

(SP) POLAND AS DESTINATION OF SPORT TOURISM ATTRACTIONS

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Introduction

Poland is the destination of many tourist attractions for the guests of a wide range of interests: cultural, educational, recreational, creative, historical, natural and sports. On the territory of Poland the following international sport events are organized: ski jumping in Zakopane and the sport recreational events that attract many foreigners (sport tourists) i.e. cross-country ski races. Hundreds of thousands of tourists take part in the annual foot pilgrimages, sometimes bicycle pilgrimages, to the Black Madonna place of cult – the Jasna Gora Monastery in Czestochowa. These tourists involuntarily become sport tourists although most of them are religious motivated. That is why this form of tourism is included in religious-pilgrimage tourism. The offer for sport tourists is prepared by specialized agri-tourism farms. The destinations connected with the practice of sports of different attractiveness in Poland will be the subject of our interest. They are the following: kiteboarding, yachting, horse-riding and skiing.

Methods

The literature retrospective connected with the topic has been conducted by the authors. Mainly the range of sport tourism and marketing in sport and tourism has been surveyed. Special attention has been paid to the following authors: (Turco, Rile, Swart, 2002), (Standeven J. de Knop P. 2006)(Richards, 1992), (Middleton, 1996), (Mullin, Hardy, Sutton, 1993), (Kotler, Bowen, Makens, 1996), (Klisinski, 1994), (Klisinski, 2005), (Kaczmarek, Stasiak, Włodarczyk, 2005).

The method of secondary sources (information available on www pages) and the method of the interview with the managers of sport attractions have been used.

Results

Lately the kiteboarding has become the Polish speciality. In Bielsko Biala the boards for this sport discipline are produced. The kiteboarding lessons are located in the Hel Peninsula and the Pucka Bay in the Baltic Sea. They are in the heavy demand among tourists from abroad.

The yachting discipline is practised mainly in the Mazury Region, which is in the North-East part of Poland. There are many marinas in this part of Poland and they are located in the nearby of landscape parks.

The horse-riding centres are located in the whole territory of Poland. They are often situated in the nearby of agri-tourism farms. There is also plenty of studs in Poland.

Skiing is located in the South part of Poland. The South border of Poland consists of the mountain ranges. Counting from the West there are: the Sudeten mountains, the Beskidy mountains, the Tatra mountains, the Gorce mountains (a bit in the North) and in the East the Bieszczady mountains. As far as ski lifts are concerned, there is

predominance of chairlifts, but there are also gondolas and ski tows. The accommodation and catering bases are well developed.

Discussion

The amusement centres and the landscape parks are the tourist attractions connected with the sport tourism (Richards, 1992). In the typology of sport attractions, some authors omit the tourist attractions. For example, V. Middleton hides the landscape parks in the separate zone, parks and gardens and he does not quote the amusement centres (1994). In Poland, the sport tourist attractions similarly to other tourist attractions are not sufficiently promoted abroad. Lately because of the cheap airlines, many sport tourists have come to Poland. These sport tourists are not from the adjacent to Poland countries of the European Union. Insofar the yachting and skiing are in the maturity phase, but still not close to saturation the kiteboarding and horse-riding are in the phase of the high growth similarly to other recreational sports as golf. Before the political transformation in Poland in the eighties of XX century, there had not been any golf courses, but now there are over forty golf clubs. On the other hand, in the homeland of golf, Scotland, there are over five hundred courses so one can say that they reached there the phase of saturation.

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