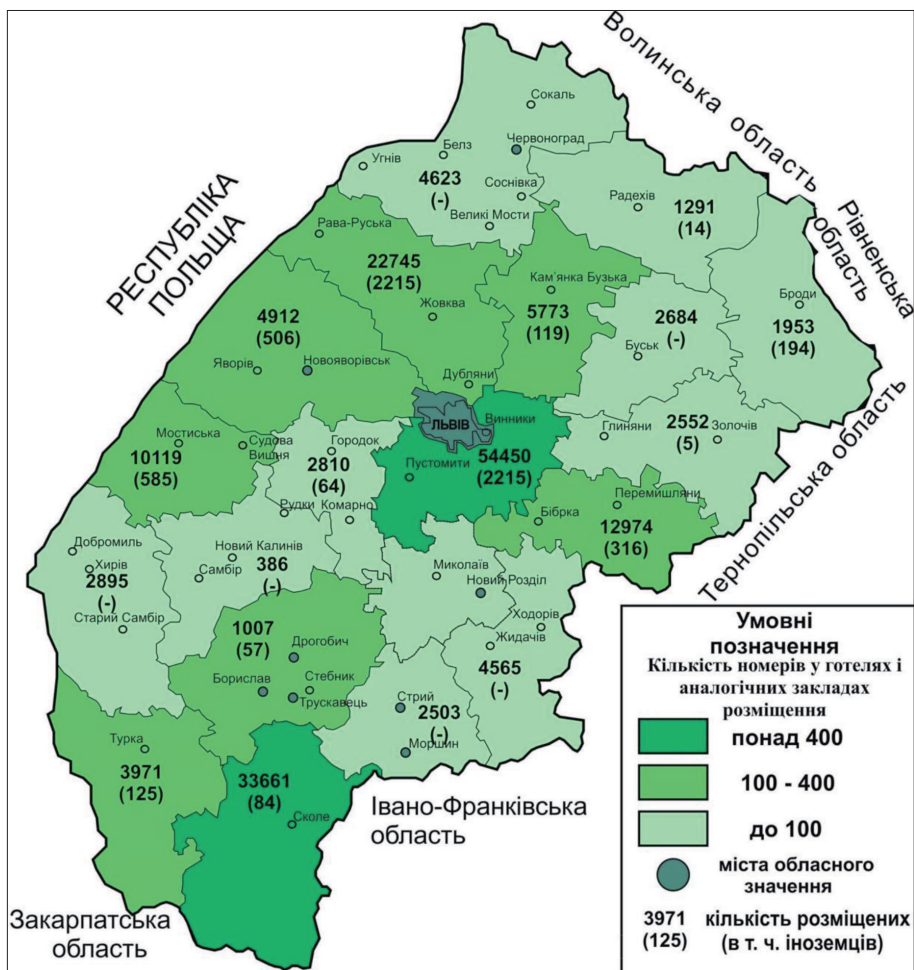


Fig. 5. Number of rooms in hotels and similar accommodation facilities by administrative districts of Lviv region [1]

Most of the tourists were accommodated in Pustomyty, Skole and Zhovkva districts of Lviv region. This is due to the fact that the areas are close to the largest tourist centers (Lviv, Carpathians), as well as the presence of important and significant historical and cultural monuments. The smallest number of tourists were visited accommodation facilities in Sambir, Radekhiv and Brody

districts, due to their peripheral location and lack of significant architectural and art sites.

In total, 175 150 tourists were accommodated in establishments located in the Lviv region in 2017, of which 6 042 were foreign tourists, 82 653 were outgoing and 86 455 were inner. In total, 300 people traveled for the purpose of study, recreation – 120 102 persons, treatment – 53 768 persons, sports tourism – 153 persons, tourism – 711 persons, etc. – 116 persons. Of the total number of tourists – children aged 0-17 years – 13 178 people.

### **Investment in the tourism sphere**

The state's tourism policy is based on strategy and tactics. The main goal of the country's tourism strategy is to create a highly competitive tourist complex that provides sample opportunities to serve Ukrainian and foreign citizens, as well as a significant contribution to the development of the country's economy. To achieve this, there are a number of measures, among which the attraction of investments in tourism is of great importance.

The share of investments in the hotel and restaurant business [5] in the total volume of investments in the economy of the region is 1,3%, in the enterprises of this type of activity 315,2 million UAH were invested (in 2016 – UAH 166.9 million). In particular, temporary accommodation enterprises invested UAH 274,0 million, food and beverage supply activities – UAH 41,2 million. As a result of the investments made in 2017, in the region were built hotels and similar buildings for 330 seats, restaurants and bars for 270 seats, canteens and cafes for 600 seats.

The volume of direct foreign investments of the Lviv region since the beginning of investment on July 1, 2017 amounted to \$ 1,161.5 million. USD 8.1 million was invested in temporary accommodation and catering in 2017, which is 0.7% as a percentage of the total volume. There is a tendency of increasing the volume of investments (fig. 6), with the exception of the period from 2014 to 2016, when the country experienced an unstable economic situation and investing would be risky for potential investors. The Lviv region is very promising and favorable for the business owners to invest it's money here. First of all, this is due to favorable territorial location, high natural and recreational potential, developed tourist industry and the availability of cheap and ready to work labor.

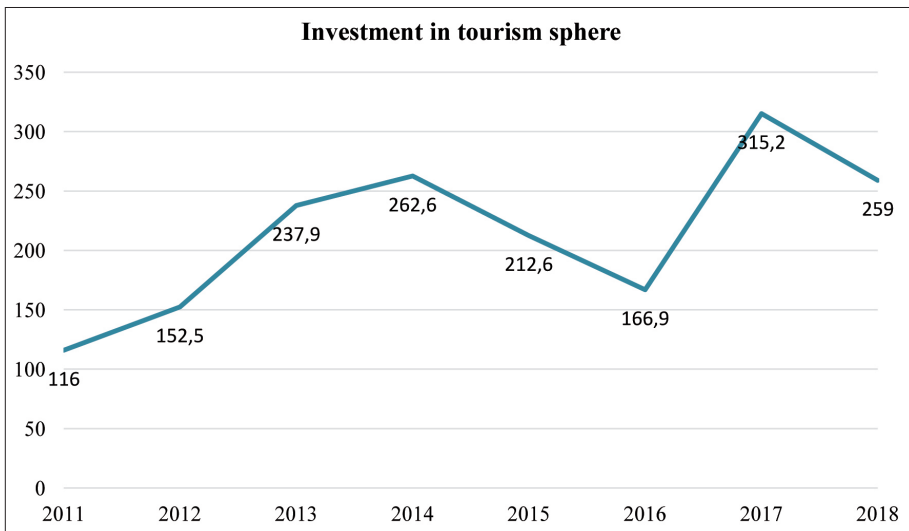


Fig. 6. Investment in tourism sphere in Lviv region, mln UAH [1]

## Conclusion

The conducted research may conclude that the city of Lviv remains the epicenter of the development of the hotel industry in the region. However, recently there are some decrease in the share of accommodation establishments in Lviv, instead the share of accommodation establishments in Skolivsky, Zhovkva districts were significantly increasing, which is caused by the development of active and historical and cultural tourism.

In general, in recent years, the hotel industry of Lviv region has shown rather high rates of development [3,4]. The tourism industry is one of the few industries in economy that can attract foreign capital in a short time. The construction of tourist facilities by foreign firms is 1-2 years, and the payback of international class hotels is 3-5 years. But today it is difficult to count on a large inflow of foreign capital, given that Western investors are constrained by economic instability in the country, lack of legal guarantees. If the above obstacles to the development of the hotel business will be eliminated, the hotels could improve the quality of hotel services, increase their volume of services, which would give impetus to the development of a developed tourist services market in the region.

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# FOOD SERVICES IN A BALANCED DIET IN A CONTEXT OF PHYSICAL ACTIVITY OF ELDERLY MEN

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## Abstract

This article is devoted to establishing relationship between a healthy balanced diet and physical activity of physically active elderly men. What was subject to evaluation was knowledge and awareness of respondents, as well as a role and influence of these elements on general health condition and physical condition of this social group. Research results confirmed strong correlations occurring within this area of behaviour and functioning of elderly men, in particular those who are still physically active.

**Keywords:** balanced diet, food services, physical activity, healthy lifestyle

## Introduction

Health of each human being involves a few elements, mainly genetics and environment where a person grows up, learns, works, takes rest and spends time after retirement. However, two of them are crucial for health, i.e. so-called balanced diet and general quality of consumed food, as well as physical activity [1] These factors are especially important to elderly people. This social group is frequently unaware of the influence of regular physical activity and well-balanced diet on their lives. The aim is to stimulate an organism, at least to a lesser extent, to regular, if possible even every day, physical activity in any form. This mobilizes the organism to better and more effective functioning of all systems. A selected form of physical activity is strictly related to appropriate diet. Skillful and balanced combination of those elements leads to regulated psycho-physical condition of organism and well-being which manifests itself in greater willingness to live. Appropriate diet is an element that plays an

important role in so-called healthy lifestyle, which is a condition of high level of physical fitness, especially among the elderly. There is a popular saying that “we do not live to eat, but we eat to live”. Food provided to the organism every day in a form of meals is “fuel”, which is a source of energy necessary for functioning of all its parts and internal organs. Physical activity, well-adjusted to capabilities of every human being, as well as their age and health condition, combined with well-balanced diet, guarantee improving general fitness and life quality. These issues contributed to addressing the subject field related to behaviours and functioning of men in the 50-60 age range.

### **Aim and scope of study**

The aim of study is to evaluate diet and quality of consumed food within so-called catering industry of proper and balanced diet, related to and correlated with physical activity of elderly men (50-60 years old). Furthermore, presenting the problem in a context of quality of life and high level of male mortality rate in this age group. Proving that healthy lifestyle, which consists of physical activity and proper diet, is an effective way of preventing premature death and illnesses not only in this age group, but also in other life periods.

On the basis of analysis of literature resources and results of conducted survey studies there has been prepared characterization of diet and eating habits of elderly men. There have been demonstrated relationships between balanced diet and health, as well as between physical activity and health of men within the age range of 50-60 years.

### **Eating habits and forms among contemporary people**

Each type of physical exercise requires proper selection of main nutrients and eating habits themselves, which is confirmed especially among physically active people. Well-suited diet, appropriate for a given age group and adjusted to a given type of physical exercise is the basis of proper energy and vitamin balance of organism, which is subject to significant efforts and strains. Numerous studies and observations indicate that, by means of proper diet, it is possible, in many cases, to prevent various kinds of diseases, including cancer diseases or cardiovascular system conditions, which indirectly increases life expectancy and improves its comfort and quality [16]. Properly prepared diet activates all processes related to training, supports metabolic and energetic processes of

organism, and has a significant role in the energetic cycle after exercise [9,2]. Nowadays contemporary model of eating habits is characterized by high caloric content, and, at the same time, is low in terms of nutritional value. Dieticians emphasize that, for the first time in history, we're living in the world of overweight but still badly-nourished people [15,8,14]. Quality and nutritional value of products is extremely important in a context of maintaining health and proper functioning of organism. Proper quality of meals is the guarantee of appropriate human development, their health, growth and mental fitness. Schoulz says that *"...Eating, from a scientific point of view, means providing cells with nutrients, so that they could regenerate. Everyday regeneration is necessary. The opposite of this process is degeneration, i.e. situation which is in conflict with our genes. This is caused by premature death of cells, resulting from the lack of proper nutrients and overproduction of free radicals. Prevention of degeneration is tantamount to improving quality of life and (alternatively) lengthening of life"* [14].

Healthy lifestyle and preventive health care resulting from that become more and more popular in the awareness of our nationals. The word "diet" recently used to be associated with restrictive nutritional regime, which shall be observed to support loss of weight. Nowadays the word "diet" has a completely different tone and meaning. This is simply reduced to healthy diet. Appropriate diet is very important, since quantity and quality of food, as well as proper choice of ingredients decide about our condition. Healthy diet and physical activity might prevent many civilization diseases such as hypertension, obesity, atherosclerosis, spine diseases, etc. [16,4,8]. One of basic mistakes that we make is too frequent and too fast food consumption, at random intervals. In 2017 Centre for Public Opinion conducted research which indicates that Poles regard their diet as balanced at average level. That shows that they don't eat enough fish (60% of opinions), even less frequently groats (29%) and fruit (23%) and vegetables (18%). By contrast, according to some of the respondents, products consumed in an excessive amount include sweets (33%), coffee (27%), sweetened drinks (17%), bakery and other flour-based products (16%) [17]. In general, the majority of people declare that they eat three meals a day, and in the light of the most recent research there should be five of them, and according to some studies even six. One of the other contemporary dietary mistakes is the issue of breakfast, which is the most important meal of a day. This occurs very frequently that this is consumed too late, or even skipped, which is a critical mistake. Excessive consumption of "Fast Food" products is another bad eating habit. Courses and dishes of this group encourage obesity, as most of them are high-calorie products and they provide so-called empty

calories. With reference to balanced diet there occurs the issue of everyday consumption of not enough amount of vegetables and fruit, which have highly alkaline properties, as opposed to meat, eggs and cheese. Fruit and vegetables contain lots of vitamins, minerals, fibre and other plant substances in their composition, which are important for health of each human [8,7,5,11,18,10]. Macro- and microelements exert their influence and decide about immunity and capacity of human organism. Another bad habit is consumption of various types of stimulants, especially alcohol, and their influence on organism. The author Beano, while referring to alcohol and its influence on capacity of organism, declares that „..... *it may seem that drinking alcohol before physical training might improve reflex or confidence, but, unfortunately, even small amounts of alcohol results in undoubtedly negative effects* [2]. What is also questionable is consumption of other stimulants in a form of theine (tea), caffeine (coffee) and cocoa. It has been proved that their excessive consumption is harmful to organism, since that irritates nervous system, leading to deregulation of its operation [10,13,]. Another issue that is questioned by dieticians is excessive consumption of salt and sugar, which results in establishing daily norms and doses of these ingredients in consumed food.

### **Physical activity and diet**

Regular physical activity and proper diet are the basis for healthy lifestyle, well-being and stable physio-psychological condition of human. Physically active people that perform any form of physical activity and observe a balanced diet achieve the greatest pro-health benefits, confirmed by good physical condition in older age and longevity [7,3,6,12,15]. Diet of people that undertake any form of physical activity, because of higher body demand for energy, shall be properly balanced, taking into consideration age, health condition, sex, time, type and intensity of exercise. This is particularly important for middle-aged and mature people, since their metabolism is much slower, and, therefore, we should pay more attention to quantity and quality of consumed food. This is related to the increase of awareness in terms of diet and needs resulting from physical activity of human. Significance of physical activity in human life and its correlation with diet cannot be overestimated, which confirms popular saying that „..movement may replace lots of medicines, but no medicine will replace movement”. Numerous studies in that respect confirm that physical activity in a form of various types of recreation or sports activities guarantees and provides opportunity of relaxation, restoring strength, capacity to work, improving fitness and psycho-physical condition [16]. An appropriate form of

physical form, suitable for a given age group, is the best way to maintain well-being, health and longevity [7]. It doesn't matter whether it is physical activity in a form of regular exercise at the gym, swimming pool, open-air walks or any form of physical activity realised in any place.

## Methodology and test conditions

The subject of research were correlations between balanced diet recommended by dieticians, food services of contemporary catering industry and physical activity of men within the age range of 50-60 years; determining level of awareness of that group of people, regarding role and benefits of balanced diet and active lifestyle. For the purpose of receiving relevant data there was used a method of diagnostic survey. That method is one of the most effective methods that allow for gathering necessary information concerning knowledge and expectations of respondents in terms of analysed research areas. Research tool was questionnaire prepared for random interviewees that fit within the given age group. For that purpose established research problems were gathered and classified (table 1).

Table 1. Classification of research problems

Name of a group of problems	Components of problems	Problems included in a given group of problems
Cognitive	Descriptive	Physical activity of men within the age range of 50-60 years
		Dietary habits of 50-60 years old men.
	Explanatory	Explanation of conditions related to health care among elderly men
		Indicating opinions concerning taking care of health by men
Practical	-	Characterization of forms of physical activity among men
		Explanation of causes and effects of taking care of health by men
		Determining actions in terms of forms of physical activity among men
		Suggesting recommendations for men, aimed at supporting healthy lifestyle

Source: own elaboration.

Taking into account above-mentioned conditions there were established the following working hypotheses, which should be regarded as confirming or denying answers to research problems.

Hypothesis 1. Elderly men are convinced that it is necessary to use balanced diet and to be physically active.

Hypothesis 2. Men take care and like taking care of their health, condition and well-being.

Hypothesis 3. Activities undertaken by men involve the issue of various sports disciplines.

The questionnaire survey was conducted among 100 men within the age range of 50-60 years, who agreed to answer the questions stated in the questionnaire. Layout and content of closed, open and semi-open questions are adjusted to the conditions of realized subject. The questionnaire included 20 questions, and the answers of recipients to those questions were supposed to provide knowledge concerning relationship between eating habits and their influence on effects of undertaken physical recreation. The research was conducted at the turn of 2018 and 2019 in one of sports clubs operating in Lublin. Survey questionnaires were made available during exercise and meetings, during training and recreation activities. Respondents were informed before that about confidentiality and anonymity of survey. Time allocated for filling the questionnaire was 15-20 minutes.

## **Research results and their analysis**

Received research results constitute a valuable database concerning eating habits, lifestyle and physical activity of elderly men. They depict the attitude of those people to significance of eating habits and physical recreation and their influence on general well-being, health and everyday functioning. Research results might be the basis aimed at increasing awareness of the essence of undertaking various actions in that respect. The first group of questions constituted data pertaining to characterisation of the group of respondents (age, place of living, education level, professional activity, health condition). Survey data indicate that the greatest group, constituting 86% of respondents, were men within the age range of 50 - 60 years. Remaining 14% were respondents a bit younger than 50 and a bit older than 60. With regards to place of living 93% of men declared that they live in Lublin, and only 7%

were inhabitants of the nearest surroundings of Lublin and villages. As far as education level is concerned, 76% of respondents had higher education, 20% had secondary education, and remaining 4% constituted men with primary education. The greatest group among respondents - 86% - were professionally active people. The other 14% declared that the lack of direct professional activity, indicating that they are beneficiaries of disability pension or retirement pension. With regards to health condition of respondents, 48% of the general group declared that it was very good, 38% that it was good, and 14% confirmed that it was average. With respect to the basic group of answers to questionnaire questions, 76% of the general group of respondents stated that they eat healthy and the other 24% declared that they are trying to eat in a controlled way, observing rules of healthy diet (fig. 1). Those results indicate a very serious attitude to eating habits and the influence of balanced diet on human health, especially on health of elderly people.

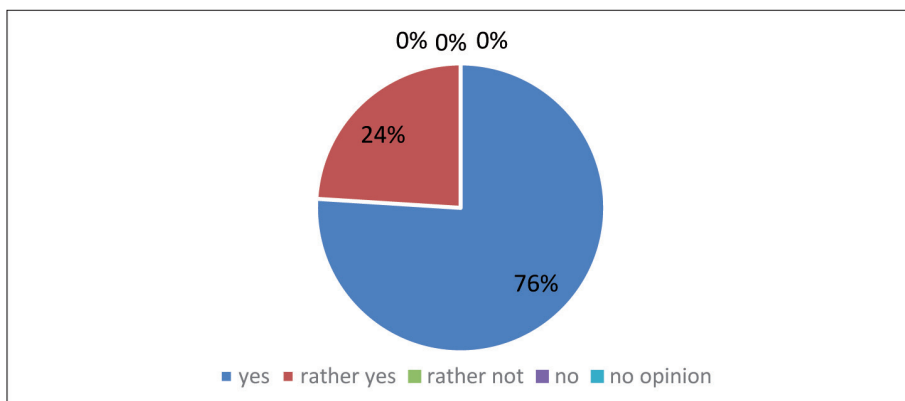


Fig. 1. Opinion of respondents concerning proper diet

With respect to knowledge of the influence of diet on human health, 50% of respondents confirmed that it takes effect on condition and general health of organism, whereas as many as 40% are almost certain about that. In turn, 8% of respondents have no opinion on that matter. Only 2% of respondents stated that diet has no significant influence on human health (fig. 2).

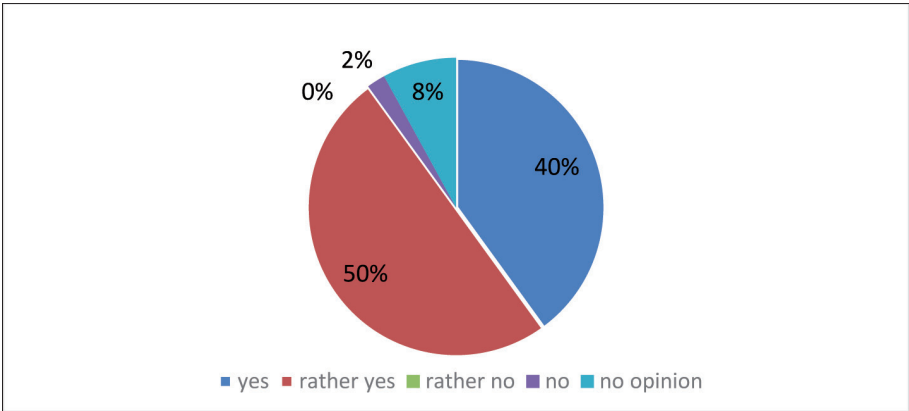


Fig. 2. Research results concerning knowledge of appropriate choice of consumed groups of food products

Those results confirm that high awareness of men with active lifestyle of a role and significance of knowledge of proper diet rules, as well as sports and recreation activities. Very interesting results were also obtained in terms of a manner and frequency of eating meals during a day (fig. 3).

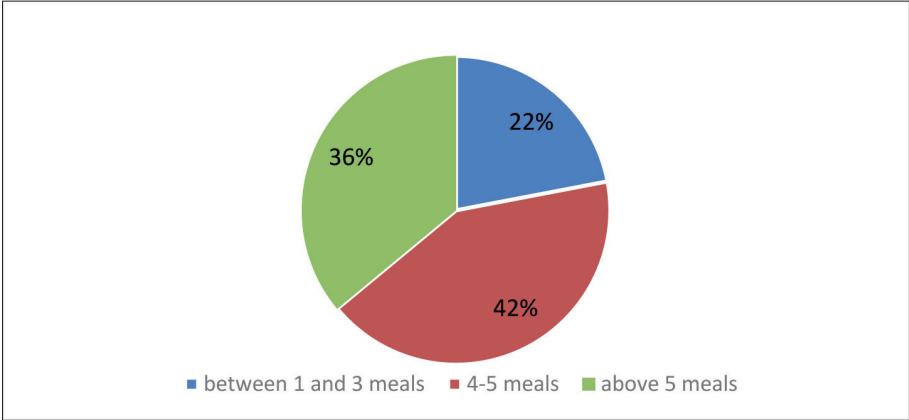


Fig. 3. Comparison of data illustrating a number of meals eaten by respondents in a day

Opinions of respondents on that issue are divided to a large extent. Therefore, 42% of men declare that they eat regularly 4-5 meals a day. In turn, 36% of men who are physically active claim that they eat more than 5 meals. On the other hand, 22% consumers from 1 to 3 meals in a day. Those and other additional pieces of information indicate that a number of meals eaten within a day is affected by many conditions such as physical activity, specific lifestyle and a way of spending time that is free of professional activities and trainings.

People who have a more heavy burden of various professional and sports-recreation activities usually eat less, and frequently do that in a hurry. A number of eaten meals is significantly related to a problem of food purchase and the aspect that is relevant while choosing individual groups of food products (Fig. 4).

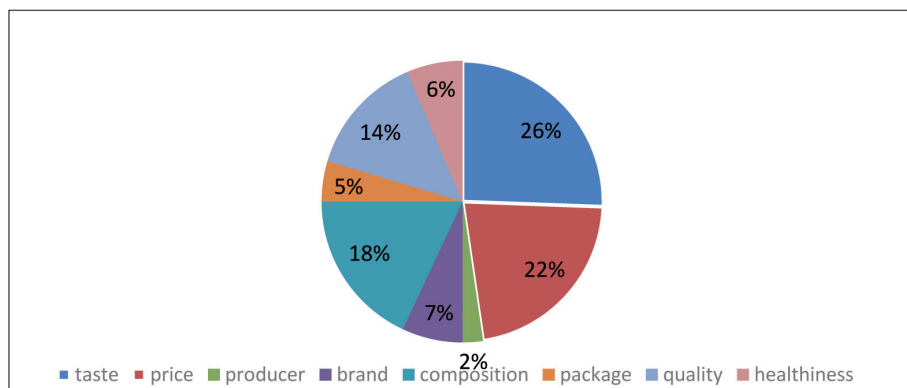


Fig. 4. Aspects that are particularly important while buying groceries

Referring to the analysis of data gathered on that issue, we shall come to the conclusion that, while choosing individual groups of food products, respondents take many conditions into consideration. The most important feature that decides about the purchase of a specific product is its taste. Such decision was indicated by 26% of respondents. Another motive for purchase is price, which was confirmed by 22% of men, and food quality (18%). Respondents, while doing the shopping, pay the least attention to the brand of product (7%), health aspect (6%), package (5%) and producer (2%).

As confirmed by research, a very important element of functioning of elderly men, besides diet, is the choice of a form of physical activity or leisure

opportunities. Since survey research was conducted in the sports club, all respondents declared that they were physically active. As far as frequency of undertaking various forms of physical activity by respondents is concerned, 42% of them indicated that they do exercise once a week, 36% members of a general group declared that they do exercise every other day, whereas 22% of participants confirmed doing exercise every day (Fig. 5).

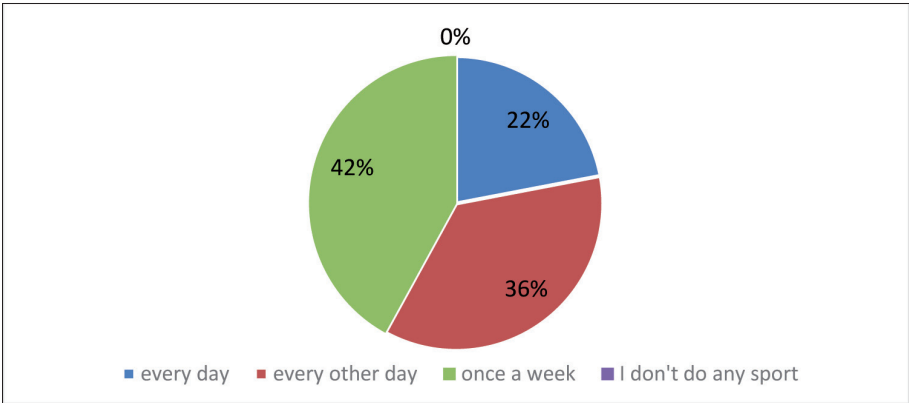


Fig. 5. Comparison of data concerning doing various forms of physical activity

Evaluation of gathered data indicates a significant variety of forms of physical activity, declared by respondents (Fig. 6).

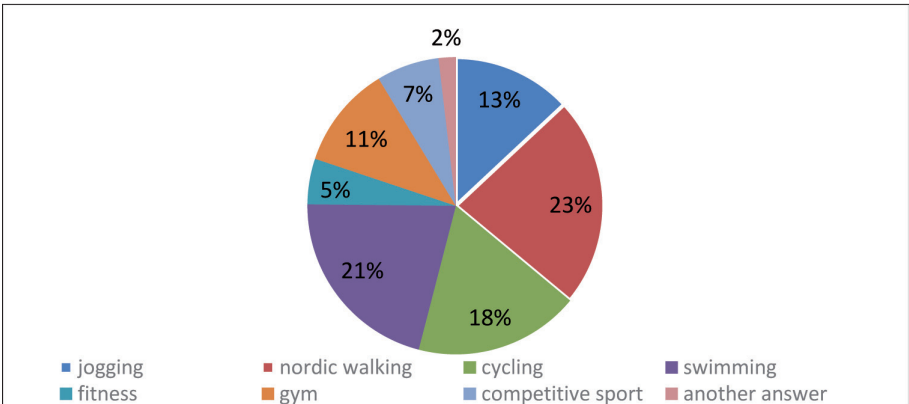


Fig. 6. Different forms of physical activity declared by respondents

With regards to a group of men participating in survey research the majority take up nordic walking (23%), swimming (21%) and cycling (18%). A popular form of physical activity are also fitness classes (13%) and gym (11%). On the basis of those data it is possible to confirm a high level of variety of using individual forms of recreational and sports classes. They are more or less burdensome forms of physical activity, which, in the case of elderly men, exert very beneficial influence on their health. Not without significance for respondents are also motives and a final goal of doing various forms of physical activity (Fig. 7).

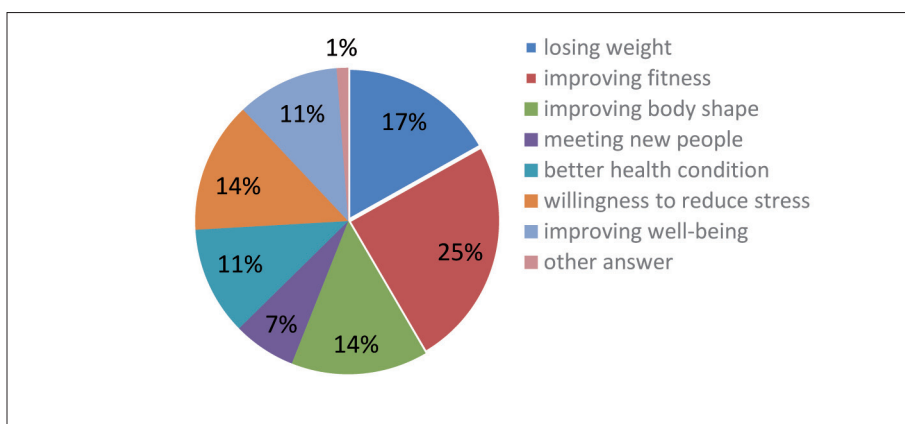


Fig. 7. Comparison of opinions on motives and a basic goal of doing physical activity

In this situation it is worth noticing quite highly differentiated reasons and expectations concerning participation in sports and recreational activities. For the majority of respondents a main motive and goal of leading an active lifestyle is improving health condition, improving general physical condition or willingness to lose weight. Not without significance for the majority of respondents is also willingness to reduce stress and improve well-being, and opportunity to make contact with people with similar interests. What is also important is improving body shape, as well as opportunity to calm down and seek relief from problems of everyday life.

## Summary

On the basis of analysis of data gathered as a result of survey research conducted on a group of 100 men at the age of 50 – 60 years, there was obtained an interesting area and cross-section of valuable information concerning correlation between diet and physical activity of this social group. There were obtained valuable opinions concerning a way of perceiving elderly people, in terms of a general attitude to health, its quality, or influence exerted on health by so-called healthy lifestyle. A positive conclusion that suggests itself after the analysis of those results is that men within that age range, irrespective of place of living or education level, are aware of an important role of balanced diet related to doing different forms of physical activity. It seems that such state of affairs is influenced by the necessity to take more care of and pay more attention to general health condition of elderly people, combined with active operation and functioning in a workplace. Despite rather advanced age and many work duties, they do not want to spend their leisure time in a passive way, but they use that time to participate in various forms of recreational and sports activities. The analysis of obtained opinions indicates that the most preferred type of physical activities undertaken by men belonging to that age group are nordic walking, cycling, gym and fitness. Probably that choice is justified by age criterion. That seems reasonable while taking into consideration a character of burden involved in those forms of physical activity and the best attitude to them in that age group. Conditions that have influence on motives and a goal of undertaking physical activity by elderly men are differentiated, however, the greatest group are those who decided to improve their health condition, fitness and body shape. That leads to the conclusion that common features for the majority of respondents are balanced diet and physical activity, combined with general improvement of quality of further life. What is worth positive assessment is also high awareness of participants of survey research, with reference to observing proper diet and consumption of high-quality food. This is confirmed by research results, which indicate that as many as 76% of respondents declare balanced diet, and additional 24% claim that they eat healthy, paying attention to dietary features of dishes. What is worrying are the data concerning the way of consumption itself, where almost a half of respondents (42%) claim that they very frequently eat in a hurry, leaving home without breakfast. Interesting opinions were also obtained with reference to what is the guiding principle in buying groceries by respondents. What is definitely the most important argument while buying groceries and dishes is their taste, the next one is price and composition. What was less relevant for respondents were brand of product, package or producer. In the summary we

might come to the conclusion that the group of men in the age range of 50-60 years have a high level of knowledge and stable awareness of balanced diet and doing physical activity, as well as their influence on health and general quality of their lives.

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# AMONG WORKS AND BELONGINGS OF DUCHESS IZABELA CZARTORYSKA – COMMEMORATION OF COUNTESS ZOFIA KICKA (NEE MATUSZEWICZ). THE CONCEPT OF THEMATIC “MEMORY TRAIL”

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## **Abstract**

The article presents the personage of Zofia Matuszewiczówna – Countess Kicka, whose upbringing and education constituted one of important issues that Duchess Izabela Czartoryska paid special attention to.

On the basis of historical source material the author justifies the thesis that dramatic death of Countess Kicka was a strong factor motivating Duchess Czartoryska to undertake a range of charitable activities, which, besides other initiatives (donating epitaph in St Cross Church in Warsaw, exposition of the cross at Kępa or three crosses on the Parchatka) were supposed to constitute a peculiar, non-material memorial of Zofia Matuszewiczówna (*I to z Jey Natchnienia – Due to her inspiration*).

The work concerns also the concept of establishing thematic tourist trail, dedicated to memory of beloved foster-daughter of Duchess Izabela. The trail based on facilities and sites in the area of Puławy and its neighbourhood – related to Matuszewiczówna, would be not only an interesting sightseeing proposal for inhabitants and visitors to this part of Lubelskie Region, but also (in an ideological sense) continuation of way of thinking of Duchess Czartoryska.

**Keywords:** Duchess Izabela Czartoryska, Zofia Matuszewiczówna Countess Kicka, The Lesser Poland Gorge of the Vistula, Nałęczów Plateau, thematic tourist trail

## Introduction

Leon Dembowski, in his diaries published in St. Petersburg in 1898, wrote: *At that time when I was able to better judge the Duchess, there were four factors that constituted the only purpose of employing her: Puławy Garden, peasants of Puławy and Włostowice, collecting national and foreign mementoes and **education of Miss Zofia Matuszewicz**.* Besides great works of Duchess Czartoryska: museum of national mementoes or Puławy Garden – what indicates her uniqueness is also engagement in issues (*things*) that she was dealing with in a special way.

This work is aimed at recalling a unique personage - Zofia Matuszewiczówna (Countess Kicka) and traces, mementoes and places related to her. One of such facilities are Three Crosses on the Parchatka, dedicated to memory of beloved foster-daughter of Duchess Izabela, and recreated several years before (autumn of 2006): *The Duchess had three crosses built at the highest point to commemorate Zofia Kicka and her two small daughters. I could not look at those witnesses of that passed away family that hardly started to live without affection and genuine remorse* (Prek F.K. 1959).

Whereas upbringing of Zofia was one of Duchess' concerns, after the death of Countess Kicka (1822) – Czartoryska wanted, by means of various activities (mainly charitable ones), commemorate her.

It is possible to make the thesis that two out of four issues - “things”, which were noticed and mentioned by Dembowski, and which resulted in strong involvement of Duchess Izabela during the last 10 years of her stay in Puławy, were inspired by the death of beloved foster-daughter (Pawłowski 2007b).

## Remarkable personage

Countess Zofia (nee Matuszewicz) Kicka (1796-1822) was a daughter of Tadeusz Matuszewicz (Minister of Treasury of Duchy of Warsaw and a deputy in Four Years' Sejm) and Felicja nee Przebendowska.

After mother's death, since 1799, Zofia was growing up in the careful care of Duchess Izabela, thanks to which she got careful and comprehensive education. As noticed by Leon Dembowski (1898) in his memories: *If it comes to Zofia Matuszewiczówna, who lost her mother in infancy, she got in the care of the Duchess and could treat her guardian as even more than a mother, since*

*the Duchess did not care so much about her own children as she did about that orphan. She always kept her in her room and cared about her herself, without any assistance of a mermaid or a governess, **she taught her herself, and loved her if not more than the same as her own children.***

Zofia was distinguished by, as was written by priest K. Dębiński (1904): ... *besides great beauty and great mind aptitude, great soul attributes.* Duchess Izabela planned even the marriage between her beloved pupil and her son Adam Jerzy. However, Duke Adam felt rather brotherly affection for her – which he mentioned in the letter to mother: *I would not hesitate to praise Zosia to everyone. I would do that both out of conviction and even affection. But I could love her at least like a sister* (Dziewanowski 1998). Finally (in January 1819) Zofia was married to lieutenant Ludwik Kicki (former adjutant and witness of death of Prince Józef Poniatowski), son of Onufry Kicki (owner and starost of Ryki) and Józefa nee Szydłowska.

Unfortunately – lung disease and financial problems (resulting from, among others, Count Ludwik’s propensity to gamble) of the young marriage couple made Zofia almost fade. In 1821 she gave birth to a daughter who died after several months. Countess Kicka died exhausted by second pregnancy and labour next year – 5th November 1822 at the age of only 26 years (Mącznik 1994).

In less than a month after the death of Zofia Kicka Duchess Czartoryska was writing in an emotional letter addressed to her son Adam Jerzy, dated 1<sup>st</sup> December 1822: *I will never see her again but I always see her. I will never be able to listen to her but her voice is till recognizable to me. I would like to talk about her a hundred times a day, and I refrain from that only because I’m afraid that the other will show less regret for her when they get bored with my tears. Forgive me My Adam that I repeat all that you’ve heard so many times. But I hope that you will not reject my request and that you will frequently, as frequently as possible, be with me. You give me Puławy and **if I am able to do something good there then it will be the only pleasure for me in life, I do not want any other fun, and I will owe that to you. Treating the poorest, caring for the ill, upbringing children and orphans is what will bring happiness to me, as I will tell everyone that I’m doing that to commemorate my Zosia ...***

A severe shock that Duchess Izabela felt due to death (almost at the same time) of her beloved pupil and her two small daughters is illustrated also in the letter, dated 14th June 1823 in Puławy and addressed to widower – Count Ludwik Kicki: ***I am constantly busy with keeping and celebrating memory***

**about that Zosia, who was so endlessly kind during her whole life and at the moment of death.** *The day of 15th May will always be celebrated with church fair, whereas church service will start from reading about that angel-like creature, about her virtues, positive qualities and reasons for keeping her in memory forever. Everything that I will manage to do for the poor and miserable, stipends that I provide, all that will be put aside and paid on the day of 5<sup>th</sup> November, which is such a painful day to me.* *Biography of Zosia is kept in Sybilla Temple (Wodzicka nee Potocka T. 1910).*

What show great determination of the Duchess to commemorate Zofia Matuszewiczówna Countess Kicka are numerous works – both material and non-material. Duchess Izabela funded, among others, the epitaph in St Cross Church in Warsaw, where earthly remains of beloved Zosia are kept. In Puławy, approximately in 1827, the Duchess established – in the place particularly liked by Zosia at Kępa – stone cross made of gray sandstone, which is nowadays (known as “Cross of Kicka”) – after translocation, situated in Roman-Catholic cemetery in Włostowice.

The words written by Duchess Izabela on 4th November 1825, i.e. almost on the third death anniversary of Zofia Kicka: ***Being sunk in despair after her death I could feel relief only while putting her inspiration into action, which Zofia herself demanded.*** *I decorated the Church and cemetery in Włostowice, and founded schools for girls and boys– confirm how the personality and sad life of beloved pupil inspired Czartoryska to undertake a range of charitable activities for the sake of the church in Włostowice and local community (Dębiński K. 1904).* Quoted words correspond perfectly with one of the inscriptions on the entrance gate (made of sandstone from Szydłowiec) of the cemetery in Włostowice: ***Due to her inspiration,*** which was most probably dedicated to Zofia.

The memento in honour of prematurely deceased Zofia and her two little daughters, which was the most visible in the landscape, were Three Crosses on the Parchatka. They were described in a very beautiful and affectionate way in the memories „Czasy i ludzie”(Times and People) by Franciszek Ksawery Prek (1959), who used to visit that place during the times of Czartoryscy: *Parchatka is also a beautiful village based on the hill, where there is situated all that might engage both eye and heart. Not to mention small bridges, precipices, rocks, there are also various mementoes, each of which is worth describing; I regret that time is too short to collect all of them. At the highest point the Duchess had three crosses built commemorate Zofia Kicka and her two little daughters. I could not*

*look at those witnesses of that passed away family that hardly started to live without affection and genuine remorse.*

It is worth mentioning that Zofia Matuszewiczówna was very talented artistically talented; she took drawing classes, among others from Józef Richter, who was brought from Dresden to manor house in Puławy by Czartoryski family. She left two paintings in side altars in St Joseph Parish Church in Włostowice: Mother of God – Nursing the Child and Jesus Christ (carrying the cross) and painting of vulture on treasure box (kept in museum collections) with the inscription: “Alms in secret reduces God’s rage”, and also the diary written in the years 1812 – 1819 (Wodzicka from Potocki family T. 1910). Preserved diaries show Zofia as a person who’s particularly receptive to human misery, and, at the same time, a person who could – in a difficult financial situation of the family – undertake appropriate actions in terms of finances.

### **The concept of thematic trail, dedicated to memory of Zofia (nee Matuszewicz) Countess Kicka**

Facilities and places preserved (and also recreated) in Puławy and its neighbourhood, related to Zofia Matuszewiczówna, enable to undertake the concept of establishing memory trail dedicated to that personage.

However, it needs to be mentioned that, in recent years, a network of various marked trails and paths used for tourism and recreation, has been. This is particularly visible in urban centres of the western part of the Lublin Upland (constituting a popular “tourist triangle”), including Puławy. There occurs, as in junctions centres, concentration of many trails: wandering, cycling trails, didactic trails or nordic walking trails. That might create the impression of certain chaos in urban space.

Therefore, and also because of dynamic development of mobile navigation devices, the idea of “thematic memory trail” involves using already functioning trails, without a necessity to mark new ones. Thematic memory trail would constitute a specific “overlay” for the system of existing trails with potential, discreet marking of stopping points – stations (e.g. by means of QR codes or appropriate sentences – short quotes written on the pavement). Therefore, it constitutes an element of enrichment (addition) of sightseeing values and facilities by the agenda, by means of their infiltration by issues related to the personage of beloved pupil of Duchess Izabela Czartoryska.

The whole route (of the length of over 9 km) might be divided into two parts – northern one (length of approximately 3.5 km – northern fragment of the Lesser Poland Gorge of the Vistula), which leads to palace settlement through urbanized space of Kazimierska and Włostowicka Street, and the southern one (length of almost 6 km) with a remarkable sightseeing character, running through strongly carved western edge of Nałęczów Plateau.

Within the memory trail there are suggested 6 stations:

### 1) “Sybilla Temple”

(geographical coordinates: E: 21° 57' 45,6”, N: 51° 24' 38,21’)

***– I am constantly busy with preserving and commemorating memory of that Zosia who was so endlessly kind during her whole life and at the moment of death ... Biography of Zosia is kept in Sybilla Temple***

is a symbolic starting point of the trail. Here – among collections of the first Polish museum (of national character) Duchess Izabela, as she wrote herself, stored biography of Zosia. Teresa (nee Potocka) Wodzicka while preparing the diary of Zofia (nee Matuszewicz) Kicka „Ze zwierzeń dziewczęcych” (“From girls’ confessions”) includes reproduction of the miniature of unknown artist entitled: *Zofia Matuszewiczówna niosąca kwiaty do Świątyni Sybilli w Puławach* (Zofia Matuszewiczówna bringing flowers to Sybilla Temple in Puławy) (Fig. 1).

In front of the Temple there is a view of northern fragment of Lesser Poland Gorge of the Vistula and foreground of palace and park complex in Puławy with the area of Kępa Puławska (Szydłowiecka) – a favourite place of Zosia Matuszewiczówna, where Duchess Czartoryska originally founded the stone cross. Nowadays we can observe here forest stands of natural reserve “Riparian forest at Kępa in Puławy”.

From the Sybilla Temple the proposed trail goes though so –called Wild Promenade, along cycle path marked in black, to the Marynka Palace. Further journey goes from there along Blue Trail over the Vistula, through Kazimierska and then Włostowicka Street.



Fig. 1. Zofia Matuszewiczówna bringing flowers to Sybilla Temple in Puławy, miniature of unknown artist (Wodzicka nee Potocka T. 1910)

## 2) Gate of the cemetery in Włostowice

(geographical coordinates: E: 21° 58' 19,2", N: 51° 24' 10,7")

### *- Due to her inspiration*

- at the bottom part of stone pier of cemetery gate there is written the inscription (Photo. 1), which is supposed to refer, as suggested by Halina and Jan Mącznikowie, to the personage of Zofia Matuszewiczówna (Mącznik H., Mącznik J. 1990, Szczypa J. M. ks. 1992). Nowadays hundreds and thousands of passer-byes passing the gate or people entering the area of Włostowice necropolis might regard that inscription as enigmatic and unintelligible.



Photo. 1. Inscription on the entrance gate of the cemetery in Włostowice (photo. A. Pawłowski)

### 3) Cross of Kicka

(geographical coordinates: E: 21° 58' 17,3", N: 51° 24' 10,4")

– *Being sunk in despair after her death I could feel relief only while putting her inspiration into action, which Zofia herself demanded. **I decorated...cemetery in Włostowice***

– the big cross, situated in the middle part of quarters IV, made of gray sandstone, dominates in that fragment of the cemetery. The cross was supposed to be hallowed in 1827 at Kępa, in the place that was particularly preferred by Zofia, and then transferred to the area of the cemetery (Dębiński K. ks. 1904, Szczypa J. M. ks. 1992). According to Stanisław Goliński the stone cross at Kępa Puławska was founded by daughter of Duchess Izabela Maria (nee Czartoryska) Wirtemberska (Goliński S. 1924). It needs to be mentioned that Zofia Kicka rested in the crypt of St Cross Church in Warsaw.

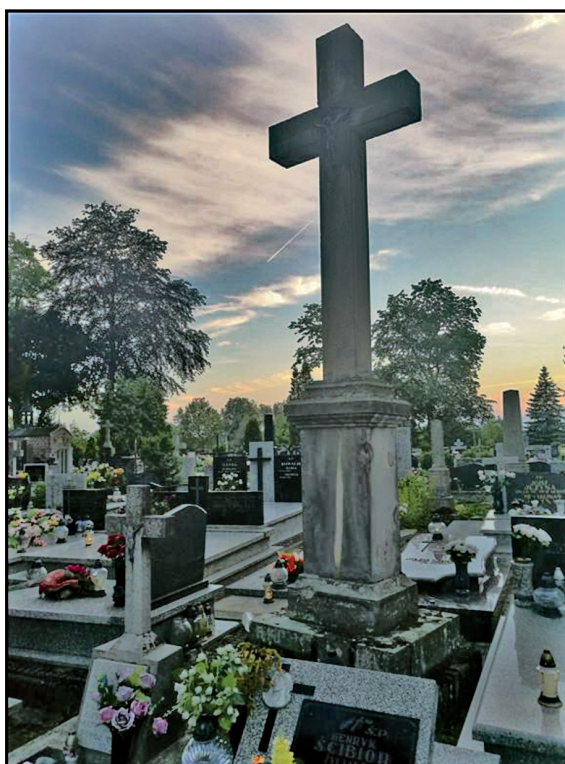


Photo 2. Cross of Kicka in the cemetery in Włostowice (photo A. Pawłowski)

#### **4) Former school for peasants' children - Museum of Education**

(geographical coordinates: E: 21° 58' 15,8", N: 51° 24' 01,8")

– *Being sunk in despair after her death I could feel relief only while putting her inspiration into action, which Zofia herself demanded ... I **founded school for boys and girls***

– Antoni Amborski in “Depiction of Puławy with adjacent surroundings” states that in the village of Włostowice there function three schools maintained thanks to funds of Duchess Izabela Czartoryska: school for girls *Dedicated to St Sophia, House of Labour* – school for boys and *Elementary School* (Amborski A. 1829). The patronage of girls' school seems to confirm source of Duchess' inspiration. The building of former school at Włostowicka Street (Photo 3),

where currently functions Museum of Education, was probably created on the basis of the project by Christian Piotr Aigner in 1825 (Szczypa J. M. ks. 1992).



Photo 3. The building of former school for peasants' children from the beginning of the 19th century (1825?) (photo A. Pawłowski)

### 5) St Joseph Church in Włostowice

(geographical coordinates: E: 21° 58' 20", N: 51° 23' 49,5")

– *Being sunk in despair after her death I could feel relief only while putting her inspiration into action, which Zofia herself demanded. **I decorated Church ... in Włostowice***

– in the parish temple (photo 4) there occur two sepia paintings created by Zofia Matuszewicz, located in side altars: Jesus Christ bearing the cross and Mother of God (Nursing the Child).

The author of this study noticed visible analogies (layout of figures, face, especially layout of right hand) between the figure of Mother of God – Nursing the Child and Mother of God from Kazimierz (1600) in the Sanctuary of Oblate Franciscans in Kazimierz Dolny and prototype – copperplate engraving by Dutchman Hendrick Golztius from 1594. There were church services for the soul of deceased Zofia each year (until 1849): on 15<sup>th</sup> May (St Sophia’s indulgence), on 24<sup>th</sup> June and 15<sup>th</sup> November (Szczypa J. M. ks. 1992).



Photo 4. St Joseph Parish Church in Włostowice (photo by A. Pawłowski)

Within the distance of 1 km from St Joseph Church Vistula Trail (blue one) turns from Włostowicka Street, to the east, at Piasecznica Street, which further leads to Skowieszyn. Suggested memory trail leaves urbanized suburbs Włostowice and Lesser Poland Gorge of the Vistula and gets into loess Nałęczów Plateau. Blue Vistula Trail is connected with Ryszard Bałabuch Yellow Trail; both trails at the distance of approximately 1.5 km are going together – to the ski station in Parchatka. The trail that lead from Puławy Palace Settlement to Parchatka

was originally marked with black colour. To commemorate irreplaceable tourist guide and originator of hiking tourism – it was named after Ryszard Bałabuch (deceased on 24.06.2018) and the colour of trail was changed to yellow (favourite colour of that promoter of hiking).

Further journey goes along Yellow Trail and has an exceptional nature and sightseeing value. On the trail, in strongly carved western side of Nałęczów Plateau, and, at the same time, the densest labyrinth of gorges in Europe, it is possible to discover the whole richness of gorge erosion forms and loess landscape. “Memory trail” goes through the territory of former garden complexes in Parchatka, and generally nothing remained of those, besides traditions of the place and engravings by Jan Piotr Norblin. It is worth restoring values and facilities created in Parchatka by Duchess Izabela. This place was also visited many times by Zosia Matuszewiczówna, which was described in diaries – e.g. on 1<sup>st</sup> May 1818 during breakfast with Russian tsar Alexander I (Wodzicka nee Potocka T. 1910).

## 6) Three Crosses on the Parchatka

(geographical coordinates: E: 22° 00' 08", N: 51° 21' 43,1")

***– The Duchess had three crosses built at the highest point to commemorate Zofia Kicka and her two small daughters. I could not look at those witnesses of that passed away family that hardy started to live without affection and genuine remorse***

- they reappeared on the hill in 2006, thanks to engagement of a range of people and institutions, among others priest Tomasz Lewniewski – parish-priest in Kazimierz Dolny, prof. Konrad Kucz-Kuczyński, PhD in architecture (author of project of crosses), Institute of Soil Science and Plant Cultivation in Puławy, Voluntary Fire Brigades of the commune of Kazimierz Dolny, and especially owners of the land – inhabitants of Parchatka. Today they constitute one of the most important points on the Ryszard Bałabuch Yellow Trail, who, as an excellent travel guide for years, at each time of the year (spring, summer, autumn, winter), was taking hikers to the Parchatka Calvary (he even designed a special stamp “Achiever of The Hill of Three Crosses on the Parchatka”). The author has lead here groups of tourists for several years within one of trails, during cyclical spring-time Adalbert Ride (photo 5). During the Lent there have been held extreme Stations of the Cross, which have been popular recently.

The author has written many times about space and landscape connections, as well as extraordinary views from the Parchatka Hill of Three Crosses on Lesser Poland Gorge of the Vistula (Pawłowski A. 2007a, 2007b, 2011, 2011). It needs to be noticed that Vistula River Bend over Parchatka is the furthest East fragment of “the queen of Polish rivers” within the whole course of the river through the territory of the country.



Photo 5. Three Crosses on the Parchatka prof. K. Kucza-Kuczyński, PhD in architecture (photo by A. Pawłowski)

The end of “memory trail” is the southern edge of Ryszard Bałabuch Yellow Trail – MZK bus stop “Parchatka - Pachniówka” (geographical coordinates: E: 21° 59' 52,5”, N: 51° 21' 36,7”). From there it is possible to come back to Puławy by means of public transport buses or on foot (by bike) along the flood bank.

## Conclusion

Various actions taken within the last several years (publications, lectures, meetings with guides during rides and other tourist and sightseeing tours), and especially recreating three crosses on the Parchatka, contributed to bringing back the memory of Zofia nee Matuszewicz Countess Kicka - beloved foster-daughter of Duchess Izabela.

Creating thematic “memory trail” dedicated to that extraordinary person as a kind of “overlay” on already functioning system of tourist routes, would be a symbolic continuation of actions realized by Duchess Izabela, and expressed in the words cited before: ***I am constantly busy with keeping and celebrating memory about that Zosia, who was so endlessly kind during her whole life and at the moment of death.*** That would also be fulfillment of Duchess’ testament, constituted in the following motto – inscription included over the entrance to Sybilla Temple: “Past – to the Future”.

Enriching existing trails with new sites of cultural nature, devoted to a historical figure worth commemorating, would be a factor generating development of tourism product (in the area of Nałęczów Plateau and Lesser Poland Gorge of the Vistula).

Among works and belongings of Duchess Izabela Czartoryska – commemoration of Countess Zofia Kicka (nee Matuszewicz). The concept of thematic “memory trail”



Fig. 2. Proposed route of the memory trail commemorating Countess Zofia Kicka (nee Matuszewicz).

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# DIVERSITY OF FOOD SERVICES IN LUBLIN AS AN EFFECT OF MIGRATION OF PEOPLE AND MULTICULTURALISM OF THE CITY

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## **Abstract**

Migration movements played an important role in the history of the world and Poland. They affected population structure, shaping of culture, religion, architecture and customs. As a result of migration movements languages, traditions, customs and cuisines of international nations were combined together. Like the whole country of Poland, Lublin has also created its own culture and cuisine, heavily affected by foreign nationalities. As a result, Lublin cuisine has a diverse character, if it comes to richness of local flavours and flavours of foreign origin. All that is a product of migration, mixture of cultures, which contributed to shaping Lublin as a multicultural city. Nowadays multiculturalism is a main attraction of Lublin, and, therefore, there are various events organized, in order to show an exceptional character of the city, bringing identity and cultural diversity closer to people, and aiming at attracting interest and attention of tourists.

Survey research has shown that, according to respondents, in Lublin there are a lot of foreigners. They think that the greatest number of foreigners arrive to Lublin from Ukraine, China and Middle East. In the opinion of foreigners, Lublin is a multicultural city, with diverse cuisine based on regional products. In Lublin there occur many catering establishments which include cuisine of other nations in their offer. According to respondents, dominating types are Italian, American and Japanese cuisine. In catering facilities of Lublin there does not occur African cuisine. Respondents believe that visits of foreigners to Lublin exert a positive influence on catering offer with cuisine of foreign nationalities. A growing number of foreigners and diverse culinary preferences of local people contribute to demand for various types of international cuisine. Consequently, many catering establishments offering dishes from different parts of the world are

established. Research has shown that respondents are well-oriented in diverse catering offer in Lublin, and they know places with Polish and international cuisine. Research shows that some respondents believe that Lublin does not have specific types of world cuisine, although many places declare that they have such cuisine.

To sum up, we might come to the conclusion that Lublin is a city open to foreigners, because of its multiculturalism. Its rich culinary offer was shaped by contacts with culinary culture of other nations. Presented attributes of Lublin are a relevant element in promotion of the region in a national and international scale, which unambiguously affects development of tourism in the city and is a stimulating element for extending cultural and culinary offer.

## **Introduction**

Cuisine has always been an integral part of every nation, its trademark and a source of pride. It has combined history and culture, tradition and tastes of a given nation, and its recipes have been passed down from one generation to another. Nowadays culinary traditions are a source of health for the country, as well as a significant element of cultural heritage of individual regions. Each region is characterised by its distinctness of customs, culture including cuisine, which gives cuisine its exclusiveness in terms of used products and methods of preparing dishes, a specific way of eating them and celebrating holidays (Woźniczko, Orłowski 2010, Makąła 2016).

A phenomenon of people's migration is regarded as natural. This is mainly related to economic, political, religious, ideological and racial conditions. They occur in various forms such as: travels, journeys, legations, pilgrimages, exploratory trips, migrations, emigrations, immigrations, re-emigrations, resettlements, colonisations, infiltrations, military expeditions, invasions or expansions (Główniak 2012). As a result of many centuries of population there were mixed some customs of nations, their culture as well as cuisine.

Nowadays in many cities and regions in the whole world cuisine has a diverse character. This is a consequence of many historical and contemporary conditions, such as: religion, culture, development of culinary art and searching for new tastes, adjusting catering offer to demands of tourists of different nationalities, or even willingness to increase popularity of a region at the level of national and global tourism (Krupa 2010).

One of multicultural cities with a high level of culinary diversity is the Polish city of Lublin, which, as a result of historical international influences, has combined cultures, traditions, religions and cuisines of different nations for centuries. Therefore, Lublin is frequently referred to as “a mixture and melting pot made of many cuisines”: Polish, Ukrainian, Armenian, Russian and Jewish. Nowadays in Lublin there are many eating places offering cuisine of foreign nations, which provides each tourist with an opportunity to satisfy their own, even the most diverse culinary preferences.

### **Aim and scope of study**

The subject of research in this study is an attempt to evaluate influence of people’s migration on cuisine diversity in Lublin. The study, the scope of which includes analysis of the phenomenon of migrations and its influence on shaping regional cuisine, presentation of Lublin as a multicultural city, describing Lublin cuisine in the context of the influence of cuisines of foreign nations on its shape, discussing an offer of eating places of Lublin in terms of occurrence of foreign cuisines, conducting survey research concerning the analysis of popularity of foreign cuisine and Polish cuisine in the area of Lublin, analysing influence of an influx of foreigners on the catering offer including foreign cuisine.

### **Migration of population in the world and in Poland**

History of the world knows many instances of great migration waves, which lasted for a few centuries and occurred not only between countries, but also between continents. One of such waves from the ancient times to the beginning of Middle Ages was “The great migration of nations”, which was related to the invasion of Central Asian tribes in Europe and led to relevant transformations in the socio-political system and ethnic composition of the continent (Michałowski 2017).

Nowadays the phenomenon of migration is one of the most important challenges for Europe and individual European Union Member States. This is related to economic (first of all to globalization), cultural and moral transformations, as well as expanding areas of poverty and hardship, international and ethnic conflicts (Homoncik, Pujer, Wolańska 2017). In 2016 a total number of 4.3 mln immigrants settled down in the European Union countries, including 2 mln people who represented countries outside the Union (Chruściel et al. 2019).

All migration processes of political, economic, religious or social nature in the history of Poland have been related to political situation in Europe. Europe has always been the area for migration of population. It has been inhabited by various social groups of foreign nationalities for a long time, and some of them emigrated to Poland many centuries ago and settled down in its territory. The process of migration has lasted for many centuries, and nowadays it is accelerated by the process of globalization. Foreign migrations of Poles have also become part of the history of Poland. It might be estimated that, at the end of 2015, there were 2.4 mln people who temporarily stayed outside Poland. At the same time, many people come to Poland. They are mainly inhabitants of countries situated in the territory of former Soviet Union. Study conducted by Eurostat shows that in 2017 there were 683 228 people who came to Poland, including as many as 585 439 – from Ukraine (Chruściel et al. 2019).

Migrations play an important role and have an increasingly significant influence on shaping culture and structure of population, on architecture, cuisine and others, since uniting nations and their cultures contributes to highly exceptional results.

### **Foreign migration in the Lublin Voivodeship and in Lublin**

On 31 December 2016 in the Lublin Voivodeship there were 5 250 residents of other countries registered for a temporary stay of 3 months. The majority of those people (78.8%) stayed in the Lublin Voivodeship for a period of 3 to 12 months (short-period migrations). Long-period migrations (period of stay over 12 months) constituted 21.2%. The greatest number of people registered for a temporary stay in the Lublin Voivodeship came from Ukraine - 3 310 people (63.0%), including 2 812 people (85.0%) were short-period immigrants. In most cases foreigners came for a temporary stay to the capital of the Lublin Voivodeship (43.4% of the total number). Statistical data show that a number of people coming to Lublin significantly outbalanced people leaving Lublin (emigration – 9%, immigration – 91%). This is a result of many conditions, e.g. increasing attractiveness of the city, popularization of tourism, economic development and higher education, increasing a number of foreign companies, as well as increasing a number of people coming back home after emigration.

According to the state of affairs as of 31 December 2015 people from abroad registered for a temporary stay of over 3 months in the Lublin Voivodeship, came from Europe – 89.6%, including only 12.6% people from European Union states, Asia – 7.5%, Africa – 1.8%, South America and Central America – 0.9%

and other continents – 0.2% (Markowski et al. 2016). Over the course of years in Lublin there still occur foreign migration movements, although their causes, character and number changed. Nowadays foreigners most frequently arrive for the purposes related to education, tourism, business, earning money, visiting family, as well as re-emigration and repatriation. In the streets of the city there we can meet many foreigners from African and Asian countries, which is not reflected in statistical data (Fig. 1).

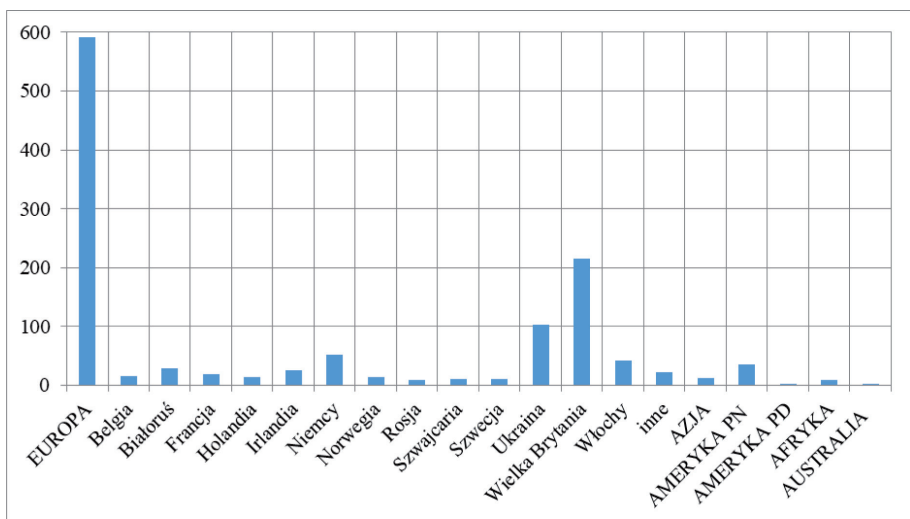


Fig. 1. Immigration for a permanent stay in the Lublin Voivodeship in 2016 (persons)

Source: GUS (Statistics Poland)

Many foreigners are students, and not many of them stay for a permanent stay in Lublin. In Lublin there study around 6 400 foreigners from almost 100 countries (<https://lublin.eu/biznes-i-nauka/nauka/potencjal-edukacyjny-miasta/>).

Migration flows play an important role in the process of discovering the surrounding world, cultural heritage, tradition, cuisine of other nations in visited countries and regions. As a result of those, there occurs merging of different cultures, interactions between them and expansion outside the country. Consequently, in the cities in the whole world there occur influences of foreign culture, most frequently in a form of cuisine, which was brought from abroad by

emigrants, re-emigrants, repatriated people, or brought after a sightseeing tour, as an idea to broaden catering offer for tourists and local people.

### **Lublin as a multicultural city**

The city of Lublin is located at the junction of old trade routes and between East and West, Black Sea and Baltic Sea. Thanks to such location it became a point of contact of many different cultures, religions and national minorities. In Lublin there intersected trade routes from Hungary to Lithuania, from western Europe to Ruthenia and from Hanseatic ports to Turkey. Lublin was visited by representatives of other nations in various historical periods and for various purposes, penetrating, changing and enriching local culture. Tatar settlement in Lublin dates back to 16th century and it lasted till the times of World War I, when population of Tatars started to decrease systematically. Jews appeared in Lublin at the beginning of the 16th century, as refugees from Western Europe as a result of religious persecutions. A number of Jewish inhabitants has always been inconstant, until the end of 1939, when they were forced to flee, as a result of Nazi prosecution. The location of Lublin which is near the Ukrainian border contributed to the situation where, as early as in the Middle Ages, there were visible traces of Orthodox population: Ruthenians and Belarusians, and since 16th century also Armenians, who were interpreters and merchants, and also traded with the East. The population significantly increased during the Russian partition and during the period of the Polish People's Republic. Italians appeared in Lublin in the 16th century, and they most frequently took up construction and trade. Germans came there at the end of the 16th century, for the purpose of spreading Magdeburg Law, and they settled down for economic and family reasons. At the same time a slight percentage was comprised of Hungarians, Scots, and later Frenchmen, Englishmen and others (Jakubowski et al. 2018; Witusik i Radzik 1997; Dobrzański i Mazurkiewicz 1965).

Each of those nations made its contribution to the contemporary image of Lublin. Thanks to that Lublin is a multicultural city, where history, religion and culture of completely different nations merge together. This is visible in architecture, folklore, craft, traditions, clothes and also in cuisine.

Nowadays multiculturalism is a main source of wealth and attraction of this city, and, therefore, various actions are taken to emphasize and set Lublin apart among other cities. Initiatives supporting a multicultural climate of the city include: the Jagiellonian Fair presenting culture of regions of Poland, as well as Belarus and Ukraine; European Festival of Taste presenting richness and culinary heritage of Lublin and the region, thus putting them in a broader

context of culinary culture of Europe and countries of the East; Festival of National and Religious Minorities "Multicultural Lublin", during which there are held concerts, meetings, workshops presenting heritage of national minorities; Urban Game "Multicultural Lublin", which is an event aimed at bringing cultural and historical heritage of the city closer to people; Festival "Our Great Jewish Wedding" presenting Jewish cuisine and traditions; Festival "Tempus Paschale" during which locality and Polish character merge with European character; Festival "Oldest Songs of Europe", when the oldest songs from various regions of Europe are presented; International Festival of Folk Culture "Mikolajki Folkowe" presenting music inspired by folklore; International Dance Theatres Festival, which is a festival of the art of dancing in Poland and Europe; Festival "Ukraine in the centre of Lublin" presenting Ukrainian culture; International Folklore Meetings, during which folk bands from many different countries of the world have their performances (among others Mexico, Belarus, Israel, Bulgaria, Spain, Turkey); Festival of tartar culture, when performances of Tartar bands are in the programme, Tartar cuisine workshops as well as workshops of using cold steel; East of Culture – Different Sounds Art'n'Music Festival which enables to discover musical phenomena somewhere between different genres, traditions and cultural influences (<https://lublin.eu/kultura>). Furthermore, there is organised a range of events within the cycle Great Family Festival organised by individual districts of the city, when, among others, culture of other nations (e.g. concerts of Gypsy, Chechen bands, performances of laureates of French and Spanish song festivals) are organised. Presented initiatives show multiculturalism of Lublin, openness of the city to culture of other nations and tolerance of locals towards migrants.

### **Cuisine of the Lubelskie Region**

Cuisine of the Lubelskie Region is very diverse, among others because of cultural mixture of the region. Many centuries of influences of other nations contributed to the situation where – in the cuisine – there are mixed Polish, European and Oriental delicacies, thus creating a mixture of hot and mild, sweet and salty, high-fat and light tastes (Orłowski 2016, Nadulski i Wilczek 2008).

Culinary distinction of countries and regions, traditional products, preferences and habits depend on not only cultural and religious conditions, but also natural and geographical conditions. Different types of animals, fruit and vegetables, herbs and crops, lead to creating completely unique products and dishes.

The Lubelskie Region is an agricultural and industrial region, with well-developed agriculture. Substantial resources for arable and livestock agriculture

provide good conditions for developing food processing. In the Lubelskie Region there are grown wheat, rye, buckwheat and millet, herbs and crops, and it is also known for abundance of fish, game and forest mushrooms and fruit, and the effect of that is the presence of many meat, fish, cereal and vegetable dishes in the region. Traditionally, a symbol of cuisine of the Lubelskie Region has always been buckwheat groats, which is an ingredient of many regional specialties, such as, e.g. pierogi lubelskie, gryczak janowski, pieróg biłgorajski, gryczok godziszowski, izbickie golasy, placuszki żukowskie, kaszanka nadwieprzańska and others. In the region there dominate flour-based dishes in a form of pierogi with different stuffing, baked goods and cakes. The basis for menu of the Lubelskie Region, for a long time, has been soups, and therefore recipes which are over 100 years old survived till today, for example recipes for soups such as: onion, chłopska, mushroom, carp soup, żur żukowski and many others. Regional cuisine of the Lubelskie Region has always been regarded as cuisine of poor people, therefore, even nowadays, in the menu there occur very simple vegetable or cereal dishes, as well as those made of meat offal: vegetable cutlets, gołąbki with sauerkraut or with buckwheat groats, goose stomachs, kiszka kartoflana, beetroots and others (Wójcik et al. 2017; Nadulski 2010; Szymanderska 2010; Nadulski and Wilczek 2008).

Cuisine of the Lubelskie Region is also characterised by a great variety of dishes and products of foreign origin, which appeared together with migrants. A culinary symbol of Lublin is, which was baked for the first time in the 19th century by Jews from Lublin Old Town. Since August 2014 it has been protected by the law of European Union as a regional product, and since 2017 in Lublin there operates the Regional Museum of Cebularz. Other similar dishes regarded as belonging to the Lubelskie Region have Jewish origins as well. They include, among others, czulent (a kind of goulash), holiszki (a kind of stuffed cabbage leaves), gęsi pipek (stuffed goose necks), gefilte fish, onion soup and Jewish gingerbread. Cuisine of the Lubelskie Region is famous for pierogi, which appeared in the Lubelskie Region thanks to Saint Jacek from behind the Bug River in the Dominican monastery in Lublin, where they are fried with stuffing made of apples and served with white meat until today. Nowadays traditional pierogi of the Lubelskie Region refers to pierogi with buckwheat, cottage cheese and mint, which do not occur in other parts of Poland (Orłowski 2016). What came from Russia to kitchens in the Lubelskie Region were vegetable pickles, sour salted cucumber soup, bliny and kvass, from Lithuania: kołduny, chłodnik and sękacz, and from Hungary – spicy meat soups. Ormian tradesmen brought to cuisine of Lubelskie Region basturma (dried beef), smoked cheese, oriental

cured meats and kutia and Ukrainians brought Ukrainian borscht ([http://ugotuj.to/zesmakiem/1,145554,17978531,Krotka\\_historia\\_lubelskiej\\_kuchni.html](http://ugotuj.to/zesmakiem/1,145554,17978531,Krotka_historia_lubelskiej_kuchni.html)).

Abundance of tastes and exceptionality of dishes – is a valuable feature of the cuisine of Lubelskie Region, and its culinary traditions are a very important element in the promotion of the region in the scale of national and international tourism.

### **Food services offer of Lublin as an effect of multiculturalism**

Culinary heritage constitutes a significant element of cultural heritage. Each country with rich history can boast cuisine as well, which is inseparable from creation and development of culture of a given nation. As a result of historical processes in Poland and many years of influences of other nationalities there was shaped national Polish cuisine which was also significantly diverse, as far as regions are concerned (Fabisiak, Jaworski 2017).

Multiculturalism of Lublin is also indicated by cuisine, which is an important element of cultural heritage of the region. Lublin cuisine, over the centuries, has established distinct, unique character, which has frequently been regarded as a magnet for tourists. Nowadays diversity of Lublin cuisine is a result of the occurrence of conditions related to migration of people, i.e. many centuries of migrations and influences of various ethnic groups, as well as contemporary migrations and extending the range of catering offer to include international cuisine.

Food services of Lublin are very well-developed (Table 1), and the effect of migration movements is a wide range of catering establishments offering international cuisine.

Table 1. Number of catering establishments in Lublin, where the staff is comprised of more than 9 people

	A number of catering establishments in Lublin in the years 2005-2015			
	2005	2010	2014	2015
Catering establishments	584	509	443	507
including restaurants	98	123	187	189

Source: Central Statistical Office (GUS)

The analysis of table 1 indicates that a total number of catering establishments in 2015 decreased when compared to 2005. At the same time we might notice a constant increase in a number of restaurants, which is a sign of “maturity” of catering services industry.

Table 2. Selected catering establishments with dominating international cuisine in Lublin in 2018

No.	Cuisine type	Catering establishments
1	Armenian	«Anuszik», «Jazzve», «Armenia»
2	Georgian	«Szaszłykarnia Gruzja», «Restauracja Chisza», «Restauracja Gruzja»
3	Jewish	«Mandragora», «The Olive»
4	Ukrainian	«Zaścianek», «Lwów»
5	Russian	«Hades Szeroka», «Valentino. Chleb i Wino»
6	Greek	«Expres Bar», «Grecka Pita», «Casablanca»
7	Turkish	«Habibi», «Kebab Paprika», «Shisha Club», «Kebab Safari», «Kebab Syta Owca», «Orient Kebab»
8	Arabic	«Sphinx», «Dahab Kebab», «Kebab Al Jazeera», «Pasikonik», «Cleopatra», «Egipcjanka»
9	Italian	«Casa Mia», «Atrium», «Il Rifugio», «Insomnia», «Ivo Italian», «Mariano Italiano», «La Traviata», «Aventino», «Pizzeria Rynek 5», «Pizza Al Nero», «Szkatuła», «Wenecja» «Sexy Duck», «Ence Pence», «La Casa», «Dziki Wschód», «Viva La Pizza», «La Camorra», «Euforia», «Sotto i Denti», «Toskania», «InRed», «Dolce Vita», «Arte Del Gusto», «Pesto», «Ivo Italian», «Corrado Italiano»
10	Spanish	«G20», «Carmen»
11	French	«Alzacja», «Winestone», «Agit»
12	German	«Bawarski Bierpub»
13	Czech	«Czeska Piwnica»
14	Irish	«U Szewca»
15	American	«Stół i Wół», «Kuznia», «Red Rock City», «Pizza Hut», «KFC», «McDonald's», «Niezły Burger», «Soul'n Pepper», «Burger Store»
16	Mexican	«Megustas», «Złote Sombrero», «Galeria Smaku»
17	Thai	«Thai Story», «Thai Wok», «Sao Mai»
18	Vietnamese	«Sajgon», «Le Van», «Złoty Smok»
19	Chinese	«China Town Express», «Le Van», «Chińczyk», «Złoty Smok», «Sajgon II», «China Box»
20	Japanese	«Musi Sushi», «Matsu-Sushi», «Kobi Sushi», «Takushi Sushi», «Zipang», «Pałeczkami Sushi», «Hello Sushi», «Ichiban Sushi», «Aori Sushi», «Takami Sushi»
21	Indian	«Buddha», «Pan Masala», «Indian Palace», «Rani», «Shani Jani»

Source: Own elaboration

While staying in Lublin every tourist has an opportunity to satisfy their own, even the most diverse, culinary preferences. In table 2 there are presented selected catering establishments with international cuisine, operating in the area of Lublin. Catering establishments of Lublin have cuisine from practically all continents in their offer. The analysis of table 2 shows that a highest percentage of catering establishments offer Italian cuisine. What is relatively popular is also American, Japanese and Arabic cuisine. American cuisine is represented, among others, by hamburgers and steaks, Italian cuisine – pizza and Japanese sushi. In the facilities of Lublin there does not occur African and South-American cuisine.

This whole diversity of flavours, in a form of cuisine from different corners of the globe, is nowadays an integral part of Lublin. Types of international cuisine presented in table 2 frequently occur in limited offer, but most of them are a symbol, representing foreign culinary culture in Lublin.

## **Materials and methods of research**

Survey research was conducted in February 2018 in Lublin. In the research there participated 100 persons, including people of Polish nationality and foreigners of different ages, who live in Lublin temporarily and permanently. The selection of study subjects had a random character among students and employees. Survey questionnaire comprised of 2 initial questions and 12 fundamental questions, including 8 open questions and 6 closed questions. Calculations were prepared by means of computer software Microsoft Excel 2010.

## **Research results and their analysis**

Respondents included: Poles who constituted 55% and foreigners of the following nationalities: Ukrainian – 35%, Turkish – 3%, Indian – 3%, Chinese – 2% and Kenyan – 2%. Place of temporary/permanent stay of 100% of respondents is Lublin.

As indicated by the study, 83% of respondents think that in Lublin there stay a lot of foreigners, 5% - have an opinion that there are not many of them, and 12% of respondents do not know about that and have problems with answering this question. According to respondents the greatest number of foreigners come from Ukraine, China and Middle East, a bit less from Russia and India, as well as from Italy, Belarus and Germany, and even less from Great Britain, Korea, Japan,

America, Kenya and Romania (Fig. 3). Respondents could give more than one answer to this question.

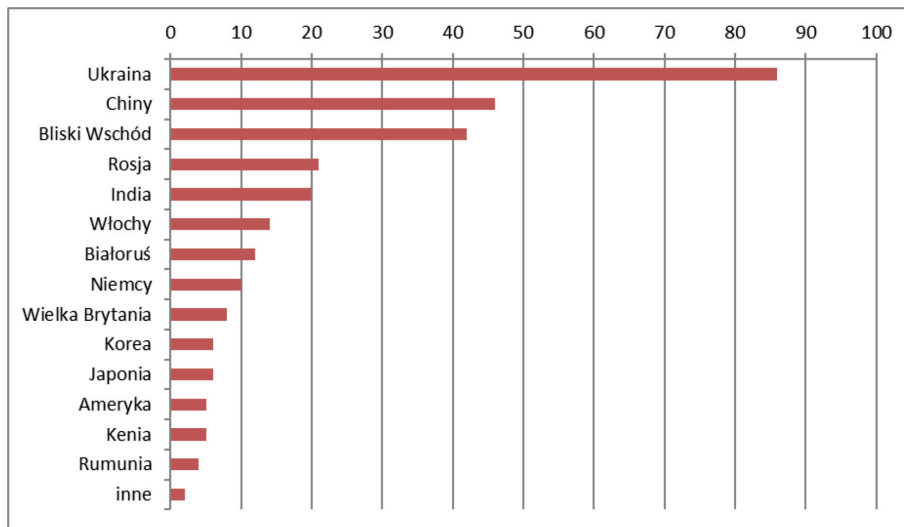


Fig. 2. Presence of foreigners in Lublin, according to respondents(a number of answers)

Source: Own elaboration

As research shows, 74% of respondents claim that Lublin is a multicultural city, 14% - think that it isn't a multicultural city, and 12% of respondents have no opinion on this issue. In the question that pertained to cuisine diversity in Lublin, 81% of respondents believe that cuisine is diverse, 8% do not agree with this opinion, and 11% - do not know exactly. If it comes to the question concerning the occurrence of regional cuisine in Lublin - 80% of respondents claimed that it does exist, 6% believe that it does not, and 14% - were not able to answer. Respondents mentioned the following dishes as regional ones: lubelski cebularz, pieróg biłgorajski, lubelski bigos, żur żukowski, pierogi lubelskie, tomato soup, schabowy po lubelsku, flaki po lubelsku, zrazy po chłopsku, forszmak lubelski, mushroom soup, kopytka, zawijas nasutowski, placuszki żukowskie, karasie po lubelsku, gryczak, pancakes, rosół lubelski, cake „kozi róg”, pierogi ruskie, piernik lubelski, potato salad with herring, pampuchy, smoked goose legs, sękacz, and even burger and kebab. The specification shows that not all mentioned dishes are regional dishes of Lublin. Furthermore, the answers to questions do not include

some dishes typical for the Lublin region. It is possible that some discrepancies in the answers are a result of lack of knowledge of regional cuisine, both among residents and visitors, or a result of growing popularity of international cuisine among consumers to such an extent that served dishes are regarded as typical for Lubelskie region.

Taking into consideration a type of cuisine we might come to the conclusion that culinary preferences of Poles and foreigners differ between each other. As research shows, Poles most frequently choose Polish cuisine, and in the second place Italian cuisine. The Chinese, Indians and Turks prefer only their own national cuisine. However, Kenyans reach for Italian and Polish cuisine, possibly because of the fact that Lublin does not have places with their national cuisine. At the same time Ukrainians have different preferences. Among them Ukrainian and Italian cuisine are popular to the same extent, but they else choose Polish, Asian, European, Middle Eastern and American cuisine.

According to the respondents the most popular international cuisine in Lublin is Italian cuisine, second place is taken by Chinese cuisine, and the third place – Turkish cuisine (Fig. 4). Respondents were able to give more than one answer to this question.

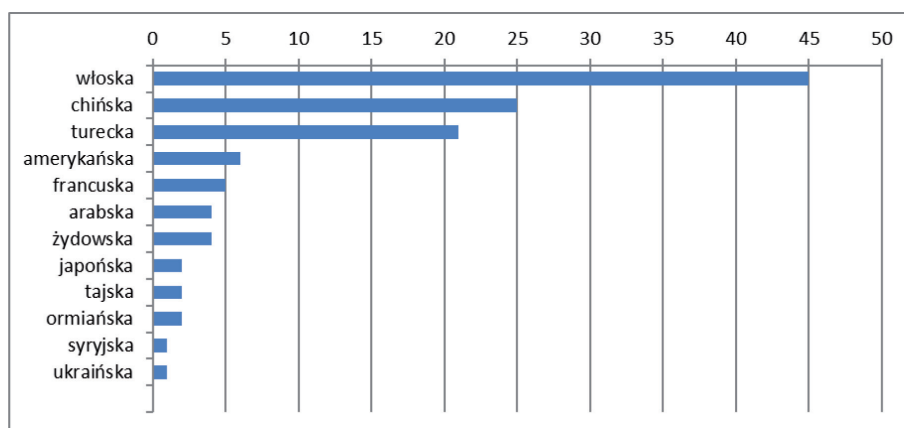


Fig. 4. Popularity of international cuisine in Lublin, in the opinion of respondents (a number of answers)

Source: Own elaboration

The other types of cuisine taken into consideration in research are less popular in Lublin. American, French and Arabic cuisine enjoy less popularity among respondents, and interest in other type of cuisine is insignificant.

In the opinion of 72% of respondents, the great number of incoming foreigners has a positive effect on catering offer with cuisine of foreign nationalities, 8% - do not think like that, and 20% - have problems with answering this question.

Respondents demonstrated knowledge about catering establishments offering Polish and international cuisine. Respondents mentioned many instances of catering establishments with Polish and international cuisine in Lublin, which they believe to be worth recommending, (Fig. 5). Respondents could give more than one answer to this question.

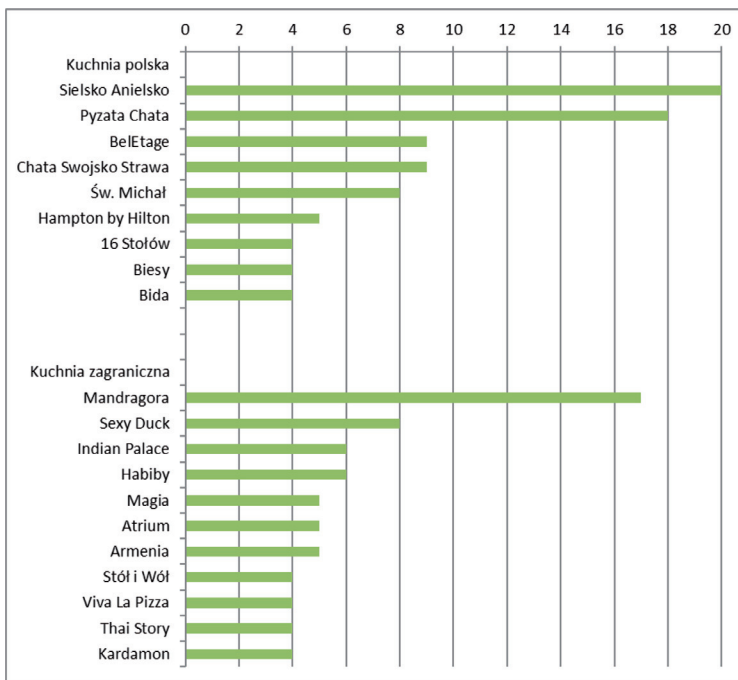


Fig. 5. The most popular places in Lublin, offering Polish (above) and international (below) cuisine, in the opinion of respondents (a number of answers)

Source: Own elaboration

Although Lublin offers very diverse selection of catering establishments with Polish and international cuisine, respondents indicated that cuisine of many foreign nationalities are not present in the offer. Fig. 6 presents opinions of respondents concerning the lack of specific types of international cuisine in Lublin. Respondents were able to give more than one answer to this question.

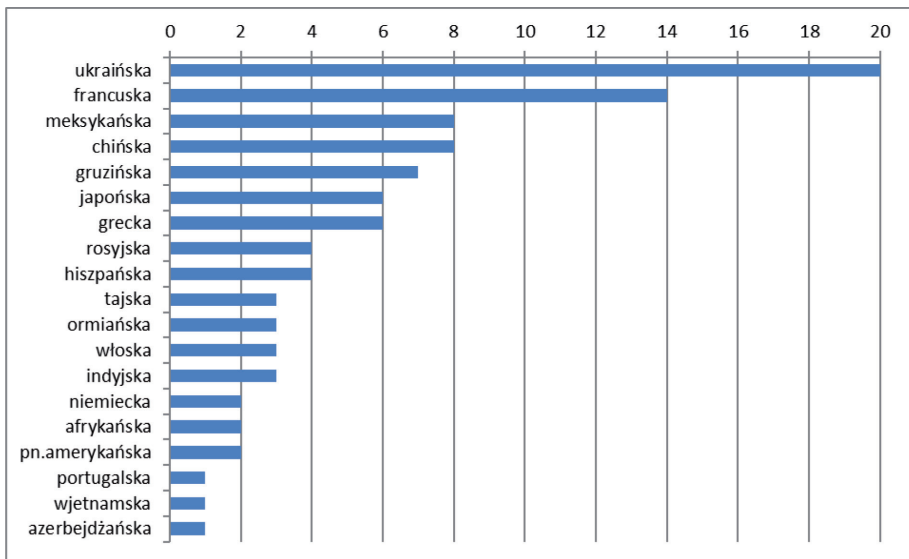


Fig. 6. Absence of international cuisine in Lublin, according to respondents (a number of answers)

Source: Own elaboration

As indicated by comparison of table 2 and fig. 6 some above-mentioned types of cuisine are included in the catering offer of catering establishments of Lublin. However, respondents believe that dishes served in those places are not typical for given cuisine or are not real, or appear in the menu, but their number is insignificant. Therefore, many respondents indicated that, in their opinion, given cuisine does not really occur in catering establishments in Lublin.

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# HERALDIC COMPOSITIONS AS A TOOL OF NOSTALGIC TOURISM RESEARCH (ON THE EXAMPLE OF SCHÖNBORN PALACE)

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## **Abstract**

In recent times, nostalgic tourism has gained popularity as it develops due to tours motivated by nostalgia (a painful longing for a homeland). Reasons for nostalgia include living outside ethnic territories, sentiments provoked by various factors, family ties, and the way to get rid of nostalgia is to travel to places dear to one's heart.

It is important to produce a comprehensive product for the descendants of the immigrants from a certain territory that are interested in the origin of their ancestors. It will allow these people not only to dive into the past about which they had heard from the older generations but also to see modernity and return home with new information.

This research is focused on this group of tourists. Schönborn palace in Zakarpattia Oblast and its heraldic component is taken as an example. The analysis and research of family genealogy and a variety of heraldic compositions will give the authors a possibility to find a common ground between special historical disciplines and nostalgic tourism.

**Keywords:** nostalgic tourism, tourist, cultural heritage, heraldry, palace.

## **Introduction**

In recent times, the so-called nostalgic tourism has gained popularity in Europe. Tourists visit places connected with their ancestors as well as historical events of their nation. This type of tourism is starting to develop in Ukraine. A significant source for its development is the historical and cultural monuments. In this article, the authors attempt to raise the question of nostalgic tourism and

describe an important architectural landmark of Zakarpattia Oblast – the palace of the Counts Schönborn.

## **Main material**

The notion of “nostalgic tourism” is perceived differently by scientists who study tourism. M. P. Kliap, F. F. Shandor equate nostalgic tourism with ethnic and ethnographic one and define it as “a type of tourism performed by tourists on the place of their historic territories.” Within this type of tourism, the authors distinguish international (visiting historical homeland or birthplaces of relatives) and domestic (visiting of unappealing locations by city residents to get acquainted with folklore, way of life, culture, and language of indigenous people) tourism. The latter has achieved considerable growth in many regions of the world [4]. L. V. Kyryliuk refers nostalgic tourism to untraditional and, at the same time, ambitious types of tourism with ethnic tourism as its subcategory [2]. V. K. Kiptenko describes nostalgic tourism as a form of journey organization for people connected with family ties and differentiates family tourism within this type of tourism claiming that with time family bonds weaken and focus of the journey becomes not to visit relatives or their birthplaces but to get acquainted with ancestral territories. This creates new demands, for instance, tourists would rather live in hotels than stay at their relatives, and this increases the demand for hotels. The requirements for the program of a stay also change [3]. N. A. Malova uses terms “nostalgic tourism” and “ethnic tourism” as synonyms claiming that during this form of recreation tourists examine a certain ethnic population group, its life, peculiarities of culture, everyday life, etc [5]. P. R. Putsenteilo defines nostalgic tourism as a type of tourism based on people’s need to visit relatives, places of birth and residence of family members; it occupies a significant place in the international tourist exchange [7]. Researching the anthropology of tourism, T. S. Parkhomenko distinguishes nostalgic tourism as a type of tourism motivated by spiritual needs. According to the author, it is predominantly typical for senior tourists. Sometimes nostalgic tourism can correlate with ethnic tourism that satisfies the need to understand someone’s national identity, their involvement in a specific social community on the ground of common origin and cultural identification: language, code of values, world perception and behavior stereotypes, everyday life traditions, etc. As opposed to ethnic tourism, nostalgic tourism is individual, intimate, it does not include national identity pursue. It is the recreation of personal life experience, an attempt to overcome time irreversibility by coming back in space [6]. Analyzing the development of

nostalgic tourism, O. I. Vuitsyk also uses a term sentimental tourism [1]. Overall, all the interpretations of the notion are correct and deserve attention. However, their quantity and ambiguousness prove the necessity of further thorough consideration and improvement of the definition.

Nostalgia (from Greek *nostos* – coming home and *algos* - pain) is an overwhelming longing for a homeland that imbues a person after being detached from their home or country [8]. Nostalgia frequently turns into a dominant feeling and a permanent mental state of a person shoving all the other feelings aside. We consider nostalgia to be the main motif that encourages tourists to travel. Tourism is a temporary leave of a person from the place of permanent residence in recreational, informative, professional or other purposes without conducting gainful activity in their destination. Therefore, nostalgic tourism develops because of journeys motivated by nostalgia.

Reasons for nostalgia are living outside ethnic territories, sentiments provoked by various factors, family ties, and the way to get rid of nostalgia is to travel to the places dear to one's heart. Without doubt, the ethnic component of nostalgic tourism is important as belonging to a certain ethnic group informs about a person's origin, language, culture, area of residence, self-awareness, etc. The sentimental component deals with people's ability to get emotional easily and show excessive feelings. These are the sentiments that are often used in advertising campaigns, including tour advertisements, triggering the desire to return to the previous home at least temporary or end up in longed-for places. The family component is narrower than the abovementioned but not less important as the desire to see both relatives in direct descent and their descendants is a strong motivation to travel. Knowledge of genealogy, information about living members of the family tree inspire tourists to visit their homeland and establish relationships.

Consumption categories shape the domain of nostalgic tourism:

- People that left their homeland due to unfavorable circumstances;
- Descendants of the immigrants that are genuinely interested in their ancestors' territory of origin;
- People with sentiments towards certain events and life situations who want to return to those places;
- People with nostalgia for the previous epoch or a country that does not exist nowadays (they need to travel to those destinations where attributes of those times have been preserved: commodities, traditions, films, etc.)

It is important to produce a comprehensive product for the descendants of the immigrants from a certain territory that are interested in the origin of their ancestors. It will allow these people not only to dive into the past about which they had heard from the older generations but also to see modernity and return home with new information.

This research aims at this group of tourists, as manifestations of someone's cultural roots is a significant reason for travelling.

Schönborn palace in Zakarpattia Oblast and its heraldic component is taken as an example. The analysis and research of family genealogy and a variety of heraldic compositions will give the authors a possibility to find a common ground between special historical disciplines and nostalgic tourism.

Schönborn palace is the former residence and hunting lodge of the Counts of Schönborn. Situated in the village of Karpaty, 14 km from the city of Mukachevo, it serves as a health retreat "The Carpathians" from 1946.

Construction works started in 1840 from a small wooden residence in the mountain area of Berehvar built for the Counts of Schönborn, the owners of the dominion, to get some rest and hunt. Berehvar was a jewel of Mukachevo-Chynadiyovo latifundium of Schönborn.

The Counts of Schönborn arrived on these territories for the first time in the XVIII century. In 1711 the mansions of Francis II Rakoczi was handed over to the Habsburgs, and then on July 31, 1728, to Friedrich Lothar von Schönborn, a 75-year-old Archbishop of Mainz and Bishop of Bamberg, the crown chancellor of the Holy Roman Empire. On short notice, the archbishop entrusted his cousin, Friedrich Karl von Schönborn, to supervise the territories.

Among the abovementioned, the Counts of Schönborn also passed into the ownership of 152 villages, 15 hamlets, and 4 cities. Emperor Charles VI granted the dominion to the Archbishop for good but in January 1729 Friedrich Lothar von Schönborn died. On January 30 of the same year, Friedrich Karl von Schönborn was elected the Bishop of Bamberg and the heritage of Friedrich Lothar became his cousin's property.

Consequently, members of only one family inherited both dominion and the palace until 1928. Its last owner was Count Schönborn-Buchheim from Vienna. Due to the land reform, the Czechoslovakian government liquidated Mukachevo-Chynadiyovo dominion in 1928. After the Second World War, all the land was divided among inhabitants of surrounding villages.

In the book “Castles of Subcarpathian Ruthenia”, researcher of Zakarpattia Oblast D. Pop claim that this castle in the Romantic style was constructed on the place of an old one in the 1890s. According to a popular legend, the palace owes its charm and originality to 365 windows (the number of days in a year), 52 chimneys (the number of weeks in a year), and 12 entrances (the number of months in a year). However, these “calendar” numbers do not tally with reality and are present only in the form of oral narrations and tourist myths.

What concerns the heraldic component; there are two types of heraldic compositions on the façade of the palace. The first one is an architectural adornment on the façades of the palace (Picture 1). Three out of five coats of arms on the façade belong to the Schönborn family – a golden lion walking on three silver hills on red background). The other two belong to the Trauttmansdorffs family – on a shield divided into red and silver fields there is a rose also divided into the opposite colours).



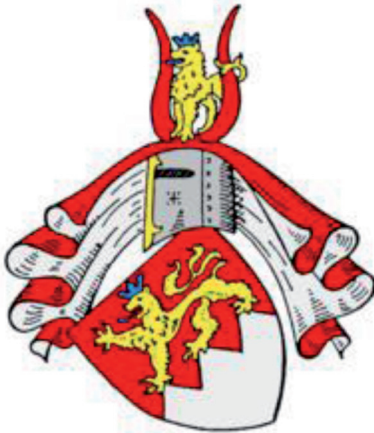
Picture 1. Location of heraldic compositions on the façade of Schönborn palace.

These coats of arms may be called marital as Erwein Friedrich Karl von Schönborn married Franziska, Countess Trauttmansdorff. The

Trauttmansdorffs is an old Austrian family of counts and princes that comes from the south of Tyrol.



Picture 2. Heraldic compositions on the façade of Schönborn palace.

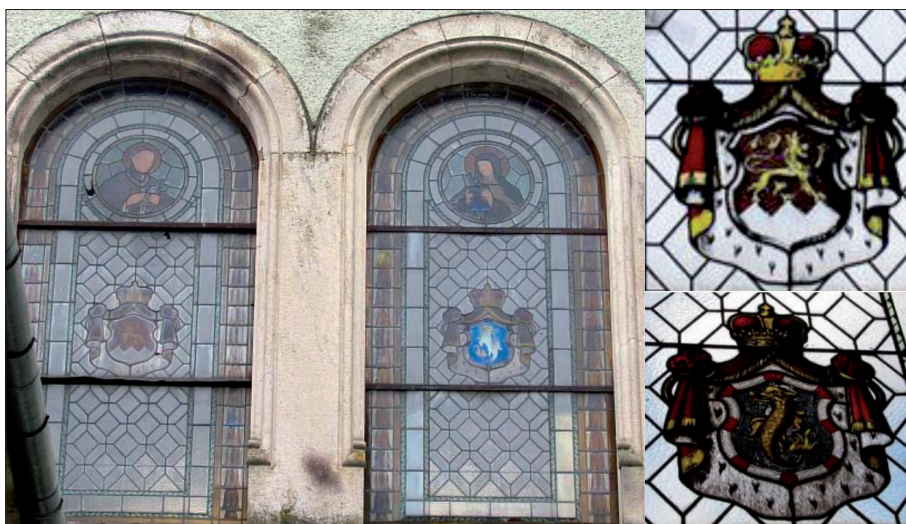


Picture 3. Coat of arms of the Schönborn-Buchheim family.

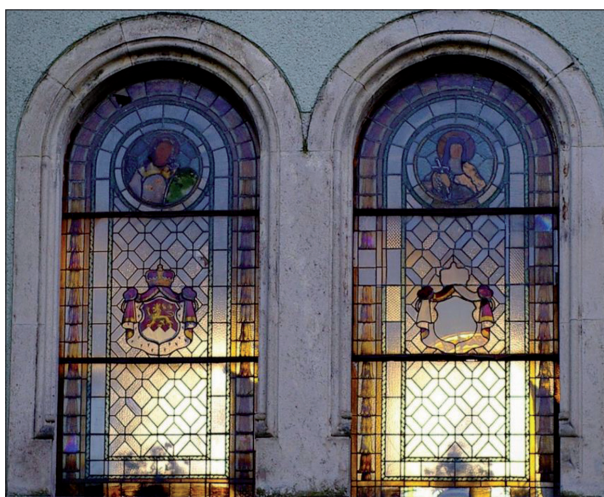


Picture 4. Coat of arms of the Trauttmansdorff family.

The other four coats of arms that compose two pairs are parts of stained-glass windows. Apart from heraldic compositions, there are images of saints who may represent patrons of those who own those coats of arms. In this case, Schönborn's coat of arms remains unaltered given that solely the family members inherited the mansions. At the same time, one of the two coats of arms has a different image from described above.



Picture 5. Coat of arms of the Schönborn family and Count Fentice di Fracco.



Picture 6. Damaged coats of arms of the Schönborn family and Count Fentice di Fracco.

Heraldic compositions on stained-glass windows represent the next generation of the owners. Erwein Friedrich Karl and Franziska had four children and among them, there was only one boy. Born in Vienna, Friedrich Karl Erwein was the fourth child. In 1901 in Rome, he married a representative of an Italian

aristocratic family, Countess Teresa Fentice di Fracco. Teresa died in 1909 so their marriage did not last long. One year later, Friedrich Karl Erwein married another member of the same family, Sofia, who was Teresa's niece. They were the last to own mansions in Zakarpattia Oblast.

The second stained-glass window is damaged and some elements of the "female" coat of arms, a shield and prince's mitre, are absent.

Chances are that the coat of arms of the princely family on stained-glass windows belongs to Donna Teresa, as there are images to prove this claim. To begin with, there are many photographs and images of Friedrich Karl Erwein and Donna Teresa. In addition, it is important to highlight that a saint is depicted above the family's coats of arms whose attributes (a cross and an icon) suit Teresa of Avila, patron of Donna Teresa.

## Conclusion

Therefore, Schönborn palace in the urban-type settlement Chynadiyovo is a distinguished cultural and historical landmark of Ukraine, thus a unique tourist object the value of which is emphasized by adornments such as coats of arms of the owners on the façade of the palace. The palace is a valuable resource for the development of historic-cultural and nostalgic tourism.

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# THE ANALYSIS OF THE COLLECTIVE ACCOMMODATION FACILITIES OF THE CARPATHIAN REGION OF UKRAINE

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## **Abstract**

The analysis of the accommodation facilities in the Carpathian region are considered. The strengths and weaknesses – a characteristic of the competitive advantages of the Carpathian region are considered.

**Keywords:** tourism, accommodation facilities, Carpathian region

## **Introduction**

Tourism is the type of activity which is important in people's lives. Tourist business is one of the few types of economic activity that has a high profitability. It stimulates the development of such industries as a construction, communication, food industry, agriculture, trade, consumer goods production, and others. The strategic goal of tourism development in Ukraine can be determined by the creation of a competitive tourism product in the world market, which was able to capable as much as possible to pleased the tourist needs of foreign tourists and the population of the country, providing on this basis the integrated development of territories and their socio-economic interests while preserving the ecological balance and the historical and cultural environment.

The tourism and recreation branch has been declared as a strategic direction of the economy of the Carpathian region and is an important factor in the stable and dynamic increasing of the budget revenues. There is a need to study the main advantages of the tourism development in this region, which was formed due to the the activities of the key subjects. It is important to study the collective accommodation facilities for the analysis of the tourist activity in the region.

The purpose of the article is to study the tourist market, in particular the dynamics of the number of accommodation facilities of the Carpathian region, searching for the opportunities for increasing tourist flows and analysis of the prospects of the region which is the main tourist hub in Ukraine.

Tourism contributes to the increasing of the employment of the region's population, development of market relations, international cooperation, preservation of the ecological balance. Tourism development improves the investment environment of the Carpathian region, becomes a source of the replenishment of state and local budgets, and promotes the development of tourism-related sectors of the economy [6].

## **The Carpathian region**

The Carpathian region comprises 4 regions: Zakarpattia, Ivano-Frankivsk, Lviv and Chernivtsi regions. The population is 6,12 million people, and the area is 56,6 thousand km<sup>2</sup> (9.4% of the country's territory), of which the Lviv region occupies 21,8 thd. km<sup>2</sup>, Ivano-Frankivsk – 13,9 thd. Km<sup>2</sup>, Zakarpattia – 12,8 thd. Km<sup>2</sup>, Chernivtsi – 8,1 thd. km<sup>2</sup>.

In the Carpathian region there are two sites under the protection of UNESCO in accordance with the Convention on the Protection of the World Cultural and Natural Heritage:

1. Beech forests of the Carpathians – Zakarpattia region, Rakhiv and Tyachiv districts;
2. Residence of metropolitans of Bukovina and Dalmatia – Chernivtsi.

Analyzing the tourism potential of the Carpathian region, we can state that, having a powerful base for the functioning of all types of tourism and sanatorium, it is necessary to massively implement the tourist services and to develop the accommodation establishments.

The largest number of collective accommodation facilities are in the Lviv region (fig. 1). In the year 2000, there were 55 hotels. In 2005 – already 100. And in 2010 – 159 units. In 2011, it's number was 228. And in 2017 – 277. With the specialized institutions is another situation, since 2011 it's number was decreased from 89 units. In 2013 – 70. And in 2017 – 60.

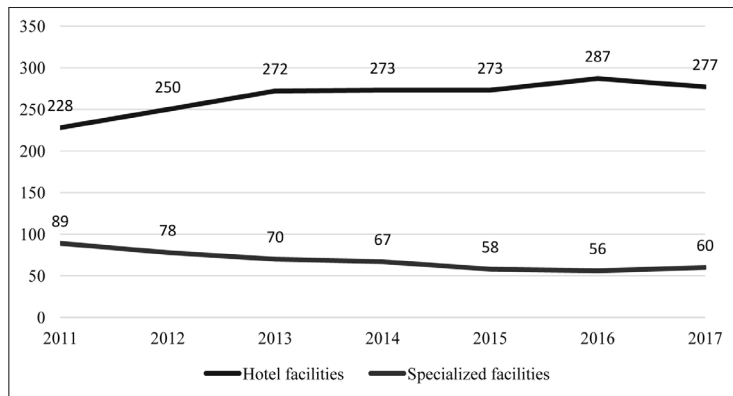


Fig. 1. The number of collective accommodation facilities in the Lviv region, units [1,2,3,4]

In the Ivano-Frankivsk region (fig. 2), in 2011, according to the Main Department of Statistics, 345 hotels and similar accommodation establishments units were recorded. In 2012, this indicator was declined sharply to 167 and already in 2013 increased to 193. And the highest figure in recent years in 2017 is 244 units. Specialized accommodation facilities have a more stable development dynamics. In 2011 and 2012 there were 33 units, and from 2015 to 2017 its number was 30 units.

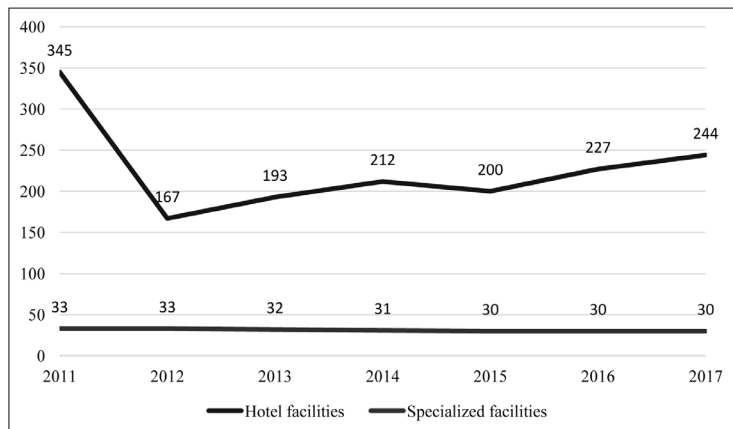


Fig. 2. The number of collective accommodation facilities in the Ivano-Frankivsk region, units [1,2,3,4]

The city of Uzhhorod of the Zakarpattia region (fig. 3) is the smallest regional center of the country, but this did not stop it from becoming one of the most popular tourist destinations. According to the data of the Main Department of Statistics in the Zakarpattia region, it is possible to trace the dynamics of the growth of the number of the accommodation establishments. In 2000, its availability were 36 units and 1395 rooms, in 2005 it's number were already 38 units and 1462 rooms, and in 2010 the number was increased by 29 units and already made 67 units and 2512 rooms. Every year the infrastructure of the hotel industry has been steadily evolving thus encouraging the new investors. In 2011, in the region there were 159 hotels and similar accommodation establishments and 57 specialized ones. Since 2013, the hotel industry has improved significantly and has 228 hotels, and in 2014 – 229. In the year 2017, hotels were remained 208. It was due to the volatile economic and political situation in the country, the number of the national and foreign tourists has declined significantly. Among the specialized accommodation establishments there is a stability, almost 3 years the indicator was deviated by 1-2 units. In 2011 and 2012, it is kept at 57, in 2013 it goes down to 56, and in 2014 it grows again to 58. Since 2015, it has rapidly been falling and in 2017 it is 42 units.

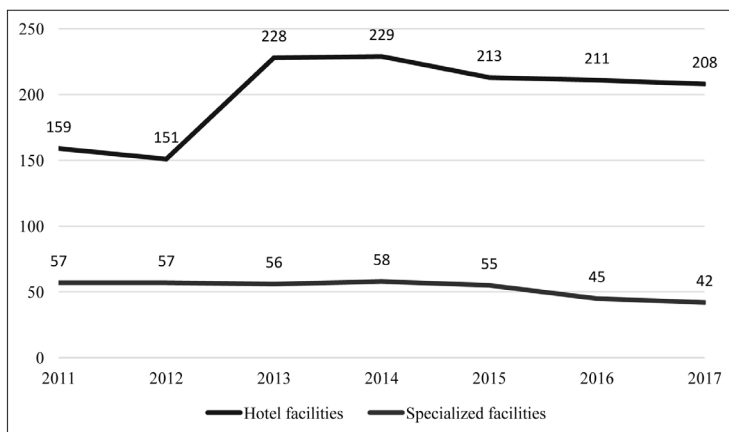


Fig. 3. The number of collective accommodation facilities in the Zakarpattia region, units [1,2,3,4]

Chernivtsi is an important cultural and scientific and educational center of Ukraine. However, in comparison with the Zakarpattia region, the accommodation facilities in the region (fig. 4) are much denser. In 2000, there

were only 18 units and 943 rooms. In 2005, they decreased to 12 and 785 rooms. In 2010 its number was increased again to 31 and 1 533 rooms and continued to dew. In 2011, there were 47 hotels and similar accommodation facilities. In 2012 – 80 establishments. In 2013 – 87. And the largest indicator was in 2014-- 91. In 2017, the indicator was 75 units. The number of specialized institutions began to decrease starting from 2011 and in 2012 it was 20 units, in 2013 it decreased by two to 10 units, and in 2017 it was 6 units.

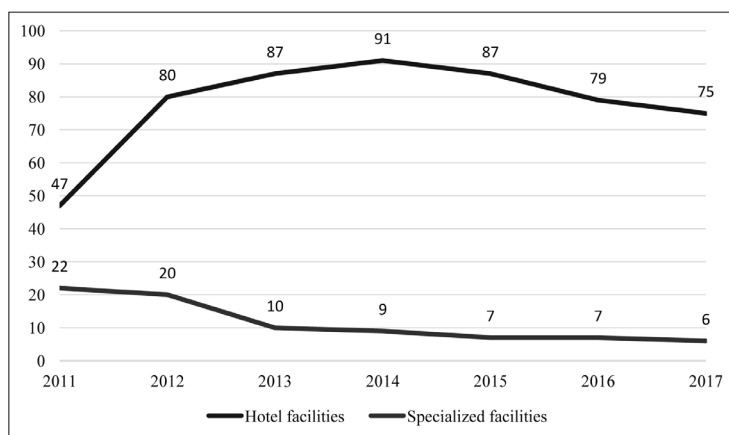


Fig. 4. The number of collective accommodation facilities in the Chernivtsi region, units [1,2,3,4]

The fig. 5. shows indicators of the total number of accommodation establishments of the Carpathian region for the period from 2011 to 2017. A little bit more stable situation can be observed in the Lviv and Chernivtsi regions. In the year of 2017, the leader of the Carpathian region, region based on the number of collective accommodation establishments is the Lviv region. The smallest number of accommodation establishments is located in Chernivtsi region.

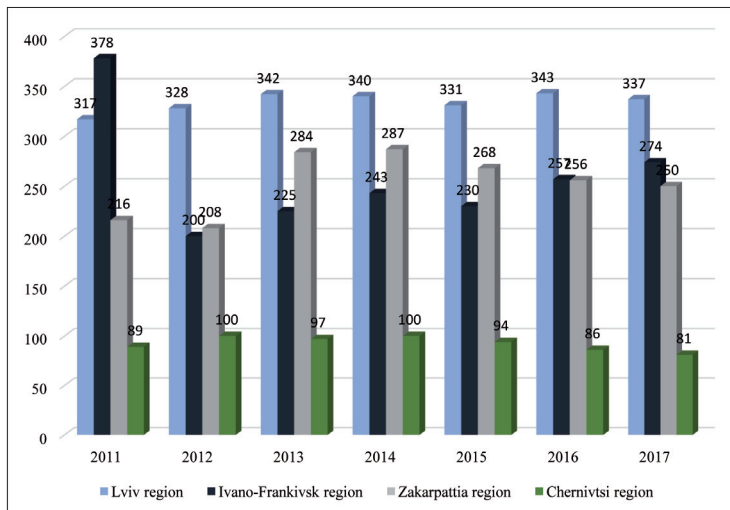


Fig. 5. Total number of accommodation establishments in the Carpathian region [7]

The situation with an increasing of the number of the tourists led to the study of strengths and weaknesses – a characteristic of the competitive advantages of the Carpathian region.

Strong advantages includes:

- a powerful recreational and tourist potential;
- the successful location of the tourist region;
- national-ethnographic features of the region;
- the possibility of the development of sports and recreational, cultural-cognitive, nostalgic, religious and other types of tourism;
- availability of the ski resorts;
- developed network of the cultural institutions;
- availability of the multinational unique architectural monuments.

Among the weak advantages of tourism in the Carpathian region:

- low level of the recreation and tourism infrastructure development;
- insufficient quality of the tourist products for the different target groups of tourists;
- shortage of the hotel facilities in accordance with world standards;

- inconsistency of the quality of services in the service sector with international standards;
- insufficient road connections in some regions [5].

Overcoming the weaknesses will contribute to the significant development of tourism activities in the Carpathian region and will stimulate the related industries of the country's economy.

## Conclusion

Despite all, the rapid development of the tourist complex of the Carpathian region in the current economic situation is problematic. Therefore, it is proposed to focus the tourism policy primarily to ensure the ecological safety of the recreational development of the territory; zoning of the tourist and recreational territories with allocation of developed, perspective and reserve areas; social necessity (the correspondence of the existing base of the recreational sphere to the real needs for the health improvement, its ability to satisfy the population's demand for the tourist services in the region); economic expediency (profitability of the objects of the tourist industry and socio-economic benefits for the territory); involvement of more people in the tourism business.

Promising is the combination of special facilities such as sanatoriums, resorts, medical and health facilities and temporary accommodation facilities: hotels, campsites, etc., as well as other objects of the service sector. This will enable to expand the range of services provided and contribute to the emergence of the new tourist products.

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