

WEEKEND TOURISM IN PODKARPACKIE VOIVODESHIP AS A FACTOR OF CROSS-BORDER SOCIAL INTEGRATION

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Abstract:

The phenomenon of turistification of the world observed for a long time also refers to Poland both as the participation of the Polish travelling abroad and in the scope of inbound tourism to our country. The issue of longer summer holiday journeys is quite widely studied by various types of institutions and research centres. However, the short-term journeys seem to take the less significant place. Yet, as it results from the studies of the Statistical Office in Rzeszów realized for the Ministry of Sport and Tourism, in the comparable period of the first half year of last year, about 70% of all the domestic journeys were short-term and almost 23% of them were realized for the purposes like tourism and recreation [<http://www.msport.gov.pl/statystyka-turystyka>, the access 20.08.2016]. Considering the borders open (at least in the Schengen Area) and numerous simplifications regarding travel, it is advisable to analyse in this context the problem of functioning of cross-border tourism, contacts of the communities of the neighbouring countries, penetration of cultural and cognitive values. The phenomenon of perception of cross-border tourism in the Subcarpathian region and the conditions of participating in it are worth examining. It is also essential to establish what the attitudes of the institutions engaged in promotion of tourism in the region are, what they feel about openness and cooperation of the borderlands referring dissemination of tourism. Such an analysis can indicate the thematic areas which are satisfactory or require improvement or adjustment to the European standards. The proven and well-functioning models are also without significance here, which will be presented in the further part of the text. Their application can introduce the anticipated changes in the regional and cross-border tourist services in the relatively fast and efficient way.

INTRODUCTION

Literature provides numerous definitions of cross-border regions. From the point of view of this study, concentrating on cross-border communities, the definition of Andrzej Kwilecki is the suitable approach to this issue [1992:37] according to which the cross-border region *“in the sociological point of view is the synonym of the regional community which is one of the types of the territorial society. The essence of such a point of view is the strong feeling of distinction and bond based on the emotional attitude to the resided territory.”*

Analysing the outbound tourism abroad, it is visible that in spite of the increasing threat and terrorist attacks, there is, nevertheless, a systematic upward trend in the scope of international travel. This phenomenon has been since 2009. As it results from the data of the World Tourism Organization, in 2015 the record number of 1,184 billion of international tourists were reported [<http://www.aktualnosciturystyczne.pl/pot/kolejny-rekord-1-2-mln-turystow-miedzynarodowych-w-2015-roku>, the access 12.06.2016]. It means that the number

of international journeys increased in comparison to the previous year by 50 million, which is the growth rate of 4.4%. What is essential, the arrivals at the countries of Central and Eastern Europe increased as much as by 6.4% which is almost twice more than at the states of Western Europe, where the growth rate was 3.7%. Undoubtedly, a certain part of these arrivals are in the scope of cross-border tourism. However, the quoted data do not provide this phenomenon with details which means the need to do more targeted research. According to the experts of the Polish Chamber of Tourism, the holiday season of 2016 was better than the previous one. It can be believed that the domestic long-term tourism is developing on the satisfactory level and this trend will be the same in next years. It is still worth concentrating on the attempts to indicate possibilities how to make short weekend trips more attractive and promote places and attractions in order to encourage the inhabitants of the cross-border areas to be more active regarding tourist trips to their neighbours. It seems that it is weekend tourism which has the biggest chances concerning the aspect of cross-border tourism. Proximity, accessibility and fast transport are the factors which can support the idea to choose to travel abroad at some free weekends in the weekly work routine.

Pursuant to the assumptions and the idea of the united Europe, the contacts of the cultural and integrational character giving a possibility to get to know better, notice cooperation grounds, which can become a factor of the economic growth should function between the neighbouring regions and their communities. Some residents of the Subcarpathian region go to the neighbouring states during weekends and it is good both for themselves and the visited communities. The others spend their free time passively, which is the unchanging trend. Therefore, it is worth taking efforts to define the scale of the participation in cross-border tourism as well as to develop the concept so that these contacts could be more frequent and more active.

MATERIAL AND THE METHOD

This article heralds the wider elaboration on weekend tourism of the inhabitants of the Subcarpathian region, realized in the Faculty of the Physical Education of the University of Rzeszow within the project marked as WWF/PB/4/5. The aim of the project is to establish how the residents of the Subcarpathin Voivodeship spend their free time in the weekend system, how important tourism is in it, especially active and cultural, including the southern and eastern neighbours of Poland. The entire area of the voivodeship was included in the research project. According to the statistical data, it covers the area of 17,846 km², and its population amounts to 2,126,824 inhabitants [<http://www.polskawliczbach.pl/podkarpackie> the access 16.11.2016]. The voivodeship has 21 poviats and the urban indicator is 41.6%. Among the total number of 51 towns in the voivodesip, four of them have the poviat rights: Rzeszow, Krosno, Tarnobrzeg and Przemyśl.

The results of the empiric research of the quantitative character, achieved with the method of the diagnostic survey, are still being processed, therefore their initial outline will be presented at this stage referring the pilot studies which included one hundred respondents in the first part of the project. However, the author wishes to focus more on the qualitative studies in this article, depict the theoretical considerations, bring closer the statistical data and examples of the so-called good practice, also from his own observation and practical experience of the twenty-five-year work in the tourism-related organization and service. Functioning of some institutions promoting tourism as well as the existing projects and campaigns are also in this research area. The author also based on the subject literature. The available statistical data published by the Central Statistical Office of Poland and the Polish Tourist Organization were also used. The author also referred to the internet publications of the Ministry of Sport and Tourism.

EXPLICATION

The phenomenon of weekend tourism in Poland is not researched well especially in the light of economy, expenses of the weekend tourists and incomes to the local budgets. The researchers in Western Europe got interested in this issue almost three decades ago and the analysts showed tendencies and predictions for next years. According to Richards [2003:10], as early as at the beginning of the 1990s the English Tourist Board predicted the phenomenon of intensification of short-term weekend trips, including from one to three nights outside the place of permanent residence. These predictions were confirmed. Possessing the data on the total annual number of journeys, which amounted to 25 million departures, the 15-20-percent increase in the number of short-term trips was predicted. Including the increase in the number of visits to families and friends from 18 to 20-21 million yearly and by 12% to 15% of one-day trips. In 1990 550 million of the latter ones were reported, generating the expenses of 5 billion pounds. Additionally, the predictions of the World Tourism Organization can be mentioned, according to which especially the number of participants in city tourism with the cultural motivation will grow. This increase should be faster than in case of the persons benefitting from the regular city rest or recreation at the seaside. Referring to the proved European trends, it can be assumed that the similar phenomena should take place also in the reality of the Subcarpathin Voivodeship.

It results from the initial research conducted in the Subcarpathian region that the model of passive rest is among about 12% of respondents, who declare that they do not undertake any tourist activity during weekends and that they generally spend their free time in the passive way. Most respondents chose the option of travel frequency which was once a quarter. Over one third of the respondents (36%) takes a rest out of their homes during weekends 4 times a year. 24% of the studied persons go out once a month.

As it results from the author's own research, a vast majority of the respondents still spend their weekends in the country, very often in the area of their own voivodeship. When asked about trips abroad, the majority of them (76%) answered that they do not make them on Saturday or Sunday. Thus, the rule is proved that the weekend trip is most often to non-distant places, within about 100 km and accessible within two hours of driving.



Slovakia, Bardejov, the old town added to the UNESCO heritage list, the photo by Paweł Rut

Taking the neighbourhood of the Subcarpathian region with Slovakia into consideration, at least part of the inhabitants could choose this direction more often. Nonetheless, the declarations in this regard are reserved as Slovakia is chosen by merely 8% of the respondents at weekends. Openness of the borders, the good roads and still the relative proximity even for

the weekend trip, and in case of prolonged weekends, should influence the bigger number of the declarations.

In case of the journeys to Ukraine, the indications are even lower. Merely 4% of the respondents undertake this type of activity at weekends. The barriers include the administrative-organizational issues, the difficulties on the border, unpredictability of the expenses and the insecurity.



Ukraine, Lviv, The Opera and Ballet Theatre, the photo by Paweł Rut

The motives of weekend trips were distinguished between active tourism and cultural one, but simultaneously it was possible to choose both suggested options. Most declaration, almost half (48%), referred to the will of contacts with the nature. A little fewer persons (44%) selected trips and cycling tours and one third of the respondents (32%) indicated visiting parks and reserves.

Moreover, the factors connected with fulfilling the needs in the scope of cultural tourism influence the respondents. Visits to cities dominate here, which is proved by as many as 72% of persons participating in weekend trips. The doubt may arise in connection with this factor if they are the trips motivated by the will to participate in cultural events or visit towns by way of fulfilling sightseeing needs. The further choices prove that 32%, which is one third, declare the motive of participating in the cultural events. It seems that in this case coexistence of sightseeing and cultural tourism would be the most chosen option from the cognitive point of view and a possibility to develop one's own personality. It is even more justified that it is simply in urban centres where there is the biggest collection of cultural goods. Castles, churches, museums, theatres and other facilities significantly influence attractiveness of cities for weekend tourism.

The literature describes the observed trend that tourists (in general) move away from the known rule of 3xS (sea, sand and sun) for the 3xE model (entertainment, education, excitation) [Z. Kruczek 2009:1]. This phenomenon, proving that tourists want to see something, get to know places and get enchanted, is called by the quoted author "new tourism." However, in case of cross-border journeys to adjacent countries, it is noticeable that there are not big cultural or natural differences which would surprise or fascinate. This can also be the reason of the low tourist activity. Therefore, it seems necessary to create new products which will make short-term journeys worth thinking about just in the categories of visits to the near countries.

Currently, tourists seek emotions and these can be provided by the organized events of the cultural character. The term “event” borrowed from English has been assimilated by the branch of the organizers of events, also penetrating into the common use. A.M. von Rohrscheidt [2008:72-73] understands the event as an occasion which was especially staged and has a limited duration. Its feature is impressiveness and catchiness resulting from the effect of extraordinariness. Consequently, concerts, festivals, performances, shows, picnics or tournaments will be the events. How attractive and interesting these undertakings will be depends on the organizers and their ingenuity.

GOOD PRACTICE FROM EXPERIENCE

Preparing tourist attractions, it is worth taking the division of visitors suggested by B. Richards [2003:5] into account. This theorist in the field of tourist marketing remarks two categories of tourists: escapists and explorers. The first ones function on the basis of passive observers of what a given destination has to offer. Whereas the explorers are trying to fulfil the need of active participation. It happens that both groups are receivers of the same attractions but in the different form. For instance, the amusement park will have an educational and cognitive character for the escapists through observation. Yet, the explorers will want to actively participate in what is going on, experience an attraction directly and get to know new emotions.

Preparing tourists offers, one should also take peculiarity of a given place into consideration. According to the above quoted author [B.Richards 2003:14], gardens and natural centres can perform educational, recreational, natural or creative functions. But the possibility to fulfil cultural interests in them was omitted. Meanwhile, taking for example the arboretum in Bolestraszyce into account, it can be stated that this garden can successfully perform and performs the cultural and historical functions. As the former residence of the Michalowski family, there is the classical palace, the church on the scenic hill, the painting gallery and the fauna museum in its territory. As a consequence, the arboretum connects various functions and can be used in the broader way to make events – occasions on the basis of which it can enhance its attractiveness for tourists.

The example of its use is at least the reference to the artistic traditions of the Michalowski family through organizing outdoor painting workshops. Such an event can be international and attract artists not only from the closest neighbouring countries. The possibility to see artists painting in the garden is also an interesting fact for visitors who can come closer to live art in this way.

The similar outdoor painting workshops are organized by the visual artists from Rzeszow, for instance, in the castle in Szymbark in the Malopolska Voivodeship. The possibility to meet the artists’ international community in the surrounding of the historic noble buildings splendidly influences the atmosphere of work and also contributes to integration, establishing contacts, conveying information on interesting places worth visiting. According to Prof. Marek Olszynski from the Faculty of Arts of the University of Rzeszow, *“these contacts also mean the invitation to further mutual visits. They frequently result in Polish artists’ journeys abroad, exhibiting their works in foreign galleries, promote Polish culture and art.”*

It seems that on the similar basis, it is possible to organize the artistic events with the elements of mass culture which could promote tourism of the Subcarpathian region among our Southern and Eastern neighbours. Such events of the cross-border character could take place on the cyclical basis for several days in the area of the castles of the Subcarpathian region and then in Slovakia, for example, in Stara Lubovna, in the area of the Spis castle, the castle of Jasenov or in Humenne surrounded by the palace of the Drugeth family [K. Magnowski, 2007:209-211]. On the Ukrainian side, the monuments of a cultural potential

where the events drawing tourists' attention could be organized can include the castles in Uzhhorod or Mukacheve [<http://www.krajoznawcy.info.pl/losy-miasteczka-na-zakarpaicu-23989> the access 25.08.2016]. Additionally, the castle in Lutsk with its history connected with King Casimir the Great gives possibilities to organize cultural events [M. and M. Osip-Pokrywka, 2013:50].

For instance, the castle in Sanok has a strong potential to make events of the artistic character owing to the exceptional collections of Zdzislaw Beksinski's works as well as the gallery of icons. The surrounding of the castle situated on the high scarp overlooking the San River can be an excellent outdoor painting workshop. The neighbouring localization of the Museum of Folk Architecture and the proximity of the Landscape Park of the Slonne Mountains enhance these values more providing possibilities to move around, expand the area of the outdoor painting workshops and at the same time promote the attractions of the Subcarpathian region. Simultaneously, associating events can take place together with the outdoor painting workshop. They could include concerts, shows, tournaments, fairs, handicraft workshops and other attractions the selection of which depends on event organizers' creativity. J. Allen, an American expert on the organization of events draws attention to the meaning of live events, especially for the integration purposes, and in case of organizing the happening abroad, she indicates that one should "*look for something characteristic for a given region, which would be good fun for guests*" [Allen, 2006:258]. She enumerates the following examples: shows of acrobats, magicians, caricaturists, fire-eaters, folk singers, fortune-tellers, fireworks, confetti launchers, interactive games and many others, adding that everything depends on organizers' ingenuity.



Trzcynica, Carpathian Troy, the event with the historical reconstruction, the photo by P. Rut

In case of the events for the chosen, closed group of target clients, it is also essential to organize the study tour for the participants of the meeting. Its duration will have to be adjusted to the specific character and possibilities of the event within which it takes place, yet it should always familiarise foreign guests with the attractions of the Subcarpathian region as widely as possible. It gives a chance to have them come back and choose our region as a place of spending their holidays with their families as well as recommend it to their friends.

Considering the international character of the discussed artistic events, the mutual promotion of the foreign partners' regions should take place during the meeting, not only the places when the next outdoor painting workshop or a festival will happen but also other tourist attractions. The wider offer and presented in the more interesting way, the bigger chances to attract tourists. Somebody, participating in the event in Sanok, may get interested in the next one planned, for instance, in Medzilaborce at the museum of Andy Warhol, or they

may be interested in the beauty of the trails in the Bieszczady Mountains on the Slovakian side, and they will come to the next cultural event during such a journey.

The tourist attraction meets visitors' expectations when it fulfils both the cultural needs and the recreational ones. According to B. Richards [2013:4], visiting a landscape park, a zoo or even a museum can deliver emotions including an element of risk resulting from the contact with the unknown. Based on such an assumption, possibilities of visiting a wild animal sanctuary, for example, at least the European bison in the Bieszczady Mountains, can be promoted among our foreign neighbours. This species was endangered and currently over one third of the European bison live in Poland of the total of the population about 3,500 animals in the world. It is a kind of unusual occurrence, providing a possibility to arouse tourists' interest and attracting them through suitable promotion. In Edward Marszalek's opinion, from the Regional Directorate of State Forests in Krosno, "*observing the bison is very difficult, but the enclosure, existing in Muczne in the Bieszczady Mountains, gives everybody a possibility to see these wild animals*" [TVP Rzeszów, Studio Summer, 11.08.2016 the invitation to the 10th Day of the Bison Lutowiska]. During the Day of the Bison there are also competitions of lumberjacks, quizzes, contests such as a bison's dictation, shooting competitions and it is possible to try regional food. Then, there are also concerts, exhibitions, local handicraft and at the same time there are announcements of other events happening in the area of the community practically every week, for example, the Day of the Bee, the Day of the Berry, the Day of the Hop, horse's markets and others. It gives some optimism that there are places where a lot of entertainment is provided not only for the inhabitants but also for the visitors. Yet, it is crucial to give them the cross-border meaning. One should connect potential, invite foreign partners to organize and participate in them, promote oneself abroad, attract guests from there and return a visit to neighbours.

The Park of the Starry Sky is an interesting initiative integrating the cross-border community, realized together with the Slovakian partners. The possibility to watch the vault of heaven and the constellations scattered in it is exceptional in the Bieszczady Mountains due to the low number of residential areas which emitting little light do not worsen contrast and visibility of details in the sky. This phenomenon was used by the initiators of the project owing to which there is a possibility to participate in the shows conducted by an astronomer with the use of professional telescopes while watching heavenly bodies and phenomena in the sky. The park prides itself on, for example, the fact that it forms the biggest compact area protecting the sky at night in Europe of the total area of over 162,365 hectares [<http://www.gwiezdnieszczady.pl> the access 19.08.2016]. It also includes the Slovakian Park of the Dark Sky "Poloniny" covering the Polish and Slovakian part of the International East Carpathian Biosphere Reserve. There are some concepts to expand the park to the Ukrainian part of the biosphere reserve as well. This way it would cover over 213,000 hectares and it would become the biggest in Europe and the fourth in the world.

Some may add that nowadays everything can be sold even the stars in the sky. The organizers of the project calling this form of natural and cognitive tourism astrotourism believe that it is a new niche trend attracting more and more people especially the inhabitants of big agglomerations devoid of a possibility to observe the sky at night due to atmospheric pollution and the city glow.

The excellent example of the successful weekend event, which takes place every year in Rzeszow, is the European Cultural Stadium. At the same time, it is the part of project entitled the East of Culture which includes the series of festivals in Lublin, Bialystok and Rzeszow. It is realized in cooperation with the artists of the Eastern Partnership, i.e. the states of Armenia, Azerbaijan, Belarus, Georgia, Moldova and Ukraine. Apart from the concerts, there are exhibitions, thematic workshops, film shows, and the participation in all the events is free. The happening was under the patronage of the programme of the Available Culture organized

for 4 years and initially one edition had been planned. The attractiveness of the programme made the event become cyclic. 150 artists from 10 countries participated in the event in Rzeszow at the end of June 2016. In Lublin this event takes place at the beginning of July entitled "Other artistic sounds & music festival," and in Bialystok at the beginning of September entitled "Different dimension."

Apart from the spectacular concerts, it is also worth drawing attention to the smaller events included in the festival. One of them was the city game "Meet your neighbour." This form of sightseeing called questing required to move around the city with the use of the map specially prepared for this purpose. Five positions were marked on it. Each promoted another country taking part in the project. The task was to find the positions and on the spot the participants of the game could get to know the cultural elements of a given country through games or play, their participation in mini art activities or learning about the tourist attractions described and depicted on the boards. The acquisition of the information was checked in the form of a competition at the last position. Each participant received a certificate, also keeping all the souvenirs which they had previously made themselves in the workshops at the positions. Such a form of play is for the youngest tourists, but they do not come to the events alone. The accompanying parents can get to know the tourist offer of individual countries presented in an interesting way and get convinced that they are worth visiting on holiday or in summer holidays.

The next idea which can be a source of inspiration for others is the project entitled "Modernization of Zoos in Zamosc and Luck and the elaboration of the concept of forming the recreation zone in Rzeszow in order to develop cross-border qualified nature tourism." This project partly referring to Rzeszow foresees to create the Innovative Park of Science and Recreation. The territory of the park with the ultimate area of 40 hectares is going to be located within Rzeszow, but on the slopes of the Dynow Foothills. In it there will be a zoo and a botanical garden, innovative playgrounds, the Building of Science divided into thematic zones concerning the knowledge of aviation, aeronautics, renewable energy, technology and physics. Interesting forms of laboratories, exhibitions and special projects are to make children, adolescents and adults interested in the presented issues. In the area of the park there will also be the zone of movement and winter sports, three short ski lifts, an all year round luge track and a climbing wall. There will also be running routes and bike paths as well as cafes and panorama terraces. Moreover, the miniatures of castles and palaces of the Subcarpathian region will be situated there as an attraction and encouragement to visit the region more. The project is wide-ranging but realizable owing to the tripartite partnership of Zamosc, Rzeszow and Luck. It has a different character in each of these cities. Apart from creating better conditions for recreation for the inhabitants, it should also increase attractiveness of these cities for cross-border tourism. It should also make tourists going to the Bieszczady Mountains want to stay in the capital of the Subcarpathian region and use the offer of the innovative recreational zone. You cannot possibly avoid connotations with the Copernicus Science Centre in Warsaw. The centre in Rzeszow will be more modest, but it can be thought that it will attract tourists on the similar basis like it does in Warsaw. It will definitely strengthen tourism attractiveness of Rzeszow, and it will provide the inhabitants with the new place for everyday recreation. Thanks to its innovativeness, it will be possible to attract weekend tourists who after visiting it may also spend their free time making use of other attractions of the city. Taking the tripartite partnership of the cities into account, it can be believed that cultural, artistic and recreational events will also be organized in the territory of the park in order to promote Rzeszow, Zamosc and Luck. Their attractiveness can also attract tourists from other towns contributing to development of cross-border tourism.

CONCLUSIONS

Individualism prevails in the organization of weekend journeys. These trips usually take place in the immediate vicinity of homes, in the territory of one's own voivodeship or adjacent voivodeships. Their realization does not cause bigger problems as the places are easily accessible and it is also relatively easy to find information about accommodation and overnight stays themselves. Most of respondents declare that going out for the tourist purposes at the weekend, they possess sufficient information and know the destination of their journeys, what they want to see or what they want to participate in. The published statistical data also confirm it - in 2015 over 90% of the questioned persons about short-term trips declared that they organize them individually [<http://www.msport.gov.pl/statystyka-turystyka/charakterystyka-krajowych-i-zagranicznych-podrozy-mieszkancow-polski-w-2015-r>, the access 02.08.2016]. However, the above statements do not mean that exclusively tourists themselves should make a weekend itinerary. A tourist who decides to go on a trip wants it to be attractive and looks for the services which will fulfil their expectations. Yet, it requires time and short-term trips are very often decided on spontaneously. Therefore, the ready tourist packages can be of a practical value, constructed according to similar or connecting tourists' interests. These packages should make use of the form of mutual promotion so that a tourist looking for information, for instance, about ski routes on the Internet could receive the offer of the whole package including accommodation, transport to ski lifts by skibus, ski passes, the use of a swimming-pool, sauna or massage. The package should be designed so that the total of benefits within the whole offer were cheaper than single benefits. Then, the possibility to save money becomes the factor which determines to purchase of the offer. But this option is for more affluent tourists. Those looking for savings will be more interested in cheaper packages, on the basis of mutual recommendation of two institutions, they will be glad as buying a pass, they will simultaneously have a possibility to book accommodation with a discount in chosen private houses or similarly having bought accommodation in a guest house, they will have discounts given for the pass in the chosen resort.

The issue worth analysing by managers of tourist products seems to be how the above mentioned tourist packages are sold. Certainly, the Internet is crucial in today's circumstances. Therefore, promoting packages of services should appear in the portals of cooperating partners, co-creating the package. It should be on websites of regional and local tourist agencies and other informative and tourist institutions. Additionally, the formation of the portal concerning weekend tourism or tourism in the cross-border areas would be a good idea. As it results from the done research, a lot of attractions on the adjacent sides of the frontiers are not known to Polish tourists and the similar phenomenon may exist abroad. It would be possible to get information from such a portal about places, look at photo galleries and see films, read comments of those who have already been there and recommend the visited place or indicate their drawbacks. Moving with the times, it would also be advisable to make a mobile application which in connection with the mentioned portal would give a possibility to move around in the area efficiently, decide on the choice of places fast and directing to them with the use of arrows in a smartphone.

If there is any sense to implement this type of solutions, it is, however, recommended to promote tourist activity at weekend itself. First, there has to be motivation to go on a trip, and then seeking the ways to increase it and make it more attractive. The good and proven promotion action is the one happening with the slogan "weekend at half price." Owing to the success which it achieved in Poznan, where it was initiated in 2008, it is continued in other cities. Nowadays, the national project "Poland See More – Weekend at half price" surpasses the organizational assumptions, and several hundreds of partners offering tourist services applied for the participation in it in return for promotion [<https://pzw.msit.gov.pl> the access

27.08.2016]. The similar initiatives could be undertaken in the cross-border areas, encouraging to visit neighbours and entitling to discounts in chosen dates, in packages, in next places or return visits.

The aspect of international cooperation is essential for development of cross-border tourism. Any types of institutions dealing with promotion of tourism should be aware of the needs for such cooperation. Yet, the Local Tourist Organization indicates the need for tourist development in a broad sense in the concepts of tourist development, for instance in the Bieszczady Mountains, but it does not mention possible cooperation with foreign partners, the neighbours in order to intensify contacts or increase tourism. Slovakia or Ukraine are mentioned in the context of competition: “*One should sit down at the common table urgently and look for the ways to win the competition with other tourist areas (for example, the Beskid Niski Mountains) either in Slovakia or Ukraine.*” [http://www.twojebieszczady.net/aktualnosci/lot.php, the access 10.08.2016]. Such an approach is not adequate to the European idea of openness and seeking the forms of closer contacts stimulating development. Rivalry is not the only form of management. The analysts draw attention to the possibilities which are in cooperation. According to Marta Sidorkiewicz [2011:59], “*aiming to achieve dominance, the market entities use different types of strategies. It is, among others, the position strategy leading in terms of total costs, the non-price strategy, the diversification strategy, concentration, cooperation, the fight strategy and others.*” Furthermore, the economists such as Grzegorz Gołembski draw attention to the meaning of cooperation for development of the tourist market [Gołembski, 2007:86].

Creating common, international projects should result in intensification of tourism on both sides of the border. The exemplary Polish – Slovakian rally (walking, cycling, horse-riding, a motorcycle rally or a rally of antique vehicles) will contribute to common visits to places, meeting people and sightseeing. The additional artistic setting of an event, concerts, shows and competitions will create an image and a will to participate in the event again. The more components of the comprehensive offer, the more attractive it becomes. There may be a domino effect, and the event which has been planned to be organized once will change in the cyclic one, annual. Therefore, this is a message and idea of cooperation of cross-border regions. One should not close or treat others as competitors who should be fought against, but one should notice chances to cooperate which will bring mutual benefits. Competition, also a positive phenomenon, is not everything, let the offer of the Bieszczady Mountains be the best among the regions surrounding them, but one should understand that owing to cooperation, we can gain additional customers, tourists who will see during the common international project that it is here where it is better to arrive on holidays or at weekends.

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