

Z. Kwasnik<sup>a\*</sup>  
K. Kruszynska<sup>a</sup>  
R. Ochoa-Daderska<sup>b</sup>

<sup>a</sup> *Higher School of Radom - Poland*

<sup>b</sup> *Research and Innovation in Education Institute - Poland*

### **Abstract:**

The article focuses on three essential topics of deliberations. The first one is the characteristics of tourism as a mass mobility not for work or change of residence purposes. The second part is the general analysis of tourism as a social phenomenon as also the analysis of tourist industry in Poland and in the world. In the third part there have been signalled the changes that occur in the development of tourism related to the development of modern information technologies and technological advances in transport. All the discussed in this article topics can be an inspiration for the creation of innovative business ideas connected with new trends in tourism. The best example of interest in this economic area is Project Cultour + - Strategic Partnership of Erasmus+ in the field of Higher Education with the mission of coaching and fostering innovative and creative business ideas in cultural management for pilgrimage and religious ,cultural and thermal tourism. The aim of the Project is to search committed entrepreneurs from 6 European countries to foster and coach their ideas and offer high quality university training and education to transfer to their business plans and professional expertise.

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### **Introduction**

The contemporary tourism is a mass social and cultural movement. The process of its development has been rapidly growing since the mid-twentieth century including the traveling of people in all the purposes: cognitive, leisure, business, spiritual and health. Traveling as part of many human lives on the Earth

has accompanied the people from ancient times till today. Intensification process and changes in the people migrations for the cognitive purposes from many thousands years evokes not only the positive or negative effects, but also triggers the new behaviours. Transformation in the sphere of tourism creates the new structures forming essential institutional changes. From the very begin-

\* Corresponding author.

*E-mail address:* med@rsw.edu.pl

ning these changes, like in other areas of economic and social life, evoke specific emotions but also are the particular subject of study. These changes, and the mass character of some new phenomena in tourism were and are, as it seems, the most anticipated and exerting the substantial impact on human behaviour and many areas of modern socio-economic living, and they are felt by the general public (Ochoa Siguenca, Chandler, Ochoa-Dąderska).

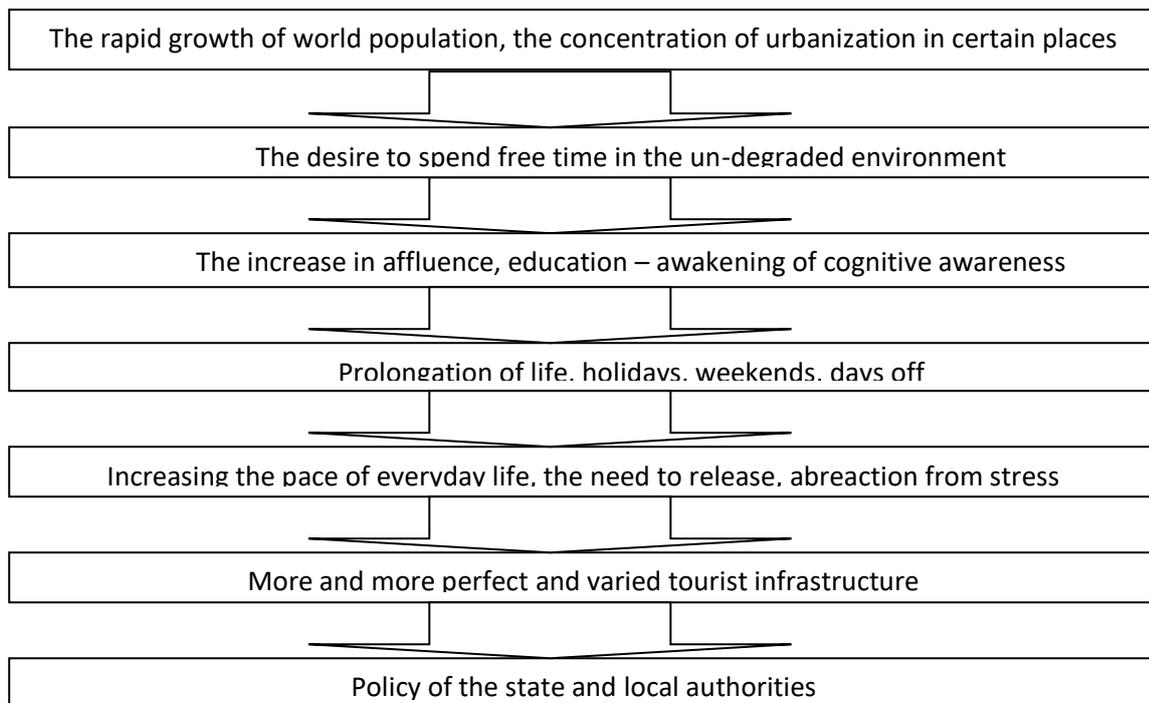
At the beginning of the twenty-first century together with the accession to the European Union there took place the revolutionary changes in Poland. There were widespread recognition and promotion of the market and market economy as the overriding and exclusive allocation tool for all the socio –

economic activities. All the reforming processes implemented in Poland, were based on the experience and acceptance of standards and rules from the advanced capitalist countries. There followed also the widespread recognition of private property as the most effective form of management, and continuing there have been made the efforts to implement as soon as possible the privatization processes in all sectors of economy, also in the sphere of tourism.

#### **Growth factors in importance of tourism: Bibliographic review**

The universal characteristic features of tourism contributing to the growth of its importance in the community, which reveal themselves everywhere in the same way, are presented in the following diagram:

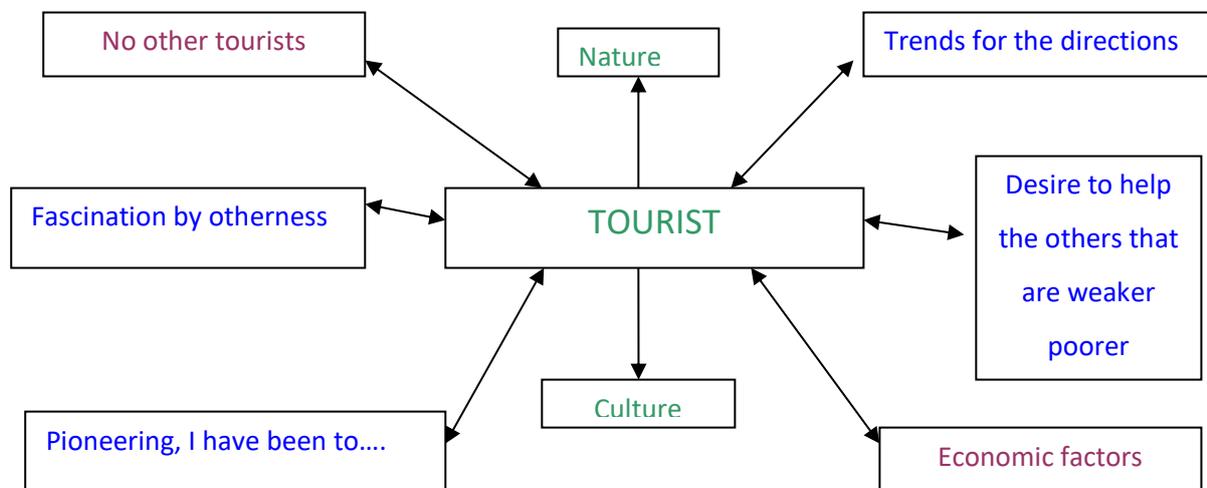
**Diagram 1** : Growth factors in importance of tourism.



**Data source:** Own study based on: ĀURIČEK M., OBODYŃSKI K. : *Syntetyczne podstawy rekreacji i turystyki*. - Rzeszów : Wydawnictwo Uniwersytetu Rzeszowskiego, 2006; GAWORECKI W. : *Turystyka*. - Wyd. 5 zm. - Warszawa : Polskie Wydawnictwo Ekonomiczne, 2007; *KOMPENDIUM wiedzy o turystyce : praca zbiorowa / red. G. Gołembski*. - Wyd. 1, 2 dodr.. - Warszawa : Wydawnictwo Naukowe PWN, 2006

What, therefore, always and everywhere the tourists look for - we can present it in the diagram below:

**Diagram no 2:** What the tourists look for



**Data source:** Own study based on: KRUCZEK Z., WALAS B. : *Promocja i informacja turystyczna*. - Kraków : Wydaw. Proksenia, 2004; KOWALCZYK A. : *Geografia turystyki*. - Warszawa : Wydaw. Nauk. PWN, 2000.

Economic arguments demonstrate the most emphatically the role of tourism. A good example of the comprehensive business approach is the use of economic indicators. The importance of the tourism economy presents diagram 3.

**Diagram no 3.:** Economic aspects of tourism business:



**Data source and iconography:** www.unwto.org. UNESCO, UNWTO.2016 [downloaded: 10.10.2016]

Among the most popular tourist destinations in Europe and North America the journeys leaders are also residents of Europe, Asia and America - the inhabitants of other continents are not as widely represented among the tourists.

In the twenty-first century there may be noted the appearance and consolidation of the

new forms of tourism. To the earlier forms regarding the tourism industry functioning there joined the next ones, often they are a modification of the previous forms. Apart from exploring and learning there is also experiencing, individualization, quality, time and quick decisions at first about a spontaneous trip and then making a specific choice

**Diagram no 5 presents:** Overview of some new tourism forms

ECOTOURISM	Active and in-depth sightseeing of the areas, which do not disturb the natural ecosystems and cultural distinctness of local communities
COMMUNITY BASED TOURISM	Tourism, where local communities are the hosts and often the beneficiaries - part of profits is obtained by whole of local community.
PRO POOR TOURISM	Tourism oriented so that the people from the poorest countries gain the most.
VOLUNTARY TOURISM	Exploring the visited places and communities combined with the active help in its favour - building of schools, wells, learning of new skills, developing the complete courses and extra-curricular teaching.
RELIGIOUS AND PILGRIMAGE TOURISM	Travels and stays that focus on religious aspects.
TOURISM IN ACCORDANCE WITH CSR	Activities and utility: CSR in building of tourism promotion. For example, the hotel managed and socially responsible in accordance with the Corporate Social Responsibility / CSR /
URBEX	Urban exploration . exploring the abandoned buildings Tourists outside the tourist centres
QUESTING	Idea for commitment and distinction of travel destinations, such as: Bałtowska Switzerland, In the Footsteps of Father Matthew in Sandomierz, Silesian Flavours
SOCIAL MEDIA	Travel Blogosphere as a channel to organize and promote the places, use of social media in tourist marketing
CULINARY TOURISM	Enotourism – wine, tasting, cooking,
THERMAL TOURISM	Tourism combining medical treatments and health Luxury and water

BACKPACKING	Non-commercial travel style in pristine areas, with the real sensations without limits.
THE OTHER - NICHE	Extreme, survival, visiting the slums, cemeteries, divorce tourism

**Data source:** Own study based on: SOKOŁOWSKI D., TOMCZYKOWSKA P. "Kreatywność w turystyce. Nowe trendy w rozwoju turystyki.- Toruń: WN UMK,2016; WILCZEK Z.: *Ekologia w turystyce*. - Warszawa ; Lublin : Wydaw. Akademickie Wyższej Szkoły Społeczno-Przyrodniczej, 2004; *WSPÓŁCZESNE tendencje w turystyce i rekreacji* / red. nauk. Jerzy Wyrzykowski, Kazimierz K. - Wrocław : Wydaw. Akademii Wychowania Fizycznego, 2004; ZARĘBA D. : *Ekoturystyka*. - Wyd. 2, zm. - Warszawa : Wydaw. Naukowe PWN, 2006 .

The response to changes and new challenges in tourism are the assumptions of the so-called. Cape Town Declaration. The full text of the declaration in English can be found at [www.capetown.gov.za/en/tourism/Documents/Responsible%20Tourism/Torurism\\_RT\\_2002\\_Cape\\_Town\\_Declaration.pdf](http://www.capetown.gov.za/en/tourism/Documents/Responsible%20Tourism/Torurism_RT_2002_Cape_Town_Declaration.pdf).

[www.capetown.gov.za](http://www.capetown.gov.za) above Declaration stresses the importance of responsible tourism. First Polish website dedicated to responsible tourism formulate assumptions for responsible tourism as follows. Source: [wwwturystykaodpowiedzialnie.pl](http://wwwturystykaodpowiedzialnie.pl) [downloaded 10.10.2016.]:

#### Responsible Tourism:

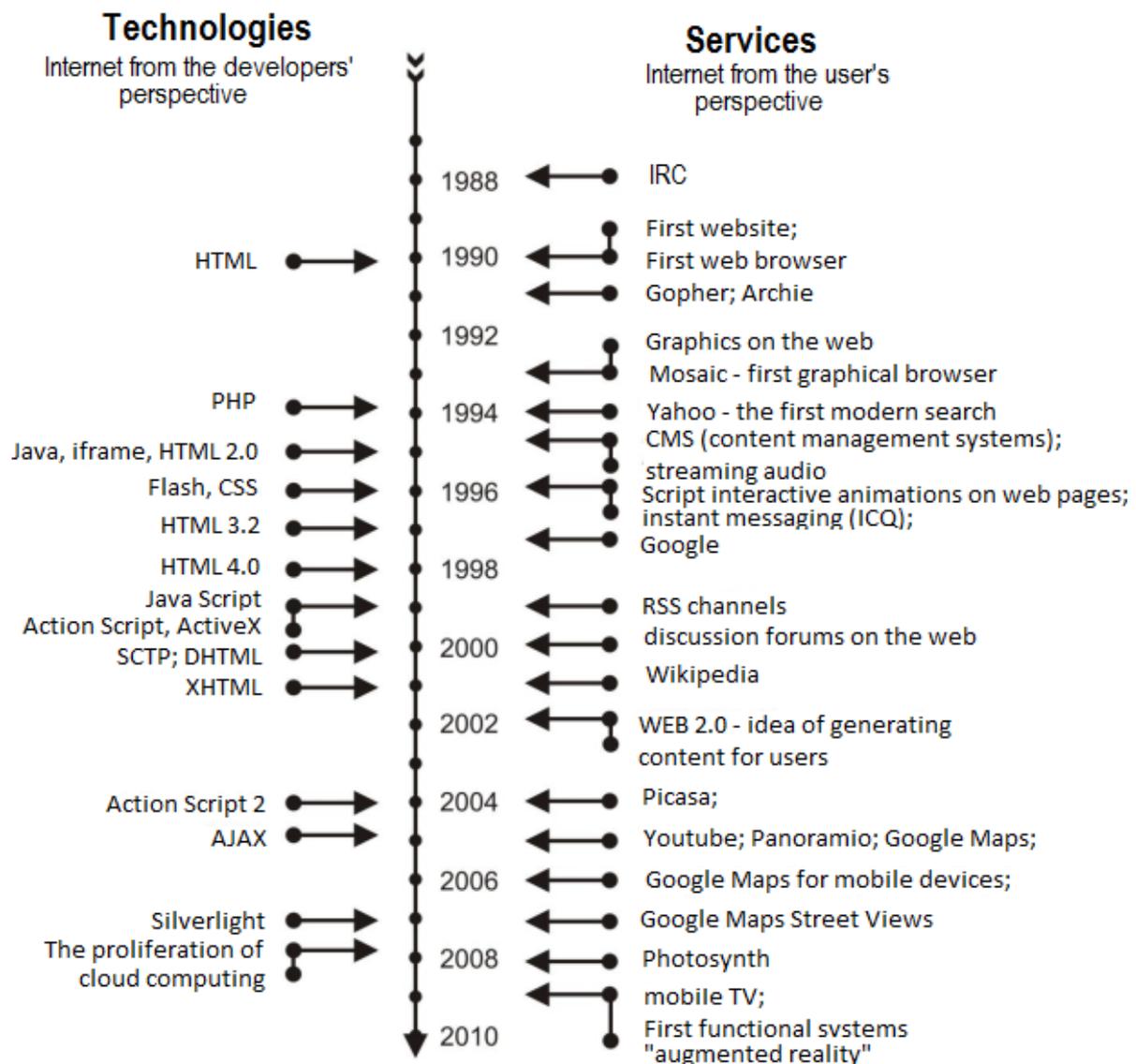
- "minimizes the negative impacts on the economic, environmental and social sphere"
- "generates in greater economic benefits for the local communities and supports the welfare of the host communities"
- "improves the working conditions and the access to tourism industry"
- "involves the local residents in decision making that will affect their lives and life opportunities"
- "supports the preservation of heritage in the sphere of nature and culture, and thus contribute to the preservation of diversity of the world"

- "provides the tourists with the interesting, enjoyable experience thanks to the closer and more substantial contacts with the local residents, tourists, and increase the understanding of the local culture, society and the environment"
- "provides the access for disabled people"
- "is culturally sensitive, it generates respect between tourists and host communities and builds local pride"

Summing up these assumptions the website concludes:

„Signatories of the Declaration call all the parties involved in the organization of tourism to elaborate homogeneous practices for the development of responsible tourism. Principles of actions have been grouped around the three spheres: economic, social and environmental". Data source: [wwwturystykaodpowiedzialnie.pl](http://wwwturystykaodpowiedzialnie.pl) [downloaded 10.10.2016.]:

Current challenges are also the new opportunities. At the beginning of the twenty-first century the information revolution has become a reality. The next step after the development of information technology must be the development of mobile applications that can revolutionize the travel industry (Ochoa Siguencia, Chandler, Ochoa-Daderska).

**Diagram no 7:** Development and use of information technologies in tourism

**Data source and iconography:** BARTOSZEWSKI A.: *Najnowsze osiągnięcia technologii informacyjnej a turystyka - nowe wyzwania i możliwości.* - Politechnika Radomska [www.bartoszewski.pr.radom.pl/dorobek/2010/](http://www.bartoszewski.pr.radom.pl/dorobek/2010/) - stan z dnia 10.10.2016/; KIEDROWICZ Grzegorz : *Technologia informacyjna w turystyce i rekreacji.* - Radom Wydawnictwo Naukowe ITE, 2009

## Conclusion

Based on the previous experiences and development of tourism especially in the developed economy countries, it is clear that the vigorous development of tourism and

recreation is an endless process of the complex nature of organizational activities.

What then we will have to deal with in the nearest future:

- with new trends and tourism products adapted to the changing needs of an increasingly developed societies,
  - with a further spatial differentiation and new travel targets,
  - with development of new forms of use the previously known tourist attractions / instead of watching - active use /,
  - with the global exchange of experiences of travellers and specialists in the field of tourism and the related fields,
  - with the new use of tourism information connected with the modern information technologies.
- Determinants of tourism issues, just signaled, presented in this article are the proof but also an important expression of the fact that tourism is a continuous process of changes and the transformation in tourism also involve the Poles. In this regard, the Polish citizens are in the vanguard of global trends. Polish accession to the European Union and thus the free movement and the growing affluence of society, helped to raise the standards in this so important and interesting for all of us area.

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