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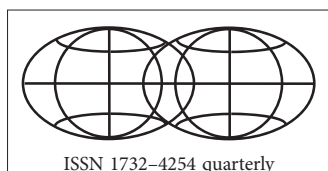
**Globalisation as a major factor
modifying the patterns of tourism
activity**

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Globalisation as a major factor modifying the patterns of tourism activity

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Abstract. Globalisation is a complex and dynamic process that today influences many factors determining the development of tourism. It brings about economic, political, social and even cultural changes and drives the expansion of a single global market where the movement of capital, goods and people is much easier than it used to be. Globalization also has an intangible dimension – by enabling access to information and modern forms of communication and by stimulating the spatial mobility of populations it allows ideas to flow freely, as a result of which individuals learn new attitudes and behaviours. This article discusses the influence of globalization on the tourism preferences and tourism activity of Polish residents. The results of the earlier empirical research has confirmed that different social groups have their specific models of tourism activity, showing also which groups have responded to globalization the most strongly and the possible consequences this may have for tourism activity.

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Contents:

1. Introduction	50
2. Methodology	51
3. Outbound tourism activity of Polish residents	52
4. The spatial reach of outbound tourism trips and destinations preferred for the future	54
5. New trends in Polish tourists' choices	57
6. Conclusion	59
References	60

1. Introduction

Many contemporary determinants in the development of tourism have their source in globalization processes and can be considered within the economic, political, social and cultural dimensions of the processes. Being a very important component of today's global economy, tourism has attracted the attention of many researchers who, particularly, seek to establish the economic dependence between tourism and the worldwide and regional globalization processes. While fully appreciating the scientific achievements in this area, the authors of this paper have decided to investigate how globalization affects the tourism preferences and purchasing decisions of individuals relative to their tourism activity. Globalization changes economic, social and political systems, as well as culture all over the world, having also effect on individuals (Bauman, 1999; Golka, 1999). This article aims to determine its bearing on the tourism preferences of Polish residents and the profiles of their tourism activity (with respect to socio-demographic characteristics).

One of the hallmarks of globalization is increasing spatial mobility of people combined with rising numbers of outbound trips (Burns, Novelli, 2008). The reasons for people to travel abroad more often are gradually increasing integration and cooperation in the world economy and more frequent business contacts, but also their wish to see new places. The frequency of trips increases together with travelled distances, mainly because of the development of telecommunications and the means of transport (Wahab, Cooper, 2001). In a world where airlines reduce air fares, travelling times are shorter and shorter, the developed societies become increasingly wealthy and information is easily accessible, outbound trips are perceived more and more often as an achievable alternative to domestic travelling.

The description of factors that make outbound tourism trips increasingly popular in Poland would not be complete if the unique character of tourism in the former socialist countries was omitted. Two historical circumstances seem particularly important: the economic and political barriers that largely prevented the outbound movement of people and restricted range of legitimate destinations (outbound tourism actually limited to the CEE countries). The collapse of the communist bloc, the

removal of political barriers and less burdensome formalities at the borders have all added to higher intensity of outbound tourism.

Accordingly, it was assumed that also Poles choose to travel abroad more often and that the better affordability of air tickets increase the frequency of tourist trips and make distant destinations more available (as time and space undergo compression). Another assumption was that particular social groups have different opportunities to travel abroad (particularly to destinations that are more remote). As outbound trips are associated with financial, administrative, legal and mental barriers and many skills are needed to overcome them, outbound trips are presumably more likely to occur among young people, who are economically active and educated. The youth can be expected to be more active as travellers. Because of their knowledge of foreign languages, modern technical devices and IT systems, they perceive outbound trips as quite a normal thing and travel even if they are short on funds. It was assumed that the respondents in this age group would be the boldest in responding to questions about their preferred destinations. Because of a whole range of interrelated determinants (from financial to psychological), the older population should travel abroad much less frequently, focusing their trips on a smaller geographical area.

The survey had two questions to test the assumption about the spatial reach of outbound trips (actual and planned). One question asked about the names of the countries the respondents had already been to and the other one concerned the destinations they would like to see. Assuming that people travel abroad as tourists to fulfil their dreams, it is quite probable that a desire to see a place that one perceives as exceptionally attractive will be fulfilled at some time in the future. The preferred destination also indirectly shows how far the respondent would be ready to travel from his or her place of residence.

Outbound trips are as much driven by globalization as driving it. Migrating populations take with them their incomes as well as tangible and intangible values to other regions of the world (Bauman, 2011). Moreover, individuals disseminate and absorb new cultural models (Burns, Novelli, 2006; Hall, Lew, 2009: 141–185). The processes largely depend on tourists' attitudes to the places they

visit. This aspect has been more broadly discussed by M. Alvarez and G. Asugman (2006), who developed two models of tourists called *explorers* and *planners*. The division of tourists into *importers of culture* and *exporters of culture*, dramatically different in their absorption of local cultural values, that A. Dłużewska (2009) has put forward appears to be even more adequate.

The above context attracts attention to the wider issue of tourist movement to culturally dissimilar areas, where the accumulation of phenomena attributable to both positive and negative consequences of globalisation can be observed (Dłużewska, 2009). The issue seems extremely important from the perspective of outbound tourism in Poland, considering that the Islamic countries (Egypt, Tunisia and Turkey) have become the most popular destinations among Polish tourists in the last several years. Because the rise in their popularity is mainly caused by non-cultural considerations, such as recreational values, spatial accessibility and attractive (low) prices, the mass inflow of tourists shows many dysfunctions arising from the dissimilarity and unfamiliarity of culture in the visited countries.

Globalization undeniably makes individuals more demanding of the quality of tourism services that determines the degree to which tourists' expectations will be met. Therefore, quality guides their purchasing decisions. The expectations increase when people become more aware and due to the tough competition in the tourist market that extends the range of tourism services offered at comparable prices. It is a reflection of global cultural, social and economic changes (Middleton et al., 2009).

The globalization of ideas improves also the environmental awareness and promotes the concept of sustainable development (Hall, Lew, 1998). The scale of harmful and irreversible changes to the environment that result from human activity is a source of anxiety all over the world. The situation calls for seeking ways that will restore balance between what people need and the environment. The tourism industry also pays attention to the concept of sustainable development. Its awareness of the risks associated with a too heavy traffic of tourists makes the industry more determined to ensure symmetry between tourists' needs, the environment and local communities (Wahab, Pigram, 1997).

As a result of the environmental awareness new forms of tourism are developed, such as alternative tourism that is utterly different from mass tourism. Alternative tourism gives a completely new meaning to travelling and the use of leisure time. It directs tourists' attention to new destinations and even if it cannot be expected to gradually decrease the spatial and temporal concentration of tourists, it can at least partially delay its development in the most popular regions. The trend is supported by the increasing variety of individuals' needs and motivations for travelling (Middleton et al., 2009). As new trends in tourism are also expected to develop in Poland, this research used the characteristics of domestic tourism activity to see which megatrends occurring in world tourism are present in Poland.

Another manifestation of globalization that significantly affects tourism is fashion that makes some tourist regions very popular, although the popularity is frequently transient. Particular social groups may have special reasons for which they find some destinations more attractive than others. These can be prestige, "hot" sports and recreational activities (popularisation of adventure tourism), as well as financial aspects (the perceived service price / quality ratio). Because information both determines and popularizes fashion, young people who have access to information systems and know how to use them are probably the most susceptible to new fashion trends.

In this paper, the tourism preferences of several age groups in Poland and their tourism activity profiles are compared to predict future trends. Although the needs and motivations for travelling change in a natural way (together with changing social roles, etc.), some attitudes and behaviours that young people develop survive into adulthood. This means that by analysing the characteristics of tourism activity of particular generations it can be established which of the characteristics people consider important and which are likely to become even more significant in the future.

2. Methodology

To analyse this above matter and to test the formulated hypotheses, the authors reached for the re-

sults of their own research and for Polish Central Statistical Office (GUS) statistics (module surveys of households on tourism and recreation from the years 2005 and 2009).

Information on the tourism preferences and tourism activity of Polish residents was collected during a questionnaire survey based on paper and pencil interviews (PAPI). The interviews were conducted in several towns of different sizes and in the rural areas of the Kujawsko-pomorskie voivodeship. The purposive non-random sample was assembled to include persons at different ages: secondary school pupils (last years of secondary schools), tertiary students, economically active people, and old age and disability pensioners. The number of questionnaires was assumed to exceed 1,500. The margin of error and confidence levels were assumed to be 5% and 90%, respectively. The questionnaires had a classical structure, most questions were closed-end questions supplemented with a dichotomous nominal scale and a modified Likert scale. The tertiary students and the pupils were provided with a separate questionnaire form with slightly customised questions, but the general rule was that the questions should ensure maximum comparability of results between the groups of respondents. The survey was conducted between April and June 2010. Following verification, 1,440 questionnaires were accepted for further analysis. The database was built using the PASW Statistics package and its contents were processed statistically.

3. Outbound tourism activity of Polish residents

Among the major manifestations of globalization there are increasing spatial mobility of populations and physical distance losing its importance as a factor discouraging people from travelling. They boost tourism activity and make outbound trips more frequent. This means that in order to assess the impact of globalisation on the tourism behaviour of Polish residents their propensity to travel abroad must be examined.

Almost 26% of over 1,440 respondents covered by the survey stated that they „participate in outbound tourism”.

To find out how popular outbound trips are in Poland, the Social Surveys and Living Conditions Department of the Polish Central Statistical Office (GUS) conducts a periodic survey called „Turystyka i wypoczynek gospodarstw domowych” (Tourism and recreation in households – in Polish). The most recent survey conducted between 1 Oct. 2008 and 30 Sept. 2009 (for the sake of simplification the period will be hereafter called “the year 2009”) showed 12.2% of households to have travelled abroad. Compared with the 2005 survey, the percentage of households taking leisure trips increased from 52.7% to 55.8%, with the rate of those going abroad for two days or longer increasing from 9.5% to 12.2%. The outcomes of the survey conducted by the authors and of the GUS survey differ because GUS records outbound trips taken within a specific period (12 months). In the presented research, less frequent trips were also considered.

Numerous observations (cf. Alejziak, 2009) indicate that social groups differ in their use of tourism opportunities, particularly regarding outbound trips. Important factors that cause the differences are age, educational attainment and the level of incomes.

The survey conducted by the authors supported the observations. Respondents at mobile working age travelled abroad the most frequently (over 34% in the age group 18–44 years), then people at non-mobile working age (45–60/65 years; 30%), secondary school students (27%) and tertiary students (21%). Outbound tourism was the least frequent among seniors – only 6% travelled abroad for sightseeing purposes. The frequency analysis of outbound trips showed that the proportion of those who really travelled abroad (although with frequencies ranging from „once every several years” to „several times a year”) was much larger than reported by the respondents, because many of them understood „outbound tourism” very narrowly and omitted trips taken to meet family members or friends, or business trips. It is also possible that their self-perception as outbound tourists was somewhat subjective.

GUS statistics point out that there is a relationship between person’s age and their participation in outbound tourism (Fig. 1). The most frequent outbound tourists are people aged 25–44 years and 20–24 years (ca. 9.5% in each of the popula-

tions), and then people at non-mobile working age (over 8%), school-age youth and children. Out-

bound trips are definitely the least popular among seniors.

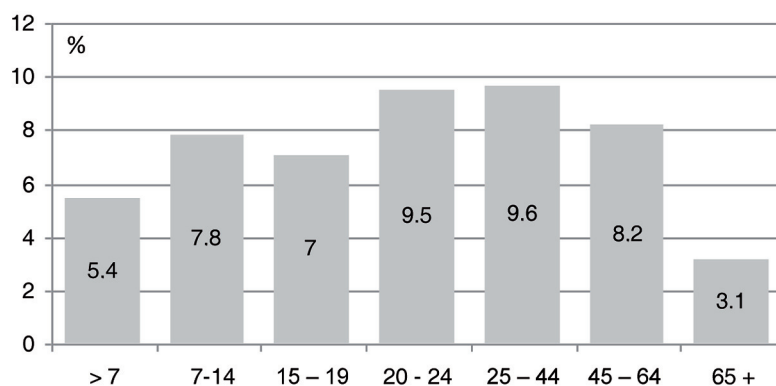


Fig. 1. Outbound tourist trips of Polish residents by age (%)

Source: Turystyka i wypoczynek w gospodarstwach domowych w 2009 r. (Tourism and recreation in households in 2009 – in Polish), Informacje i opracowania statystyczne, GUS, Warszawa 2010

The level of education is believed to be an important factor determining tourism activity, including people's propensity to travel abroad. This research has confirmed the opinion. Compared with almost 40% of respondents with tertiary education that participated in outbound tourism, among people with secondary education the rate was ca. 24% and only 10% for respondents with basic vocational education.

The GUS statistics generated from the household survey show the differences to be even greater. According to the GUS data, in the group of people with tertiary education more than 21% travelled abroad as tourists in 2009, a rate that is twice as big as that for people with secondary and post-secondary education (9%). In the groups of people with basic vocational education and primary education, and with no education at all, outbound tourists accounted, respectively, for 4.1% and 2.8% (Fig. 2).

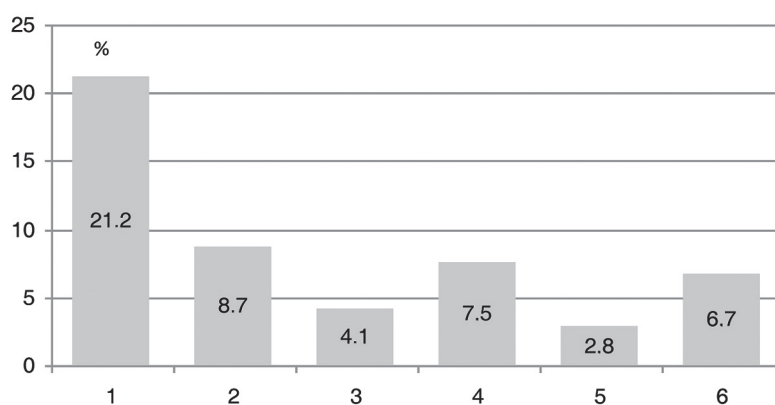


Fig. 2. Outbound tourist trips of Polish residents by educational attainment (%)

Explanation: 1. tertiary, 2. secondary and post-secondary, 3. basic vocational, 4. lower secondary, 5. completed primary education and without education, 6. under 12 years.

Source: Turystyka i wypoczynek w gospodarstwach domowych w 2009 r. (Tourism and recreation in households in 2009 – in Polish), Informacje i opracowania statystyczne, GUS, Warszawa 2010

As regards the duration and frequency of trips, short outbound trips were the most typical of students and economically active people aged 18–44 years (maximum 3-day trips taken several times a year). The other group accounted also for the highest number of short outbound trips taken at low frequency („once every several years”). In the older age groups, the frequency of short outbound trips was clearly lower.

Longer foreign trips, in excess of 4 days, showed a similar pattern. Young people were the most active again. Over 70% of students went abroad at least „once every several years”, with every fourth doing so „once, twice a year”, and ca. 7% „several times a year”. The next age group (economically active people to 44 years) was very similar regarding the proportion of respondents going abroad and

the frequency of trips, but its rate of those who did not travel abroad at all was 35%. The older age groups had markedly greater rates of respondents that did not travel abroad: over 50% in the group at non-mobile working age and more than 86% in the group of seniors aged 65+. The percentage of respondents who frequently travelled abroad (several times a year) was also found to decrease with age.

The collected data point to a relationship between the financial status of households and their tourism activity. In 2009, every-fifth household with per-capita income in excess of 1,600 PLN participated in an outbound trip taken for leisure purposes. This percentage declines with falling family incomes, amounting to less than 2% in the lowest-earning households (Fig. 3).

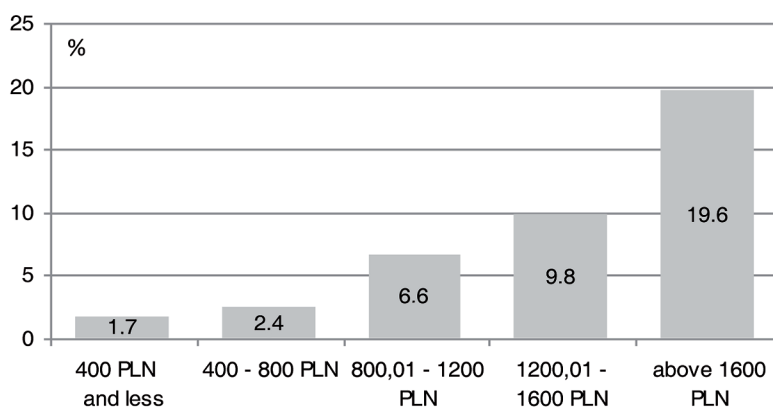


Fig. 3. Outbound tourist trips of Polish residents by household per-capita incomes (%)

Source: Turystyka i wypoczynek w gospodarstwach domowych w 2009 r. (Tourism and recreation in households in 2009 – in Polish), Informacje i opracowania statystyczne, GUS, Warszawa 2010

4. The spatial reach of outbound tourism trips and destinations preferred for the future

The destinations of tourism trips, both past and preferred for the future, were also investigated during the research. To this end, the respondents were asked questions about countries they had already visited and those they would like to see in the future. To answers were assorted according to three

categories of countries: 1. countries adjacent to Poland; 2. the European and Mediterranean countries; 3. non-European countries.

The answers showed that most respondents had already travelled abroad (although some of them did not consider their trips „outbound tourism”; see above). The numbers of countries that the respondents had visited and their geographical locations were very different. The most active travellers were people in the younger age groups, as almost 80% of those who had already travelled abroad were secondary school pupils, tertiary students and eco-

nomically active people (to 44 years). At the same time, they differed considerably in the distances they had travelled. Compared with young people who more frequently visited countries lying close to Poland, the older age groups had larger proportions of persons choosing distant destinations. The distance of the trip was strongly correlated with tour-

ist's incomes. In the next age groups (economically active people aged 45–60/65 years and people older than 60/65 years), the percentages of respondents who never travelled abroad were clearly higher (38 and 53%, respectively). Moreover, the proportions of respondents travelling long distances decreased with age (Fig. 4).

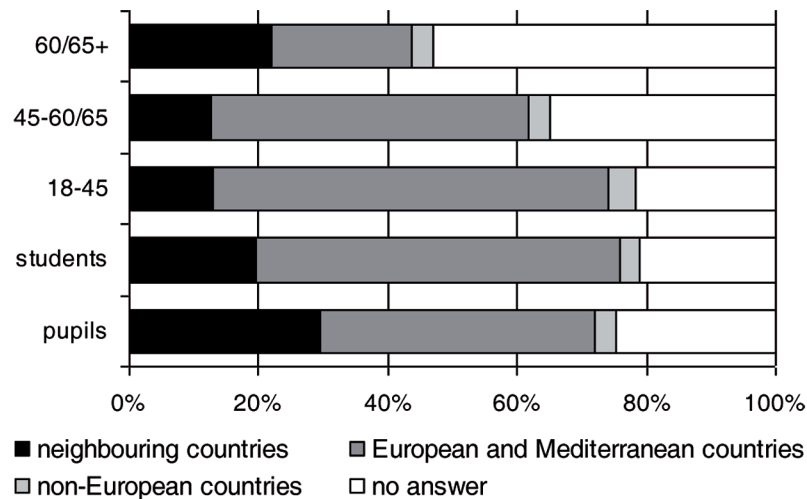


Fig. 4. The destinations of outbound trips of Polish tourists by age

Source: developed from fieldwork data

In order to establish whether the expanding globalization has an effect on the destinations tourists would choose, the respondents were asked to indicate the places they would like to see in the future. Additionally, particular age groups were compared for destinations they had already visited. The countries the respondents liked were classified using the geographical criteria presented above. The results showed that young, well-educated people in a good financial situation preferred the most distant destinations. Even a cursory analysis of the data reveals that people who have travelled before are more willing to see new places, because unknown, frequently distant regions of the world are perceived then as less risky. This finding is additionally supported by the reach of destinations that the respondents would like to see in the future: in over 90% of cases the destinations were more distant than those already visited. The students chose the non-European countries the most frequently. The percentage of respondents wishing to see more distant places than they had already

visited was found to decrease with age. As expected, seniors were the most cautious in this respect (Fig. 5A, B, C, D).

Interesting answers were given by respondents who had not travelled abroad when they were asked to choose their best foreign destinations for the future (Fig. 5D). The non-European destinations were chosen the most frequently by the youngest age group (45%). In the older age groups, i.e. 18–44 years, 45–60/65 years and older than 60/65 years, the same destinations were indicated by respectively, 33%, 18% and 14%. The rates of respondents who had problems picking a place they would like to see in the future were the larger the older the age group, i.e. ca. 17% for secondary school pupils, ca. 20% for economically active people (aged 18–44 years), over 32% for respondents at non-mobile working age (45–60/65 years) and almost 40% in the oldest age group. Respondents' problems with answering the question were apparently connected with a lack of sufficiently strong motivations for travelling. The differences identified between the age groups seem

to indicate that the groups differ in their perception of problems related to leisure travelling, and that the

mature/older people and young people have different skills and determination to solve them.

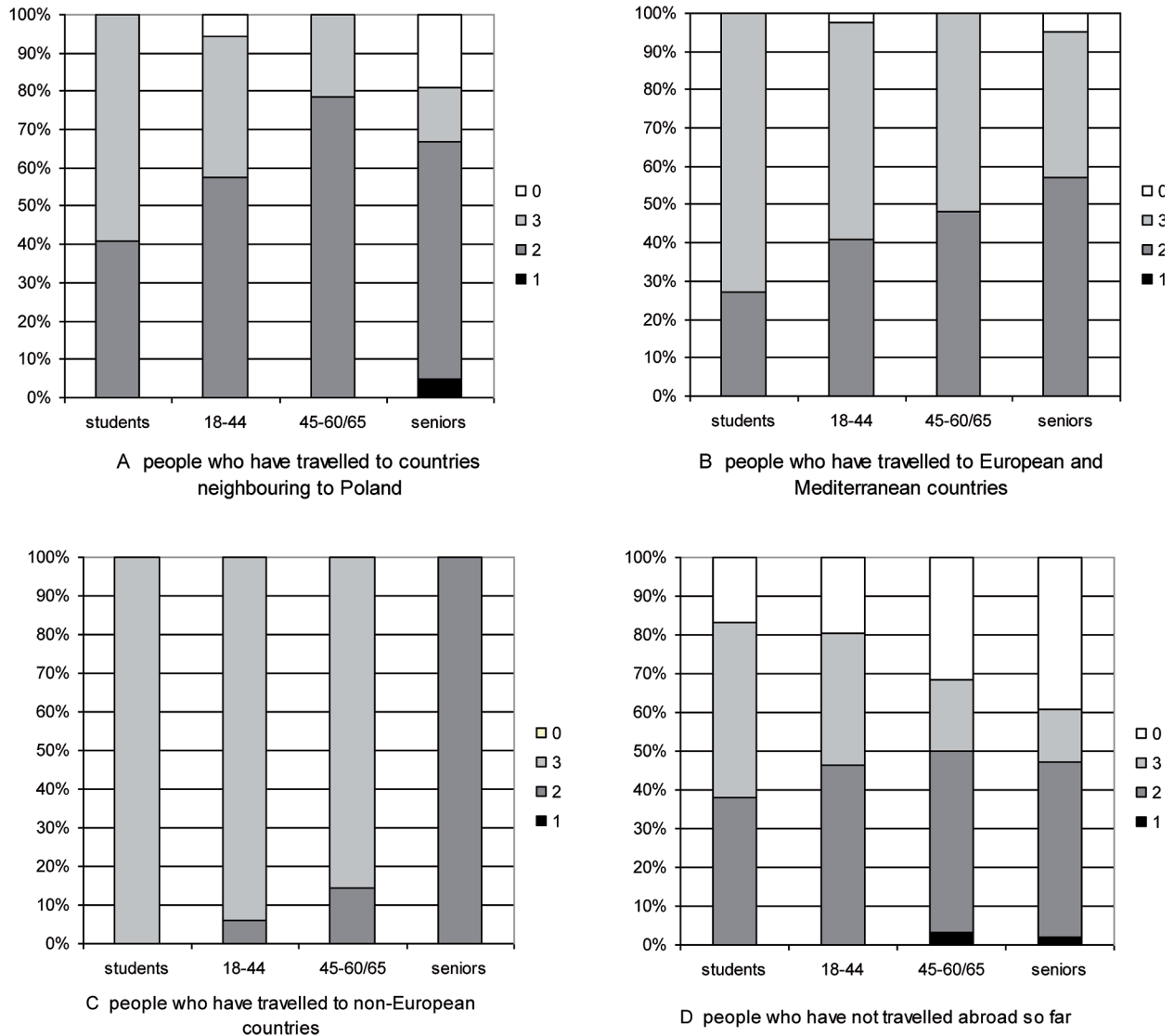


Fig. 5. Preferred destinations by respondent's experience of outbound trips

Explanation: 1 – Neighbouring countries; 2 – European and Mediterranean countries; 3 – non-European countries; 0 – no answer

Source: developed from fieldwork data

Overall, the conclusion the study has provided is that past experiences encourage people to see new countries or regions. This finding holds true for all age categories, but the proportion of persons who choose a global reach of their future destinations is always greater in the youngest age group and declines with age. It is interestingly to note that young people do not think that a lack of experience

might be a major problem in their future activity as tourists. One reason of this optimism, supported by the survey results, may be their unawareness of all problems involved in outbound trips, particularly to more distant destinations. Regardless of where the optimism comes from, it shows that people have positive attitudes to outbound tourism and this may drive its future development.

5. New trends in Polish tourists' choices

One of the assumptions made in the research was that new trends in tourism may be an indication of changing patterns of tourist behaviour and, indirectly, of the influence of globalization.

To analyse the tourism activity of Polish population, the respondents were asked the following question „Do you like to travel for leisure purposes?” The majority of the respondents gave affirmative answers, but the distribution of the answers varied among groups. Most ‘yes’ answers were given by tertiary students (93%), economically active people aged 18–44 years (91%), and secondary school pupils (88%). The percentage of the answers was found to decrease with respondents' age (only 67% of seniors “liked” to travel). When the liking for travelling was investigated from a practical perspective, the respondents turned out to be less active tourists than they declared. The rate of tourism trips that were actually taken was the greatest among students (88%). In the other groups the rate was 75% (secondary school students), 77.4% (economically active people aged 18–44 years), 66.4% (people aged 45–60/65 years) and only 46% for seniors. A worth noting fact is the difference between respondents with a positive attitude to tourism („I like to travel”) and those who actually travelled. The difference was the smallest among tertiary students (5 percentage points). For secondary-school pupils and the economically active aged 18–44 years it was around 13–14 p.p. and among seniors as much as 21 p.p. This finding confirms that the number of constraints increases with age and that people in older age groups are less determined to overcome the arising obstacles.

The purpose of the next question was to establish the forms of tourism the respondents liked. According to their answers, recreational tourism was the most popular in all age groups. It was chosen by almost 80% of young people, over 70% of the economically active and by 60% of respondents in the oldest age group. Heritage tourism ranked right below, but the interest in this form of tourism clearly declined with age. Heritage tourism was indicated the most frequently by students (62%), then by economically active people at mobile working age (ca. 50%) and by secondary school pupils (44%). In the

group at non-mobile working age it was chosen by 35% of the respondents, but only by 10% of all seniors. The popularity of heritage tourism decreases in older age groups because it involves more arduous touring trips whereas the activity and physical fitness of older people are generally lower.

Other forms of tourism considered in the survey (adventure, medical, and religious tourism, business, agritourism) were chosen much less often. In particular age groups, the rates of respondents that actively practiced them ranged from only several per cent to less than twenty per cent. Respondents' preferences were clearly correlated with their socio-demographic characteristics. For instance, adventure tourism was favoured by young people, both students (11%) and economically active people (7%), whereas older people preferred medical and religious tourism (these forms of tourism accounted for 16% and 13%, respectively). Business trips were specific to the economically active population, but they were taken more often by people at mobile working age (6%) than those at non-mobile working age (2%). Agritourism is convenient solution for families with children (regardless of their age), so it was indicated more frequently by young people and working-age people (at both mobile and non-mobile age).

In analysing the research results two findings are worth stressing. One is that the younger generations are interested in various forms of tourism activity and the other is that the seniors reduce their interest in tourism to several activities. This situation results from the joint operation of many factors determining the overall tourism activity. It may also mean that the modernization and globalization processes increase the diversity of tourists' needs and their motivations for travelling. The processes have stronger effect on the younger generations, which are more impressionable and prone to modify their choices and behaviours.

Why people choose different forms of tourism is determined not only by their age, but also by their educational attainment and the level of income. Because the factors are quite strongly correlated, the distribution of the respective responses was similar: passive recreational tourism was losing its popularity among the respondents in favour of more active forms (heritage tourism, touring trips, etc.) with rising levels of education and incomes. The diversi-

ty of the preferred forms of tourism was increasing according to the same pattern, which means that education makes people more sensitive to modernization and globalization processes.

New trends in tourism have effect on what people need and their motivations, as well as influencing the frequency and duration of trips. According to the hard and soft tourism concept (Krippendorf, 1983), the traditional model with one holiday trip taken during the season will be replaced in the future by a number of shorter trips taken throughout the year. To find out whether this process has already started in Poland, the respondents were asked to state the type of trips they had taken, with their duration and frequency. The answers showed that short trips were much more frequent in the younger groups. The spatial mobility of the students was definitely the highest, as they took trips during the week (after work or school), weekend trips (with or without overnight stay), and trips lasting 1–2 weeks or more. There are two main factors explaining why students can take leisure trips practically at will: one is the considerable amount of free time they have and the other is that they do not have any responsibilities but studying (this observation applies to most students). Tourism activity (frequent trips, particularly during the week, weekend trips involving overnight stay, short trips to 4 days) clearly decreases with age. Compared with the groups of tertiary students and secondary school pupil where an on average of every third respondent took a weekend trip with overnight stay, in the group of seniors the rate was only 5%. The differences are less marked when weekend trips without overnight stay are considered (these were indicated by 22–24% of respondents in the younger age groups and by 18% of seniors), which implies that the tourism activity of older persons is affected not only by their health, the possession of a car, etc., but also by their financial status.

The long trips present a somewhat different picture. The rates of respondents taking trips of 1–2 weeks are similar between the youth (secondary school pupils and students) and economically active people to 44 years (mainly families with children). The percentages of longer trips are greater among the youth and seniors. In the first case, the reason is the parents' wish to let their children have a rest after hard work during the school year. The

second case can be explained by seniors' marked interest in medical tourism (in other respect they are generally less active).

The proportion of short trips in their general structure is clearly correlated with educational attainment and incomes. Short trips are taken by less than 10% of persons with primary education, but the rate rises with the level of education to over 32% in the group of respondents with higher education. The correlation between incomes and the structure of trips is even stronger. The better-off people engage in long leisure trips four times more often than those with the lowest incomes.

An important indication of new trends influencing tourism activity is the way of arranging for a trip. Tourists who have special needs frequently have to make the necessary arrangements by themselves. There is, however, one more important factor that makes individual trips so popular in Poland – low incomes. People in Poland are comparatively less wealthy than western societies and many people cannot afford to buy services in the market. The economic factors still have a significant impact on consumers' purchasing decisions.

The research did not find a clear correlation between the provider of the trip and the age of the tourist. Individually organised trips prevailed in all groups (their rates varied from 70% among economically active people aged 45–60/65 years to over 82% for students). The students and the group at mobile working age (18–44 years) made individual arrangements for their trips slightly more often. Organized tourism was the most frequent among respondents at non-mobile working age. The interpretation of the results is relatively easy considering the earlier characterisation of tourism activity by age group. It shows that how particular groups arrange for their trips is determined by a different set of variables. The diversity of aims and motivations for travelling in the younger age groups implies that they may make travel arrangements by themselves to be sure that their needs will be satisfied. This approach is possible when people have a relatively large amount of free time and know how to find the necessary information. In contrast, people in the oldest age group make travelling arrangements on their own themselves because they lack funds (services provided by travel agents are usually more expensive).

The preference of older, economically active people (aged 45–60/65 years) for organised tourism is related to a greater percentage of outbound trips in their overall structure. The research has shown that domestic trips are organized independently in Poland more often than outbound trips, so the organized forms of tourism may gain in popularity following the development of outbound tourism (for this to happen population incomes must increase). This conclusion is supported by the correlation between the type of the provider and income. Among those with the lowest incomes travel agency services are used by less than 5% of respondents, but in the wealthiest group the rate is almost 40%.

The last variable of effect on tourists' preferences is the tendency to follow fashion. Therefore, the survey sought to identify destinations that Polish tourists liked (by asking the following question: „What tourist destinations do you prefer?: a) fashionable, popular, vibrant, or b) quiet, peaceful, less busy”). The analysis of the responses showed that preferences were markedly age-specific. Younger respondents chose fashionable and popular places the most frequently (58% of secondary school pupils). The rate of respondents who liked such places was decreasing with their age, down to 20% in the group of seniors. This means that the older age groups had larger percentages of those who preferred quiet, peaceful and less popular places.

6. Conclusion

As a complex and dynamic process, globalisation directly or indirectly contributes to the development of tourism in many ways. Bringing about economic, social, political and even cultural changes, globalisation forms a unified global market and considerably facilitates the movement of capital, goods and people. Globalization also has its intangible aspect – by providing access to information and modern forms of communication and by stimulating the spatial mobility of populations it enables a free flow of ideas that show individuals new attitudes and behaviours. The tourism activity of Polish residents is affected by both external and internal factors, but people differently respond to the strength and extent of their impact.

The growing mobility of populations and the resulting development of outbound tourism is one of the major effects of globalization. The research has shown that Poles too decide to travel abroad more and more often. The trend is likely to continue into the future, because younger people are increasingly active in this area. A comparison of the past and preferred destinations of outbound trips has shown that young people, unlike seniors, have fewer problems accepting the compression of time and space.

According to the research results, globalisation has a major effect on the tourism preferences and thereby on the models of tourism activity characterising particular groups of the population. The conclusion that has been drawn from the analysis of the selected characteristics of tourism activity (preferred forms, aims and motivations, the frequency and duration of trips) is that the choices and behaviours of younger people, better educated and earning higher incomes, reflect the majority of new trends.

The research has shown the globalization processes to have the weakest effect on the choices made by the oldest generation of Poles. This group participates in outbound tourism much more rarely than other groups and mostly chooses European destinations. Their preferred future destinations are also limited to their own country or Europe. Another finding that the research has provided is that Polish seniors concentrate on several basic forms of tourism activity and that short trips are not very popular with them. They are quite unlikely to make a purchasing decision because of fashion. Their low incomes are the most important factor constraining their tourism activity.

The tourism activity of economically active people shows many more signs of being influenced by globalization (the highest frequency of outbound trips (among all surveyed groups), a relatively high share of individuals choosing adventure tourism, a great diversity of aims and motivations for travelling). In addition to long trips, these people also take short trips (including weekend trips) outside the tourist season. Their interest in fashionable and popular tourist places markedly increases with the level of education and income.

The choices made by the youth reflect most new trends occurring in contemporary tourism. The large variety of their needs and interests significantly widens the range of their aims and mo-

tivations for travelling. As a result, they pursue different forms of active tourism and frequently travel abroad. The youth also absorb fashion trends more easily. For young respondents covered by the survey fashion was one of the major factors in their choice of foreign destinations. Spontaneous decisions are made more easily by people who have a great amount of free time and can use it as they wish. A very important factor enabling young people to be very active tourists is their specific attitude to problems, as well as determination and skills necessary to overcome them.

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