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## TOURISM'S INFLUENCE OF THE DEVELOPMENT OF ACADEMIC YOUTH, BASED ON AN EXAMPLE BY UNIVERSITY OF RZESZOW AND TOURIST LVIV UNIVERSITY

Tomasz Wojciech GABOR<sup>1ABC</sup>, Anastazja KUNDERA<sup>1BC</sup>, Janusz Wojciech CIURUS<sup>1ABF</sup>,  
Zuzanna Katarzyna PUCHALSKA<sup>2BCD</sup>

1. Faculty of Physical Education, University of Rzeszow

2. University of Agriculture in Cracow

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### Keywords:

- Tourism,
- youth development,
- personal development,
- tourism sightseeing,
- character development.

### Abstract:

Introduction: Tourism accompanies every one of us; we interact with it almost every day but in many different ways. Different social groups travel in various different ways and how they travel is determined by multiple variables: place of residence, financial capabilities, demographic determinants. First mentions about tourism go as far as the ancient history when territorial expansion of ancient empires was the fundament of tourism, which was not yet realized. Conquests of new lands contributed to far away travels, getting to know foreign territories, their inhabitants and cultures.

The aim of the work: Research, which was conducted but the authors of this paper, is about the influence which tourism has on the academic youth. The diagnostic survey method was used in this paper.

The methods and the methodology: The research instrument was an online survey as well as a hand out survey. The material for this study were two research groups: Polish and Ukrainian students from two universities - one in Rzeszow and one in Lviv. The research took into account the means of both countries, where different aspects were taken on consideration: economical aspect, cultural and political aspect.

Results; The research concluded that both groups - despite living in two different countries - have similar tourism preferences. They also determined the influence of tourism on their health and character in a similar way. The difference between students from Rzeszow and Lviv are derived mainly from the economic differences between Poland and Ukraine.

Conclusions: Authors believe that this type of research should be conducted on a regular basis, since youth is the backbone of the tourism industry and recognizing their expectations and needs would be advisable.

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## INTRODUCTION

Tourism isn't a new thing in our history. People have travelled since the beginning of times, going from place to place, sometimes returning to where they lived, sometimes never coming back. The history of tourism can be divided into the five stages:

- ancient history
- middle ages
- renaissance
- early modern period
- modern times [Przeclawski 2004: 7]

According to the definition of tourism (which is now considered a classic one) by W. Hunziker „Tourism is a set of relations and occurrences which derive from travelling and the stay of visitors, if they will not settle and start an earning job as a result” [Przeclawski 1996:

31]. World Trade Organization (WTO) at the UN recommends, for statistical purposes, the following tourism definition: „Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes”[WTO, ONZ-WTO, UKFiT 1995: 5].

British Tourism Society assumed the following definition: „Tourism comprises all of the activities that are involved with temporary, short-lived relocation of people to their designated locations outside of the area of their residency and work, and their stay at those locations” [Middleton 1996: 8-9]. There are several different types of tourism: sightseeing, qualified, health, motivational, congressional, maritime, social, ethnic, pilgrimage, religious [ETC – ETAG. 2001].

The term „tourism traffic” is treated in many different ways in the professional literature. International Tourism Academy in Monte Carlo has defined tourism traffic as travels taken for pleasure, leisure or health – on foot or by any means of transport”. So travelling for a job or to change the place of residence is not considered tourism. [Nowakowska 1989: 20-21].

In The Second Polish Republic, tourism-sightseeing traffic was developing in organizations such as Polish Scouting and Guiding Association, Country Youth Association “Wici” and Men and Female Catholic Youth Association, thanks to which youth could flourish. [Lewan 2004: 50-54]. Over the years, tourism became more and more developed and other types of tourism could be distinguished such as business tourism, however, recreational tourism during holiday or summer was the most popular [Przeclawski 1996: 18-19]. Tourism development influenced the creation of new jobs. Based on a book *Global Paradoks* [Naisbitt 1995], the author thinks that tourism and travel are the biggest industries in the world.

There are different types of tourism. In various documents, among various authors, we can find quite different classifications. In the Polish literature, however, classification proposed by W. Gaworecki is the most popular.

Based on the statistical needs in tourism on WTO it is recommended to classify tourists as:

- International travellers, including tourists (people staying over for at least one night and one-day visitors and those who are not using accommodation in the visited place)
- Domestic travellers, including tourists ((people staying over for at least one night and one-day visitors and those who are not using accommodation in the visited place) [UNWTO 1995].

Tourism of academic youth is an activity that is popular worldwide. It is a time in human’s life when young people have a lot of free time and not that many responsibilities, apart from their studies. Taking advantage of those conditions, a program was developed, which allows students to visit foreign countries, study there, represent their homeland and also get to know a different culture and customs. This exchange can be done on the territory of European Union, but also in countries that are not a member. Teachers and interns can also take part in the exchange; there is also a possibility of cooperation between institutions.

The conditions upon which a student can take part in the exchange vary based on a specific program, however, in each case the participant must be responsible, communicative, open-minded; in times of crisis he must be patient and know at least one language. „Lifelong Learning Program” is a EU program, which goal is to develop different ways of learning through life, possible thanks to cooperation between the education systems in participating countries. The program is intended to contribute to improving the quality and attractiveness of education and vocational training in Europe. Following programs are included in the „Lifelong Learning Program”:

- Erasmus,
- Comenius,

- Leonardo Da Vinci,
- Grundtvig
- Transversal

## MATERIAL AND METHODS

For the purposes of this paper authors used diagnostic survey method and as a research tool they used survey technique and survey questionnaire. There were two types of questions used in the survey: closed and semi-open. An online survey as well as a hand out survey were used in the research. A hand out survey was prepared for the students of the University of Rzeszów and an online survey was used for the students of Tourism University in Lviv (Ukraine.).

## RESULTS

The goal of this paper is to find out what kind of influence does tourism have on youth, what are its influences on personality, the preferences of young tourists, the most frequent ways of travelling. Students from two different countries: Poland and Ukraine are the target groups. The survey was conducted in two languages – polish and Ukrainian. The consisted of 19 questions, out of which 7 were semi-open and 12 were closed. 132 questionnaires were prepared for the study for students from Poland; the same amount was prepared for students from Ukraine.

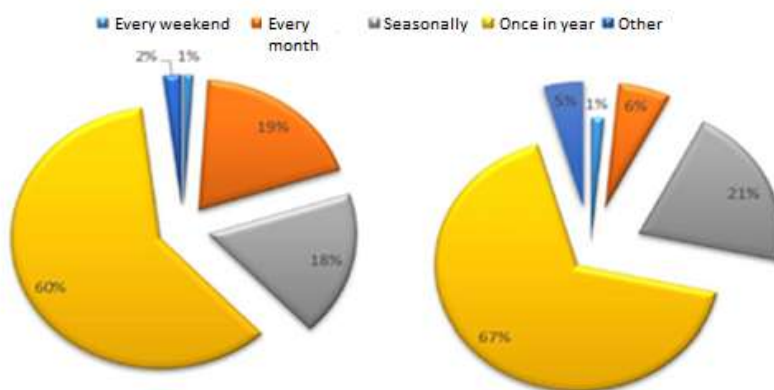


Chart 1: How often do you travel for touristic purposes?  
Based on own research.

Chart 1 refers to Polish group (on the left) and Ukrainian group (on the right) – the same method was applied for the whole study. Percentage of the results were very close in both groups, and even in „once a year” occurrence in Lviv surveys it was chosen 67% of the time, so more often than in Poland.

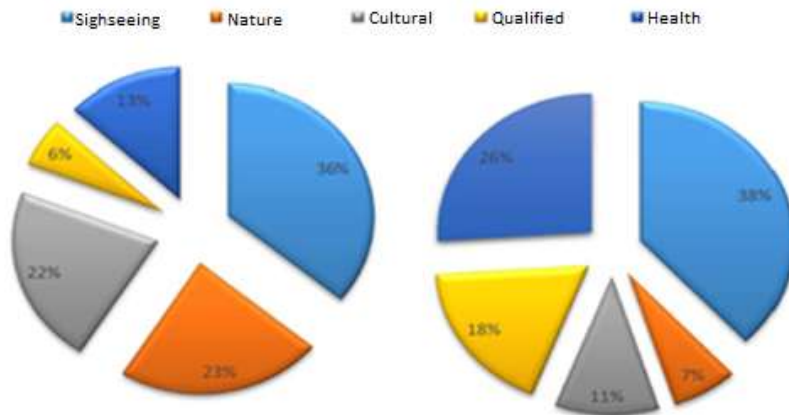


Chart 2: What type of tourism do you prefer?  
Based on own reaserch.

In chart, 2 results indicate that on both sides the biggest interest is in sightseeing tourism. A high percentage on the Polish side was received by cultural tourism and nature tourism, and on Ukrainian side: qualified and health.



Chart 3: Do you travel more often abroad or in Poland/Ukrain?  
Based on own research.

As shown on chart 3, an overwhelming majority of both groups travel through their respective countries; Ukrainian group even more so, which is probably caused by the limitation of border traffic and an unfavorable exchange rate of hryvnia.

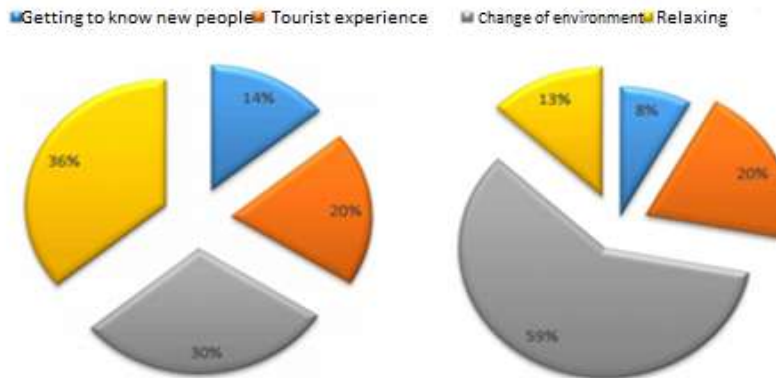


Chart 4: What motivate you to travel?  
Based on own research.

Chart 4 shows that Polish students travel mostly to rest and change their surroundings, whereas for the Ukrainian students, change of surroundings is most important; also tourism experience is very important for them. The incentive to meet new people was least popular, which may be caused by the popular social media sites, that allow meeting new people.

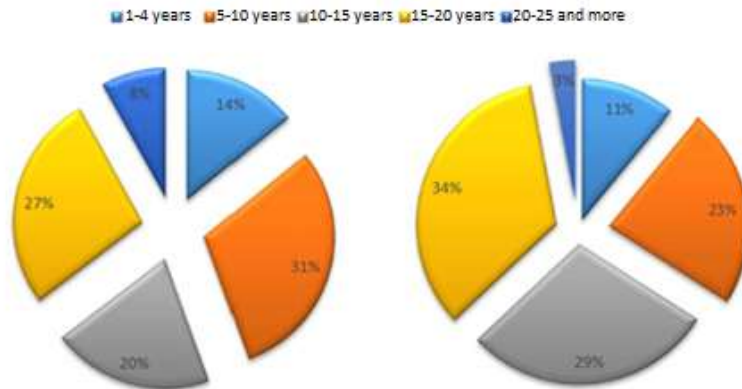


Chart 5: Since when do you travel?  
Based on own research.

Chart 5 shows that among surveyed Ukrainian students, the majority of people started to travel between ages 15-20, whereas Polish students have the biggest percentage of travellers active as early as 5-10. Those are very positive results since the sooner youth starts to travel, the better effects it has in the future.

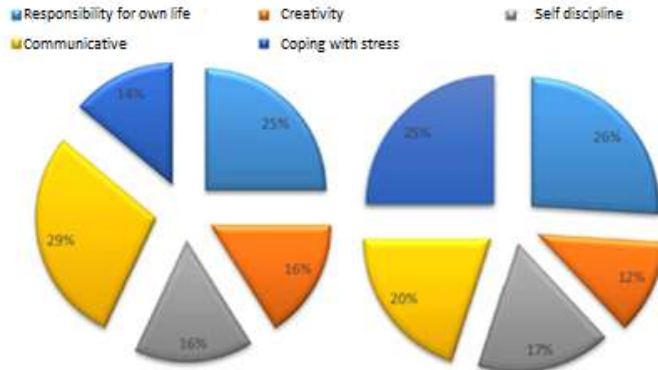


Chart 6: Which qualities do you develop thanks to travelling?  
Based on own research.

Chart 6 shows that the results in both groups are vastly different. Polish students bet on communication skills (29%) and responsibility for their own life (25%), whereas students in Ukraine answered responsibility for their own life (25%) and coping with stress (25%).

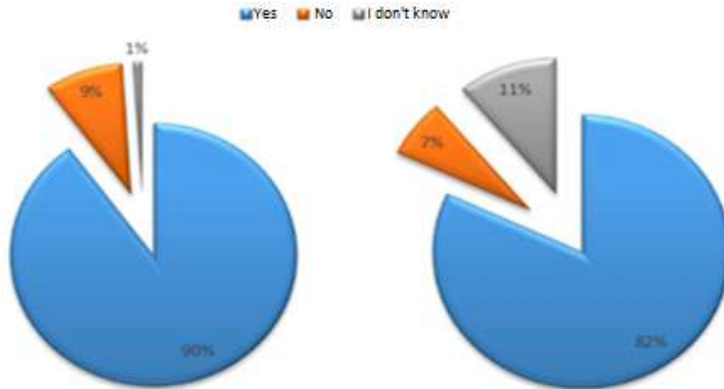


Chart 7: Do you ever use knowledge gathered while travelling?  
Based on own research.

Both groups were unanimous (chart no. 7) and vast majority confirmed the usefulness of the knowledge gathered while travelling.

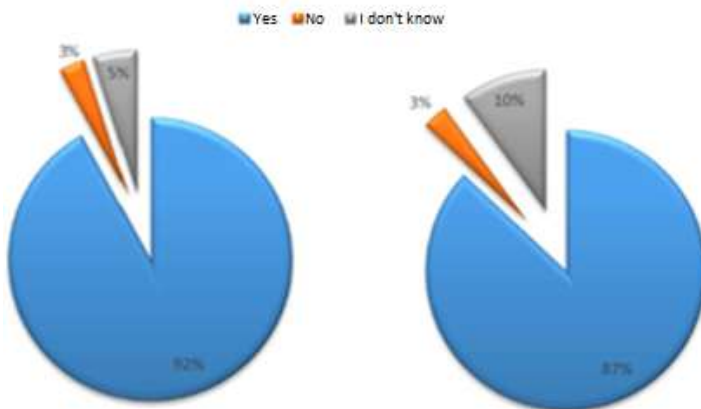


Chart 8: Do you think that travelling develops your personality?  
Based on own research.

In this questions „Do you think that travelling develops your personality?“ (chart no. 8) we can observe a high percentage of affirmative answers in both groups – Polish group 92%, Ukrainian group 87%.

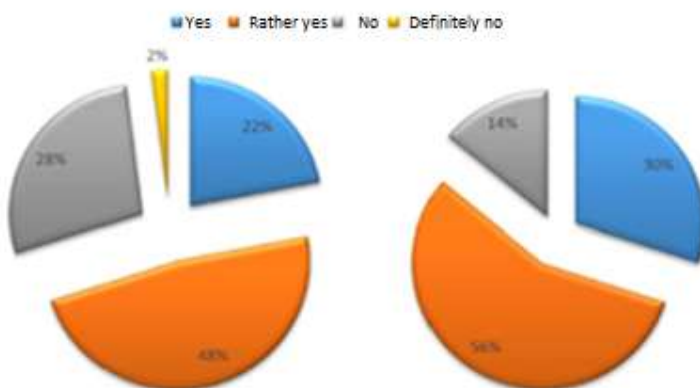


Chart 9: Did travelling changed your views of life?  
Based on own research.

Chart 9 shows that majority of surveyed students in both groups chose an safe answer „rather yes”, 22% of Poles and 30% of Ukrainians definitely confirmed.

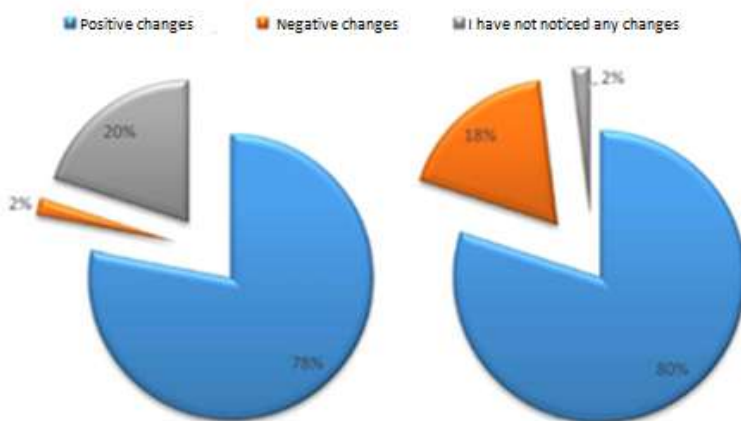


Chart 10: What changes in your health (physical and mental) did you notice during travelling? Based on own research.

80% of respondents noticed positive changes in both groups (chart 10); Polish group haven't noticed any changes in 20% of cases, Ukrainian group noticed negative changes in 18% of cases.

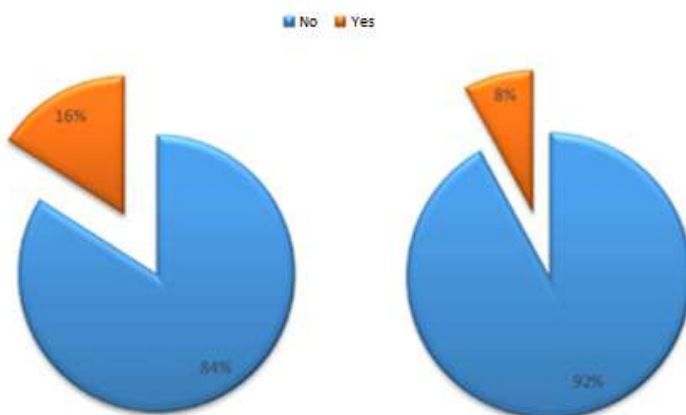


Chart 11: Did you use student exchange program/internship offered by the school you are attending, thanks to which you can travel? Based on own research.

Chart 11 shows that very few people took advantage of this form (students exchange, internships), both in Polish – 14%, and Ukrainian group – 8%.

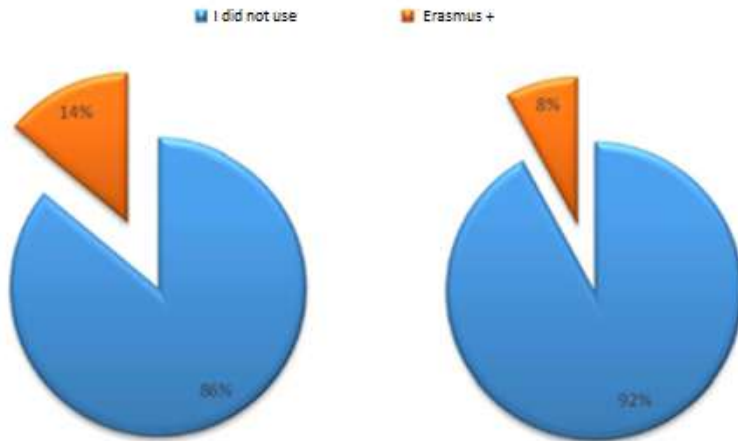


Chart 12: Which exchange program have you used so far?  
Based on own research.

Chart 12 shows that, unfortunately, only very small percentage of students in both groups took advantage of Erasmus program: Polish group 14% and Ukrainian 8%.

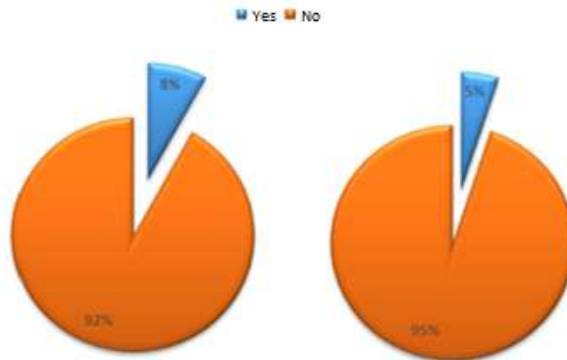


Chart 13: Are you a member of a club, society, group having to do with travel?  
Based on own research.

The result is very negative (chart 13), as only a few respondents are members of groups connected to travel.



Chart 14: Which type of tourist (according to E. Cohen) are you?  
Based on own research.



Chart 14 shows that majority of people in both groups consider themselves as an individual tourist, accustomed to comfort and the smallest percentage of people think they are an organized tourist, which perfectly shows how the trends in tourism have changed in recent years.

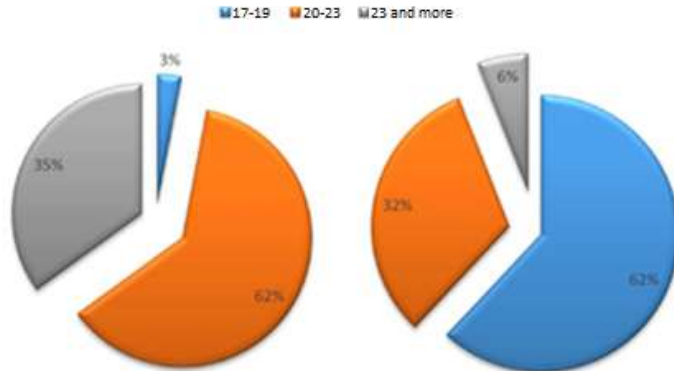


Chart 15: How old are you?  
Based on own research.

It turned out that majority of Polish research group constitutes of people ages 20-23 (chart 15) whereas the majority of Ukrainian students is much younger, which is a result of a different educational schedule in that country.

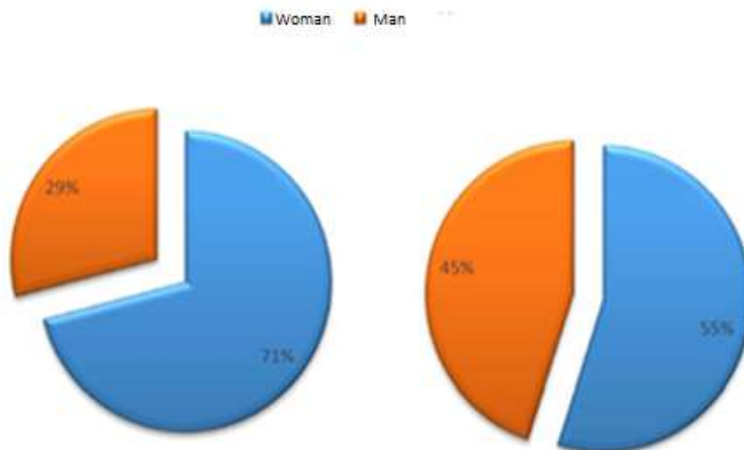


Chart 16: What is your gender?  
Based on own research.

Chart 16 shows that in Polish group the majority of respondents are women, whereas in Ukrainian groups men and women are in almost equal numbers.

## DISCUSSION

The results of the research indicate, that students of both nationalities travel for touristic purposes every year, which proves a stable financial situation. The differences start to show when you take under the consideration territorial reach of those travels. Polish student can, with no problems, travel to all EU countries, with no passport limitation and the euro- Polish zloty currency exchange is to their advantage. In the case of respondents from Lviv, border regulations and unfavourable currency exchange significantly limit travels outside of Ukraine. However, the survey shows that most respondents from both groups travel within their own countries. Only 17% of Polish students and 11% of Ukrainian students travel mainly abroad.

Most respondents prefer sightseeing tourism, which can offer many benefits, especially for young people. It doesn't require a big financial input, which is very important for students, there are no language or transport obstacles, it offers a lot of picturesque landscapes in places, where everyone can find something of interest, it allows to get to know the country and culture of its regions better. During such travels, young tourists can relax in a way different than they are used to, which is the main incentive behind travelling. Sightseeing tourism was the main choice among both Polish and Ukrainian students, however further results showcase some differences. Polish group is more interested in nature tourism (23%) and cultural (22%), whereas Lviv students are interested in health tourism (26%) and qualified tourism (18%).

Respondents started their adventure with tourism quite soon: in Polish group, 31% of them started travelling between ages 5-10, and in Ukraine, the most of them – 34% – started between the age of 10-15, which is very good for character development and teaching good habits of active leisure. Respondents also concluded that tourism has a good influence on them and knowledge gained during travels helps them in life. This quite vague statement in both groups translates to a variety of things: Polish students concluded that travels help them communicate and teach them responsibility for their own lives, whereas Ukrainian students value the most the lessons of responsibility for their own lives, coping with stress is a second most important thing for them.

Young tourists that took part in the research are not quite sure if travelling changes their views on life. The majority chose the safe “rather yes” answer. “Definitely yes” was chosen by 30% of Poles and 22% of Ukrainians. The reason behind this uncertainty may be the young age of the respondents (around 80% of the Polish group is between 20-23 years old and Ukrainian group is even younger). They are just beginning adult life, many of them may not have clear views, not to mention willingness to change them. At this moment their travels become more conscious and what they will experience in their next voyages will gradually influence their opinions and views.

Why do young tourists travel? Żmudzi's research from 2013 [Żelazna, 2013: 43] shows that there have been some changes in the reasons behind travelling. From the table 1, we can conclude that the main factor was the willingness to meet new people.

Table 1 Reasons for travelling [%]

1.	Social Goals	46
2.	Sports Goals	44
3.	Entertainment	38
4.	Cultural Goals	37
5.	Family visit	21
6.	Education	20
7.	Religious purposes	5
8.	Health Goals	4

Source: [Żelazna, 2013: 43]

## CONCLUSIONS

Research shows that currently, young people are motivated by different factors, which are also a bit different in both groups. Students from Rzeszów travel because they can rest that way (36%) and they can also change their surroundings (30%). Students from Lviv the most

important factor is a change of surroundings (59%), but also tourist experience – 20%. Willingness to meet new people – contrary to Żmujdzki's research – was the least common travel motivator. The most probable cause behind it is a gigantic growth of social media, when people can meet others, even from far away countries. In the modern times of "global village", social interactions have lost their importance as a travel incentive.

Respondents believe that engaging in tourism activities positively influences their physical and mental health – around 80% of the respondents on both sides, and only 18% of Lviv students think that travelling has a negative influence on their health.

Both groups think of themselves as an individual tourist, accustomed to comfort [Cohen 1972], 36% in one and 45% in the second group; the smallest percentage is the mass, organized tourists. It showcases perfectly, how much the tourist profile has changed over the years. Not so long ago, organized holiday and summer camps were summer best sellers; today a lot of young people prefer to travel on their own and get to know the taste of adventure, providing that at the end of their journey there is a hot shower and warm bed waiting for them.

Both groups prefer following countries to travel: Spain, Portugal, Italy – countries Mediterranean Basin countries, with warm, mild weather, beautiful beaches and excellent infrastructure. The main reason is probably the weather, which is very attractive when you compare it with the climate in Subcarpathia and West Ukraine, nice nature and a lot of attractions for tourists in those countries.

Unfortunately, not enough people are taking advantage of exchange program like Erasmus +, which are an excellent school of character and tool for travels and getting to know the world, without relinquishing your studies.

In conclusion, the authors think that it is worth to conduct such research due to the proximity of both regions and quite a big number of tourists from Ukraine. Ukraine is constantly changing - politically and economically – and it is worth knowing what kind of expectations and likings our neighbors have.

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