

Events as a factor shaping the image of a tourist city

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The plan of the presentation



1. The aim of the study,
2. Cultural tourism as a city product,
3. Materials and methods,
4. Conclusion.

The aim of the study



The aim of this paper is to analyze events regarded as elements of the urban image connected with cultural tourism. The study established the spatial resonance of the events, demonstrated by the permanent addresses of the tourists who declared that they had heard of particular events.

Cultural tourism



To understand well the essence of event tourism and to appreciate its role more fully, one must include in the considerations also its close connections to other kinds of tourism, particularly to cultural tourism and city tourism. As event tourism is also called the tourism of cultural events and happenings, it is understandable that event tourism is combined with cultural tourism. To be more precise, event tourism derives from cultural tourism (Ratkowska, 2010), while the event itself is a product, a result of cultural tourism understood as experiencing cultural phenomena, getting to know something new or original, participation in the broadly understood culture (active participation in cultural events, trips to places of historical and cultural value connected with sightseeing buildings and other architectural objects)

Materials and methods



As mentioned above, the influence of events can be analyzed in several aspects, yet they are particularly significant in the context of tourism development. For the research purposes it was assumed that events play a very significant role, not only as a factor attracting potential participants, but also as a help in promoting the city, particularly with a view to the increasing significance of urban tourism, where cultural offer plays an important role. This issue was analyzed on the basis of the city of Toruń

Object of analysis



Toruń is a city located in Northern Poland, in Kuyavian-Pomeranian Voivodeship. Its population is 202,591. The population density is 1.747 people/km², while the city area equals 116 km². It's a seat of the local government, Nicolaus Copernicus University and cultural institutions. Toruń with Bydgoszcz (neighbour city) creates a twin city metropolis area. Furthermore, Toruń is considered to be one of the best preserved and richest in monuments medieval towns in Poland, which has an interesting and varied cultural offer. Toruń on 4 December 1997 was put on UNESCO's World Heritage List.



Source: Izabela Frej, Paweł Smoliński



Philadelphia Boulevard





Old Town's streets



Source: Izabela Frej, Paweł Smoliński



„Baj Pomorski” Theatre

Cultural – Congress Center
„Jordanki”



Source: Izabela Frej, Paweł Smoliński

City's economy



As it was mentioned, Toruń is considered to be one of the best preserved and richest in monuments medieval towns in Poland, which has an interesting and varied cultural offer. . It is also the city which bases its tourism economy and image on rich cultural and tourist offer, which also includes events on more than local scale.

Method of a study



The questionnaire survey was conducted using the PAPI (Paper and Pencil Interview) technique among the people visiting Toruń in June 2016, on a group of 250 tourists with non-random selection scheme used. Among the questioned people women were the dominant element (56% women to 44% men). The age brackets for this group were determined as 16 to 74 years, and the most numerous group were responders aged 20-35 years.



Results

Permanent residence of tourists able to identify the specific events



Event	Voivodeships											
	a	b	c	d	e	f	g	h	i	j	k	l
Gingerbread Day	41,4	12,5	10,9	8,6	7,8	5,5	4,7	3,9	2,3	1,6	0,8	0,0
International Film Festival Tofifest	43,5	9,8	9,8	10,9	7,6	4,3	3,3	6,5	2,2	1,1	0,0	1,1
Santa Claus Run	48,1	10,4	13,0	7,8	11,7	1,3	1,3	2,6	2,6	1,3	0,0	0,0
Bella Skyway Festival	48,6	9,3	11,2	10,3	2,8	4,7	2,8	7,5	2,8	0,0	0,0	0,0
Festival of Science and Art	48,9	12,0	8,3	9,8	3,8	3,8	2,3	5,3	2,3	2,3	0,8	0,8
Probaltica Festival	49,1	17,0	15,1	3,8	0,0	0,0	1,9	3,8	3,8	3,8	0,0	1,9
Juwenalia Student Festival at NCU	49,5	13,6	9,2	8,7	4,9	4,3	3,3	4,3	1,6	0,5	0,0	0,0
Theatre Festival Kontakt	50,0	9,6	15,4	5,8	3,8	3,8	1,9	7,7	1,9	0,0	0,0	0,0
Od Nowa Jazz Festival	52,1	13,7	11,0	9,6	1,4	0,0	1,4	2,7	4,1	4,1	0,0	0,0
Alternative Theatre Meetings Klamra	56,0	18,0	10,0	2,0	0,0	0,0	2,0	2,0	4,0	6,0	0,0	0,0
Toruń Book Festival	56,7	10,0	13,3	8,3	3,3	0,0	3,3	1,7	3,3	0,0	0,0	0,0
Festivals organized by theatres (Horzycy or Baj Pomorski)	58,0	8,0	10,0	10,0	4,0	0,0	2,0	4,0	2,0	2,0	0,0	0,0
May Day in the Old Town	59,0	8,4	8,4	9,6	2,4	0,0	1,2	1,2	4,8	4,8	0,0	0,0
Toruń Blues Meeting Festival	60,0	6,7	11,7	6,7	1,7	1,7	1,7	3,3	5,0	0,0	0,0	1,7

Explanation: voivodeships: a) Kujawsko-Pomorskie, b) Warmińsko-Mazurskie, c) Mazowieckie, d) Wielkopolskie, e) pomorskie, f) Małopolskie, g) Zachodniopomorskie, h) Łódzkie, i) Dolnośląskie, j) Podlaskie, k) śląskie, l) Opolskie

Source: own elaboration on the basis of questionnaire survey



Santa Claus Run, Toruń 2016r.

Source: Izabela Frej, Paweł Smoliński



Bella Skyway Festiwal
Source: Izabela Frej, Paweł Smoliński

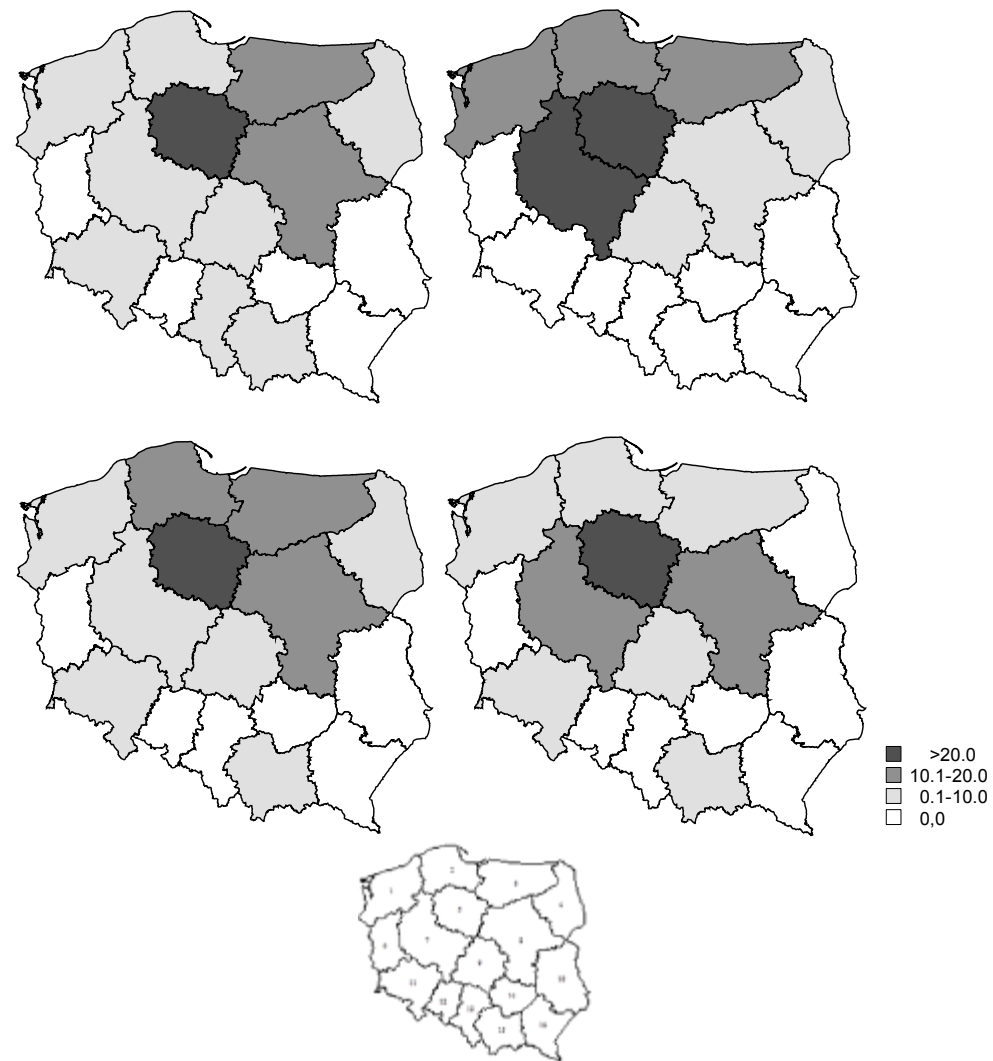
Tab. 2: Evaluation of the features of the studied events

Event	Event features					Total
	a	b	c	d	e	
Gingerbread Day	3	3	3	3	2	14
International Film Festival Tofifest	3	2	1	1	3	10
Santa Claus Run	2	3	1	3	2	11
Bella Skyway Festival	2	3	1	3	2	11
Festival of Science and Art	2	2	2	2	1	9
Probaltica Festival	3	1	1	1	3	9
Juwenalia Student Festival at NCU	3	1	1	2	1	8
Theatre Festival Kontakt	3	1	1	1	2	8
Od Nowa Jazz Festival	2	1	1	1	2	7
Alternative Theatre Meetings Klamra	3	1	1	1	2	8
Toruń Book Festival	3	1	1	1	1	7
Festivals organized by theatres (Horzycy or Baj Pomorski)	3	1	1	1	2	8
May Day in the Old Town	1	1	1	3	1	7
Toruń Blues Meeting Festival	3	1	1	1	2	8

Explanation: a) cyclicity (1-new, 2 - average, 3- well-founded); b) uniqueness (1 - low, 2 - average, 3 – high); c) cohesion with the image of the place (1 - low, 2 - average, 3 – high); d) mass availability (1 – narrow, 2 – average, 3 – broad); e) spatial dimension or star recognition level (1-local, 2-national, 3-international)

Source: own elaboration on the basis of questionnaire survey

Fig. 1. Permanent residence of tourists recognizing the following events: A – Gingerbread Day, B – Tofifest, C – Santa Claus Run, D – Bella Skyway



Explanation: administrative regions of the 1st order: 1 – Zachodniopomorskie; 2 – Pomorskie; 3 – Warmińsko-Mazurskie; 4 – Podlaskie; 5 – Kujawsko-Pomorskie; 6 – Lubuskie; 7 – Wielkopolskie; 8 – Mazowieckie; 9 – Łódzkie; 10 – Lubelskie; 11 – Dolnośląskie; 12 – Opolskie; 13 – Śląskie; 14 – Świętokrzyskie; 15 – Małopolskie; 16 - Podkarpackie

Source: own elaboration on the basis of questionnaire survey

Conclusions

- To achieve the optimum marketing effect, it should be ensured that the given event is unique, cyclically repeated and available to a large population,
- It is also important that the events should match the promoted image of the town well,
- As it was pointed out in the introduction, events can fulfill various roles, yet with a view to tourism development in the city, it is important to create an offer with the described features, which will thus facilitate improved promotion of the city.



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Thank you for your attention