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MOTIVES AND WAYS OF SPENDING HOLIDAYS IN THE AREA OF THE KAMPINOS NATIONAL PARK BY CITY DWELLERS

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ABSTRACT: The article presents the results of the research on the motives and ways of spending holidays in the area Kampinos National Park (KNP) by urban inhabitants. Surveys were conducted during the summer 2013 among 117 tourists spending their vacations in the vicinity of KNP. The article elaborates on an analysis of criteria which help tourist to select this form of tourism, as well as the selection of a specific offer from many others, what sources of information about the place or a recreational object they use, what are the preferred ways of spending leisure time so as their expectations towards diversity of the offer. The debate on the subject was extended by the analysis of the factors which defines the tourists behavior and expectations, such as: age and education.

KEY WORDS: valuable natural areas, Kampinos National Park, motives, behavior and expectations of tourists

Introduction

Economic and civilizational development results in permanent increase of interest in tourism. The reasons of that are mainly in improvement of financial status, progressive urbanization and changes in structure of professions, as well as increase in number of white collar workers. This process is accompanied also by raise of interest in the nature and need of contact with it. As Italian-born German philosopher Vittorio Hösle has noticed, increase of nature's significance for society is strictly related with its level of development measured in GDP (Kiełczewski 2003). That fact is also confirmed by sociological researches, which present huge differences in perception of nature by societies, determined by the level of their wealth (Gaudie 1994). Such tendency is also visible in Poland, where tourists are presenting raising interest in attractive nature areas, often protected by the law – for example the National Parks in 2014 were visited by almost 12 million people (GUS 2015). Permanent increase in number of visitors is closely related with fact that nowadays values of natural environment are becoming part of tourist product more often, therefore valuable natural areas are necessary for tourism. Many researchers claim that valuable natural areas (firstly including National Parks) were and are significant tourist attractions, visited by people inspired by different motives, like searching for contact with nature, esthetical impression, traces of human activity or just need of a rest (Wider: Fennell, Nowaczek 2010; Frost, Hall 2009). Staying in such places provides tourists feeling of relaxation and brings possibility of a rest in extraordinary natural surroundings.

It's also important to stress that tourism is one of the most important directions of eco-development. Together with recreation and therapeutics it gives a vast opportunity for economic use of valuable natural areas (Dębniowska, Skorwider-Namiołko 2015). Moreover tourism is an important part of strategies implemented by local governments (Skorwider 2010) and authorities of valuable and attractive natural areas, and is perceived as a chance for launching tourist business and improving life quality of local communities, as well as providing funds necessary for proper use and protection those unique sites.

Inappropriate managing of valuable natural areas, especially including those protected ones, may cause serious danger for whole ecosystems, as well as for material and immaterial heritage (Wider: Eagles, McCool 2002; La Pace 2002; Rio, Nunes 2012; Stasiak 1997; United Nations Environment Programme 2007), which – next to the natural values – also decides about attractiveness of many of such territories.

Solution for aware and safe use of valuable natural areas for tourist purposes is proceeding accordingly to the rules of sustainable development. However, to make it possible, there must be full recognition of situation and processes taking place in area, which will be managed. In case of tourist destination inherent element of those processes will be tourists themselves, and most of all their behavior influencing considered area and its natural, social and cultural sphere. To program development of valuable natural areas and its effective guidance properly, it is necessary to recognize those behaviors and tourists' motives of travelling to the particular area. Such interpretation convinced author of this paper to make a research, which purpose was to recognize and present motives and ways of spending holidays in valuable natural areas preferred by urban inhabitants.

Research methods

The purpose of this paper is to present urban inhabitants' motives and ways of spending holidays in valuable natural area like Kampinoski National Park and its neighborhood. During the study used diagnostic survey method. The research with the use of poll technique was conducted in July and August of 2013 on 117 urban inhabitants resting in objects of rural tourism in the area of KNP.

Characteristic of the respondents

Among 117 questioned urban inhabitants there were mainly (53,0%) those living in cities with population over 200,000. 27,4% of the respondents were from cities with population between 50,000 and 200,000 and 19,7% from towns with less than 50,000 inhabitants. There was a domination of people from Mazowieckie province (60,7%), what likely is determined by the place of the research. 10,2% of the respondents were from Kujawsko-Pomorskie province, 6,0% from Lubelskie and 4,3% from both Podlaskie and Pomorskie. Among the respondents there were also people from Łódzkie, Małopolskie, Opolskie, Podkarpackie, Śląskie and Wielkopolskie provinces, but their number was each time less than 4%.

Among the respondents there were slightly more women (53,0%). The age of the surveyed was diversified, with domination of people between 30 and 45 (almost 50%). The respondents had relatively high level of education: 67,5% has finished studies and 28,2% high schools. That element was related with the type of the respondents' jobs: 37,6% were white collar

workers, 18,8% entrepreneurs and equally 11% managers and freelancers. 17,9% of the respondents were receiving social benefits like pensions and annuities. Among the rest there were workers, housekeepers, students and others.

Most of the surveyed (45,3%) were satisfied from their material status, 36,8% rated it as a good one, 12,0% as an acceptable, 2,6% as a very good and 3,4% as a bad.

The respondents mostly used car (88,0%) to transport themselves to the area of holidays. Only 5,1% used services of rail and 4,3% of bus. 2,6% of the surveyed pointed "other" and that meant motorcycle or bike.

Motives and ways of spending holidays in valuable natural areas preferred by the respondents

The respondents' motives of choosing particular valuable natural area for spending holidays were quite diversified (table 1). The most important one was possibility of resting in quiet and peaceful environment. The respondents also often pointed motives typical for analyzed area, like will of spending holidays in favorite landscape, contact with the nature and health values of the territory.

Table 1. Reasons for choosing rest in the area of Kampinos National Park by respondents [%]

	Reason		
	very important	important	less important
Opportunity to rest in a quiet and peaceful environment	57,3	13,7	7,7
The desire to spend your vacation in your favorite landscape	19,7	12,0	6,8
Contact with nature	18,8	33,3	14,5
Health values of area	16,8	12,0	9,4
The ability to use the healthy food	12,8	10,3	12,0
The possibility of realization own hobby	8,5	5,1	12,8
Costs of stay	7,7	12,0	12,8
The opportunity to learn about the customs, traditions, folk culture	4,3	5,1	7,7
The desire to change current way of rest	2,6	3,4	4,3

Respondents could choose more than one answer.

It is worthy of note that such answers dominate also among people, who are looking for rest far from noisy and crowded urban agglomerations and

travel to rural territories, often located near valuable natural areas (which mostly are part of those rural ones). That fact was proved by the researches of many authors (among others: Balińska, Sikorska-Wolak 2009; Zawadka 2013; Niedziółka, Bogusz 2011; Sikorska-Wolak, J. Zawadka 2012).

Considering that the research was made among people using accommodation in rural areas (mainly agrotouristic farms) there were also answers stressing possibility of healthy eating in those places and costs of staying much lower than they would be in hotels.

Time spent by the surveyed for their holidays was rather not long. 37,6% were staying only for weekend and 31,6% from 3 up to 6 days. 22,2% of the respondents decided to rest for the whole week and the rest for a little longer. Among those last ones there were mainly people from cities far from analyzed area. Inhabitants of Mazowieckie province (mostly citizens of Warsaw) declared shorter, but more frequent stays (on weekends).

The respondents were spending holidays mainly with spouses or partners (57,3%) or whole family (23,1%). 20,5% of the surveyed came with friends and 17,9% with kids or grandchildren. 5,1% decided to rest alone (respondents could indicate more than one answer, therefore the percentages do not add up to 100).

When deciding for particular property for spending holidays the respondents' main motives were positive experience from the previous stays, as well as values of region and place.

Table 2. Reasons for the selection of respondents offer specific accommodation facilities near Kampinos National Park [%]

	Reason		
	very important	important	less important
The positive experience of previous stay	33,3	12,8	10,3
Values region, village	25,6	12,8	10,3
Object's standard	23,9	15,4	21,4
Distance and convenience arrival	22,2	20,5	12,8
Relatively favorable price	19,7	21,4	11,1
Ensuring food	9,4	8,5	6,8
Offered leisure activities	8,5	6,0	6,8
The opportunity to rest with your own doggie / kitty	4,3	1,7	5,1

Respondents could choose more than one answer.

The important factors were also property's standard, its distance from the home place and transport accessibility. The price was taken into a consideration very often, but only as a supporting element. Moreover some of the surveyed appreciated possibility of alimentionation in the property.

It is worthy of note that more than a half of the respondents were using website information when deciding about the accommodation. For some time this source is commonly used during self-planned trips. Such tendencies are noticeable also in widely understood rural tourism, as well as in agroturism (can indicate that including the results of such authors as: Krzyżanowska, Wojtkowski 2012; Zawadka 2010; Stepaniuk 2010; Kolczatek, Jankowski 2006, Niedziółka 2008; Prochorowicz 2006). Also large group were the respondents, especially elders, who based on opinions and recommendations from family and friends. More costly instruments, like tourist fairs, leaflets, brochures and catalogs were used marginally. However, it doesn't change a fact that such channels are crucial to popularize different forms of rest and promote particular tourist regions. Nonetheless, their effectiveness, when used by single service providers, is rather moot.

Only few of the surveyed took into consideration available leisure activities, offered by the properties' owners. Therefore it may suggest an earlier planning on ways of spending holidays. Recognition of that issue was one of the purposes of the research. However, the focus was put only on forms of rest linked with physical activities, because that has a great significance when planning recreation infrastructure in analyzed areas.

The most common leisure activity in valuable natural areas among the respondents was hiking – more than 70% of the surveyed declared taking part in walking tours. Also popular were bike trips. It is worthy of note that Kampinos area is especially predestined for such activities, as it has well developed system of trails for hikers and bikers. Visitors can use around 360 km of marked routes for pedestrians and 200 km for cyclists. Some of those first located nearest Warsaw are dedicated for strolls, like the red one from Wólka Węglowa to Izabelin. Expanded system of cyclist routes (an interesting elaboration on this issue is: Kozieł 2011) has his main path marked green and called Kampinoski, which goes around the wilderness (mainly on territory of the National Park) in 145 km long loop (GUS 2014). All those routes allow for sightseeing the most interesting parts of Kampinos forest.

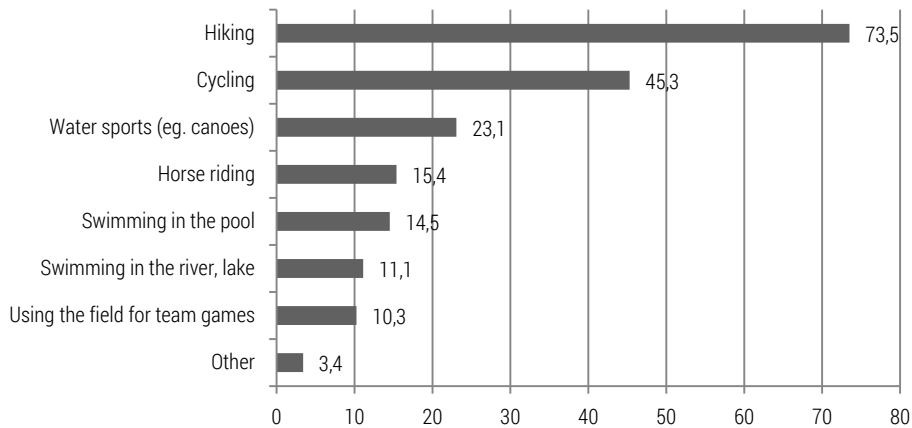


Figure 1. Forms of physical activity enjoying the greatest interest among respondents during their stay in the area of Kampinos National Park [%]

Respondents could choose more than one answer.

Large popularity among the respondents had swimming in river and lakes, as well as water sports, especially kayaking. Recommendable place for such activities, located nearby, is picturesque and winding Bzura river.

Wealthier respondents were willingly trying horse rides during their leisure. However it must be stressed that horse tourism in territory of Kampinoski National Park is generally forbidden. There are some works on tracing a few horse routes in the outer part of the forest. Nonetheless in the Park's lagging there are many horse riding centers, studs and stables, where people can not only learn that activity, but also may ride nearby and – after gaining permission of the director of Kampinoski National Park – in some parts of the protected areas. The biggest concentration of such places are surroundings of located close to Warsaw Łomianki (Dąbrowa Leśna i Nowa, Kępa Kiełpińska, Wilczeniec) and Kampinos, Korfowe or Sianno villages (www.kampinowska.waw.pl).

During the research also matter of expected by visitors attractions and activities was recognized. The elder respondents and youths were strongly interested in local tradition, folklore and regional cuisine. The youths also would like to have wellness and health spa services. Probably it is a reason of more aggravating (especially mentally) jobs.

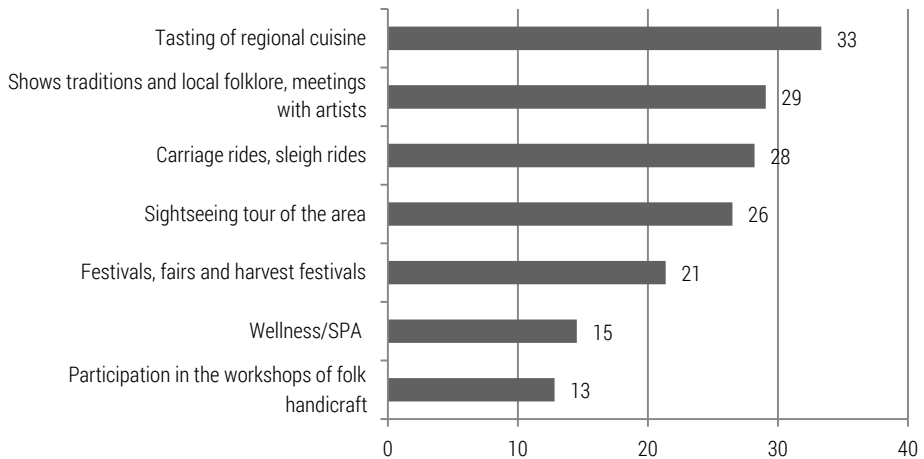


Figure 2. Attractions, with which the study also would like to use during their stay in the area of Kampinos National Park [%]

Respondents could choose more than one answer.

The middle-aged respondents, as well as those with higher education, were more interested in touring trips, chaise rides and sleighs. Moreover that last group of the surveyed would willingly participate in local handicraft workshops, fairs, harvest festivals and picnics.

Conclusions

Due to fast pace of life, permanent rush and stressful job large part of the society is more willing to spend their holidays far from popular tourist centers – instead of crowded, noisy and trendy resorts, people often choose valuable natural areas, where they can find moment of desired peace and picturesque landscapes. It may be presumed that such tendency is going to grow during upcoming years. Therefore it is necessary to conduct in-depth studies, which aim would be detailed diagnosis of preferences and expectations of people spending their holidays in such areas. Knowledge obtained that way may help in creating optimal offer of services on valuable natural areas (for example connected with accommodation), its effective promotion and support actions providing adequate tourist infrastructure. This subsequently should result in boosting tourism development in valuable natural areas. However, due to unusual vulnerability of such territories, it's very important to recognize tourists' behaviors and activities precisely, as well as

various aspects and processes linked with that development in those areas. In case of tourist overcrowding such progress may become a serious threat and bring more losses than profits. Conducted researches and observations made would also help in identifying crucial problems and most vulnerable, endangered by tourism elements of the ecosystem, what should result in better dynamic and effectiveness of actions orientated on prevention or protection of the nature. To sum up, such researches seems very much to be welcomed or even necessary for effective and sustainable, thereby safe development of tourist function of valuable natural areas.

The contribution of the authors

Conception: Jan Zawadka (50%), Joanna Pietrzak-Zawadka (50%)

Literature review: Jan Zawadka (50%), Joanna Pietrzak-Zawadka (50%)

Acquisition of data: Jan Zawadka (50%), Joanna Pietrzak-Zawadka (50%)

Analysis and interpretation of data: Jan Zawadka (50%), Joanna Pietrzak-Zawadka (50%)

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