

BUSINESS TOURISM AS A DIRECTION OF TOURISM DEVELOPMENT IN ŁÓDŹ

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- meetings industry,
- business tourism,
- city tourism.

Abstract:

The major aim of this article is to show the market of the business tourism in Łódź on the supply side. The potential of the city in terms of accommodation and conference facilities required for a business meeting is presented in this article.

The business tourism as a typical municipal tourism is a very important factor in the economic development of many cities around the world because the cities are mainly the headquarters of the companies and the infrastructure requested for the tourism service. The interest in Polish cities as a location for numerous conferences and congresses has increased since the accession to the European Union in 2004. The fast development of this branch of tourism in Poland is connected with the growing opening of our economy within the European Union and linkages with the global economy.

It seems that many of Łódź advantages – that is the location in the center of the country and the modern infrastructure of conferences can be helpful to function on the business meetings market. For Łódź itself it means huge opportunities.

INTRODUCTION

Łódź is the classical example of the city where the main creative factor was the industry function. The huge role in the economic activation of the city since the 19th century played the textile industry. The beginning of political transformation brought a deep crisis in the Łódź industry. Into the period of economic changes, after the year 1990, Łódź came in much worse condition than many other Polish cities. The consequence of the fall of the industry and the restrictions of the employment was the collapse of the economic potential of the city. After 1994 some economic recovery can be observed. It is worth mentioning that Łódź has coped with the crisis without any intervention on the part of state. (Piech 2004).

Łódź, until recently the second city in Poland is still thought to be one of the least prestigious and developed metropolis in Poland. For many years tourism was not regarded as a meaningful subject of economic life in the city which resulted in a lack of information and promotion policy. After a period of absence of ideas for the city's image and its promotion, Łódź is the fastest modernizing city in Poland in the 21st century with a huge development potential.

Within last twenty years Łódź has changed its image, from the textile city it was transformed into the academic and cultural city. Thanks to the wide-scale promotion and investments Łódź becomes to be considered as a good place both to live and to do business. The change of negative image of Łódź and a good atmosphere is seen by the tourists, investors and the specialists of organising business meetings. However, it is connected with

the need to prepare the original tourism products for Łódź and the attractive visit offers (Włodarczyk 2011).

There were many ideas for the branded tourism products for Łódź within last few years. Worth attention was the concept to develop brand name product of the industrial tourism which should be the asset of Łódź. In 2004 the Polish Tourism Organisation with the cooperation of the Marshal's Office based on the rich cultural legacy and post-industrial heritage in the form of the huge factory buildings created the idea of the branded tourism product in the post-industrial objects. However, the flagship example of the branded post-industrial tourism product became Zabrze, not Łódź.

The next idea for the branded tourism product came in the Marshal's Office in Łódź in 2009 (Gosik, Piech 2012). Łódź Horse Trail – the longest hiking trail in the country and Europe which was the hope for marketing was created within the project “*Tourism in the saddle – the infrastructure of innovative and unique tourism product*”. Its natural beauty and landscape which make it one of the most beautiful horse trail in the country have been appreciated by the numerous horse fans (Józefczyk 2010). Nowadays in Łódź there are 10 horse riding schools.

In 2009 on the order of the City Hall in Łódź the new concept of the promotion of the city was created as “The Centre of Creative Ideas”. The authors of this project claimed that Łódź should be known in the future for the creative industry based on the resourcefulness and creativity of the inhabitants. The creative sectors are understood very widely as a creative enterprises directed to the market and among them the most significant ones are: film, publicity, architecture, music, art, publishing, fashion, radio and television (*The strategy of Łódź management for the 2010–2016 years*). As far as the business tourism in Łódź is concerned the authors put the emphasis on the promotion of the short-term tourism (for the weekends) so called “city break” in various forms where post-industrial tourism can be joined with cultural and shopping tourism for example in Manufaktura and in Art Inkubator post-industrial and cultural tourism.

The research of the tourism movement in Łódź and Łódź voivodeship which was conducted in the years 2009–2012 on the order of the Regional Tourist Organisation of the Łódź Voivodeship showed that the main purpose of coming to Łódź was official both for the foreigners (27%) and for the local inhabitants (over 1/3 of all the respondents). Foreigners came to Łódź in order to take part in a conference or a seminar (over 10% of the respondents) and in the fairs and exhibitions (about 5%). During their free time they visited Łódź monuments: the Piotrkowska street, Manufaktura, Księży Młyn, the Jewish cemetery, the Cinematography Museum, the Textile Museum and the Art Museum. On the other hand the purpose of the Polish guests were trainings (10% of all the respondents) and the conferences (9%) and the fairs (4%). Unfortunately, the Polish tourists very seldom were interested in sightseeing in Łódź. Definitely more often they visited Manufaktura and the Piotrkowska street (Włodarczyk 2012).

One of the last ideas for the branded tourism product for Łódź is the realisation of the project “The business tourism as the branded product of Łódź”. However, Łódź has joined to the group of cities which support the subjects working on the business tourism market quite late with the few years of delay. Łódź Convention Bureau has worked within the structures of the City Hall of Łódź since 2013 thanks to the European Union bailout in the amount 1,7 million złotych. The task of this bureau is the consulting and support for the potential order-givers in the range of events in Łódź and mainly the integration of the local brands and coordination of their actions.

THE PURPOSE AND METHODS OF INVESTIGATIONS

The main purpose of the investigations is presentation of the business tourist market in Łódź from the supply side, i.e. possibilities of organizing congresses, conferences, fares and other business meetings. In the research area the attempt of identification of the accommodation and conference base in Łódź was undertaken, necessary for the development of the business tourism.

In this study various methods and techniques were used to make the realisation of the investigation purpose possible. Nevertheless it should be stressed that investigations of the business tourist market are very difficult because meeting organisers do not want to inform about their activities because of trade secret.

The investigation of this subject started with a review of conference services directories and Internet resources, i.e. trade portals and websites of hotels and conference objects. This allowed the identification of the conference infrastructure in Łódź: the number and type of facilities, number of beds and rooms and quality of equipment for conference rooms.

In the theoretical part the method “desk research” was applied, i.e. analysis of the subject literature and the Internet portals. The empirical basis for the work were materials and information collected during fieldwork in the way of observation, queries and direct interview. For the analysis of the collected material descriptive method (description and ordering statistical terms) was used.

THE SPECIFICITY OF THE BUSINESS TOURISM

The business tourism is a particular type of the tourism because it includes all the journeys which are connected with jobs or businesses of a traveller. So these are the journeys which take place during doing the business duties (Iwan 2012). According to the experts of UNWTO, nowadays about 30% of people travel in the business and the meeting industry itself is about 15% of all the touristic market. The business tourism is one of the most profitable sectors of the tourism in the 21st century. Daily spendings of the business tourists are 50% higher than those of the traditional ones (Berbeka and others 2009). It is because of the fact that the costs of the business journeys are held by the companies. Therefore it is worth striving for the business tourists and all the metropolises of the world are making to efforts to attract important and large international events. This extremely rapidly developing sector of the tourism can be a trigger of the development of the cities and the regions. The organisation and the service of the business meeting industry bring considerable local economic benefits. The main beneficiaries and the planners and the organisers of those meeting, hotels, conference centre and the shipping companies. Also the whole sector of catering, technical and advertising services has its share in the economic benefits.

Among its characteristic features some of them are worth mentioning: the higher business travels budget than holiday expenses, the business travels are carried out during the whole year, the employee does not decide on the destination and what is the most important- all the business travel expenditures are covered by the employers. The business tourism market has its own rights, different from those of the holiday ones. It is the element of the managing and the policy of the companies and institutions. The participants of the business tourism market are:

- a) the companies which organise the events and at the same time generate the demand for the services,
- b) the middlemen-the contractors, i.e. the organisers of the business meetings,
- c) the suppliers of the infrastructure- the hotels, the congress centres and the fair and exposition objects.

Until recently the business tourism because of its specificity was claimed to be quite controversial in the literature on the tourism geography. A lot on this subject terminology was

written by M. Sidorkiewicz (2011). In this article the definition by E. Nawrocka (2013) was accepted which regards the tourism business “as all activities of the people who travel and spend no longer than a year without a break apart from their ordinary surroundings in order to take part in the congresses and the conferences, corporation and motivational events, in fairs and other exhibition events”.

THE FORMS OF THE BUSINESS TOURISM

The sector of the business tourism which takes place generally in groups (in contrast to the individual business travels) includes:

- trainings and seminars,
- conferences and symposiums,
- congresses,
- incentive travel,
- corporation tourism,
- fairs and exhibitions.

The conference is a meeting initiated by any organisation (institution) in order to exchange points of view on particular problem. The conferences generally lasts short time-one to three days.

The congresses are regular meetings for large numbers of people (from several hundred to several dozens) about scientific, political or religious issues of the national or international organisations. Those meetings usually last a few days.

The incentive travels are the exclusive journeys organised to some attractive destinations which are paid by the employees in order to award the workers and to motivate them to work efficiently.

The corporation tourism means the luxury entertainments offered by the companies to the best clients, for example prestige cultural and sport events.

The fairs are very big market-oriented events that take place at specific intervals during which one can buy products or get an information directly from the producer.

Table 1. Number of business meetings and events in Poland in 2013 by category

No	Meeting category	Number of meetings	Percentage share
1.	Conferences/congresses	9 186	50,75
2.	Fairs/exhibitions	683	3,77
3.	Corporate events	6 202	34,27
4.	Incentive events	2 029	11,21
Total		18 100	100,00

Source: Report. The meetings and events industry in Poland, Convention Bureau of Poland, Warsaw 2014.

The analysis of the structure of business meetings conducted in 2013 shows that in the country the conferences and the congresses dominate and represent 50.75% of all events (tab. 1). The second position in the structure of the meetings the corporate events take (34.27%). Traditionally the smallest part take the fairs and exhibitions (approx. 4% of the total), but in turn the most business travellers participate in them (tab. 2). Most conferences, both national and international, take place in the mazowieckie, małopolskie and dolnośląskie voivodeship.

Table 2. Number of business meeting and events participants in Poland in 2013 by category

No	Meeting category	Number of participants	Percentage share
1.	Conferences/congresses	1 297 803	32,26
2.	Fairs/exhibitions	1 871 069	46,50
3.	Corporate events	527 128	13,10
4.	Incentive events	327 533	8,14
Total		4 023 533	100,00

Source: Report. The meetings and events industry in Poland, Convention Bureau of Poland, Warsaw 2014.

BUSINESS MEETING VENUES

A prerequisite for the development of business tourism is adequate infrastructure, necessary for the organization of conferences, seminars and congresses. In addition to traditional meeting venues which are convention centres and conference hotels, numerous events are held in unusual places that attract the organizers their original set design and atmosphere.

Business meeting venues are very diverse. They include for example:

- a) congress and conference centres,
- b) hotels with appropriate conference facilities,
- c) public buildings (administration, academic halls)
- d) historical objects, for example castles, palaces and manor houses,
- e) cultural objects (theatres, cinemas, museums, galleries, community centres),
- f) holiday resorts,
- g) sports facilities (gyms and arenas),
- h) unusual places such as post-industrial halls, mines, cruise ships, airplanes, places of worship, railway wagons.

Very fashionable are conferences both in historic castles and palaces, as well as those organized in very original places like mines, tunnels, roads, fire stations and open-air museums.

However, the analysis of business meetings in the whole country shows that despite the creation of the original and more competitive places – in 2013 about 65% of the meetings was held at the hotels (tab. 3). They are equipped with conference facilities and prepared for complex and professional business travel service and this gives them one of the main segments of their business. Over 80% of polish hotels are prepared to handle conferences and they have almost 4.7 thousand conference rooms available (*Tourism in 2013.*). In addition to the halls – conference facilities also include a sound system, wireless microphones, slide projectors, video sets, maintenance, screens, flipcharts, overhead projectors, computers or laptops, WiFi on the property. Lately businessmen are very interested in the type of an airport hotels, located in the neighbourhood of the airports, which in addition to the typical conference services, offer also transport from the airport.

Second place among the “infrastructure providers” take congress and conference centres (16% of the total number of meetings). They are ideal for large congresses, automotive events, fairs, large gala, anniversaries, and even spectacles. Last place is occupied by universities (5%), despite the fact that they organize numerous scientific conferences. The purely commercial use of conference rooms in universities is limited by the rights of the European Union, which to a large extent has co-funded them in recent years.

Table 3. Number of meetings and events in Poland in 2013 year by type of venues

No	Type of venues	Number of meetings	Percentage share
1.	Hotels	11 785	65,11
2.	Congress/conference centres	2 877	15,95
3.	Academic venues	2 525	13,95
4.	Untypical places	913	5,04
Total		18 100	100,00

Source: Report. The meetings and events industry in Poland, Convention Bureau of Poland, Warsaw 2014.

In Poland, the need for objects that do not only offer a full range of business services, but also have a sports and recreation equipment allowing a variety of leisure for the participants (gyms, tennis courts, bowling, spa treatments, swimming pools, etc.) is constantly growing. In 2013 most of hotels had volleyball or basketball courts, snooker table, table tennis and hiking equipment rental (for example bikes, nordic walking, skiing, ice skating, rollerblading) (*Tourism in 2013*).

The comparison of the strengths and weaknesses of the objects in which one can organize business meetings, are presented in the table no 4, and their analysis confirms the superiority of hotels in this area. Similar situation is in case of the conference objects in Łódź; most often business meetings are organised in hotels just because of their many advantages.

Table 4. Advantages and disadvantages of different meeting venues

No	Type of venues	Advantages	Disadvantages
1.	Hotels	<ul style="list-style-type: none"> - everything is under the same roof - all inclusive offers - time saving - better service and atmosphere - professionally equipped conference rooms - sports and recreation equipment 	<ul style="list-style-type: none"> - tourists and guests are together - inappropriate for very big events
2.	Conference/congress centres	<ul style="list-style-type: none"> - ability to organise large meetings - modern technologies 	<ul style="list-style-type: none"> - no sleeping rooms - inappropriate for smaller meetings
3.	Academic venues	<ul style="list-style-type: none"> - situated in centres of cities - the academic atmosphere - the prestige of the place - good price - amphitheatre rooms 	<ul style="list-style-type: none"> - sometimes available only during summer holidays - the rooms are not available day and night - not all the rooms are connected to wi-fi - in monuments there are some restrictions
4.	Untypical places	<ul style="list-style-type: none"> - unforgettable atmosphere and the specific climate - the innovation aspect 	<ul style="list-style-type: none"> - construction restrictions - no sleeping rooms - no professional equipment

Source: Own elaboration on the basis of Davidson R., Cope B., 2003. *Business tourism. Conferences, incentive trips, exhibitions, corporation tourism*, POT, Warsaw.

CONDITIONS OF BUSINESS TOURISM DEVELOPMENT IN ŁÓDŹ

Business tourism is a specific kind of tourism, with high demands on the tourist attractiveness of the destination meetings. Apart from convenient transport accessibility the tourism infrastructure and all the associated services are of great importance. Not only a high standard hotel room and its price is significant, but also the presence of all technical facilities. Recently, the distance to the corporate headquarters also counts. To a large extent it is just the distance which shapes the costs, and ultimately determines the choice of venue, because the organizers give up the long and tiring journey. And Łódź, which lies in the centre of the country, at the intersection of highways, has huge advantages in this respect.

To achieve the overall purpose of this study, which is to present the business tourism market in Łódź on the supply side, an attempt to get answers to following questions was taken:

- Are the conditions for the development of business tourism in Łódź?
- Are there relevant entities organizing business tourism?
- What is the quality of accommodation and conference base in the city?
- What is the offer of Łódź travel agencies for business travellers?
- What are the prospects for the development of the meetings industry in Łódź?

According to the authors of the “Strategy for the development of tourism in Łódź”, Łódź tourist attractions can be divided into the so-called qualities of the place and qualities of events (Kaczmarek, Liszewski, Włodarczyk 2006). Among the advantages of the place, which generate tourism, the most important are geographical location and the history of the city. Łódź qualities of the place, according to the authors are inseparable from its nineteenth-century industrial city pedigree and lay in its spatial arrangement in the post-historical buildings, in numerous villas and palaces. The qualities of the events can be identified with the cultural activities undertaken in the city.

Łódź became the organizer of numerous festivals (60 per year), and among them the most important are: the International Ballet Meetings, Łódź Design Festival, the International Festival of Comics and Games, Fashion Week Poland, Four Cultures Festival, the International Festival of Music Producers Soundedit, Light Move Festival, Festival of Musical Tansman and Explorers Festival.

Łódź is also one of the major academic centre in the country, over 20 universities are there, including the world famous film school. Moreover, in Łódź one can visit a number of museums (19), galleries (32), cinemas (6) and theatres (10) (*Łódź Statistics 2014*). Tourists also come to Łódź for concerts of the world known music stars and international sporting events organized in the modern Atlas Arena. The offer for business travellers is continuously developing. Well-developed, modern infrastructure is one of the basic elements that determines the development of the meetings industry.

The base of the hotels in Łódź is diverse – from seven major international hotel networks to some small hotels belonging to the family businesses. In 2013, Łódź had 32 hotels – offering more than 3000 rooms and approximately 5500 beds (tab. 5).

Table 5. Hotels in Łódź according to the categorisation in 2013 year

No	Category	Number of objects	Sleeping places
1.	One-star hotels	3	319
2.	Two-star hotels	10	1 242
3.	Three-stars hotels	14	2 100
4.	Four-stars hotels	5	1 816
Total		32	5 477

Source: Own elaboration on the basis of GUS data, *Tourism in 2013*.

Among hotels in Łódź almost half of them are three-star hotels. In Łódź, there is no five-star hotels, but it does not matter when business tourism is considered. During the economic crisis, companies rarely use their services. Sometimes there are even situations when the hotels themselves, in order to retain customers, change the categorization. In the last three years, the supply of new hotels in Łódź increased by 40 per cent, in 2010 there were only 23. New investments will certainly be encouraging for the further development of business tourism segment in the city.

Łódź hotels are located in two zones (Włodarczyk 2010). First one is the very centre of the city. Along the avenue Piłsudski and Mickiewicz, from the street Kilińskiego to Meadow, some of the largest hotels in the city are placed belonging mainly to international hotel companies. These are the following hotels: Ambassador Centre, Campanile, Novotel, Ibis, Qubus Double Tree by Hilton and Focus. The second zone is the outer area of the city – at the exit routes (including NoBoHotel, Boss, mHotel).

The conference base in Łódź - Business meetings can be arranged in hotels with conference facilities. In Łódź, there are 32, with their 117 conference rooms and 6243 seats for the participants of various events (tab. 5). Meetings are also held in the concert halls and the centres of culture with the conference and conference and exhibition centres. Conference rooms are also in concert halls, cinemas, theatres, in Łódź House of Culture and libraries – where you can organize events for over 7,000 people. Convention and Exhibition Centres have a number of places for more than 18,000 participants of the meetings (tab. 6). Łódź has a total of over 200 modern conference rooms of various sizes with professional facilities, which can hold more than 33 thousand of people. On the other hand, when it comes to the size of conference space, the city has to rent about 40 thousand square meters.

Table 6. Capacity of Łódź conference base in 2013

No	Type of venues	Number of objects	Number of meeting rooms	Seating capacity
1.	Hotels	32	117	6 243
2.	Exhibition/conference centres	19	104	18 524
3.	Cultural venues	25	40	7 228
4.	Academic venues (only chosen)	5	20	1 740
5.	Restaurants (only chosen)	3	5	450
Total		81	281	33 735

Source: Own elaboration on the basis of information from Łódź Convention Bureau.

Table 7. Conference centres in Łódź in 2013

No	Name of objects	Number of conference rooms	Seating capacity
1.	Art Inkubator ^a	11	1520
2.	ATLAS ARENA	6 the pavement	480 2 000
3.	Business Centre Faktoria *	4	90
4.	Dialogue Centre	4	316
5.	Business Centre SYNERGIA ^a	5	660
6.	Conference Centre RUBIN	7	678

7.	Credit Association House	3	739
8.	EC1 ^a	4	1 200
9.	Expo Łódź	9	1 400
10.	Forum 76. Business Centre	3	190
11.	Golden Floor University Business Park	7	150
12.	Technological Incubator ARTERION	4	100
13.	European Institute	7	691
14.	Art Institute	2	260
15.	Lloyd Woodley English Language Centre	7	100
16.	Łódź Economic Zone ^a	9	740
17.	MOSiR	1 hall	6 710
18.	Holiday and Training Resort Prząśniczka	5	200
19.	Technopark Łódź	7	300
Total		104	18 524

^a The objects, which have been created in the revitalised 19th century factories.

Source: Own elaboration on the basis of information from Łódź Convention Bureau.

For many years on the business meetings market a fashionable trend of organizing a variety of events in the post-industrial buildings can be observed (Gołda 2014). They can be easier to arrange than traditional hotel interiors because they have a large surface. For meeting planners, these post-industrial interiors are a unique opportunity to create exciting events. On the map of post-industrial Poland Łódź is a special place because it has the most interesting offer of meeting rooms in the brick walls of the textile factories of the nineteenth century. In old factories, which after the revitalization take on a new lustre, luxury hotels such as Hotel Andel's Hotel Focus, Tobacco Hotel and modern business centres are located. And among the revitalized conference centres the most interesting ones are worth mentioning.

Art_Inkubator was created in three post-industrial buildings which were built in the years 1887–1910. Belonging to former Karol Scheibler's empire they served as storage of raw materials and finished fabrics. The old warehouses have been completely revitalized while retaining many original features, which are still a reminder of the history of these place and give them a unique atmosphere.

SYNERGIA Business Centre was established in revitalized, former factory of Adolf Daube from 1867, which is one of the most interesting examples of industrial architecture of Łódź.

EC1 – Łódź oldest heat and power station complex, founded in 1907, was adapted for the purposes of cultural and artistic and divided into two parts: EC1 East (Film Art Centre in the historic Hall of Machines) and EC1 West (Centre for Science and Technology). In the former Hall of Machinery one managed to retain its unique design with original historic features such as fringe (decorated plates), crane, support rails, staircase with clock and tiles.

Łódź Economic Zone – a unique conference and exhibition areas which were created in a revitalized nineteenth-century factory of Louis Grohman. The surrounding park with the pond is a relaxation area.

STATISTICS OF BUSINESS MEETINGS IN ŁÓDŹ

In 2013 in Łódź 580 business meetings were organised, involving more than 52 thousands of people. The analysis of the data in the table 7 shows that more than half of such events (66%) were corporate meetings, and their peak came in the spring and fall. The vast majority of this year's events were national meetings, and the topics were mostly economic and political, technical and medical. Almost all business meetings (94% of the total) in 2013 were held in Łódź hotels, and the events lasted an average of 1.7 days (*Łódź Convention Bureau – report 2015*).

Table 8. Number of business meetings in Łódź in 2013 by category

No	Meeting category	Number of meetings	Percentage share
1.	Conferences / congresses	154	26,6
2.	Fairs/ exhibitions	4	0,69
3.	Corporate events	380	65,5
4.	Incentive events	42	7,2
Total		580	100,0

Source: Report. The meetings and events industry in Poland, Convention Bureau of Poland, Warsaw 2014.

Table 9. Number of business meetings in Łódź in 2014 by category

No	Meeting category	Number of meetings	Percentage share
1.	Conferences / congresses	646	52,5
2.	Fairs / exhibitions	31	3,5
3.	Corporate events	402	32,6
4.	Incentive events	151	11,4
Total		1230	100,0

Source: Łódź Convention Bureau

In 2014 one observes in Łódź twelve percent increase in the number of business meetings. Among them slightly outweigh nationwide meetings (526). There was also been noted 179 international events. Other meetings were local events attended only by Łódź inhabitants, but at the same time their number increases in comparison to 2013 (*Łódź Convention Bureau – report 2015*). On the other hand, taking into account the category of meetings, more than half of them in 2014 were conferences (tab. 8). On the scientific discussions in Łódź mainly technical experts from industry, medical and economic met, and more and more often also IT industry and logistics experts.

Business meetings, organized in 2014, were attended by a total of 185764 people, and the average number of meetings was 151 people. The largest group of participants in the meetings, as well as across the country, are the visitors of fairs (118864 people – 64% of the total).

In comparison with the year 2013 business meetings were a little longer. Half of them lasted one day, one third two days, and even longer constituted only a few percent. In summary, the average time of the meeting in 2014 was 2 days.

TOURISM BUSINESS IN THE OFFER OF TRAVEL AGENCIES IN ŁÓDŹ

At the business tourism market a group of intermediaries (tourism organisers in other words) works, which includes the agency and event agencies. According to the Łódź Convention Bureau, in Łódź 114 event agencies operate. Łódź travel agencies in the development of business tourism sector found a chance to expand their businesses.

In 2011, studies were carried out in Łódź among the offers of 97 travel agencies in the field of business tourism (Gosik, Piech 2012). In Łódź, there are three types of travel agents:

- agencies specializing exclusively in the organization of business travels (1% of all respondents),
- agencies which have a department dealing with the organization of business travel (42%),
- agencies which do not have the product of business tourism (57%).

Łódź travel agencies organize trips primarily for training, conferences and fairs. An important place in their occupies incentive travel and integration (almost 40% of the proposed trips). The incentive tourism is a modern element of management of many companies that use these trips to reward their best employees and customers. Improvement of the quality of interpersonal relations in the context of integration trips can be also their task. Next to motivation, education and integration, an important goal is to build a loyalty of employees and their commitment to the company.

The incentive tourism, depending on the purpose of marketing policy of business can take many forms, but they should be unique and attractive. Such are the most extreme expeditions, urban and outdoor recreation in an exclusive and exotic location. In the offer of Łódź travel agencies for companies within the sightseeing trips on the Dominican Republic, Cuba or Sicily, there are many original attractions such as: learning rolling cigars, dinner on a platform above the rainforest with views of the volcano, lunch with the Indian tribe, lunch in a vineyard on the slopes of Etna, cooking lesson and lunch in a floating restaurant and canyoning and rafting (Gosik, Piech 2012). In recent years one can see the fashion for urban games, and travel agencies in Łódź to carry out their scenarios in reference to the history of the city. The most popular urban games were the following:

- “Zmotaj fabrykę”, referring to the early-capitalistic Łódź,
- “Złap złodzieja” connected with the history of the famous Bałucki thief,
- “Krok w niepodległość”, referring to the events of 1918.

SUMMARY

Łódź, because of its location, good transport accessibility and the ability to create attractive offer of spending free time, is a great place for the development of business tourism, but as mentioned earlier to creating a positive image will require extensive work, promotion and creation a modern conference and training base and revitalization of degraded urban fabric.

Moreover, in building of brand product of business tourism fashion, film, comics, art and post-industrial heritage should be used actively as a distinguishing competitive advantage of Łódź. The film, fashion and comic book should be in the range of workshops during the incentive tourism. The business travels to Łódź are trips with inspiration and creative, referring to the new strategy to promote the city.

A great opportunity for business tourism development should be seen in the activities of the local government that are conducive to new investments (such as the construction of the New Centre of Łódź and EC1) and the active promotion of the city and the region.

Because Łódź is situated in the centre of Poland it still has a chance to be an important place among cities in which conferences and international congresses will be organized. Many conference objects in Łódź are better and better prepared to handle all kinds of business

meetings. The investigation results show clearly that almost all hotels in the city have the appropriate meeting infrastructure with a high standard of service.

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