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Full Length Research Paper

An analysis of the image of destination Cross River and effect on visitors' future intentions

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The literature on destination image spanned over four decades. Despite this long period of knowledge accumulation, there is not yet a generally accepted measurement for destination image. This paper seeks to determine the underlying structure of tourism destination image and to investigate the effect of destination image on visitors' future intentions. An emerging tourism destination in Nigeria (Cross River State) was used as the study area. A systematic sample of 367 onsite visitors was recruited for the study. A well-structured and written questionnaire containing 35 destination image attributes was used to elicit data for the study. Exploratory factor analysis, t test equality test and regression analysis were utilized to identify attributes that underpinned destination image and underlying structure. The exploratory factor analysis produced six dimensions: destination quality of life, natural attractions and facilities, quality of public services, destination product quality and education, industry hospitality and environmental ambience, communication and security. Tourism destination image index of the destination was rated somewhat poor. Inferential statistic shows that there is significant difference in the tourists' perception of four destination image dimensions (destination quality of life, natural attractions and facilities, quality of public services, destination product quality and education, industry hospitality and environmental ambience and communication and security) based on whether they are domestic or international tourists. Two of the dimensions (quality of public services and communication and security) did not indicate significant difference based on place of residence. The study also shows that there is a significant relationship between tourism destination image dimensions and visitors' behavioural intentions. Specifically, two destination image dimensions were found to predict visitors' future intentions (industry hospitality and environmental ambience and natural attractions and facilities). The result of this study is expected to influence the formulation of destination product development and branding strategy which is necessary to create and grow the number of visitor arrivals in the destination.

Key words: Tourism destination image, destination attractiveness, future intentions, visitor attraction, social construction, destination attributes.

INTRODUCTION

The need to understand the nature and impact of destination image on tourist consumer behaviour has received much attention from marketing researchers and

tourism practitioners because of its strategic importance in tourism planning and development. Destination image has been suggested as one of the most important factors

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that influence visitors flow to a destination (Vaughan, 2007). The literature on destination image has spanned over four decades. Despite this long period of knowledge accumulation, there is not yet a generally accepted measurement for destination image. According to Fakeye and Crompton (1991) as cited by Vaughan (2007), “destinations with positive image are thought more likely to prosper while those with negative image may never prosper”. It is interesting to note that destination marketing managers are still grappling with the problem of determining which set of tourism destination image (TDI) dimensions are most effective in growing tourist arrivals. Some destinations have spent huge sums of money in destination product development and packaging strategies that have not impacted significantly on visitors’ arrivals. To provide answer to the above managerial problem, it is imperative to determine factors or attributes of tourist destination that would create meaningful impressions with subsequent influence on visitor arrivals if implemented. This paper therefore seeks to contribute to the literature on tourism destination image by analyzing more comprehensively the underlying structure of TDI and the effect of destination image on visitors’ future intentions using ‘Destination Cross River’ as the study area.

This paper is divided into 5 sections. There is a brief review of academic literature on tourist destination image and growth in the conceptual measurement of destination image. This is followed by detailed research methodology, results of data analysis and interpretation. The results are then presented in terms of cognitive evaluation of Cross River State (destination image index), critical destination image factors affecting behavioural intentions (repeat visit). The discussion section describes the findings and strategic implications of findings.

LITERATURE REVIEW

Destination tourism image and importance

The Oxford Advanced Learner’s Dictionary defines destination image as “an impression that a person, an organization or a product gives to the public and/or a mental picture that you have of what something is like or looks like” (Hornby, 2011: 748). Destination is a mental image formed by exposure to destination attributes (Bagoglu, 1999; Baloglu and McCleary, 1999; Gallarza et al., 2002). The importance of imagery cannot be overemphasized as tourists make their decisions based on these images and information before selecting a destination to visit (Mohan, 2010). An understanding of TDI is critical as it influences tourist preferences for destination, motivation for choice of destination, and by extension purchase behaviour. It is noted that attitudes and behaviour are formed on the basis of an individual tourist’s derived image which are not easily changed or

eroded except by the introduction of a new idea, information or experience (Cooper et al., 1998). Cooper et al. (1998) took a leap from the United Nation World Tourism Organization (UNWTO) and define tourism image as “ideas, conceptions held individually or collectively of the destination”. Marino (n.d.) observed that a tourist destination with a strong and consolidated image in the market has a better guarantee of prosperity and has important influence on the behavior of the tourist. The role of destination image is critical in the selection of a destination and determines which destination remains in the opportunity set and the realizable set for further evaluation and consideration into the choice set and eventually into the holiday set (Gartner, 1993). Farias et al. (2013: 109) define destination image as a set of complex mental impression and total feelings that a potential tourist holds of a product, place or tourism destination. Globally, destination image can be define as a composite of mental impressions a potential and/or actual tourist gets from the evaluation of the functional and psychological attributes of a destination and the functional and psychological holistic or imagery of the environment of a destination.

Destination image formation

Literature search reveals a plethora of knowledge in this subject. They include Gunn (1972), Fakeye and Crompton (1991), Gartner (1993) in his article, ‘image formation process, and Baloglu and McCleary (1999) in their article, ‘a model of destination image formation processes. Gunn (1972) “suggests two sources or agents of destination image: induced image and organic image”. Induced image is formed from information generated from destination advertising, while organic image is formed from the tourist past experiences during visit to a destination. A third component (complex image) was later added by Fakeye and Crompton (1991). Complex image is formed from the evaluation of tourist consumption experience at the destination. The image at complex image stage undergoes three outcomes: it is modified, corrected or removed depending on whether elements or impressions already gathered from the two previous stages about the destination are consistent or inconsistent with the actual trip experiences. If consistent, the image is reinforced. On the other hand, if the impression is inconsistent, the image is modified or removed. Post consumption image (complex image) was used for this study since the destination image that the researcher seeks to measure was formed during visitors’ stay in the destination visited. Gartner (1993) presents a three level hierarchical image formation structure: cognitive image, affective image and conative image. Cognitive image refers to the image formed from knowledge or perception a tourist has about a destination’s attributes evaluation. Affective image refers to the image formed from the feelings a place,

people or event arouse in a tourist or the value that tourist attaches to a destination based on socio-psychological motivation. Conative image refers to a tourist future behavioural intention. Gartner (1993) is credited with expanding Gunn's (1972) two components destination image formation agent model (induced and organic). He divided the induced image component into: overt induced 1, overt induced 11, covert induced 1 and covert induced 11. The organic image component was divided into unsolicited organic (unsolicited information from friends and relatives) and solicited organic (solicited information given by friends and relatives) (Jorgensen (2004). It is noted that the cognitive stage is the most critical because at this stage, the destination marketer can directly influence the tourist destination choice by creating appropriate information about the destination (Echtner and Ritchie, 1991). Baloglu and McCleary (1999) expanded Gartner (1993) model and further conceptualize a destination image formation process made of three components: personal factors, stimuli factor and destination image. Personal factors consist of psychological variables such as value, motivation and personality and social variables such as age, educational level, marital status, etc. The stimuli factors consist of information sources and previous experience.

Vaughan (2007) summarizes the image formation process by stating that the literature on TDI can be reduced into three perspectives: image as a composite construct (that is the sum of beliefs, ideas, and impressions a person has about a destination), image as an attitudinal construct (this consist the physical traits, affects and emotional response to destination attributes) and image as a societal concept (the social and political environment of business).

Destination image attributes and scale measurement development

Research on TDI started about four decades ago following the work of Hunt in 1971 (Mohan, 2010). Since then, extensive research has continued on the phenomenon (Echtner and Ritchie, 1991; Fakeye and Crompton, 1991). Echtner and Ritchie (1991, 1993, 2003) conceptualize destination image as consisting of: (i) of initial two dimensions: those that are attributes based and those that are holistic. (ii) the component of attribute based and holistic based are further divided into functional based attributes (tangible characteristic) and psychological based holistic (intangible or abstract characteristics). These resulted into four dimensions: functional-attributes dimension (climate, prices, road, and infrastructure), functional- holistic dimension (mental pictures of physical characteristic of landscapes), psychological-attributes dimension (friendly people and safety) and psychological holistic dimension (general feeling of atmosphere). (iii) They later modified the

attribute-holistic dimension and functional-psychological dimension of destination image into three dimensions, which ranged from those based on more common functional and psychological traits to those based on more unique features, events and feeling or auras.

Matos et al. (2012:112) conceptualize a destination image as having three broad components: controllable forces (induced image) which is represented by variables such as external stimuli, promotion activities, access routes, infrastructure and uncontrollable forces (organic image) represented by personal factors such as motivation past travel experience and external stimuli such as residents, time and space distance and service providers. They went further to conclude that destination affects a tourist destination choice at three points: before the trip (a prior), during the tourist's stay in the destination (in loco) and after the tourist returned home (a posterior). The most remarkable and ground breaking attempt to solve the problem of identifying elements of tourism destination image was by Beerlie and Martin (2004) who from extensive literature review generated a list of variables which could potentially be used as measurement instrument. The elements include: natural resource; tourist, leisure and recreation, natural environment; general infrastructure, cultural, history and arts; social environment; tourist infrastructure; politics and economics and atmosphere of place. Beelie and Martin (2004) list of attributes were assumed to incorporate every aspect of a destination which could potentially be used as an instrument of measurement. All factor influencing image assessment made by individuals were incorporated and classified into distinct dimensions.

Mohan (2010) observed that Pikes (2002) had reviewed 142 papers destination image papers published from 1973 to 2000 and concluded that there had been recurring criticism of the list of attributes. Mohan (2010) corroborated Pikes (2002) and asserts that there is no clearly conceptual base leading destination image studies, especially the ones investigating image and other concepts. Fronchot and Kreziak (2008) similarly observed that there is still some problem with the conceptual development and measurement of tourism destination image and attractiveness. What this means is that authors are not in agreement on what constitutes a generally acceptable measurement scales for measuring TDI. The lack of conceptual framework regarding the notion of tourism destination image (TDI) is still an area of concern to date in view of the fact that TDI is widely acclaimed to be a critical element in tourist visitation (Mohan, 2010; Fronchot and Kreziak, 2008). Unlike TDI, concepts in tourism research such as resident perception and attitude have standardized scale of measurement (Viviers and Slabbert, 2012; Delamere et al., 2001). Previous attempts to development a TDI measuring scale were criticized on the following basis: the scales produced by researchers lack homogeneity with respect to the attributes which define an individual's perceptual image,

criticism of the attributes list, absence of an acceptable theory to replace the multi-attributes models, difficulty in measuring consumers overall perceptions of a destination, the absence of validity and reliability of scales used in measuring destination and attractiveness casting doubt on their psychometric properties, etc. This study therefore seeks to contribute to the development of TDI measurement scale that will overcome the weaknesses aforementioned in previous studies.

CONCEPTUAL FRAMEWORK AND HYPOTHESIS TESTING

Image is influenced by the characteristics of a destination, exposure to information received about the destination, personal factors such as motivation and socio-demographic characteristics and previous experience (Bagoglu, 1999; Baloglu and McCleary, 1999 and Gallarza et al., 2002). Frochot and Kreziak (2008) found the following themes in the study of TDI: mountain authenticity, services at the resort, skiing, nonski snow activities, conviviality, and challenge. Mohan (2010) investigated the impact that destination image has on sport tourists' decision to travel using linear regression. He found that the significant image dimensions were weather, safety, cost and hospitality. Molina et al. (2010) studied the relationship between tourist destination image and means of promotion and brochures and found that the use of information sources as promotion tools has a strong influence on the formation of tourist destination image.

Buhelis (2010) proposed and conceptualized image as predictor of quality and perceived valued and found a significant relationship which in turn affect tourist satisfaction and behaviour intentions. Navratil et al. (2012) using an exploratory approach found that the image of a tourist destination is multilateral. He found that the cognitive appreciation of water, natural attractions, and cultura-historic were predictors of tourist behavioural intentions. Edwards et al. (2009) in an Australian study conceptualized destination image as city environment, city experience, large attractions, services and food services. Images are said to have an impact upon the formation of service quality evaluation, customer's satisfaction and future recommendations (Bigne et al., 2001; Pike, 2002). Mohan (2010) asserts that the importance of destination image in consumer decision making has long received universal acceptance. This is because it influences tourist perception and consequent behaviour and destination choice. Vaughan (2007) also found that respondents were significantly different in their perception of the image of Romania as a result of place of residence of respondents (Munich, Oporto, Leon and Bournemouth) (Figure 1). In view of the above we therefore postulate that:

H₁: There is no significant difference in the perceived tourism destination image of visitors based on place of

residence.

H₂: There is no direct significant relationship between tourist destination image and visitor behavioural intentions

RESEARCH METHODOLOGY

Areas of study

Cross River State was used for this study. It is an emerging destination. The destination is richly endowed with exotic tourism sites which are currently being enhanced to 'visitor readiness state'. There are 85 potential tourist sites (16 nature-based, 42 historical and cultural, 16 recreational and 11 others (industrial, educational, religious based, etc.). Out of these numbers, 32 sites were classified as visitor ready (sites designated for tourism business with basic ancillary tourism facilities in situ), 50 sites were classified as semi visitor ready (sites designated for tourism, have limited activities because of absence of basic tourist facilities), and 3 sites were classified as not visitor ready (sites designated for tourism business with little or no tourist activities because of non-enhancement for touristic use). The destination has 344 accommodation establishments (194 hotels, 105 guest houses, 33 lodges, 8 resorts and 4 motels). Total numbers of rooms available are 5,015. Total number of food and beverage outlets is 3,223. A total of 386,404 visitors visited tourist sites in the second half of 2012. A total of 467, 852 visitors attended special events at the same period. Total number of nonresidents' arrivals statewide was 65,000. The destination had a total of 356,188 guest nights and 18.6% average room occupancy. See CRSTB Statistical Report (2012) for details.

Sample size and sampling procedure

A sample size of 367 was generated through statistical estimation using Taro Yamene Formular (Yamene, 1967) at 0.05 error margin and a population of arrivals of 65,000 non-residents (total number of nonresident visitors to Calabar in the past one year). Ten visitor ready sites in Calabar were used for the study (National Museum, Tinapa Business and Leisure Resort, Cultural Center, Botanical Garden, Pandrillus Wildlife Conservation Center, Cercopan Wildlife conservation Center, Millenium Park, Marina Resort, Slave Trade Museum and Obong's Place). Systematic sampling design was used for drawing subjects into the sample. The sample units were drawn from the population of visitors by counting every five visitor entering the site: an interval skip of five onsite visitors at attraction was used. The study was limited to Calabar Tourism Cluster because it is the major entry point into the destination by land, air and sea and is the hub of tourism business in Cross River State.

Instrumentation

A well-structured written questionnaire was designed and used in data collection. The content of the instrument drew heavily from the works of Mohan (2010), Edwards et al. (2009) and Navratil et al. (2012). The instrument was partitioned into three parts. Part one had four items on demographics of respondent (age, gender, education, place of residence). The second part contained questions on destination attributes. A total of 35 items represented specific destination attributes. Respondents were asked to rate their perception of the destination image forming attributes on a five point Likert scale (1= very poor and 5= very good). Part three of the instrument measured visitor's tendency to repeat visit (behavioural intentions). Future intention was treated as one item construct (tendency to repeat visit to destination). It was measured on a five

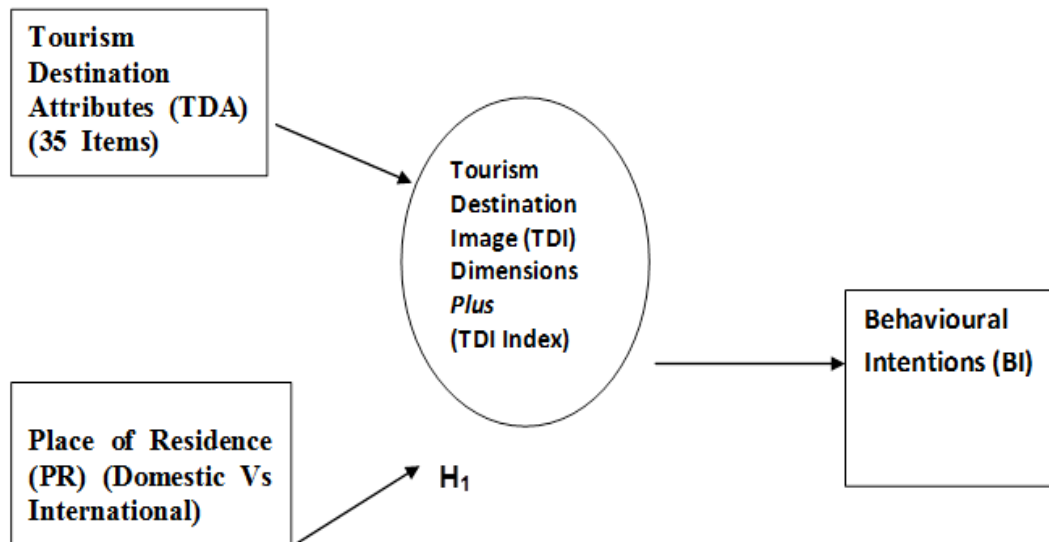


Figure 1. Model showing the conceptual model for TDI and effect on visitor's future intentions . Visit: Dependent Variable: Repeat.

point Likert scale with 1= strongly disagreed and 5= strongly agreed. In all, this measurement scale seeks to measure the perceived image of the study area (*Destination Cross River*) and element of the destination image that significantly predicts visitors' behavioural intentions.

Pre-test study

The questionnaire was pretested to ensure content validity by engaging destination managers in the private and public tourism subsector to carry out face validity of the instrument. Five experts in the field of destination management were presented with the instrument for perusal and to make their contribution in the wording and scope of tourism destination attributes (TDA). The experts include: The Economic Adviser to the State Governor, Marketing General Manager (Tourism Bureau), Unical Hotel Manager, Managing Director (Tourism Bureau). Their inputs were most significant in framing the words of questionnaire items for better understanding. Reliability analysis was based on the test of internal consistency that was done before exploratory factor analysis was carried out.

Data collection method

The data used for this study was collected as part of a larger study conducted by the Cross River State Tourism Bureau 2012. The entire research project was supervised by the author as a team Leader. The questionnaire was self-administered on on-site visitors in ten visitor attractions (only same day and overnight visitors were considered). Staff of the Department of Research and Planning of the Cross River State and volunteer research staff from Sustainable Tourism Initiative (NGO) were engaged as field staff and enumerators. The questionnaire was administered on every five visitors entering the ten tourist sites. The next visitor was contacted where the fifth contact results in a non-response. An average of 36 questionnaires was administered in each site. Completed questionnaires were collected before the visitor leaves the tourist site. Data collection for this study took place between 24th to 28th

December, 2012.

Data analysis

SPSS Window 16.0 was used for organization of data in this study. The data collected were analyzed using descriptive statistics (frequency, mean, standard deviation) and multivariate analysis (factor and regression). Frequency distribution was used to capture the demographics of visitors to the destination. Simple average was used in calculating the perceived tourism destination image dimensions. This was helpful in calibrating and interpreting the tourism destination image index. Leven and Pubin (1991) calibrated destination image in three zones: Good= 3.6-5 point, Fair = 2.6- 3.5 point and Poor = 1-2.5 points.

Cronbach's alpha reliability test was done to measure the scale reliability (internal consistency of the 35 items). The acceptable lower limit could be as low as 0.5 (Field, 2005). At the preliminary stage, reliability test of the 35 destination image items was done using inter-item correlation and any items below 0.5 were deleted. Correlation matrix was proposed as preliminary means of assessing the presence of multi-collinearity. Value of inter-item correlation must not be very large ($r = 0.8$ to 0.9) and values below 0.3 were not accepted. Construct and factorial validity was ascertained through exploratory factor analysis (EFA) using principal axis factoring (PAF) with varimax rotation on the 35 TDI attributes (Field, 2005). For appropriateness of data for factor analysis, Kaiser-Meyer-Olkin (KMO) measure of sample adequacy must not be less than 0.5. Bartlett's test of sphericity test shows that there is some relationship between the variables (A significant test tells us that the R- matrix is not an identity matrix and therefore appropriate for factor analysis). Extraction and retention of factors was based on factor loading of 0.3 and eigenvalue greater one. The first hypothesis was tested using t test to establish if there is any significance difference in the perceived tourism destination image dimensions of domestic and international visitors. Multiple regression models was used in hypothesis two to test the statistical relationship between perceived destination image and repeat visit in hypothesis one ($Y = \alpha + \beta_1 TDI_i + E$).

RESEARCH RESULTS AND FINDINGS

Profile of respondents

Out of a sample of 367 visitors who completed and returned the questionnaire, only 235 copies of the questionnaire were found fit for data analysis. This represented 64% questionnaire response rate. The sample comprises 16% foreigners and 84% Nigerians. The respondents were aged between 22 to 50 years. Most of the respondents were professionals and self-employed people. And most of them visited the destination in the company of family members or friends.

Factor analysis

Preliminary reliability test with Cronbach's alpha test yielded values of α between 0.856 to 0.873. The values in the correlation matrix were not very large (0.3 to 0.6) as to cause error or unreliable measures as they were within acceptable limits (critical level= 0.8 to 0.9). This was to ensure the internal consistency of the items that were used to measure the destination image dimensions. Secondly, it was intended to rule out initial problems of multi-collinearity. Exploratory Factor analysis was done to determine the underlying structure of destination image attributes. KMO value was 0.850 which was greater than the benchmark of 0.5. The value of Bartlett's sphericity test was ($\chi^2= .00337$, $df= 595$, $p = 0.000$). On the basis of this statistics, the data was deemed suitable for factor analysis. All the 35 items were used for factor analysis because no sign of multi-collinearity was detected with the inter-item correlation. With eigenvalue greater than 1, six dimensions of destination image were produced. The six dimensions had a total variance of 55.52% which was good enough. The eigenvalue range between 1.07 to 7.22. The entire factors loaded at values above 0.3.

A careful examination of the items loaded in each of the dimensions guided us in renaming the factors/ dimensions. See details in Table 1. Factor one loaded 8 items and was named *destination quality of life*. This dimension had a composite reliability test value of 0.876. Factor two loaded 7 items and was named *natural attractions and facilities*. This dimension had a composite reliability test value of 0.725. Factor three loaded 6 items and was named *quality of service providers*. This dimension had a composite reliability test value of 0.790. Factor four loaded 6 items and was named *destination product quality and education*. This dimension had a composite reliability test value of 0.724. Factor five loaded 4 items and was named *industry hospitality and environment ambience*. This dimension had a composite reliability test value of 0.716. Factor six loaded 4 items and was named *communication and security*. This dimension had a composite reliability test value of 0.690 (Table 1).

Tourism destination image index of Cross River State

This study also produced an additive tourism destination index which will help in the comprehension of the constructs (Fakeye and Crompton, 1991; Bagoglu and MCcleary, 1999). The six attributes produced by exploratory factor analysis were used to create a destination image index for Cross River State (Table 2). Each of the six image dimensions produced by EFA represents a TDI dimension. The TDI index was computed by calculating the mean of each of the TDI dimensions (Mohan 2010). Interpretation of the destination image was done in line with (Leven and Pubin, 1991) as cited by Mohan (2010).

Overall, the image of the destination is somewhat poor. The result of the analysis indicates that the TDI index portrays the state as having a not very good image. Out of the six TDI dimensions only one dimension was scored good (industry hospitality and ambience was rated 3.70 on the TDI index). Destination quality of life was scored fair on the TDI index (2.87) and the other destination image dimensions were scored poor (<2.5) on the TDI index. Descriptively it was found that there were differences in the perceived image of the destination based on place of residence of tourist (domestic and international tourist). The domestic tourists had higher perceived TDI on four image dimensions of the destination: destination quality of life (domestic =3.037 and international=1.997); natural attractions and facilities (domestic= 2.201 and international =1.618); destination product quality and education (domestic =2.085 and international=1.75); industry hospitality and ambience (domestic=3.781 and international=1.75), while international tourist had higher perceived TDI on two image dimensions: quality of public services (domestic= 2.081 and international=2.171) and communication and security (domestic=1.935 and international=2.171). The detail is shown in Table 2.

Hypothesis testing

Visitor type and perceived image of tourist destination dimensions: To determine if there is a significant difference in the perceived image of the destination by domestic and international tourists, each TDI image dimension was tested for equality of means using independent t test. The result shows that the perceived image of four TDI dimensions were significantly different (destination quality of life: $t= 4.379$, $p=0.000$; natural attractions and facilities: $t=2.299$, $p < 0.05$; product quality and education: $t=2.317$, $p < 0.05$; and industry hospitality and ambience: $t=3.787$, $p=0.001$). Two TDI dimensions did not show significant difference in the perceived TDI (quality of public services: $t=-0.519$, $p > 0.05$ and communication and security: $t = -1.717$, $p > 0.05$). This is shown in Table 3.

Table 1. Exploratory factor analysis using Varimax rotation on destination image attributes.

Item	Individual item mean	Factor loading	Communalities	Composite Reliability (x)	Item reliability (x)
<i>Destination quality of life</i>					
X:19: Clean water	3.13	.790	.686	.876	.855
X15:Recreational parks	3.22	.748	.645		.851
X13:Cultural experience	3.41	.722	.605		.861
X18: Existing business opportunity	2.35	.687	.563		.866
X11: Weather and pleasant climate	3.12	.667	.536		.860
X9: Cuisine and drinks	2.87	.650	.477		.864
X17: Reasonable pricing	2.56	.612	.529		.862
X16: Ease to use facilities	2.51	.591	.635		.856
<i>Natural attractions and facilities</i>					
X8: Beautiful beaches	2.47	.720	.566	.725	.638
X5: Attractive animals and games	2.14	.674	.526		.643
X10 : Deep sea fishing	1.13	.635	.459		.695
X4: Uncrowded and unspoiled parks	2.71	.592	.573		.679
X14:Modern equipment & facilities	2.65	.589	.699		.856
X12: Well-equipped information centers	2.49	.575	.654		.857
X7:Adequate and safe facilities	3.06	.485	.521		.864
<i>Quality of public service</i>					
S 5. Custom and immigration services at airport	1.67	.770	.616	.790	.746
S8: Quality of guides	2.15	.693	.561		.756
S6:Police services	2.27	.644	.518		.748
S9: Knowledge of foreign language	2.00	.638	.554		.759
S 7: Access to local transport	2.40	.630	.513		.754
S4: Medical and health services	2.12	.466	.467		.784
<i>Destination product quality& education</i>					
S14: Availability of shopping facilities	2.05	.719	.547	.724	.666
S15:Accessibility of attractions	2.04	.712	.616		.658
S16: Visitor education at attractions	2.13	.709	.626		.650
S11:Quality of lodges	2.06	.664	.581		.665
S13:Provision of children facilities	1.82	.557	.459		.694
S12:Quality of restaurants	2.16	.510	.374		.802
<i>Industry hospitality and environmental ambience</i>					
X3:Attractive and appealing environment	3.93	.728	.583	.716	.630
X2:Hospitality of service providers	4.03	.686	.550		.645
X1:Enjoyed the whole experience	4.04	.605	.479		.656
X6:Responsive staff	2.88	.565	.558		.693
<i>Communication and security</i>					
S2:Personal safety	1.99	.718	.603	.690	.571
S3:Telecom services	2.16	.677	.467		.620
S1: Convenient airport	1.67	.520	.566		.640
S10:Friendliness of locals	2.07	.458	.504		.670

Effect of tourism destination image and visitors' future intentions

Regression analysis was used to test the effect of

destination image on visitors' future intentions and to specifically determine the image dimensions which predict visitors' future intentions. The overall model shows that there is a positive and significant relationship

Table 2. Tourism destination image index of destination Cross River.

TDI Dimensions	N	Range	TDI of Nigerians	TDI of foreigners	Image rating
Destination quality of life	235	4.00	3.037	1.997	Fair
Natural attractions & facilities	235	4.00	2.201	1.618	Poor
Quality of public services	235	4.00	2.081	2.171	Poor
Destination product quality and education	235	4.00	2.085	1.75	Poor
Community hospitality and ambience	235	4.00	3.781	3.223	Good
Communication and Security	235	4.00	1.935	2.171	Poor

Table 3. Influence of tourist type on perceived image of destination.

	T-test for Equality of Means						
	T	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
						Lower	Upper
Destination quality of life	4.379	233	.000	1.04073	.23769	.57244	1.50901
Natural attractions and facilities	2.299	233	.022	.58209	.25315	.08332	1.08085
Quality of public services	-.519	233	.604	-.09017	.17376	-.43251	.25216
Destination product quality and education	2.137	233	.034	.33460	.15660	.02607	.64313
Community hospitality and ambience	3.287	233	.001	.55804	.16979	.22353	.89255
Communication and security	-1.717	233	.087	-.23577	.13728	-.50624	.03469

Table 4. Relationship between destination image and future intention.

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	123.650	6	20.608	43.771	.000 ^a
1Residual	107.346	228	.471		
Total	230.996	234			

Model 1: R²=53.5%, DW=2.127.

between destination image and repeat visit (R²= 53.5%, F=43.771, p =0.000). This means that over fifty percent of the change in the dependent variable is accounted for by variation in the destination image attributes. This indicates that the null hypothesis should be rejected. The value of R² shows that the model has a reasonable good fit to predict the criterion variable. The value of Durbin Watson (2.127) was within normal range and so any autocorrelation problem was ruled out in the model fittest. See Table 4 for details. The effect of each of the tourism destination image dimensions on behavioural intentions was measured using multiple regression analysis. The analysis shows that natural attraction and facilities (p < 0.05, t= -2.52, b = -0.096) and industry hospitality and ambience (p = 0.000, t= 13.076, b = 0.777) predicted repeat visit. The other four dimensions did not predict repeat visit (p > 0.05). This is shown in Table 5.

DISCUSSION OF FINDINGS AND MANAGERIAL IMPLICATIONS

The result of exploratory factor analysis produced six tourism destination image dimensions or elements: destination quality of life, natural attractions and facilities, quality of public services, destination product quality and education, industry hospitality and ambience and communication and security. The principle of validity and reliability were taken into consideration in generating dimensions that subsequently formed what in this study represents the underlying structure of the construct known as tourism destination image. These dimensions were empirically generated which made it unique formed unlike the methodology used in some previous works on this subject (Pike, 2002, Mohan (2010) and Frochot (2008).

Table 5. Effect of Tourism Destination Image on Visitors Future Intentions.

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	1.568	.244		6.417	.000		
Destination quality of life	.006	.040	.009	.152	.879	.645	1.551
Natural attractions & facilities	-.096	.037	-.139	-2.552	.011	.690	1.448
Quality of public services	.007	.059	.007	.120	.905	.608	1.645
Destination product quality and education	-.053	.058	-.047	-.915	.361	.759	1.318
Community hospitality and ambience	.777	.059	.765	13.076	.000	.595	1.681
Communication and security	-.080	.075	-.063	-1.062	.289	.589	1.698

The major contribution of this study to literature is the development of TDI index and the subsequent determination of the underlying structure and components of TDI that predicts visitors' future behavioural intentions in an emerging tourism destination in a developing country. The six TDI dimensions produced covered most of the elements that were earlier suggested by Beerlie and Martin (2004) and Mohan (2010), but differ because of the processes that the authors deployed in generating the underlying structure. Some of the TDI attributes in the studies listed here were subjectively generated. Further to that, this study is more comprehensive because of the large array of items which eventually were dimensioned into six. The methodology used suggests a scale or framework for measuring TDI which is the main crux of this paper. The TDI index revealed that visitors' perceived image of the destination (Cross River State) is somewhat poor. Perceived tourist image with respect to these TDI dimensions differ between the two categories of tourist. The domestic tourists were found to have a slightly higher perceived TDI than international tourists.

The result of the analysis further shows that tourism destination image significantly influence visitors' repeat visit. Out of six TDI dimensions generated through EFA only two dimensions were found to predict repeat visit: community hospitality and ambience and natural attractions and facilities. The other dimensions should be omitted from the model since those dimensions were not significant. They do not make significant contribution in the explanation or prediction of repeat visit to tourist destinations. The significant dimensions in this study contained some of the attributes that were found significant in some previous studies (Bigne et al., 2001; Edward et al. 2009; Navratil et al., 2012). Worthy of note is the fact that industry hospitality and environmental ambience appear to have more impact on visitors' behaviour by reason of its regression coefficient value and even the TDI index. The negative regression coefficient obtained in natural attractions and facilities may be associated with the lack of effective product positioning and brand association of the destination nature based products and facilities (low product

enhancement and packaging). The TDI dimensions are precursors of the destination brand identity. They are the activities created by stakeholders in the tourism industry. Tourist perception of the TDI dimension destination lends itself to the formation of a destination brand image. The two predictors of tourist future intentions should be used as the basis for product strategy formulation and marketing. Effort should be intensified to upgrade the tourism components of the destination that are responsible for industry hospitality and environmental ambience and enhancement of natural attractions and facilities. The destination nature based products; environmental attractiveness and hospitality of industry operators should be improved and used as the destination unique selling proposition.

Conclusion

The dimensions produced in this study have highlighted the elements that should be used to represent and measure destination image. This answers the 'what it is made up of and what it is not' question of TDI. The results suggest that TDI is structured into six dimensions, and that not all the social constructions and operation of tourism destination managers significantly influence visitor's behavioural intentions. The dimensions that predict future intentions are critical in the planning and development of destination products and marketing. Destination competitiveness is based on the tourist flow and number of repeat visits the destination enjoys. Repeat visit is important in marketing because of the belief that it is cheaper and more profitable to serve a repeat visitor than a first timer. Notably, the destination image of the study area (Destination Cross River) is poor as inferred from the very low scores of items rating. To positively improve the destination image and to maximize the benefit of increasing tourist flow and repeat visitation, the destination managers need to formulate a new tourism product development strategy that will make industry hospitality and environmental ambience, enhancement of natural attractions and facilities the

major supporting components of the destination product. The study supports the view that, tourism destination image is an individual's subjective and objective evaluation of designated features of a location which is stored in memory and used in taking decision concerning the future consumption of the location by potential and prospective tourists.

This study is not without limitation. The use of only one destination with just data collected from one cluster of the destination constitutes a limitation in this study. It is suggested that further validation of the instrument should include data collected from several points from a country or even much more from a region. Secondly, respondents for the student should include other forms of onsite visitors such as festivals.

Conflict of Interests

The author has not declared any conflict of interests.

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Full Length Research Paper

Exploring the history and heritage of communism in NowaHuta District in Krakow, Poland: Potential or a problem in managing tourism in a city?

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Travelling to cities has long traditions, but in recent years tourists more frequently decide to visit places which are not typical tourist attractions. One of the new, alternative methods of spending free time in cities is urban exploration. It is a kind of quasi-tourism consisting in rediscovering forgotten and abandoned places. In the countries of Central and Eastern Europe which were the part of the former Eastern Bloc, this phenomenon can be observed particularly in post-communist cities and districts, such as NowaHuta in Krakow, Poland. The aim of the article was to identify places visited by urban explorers in NowaHuta and to indicate the main problems of managing city tourism in the context of this type of adventure travel development. Urban exploration is considered controversial but is constantly gaining more and more popularity. The main tourism products are not the specific monuments and museums but emotions and experiences of tourists. This requires proper management of tourism according to the rules of sustainable development and the concept of experience economy. The explorers in NowaHuta act on the edge of law, which causes their activity to be seen in a negative way. In the wider perspective, however, they contribute to reviving the local activity for protecting, restoring and rendering the buildings of the communist heritage available.

Key words: Urban exploration, communist heritage, tourism management, city tourism, experience economy, Krakow, NowaHuta.

INTRODUCTION

NowaHuta is one of the most recognisable districts of Krakow. Since the moment it came to being, it was the place of exceptional care of the communist rule. It started being created in 1949 because of the execution of the Six-Year Plan of the Economic Development and Building

the Foundation of Socialism. According to the concept of the builders, it was to be the place of residence for the workers of the metallurgy complex nearby – Vladimir Lenin Steelworks (currently ArcelorMittal Poland, Krakow Branch), where steel was produced, also for the arms

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industry. The changes in the political system in Poland after 1989 together with the deepening crisis of the heavy industry caused considerable deterioration of the economic situation of the complex. On the one hand, it had a negative effect on the socio-economic situation of the inhabitants of this district, who were generally employed in the complex. On the other hand, it caused weakening of the industrial function, which caused a slow fall and degradation of this part of the city. In the last few years, so far negatively perceived, Nowa Huta has become a district which is somehow a relic of communism in Poland and is starting nowadays to arouse more and more interest, especially among foreigners. The atmosphere of this district turns out to be for them much more important than specific monuments, palaces and museums in the centre of Krakow.

Contemporary tourists more and more frequently look for alternative methods of spending their free time based on searching for historical and cultural authenticity. They are interested in these parts of the city which are situated far away from the traditional routes followed by mass tourism. Leaving the place of residence is treated as an opportunity for having unforgettable experiences and emotions, which will allow people to overcome their weaknesses and limitations and will give the feeling of fulfilment and satisfaction. The expression of the change of motivation is new form of visiting the city. One of the most dynamically developing social and cultural movements of this type is urban exploration. It consists in penetrating usually invisible and hard to get to areas of the city, which are normally avoided and even negated as the part of history and cultural heritage. It applies to places particularly degraded, where one can find the remains of factories and industrial plants, mines, bunkers, fortifications and other buildings, which seem too little attractive to be paid any attention at all.

LITERATURE REVIEW

Post-tourism: understanding visitors' motivation

For a long time visitors to cities limited themselves to visiting exclusively attractions in the centre. It resulted from the city tourism being commercialised and mass tourism. Thinking that the fame of the building gives some meaning to it (Urry, 1990), tourists wanted to see only those elements of the cultural heritage that were described in popular guidebooks or travelling magazines. A mass tourist, moving in an organised group, under the supervision of a guide, was somehow isolated from the local community and the surrounding world. However, at the turn of the 20th and 21st century, together with the advent of postmodernism, this type of travelling stopped being accepted by tourists (Uriely, 1997). The process started particularly in the countries of Western Europe,

where many people had already visited so many places that they started to look for a change from traditional sightseeing.

A tourist consumer in postmodernism shows a high level of spatial mobility because he is interested in getting to know other cultures and acknowledges that cultural diversity is a significant value. Because of that, he is open to the world but at the same time aware of the tendencies to homogenise the ideas of consumption and culture (Horner and Swarbrooke, 1999; Fairweather and Rogerson, 2003). He is conscious of the fact that there is no authentic experience or authentic tourism product in the world surrounding him. Because of that he is looking for new experiences. This approach of postmodernism in tourism was completed by the popularised in the early 1990s term "post-tourist" by Urry (1990).

One of the most important factors affecting the post-tourist and influencing his choices concerning the methods of spending their free time are emotions. Emotions are not only a trait of his personality but also a subjective determiner of his tourist behaviours (Cohen et al., 2014). Post-tourists desire exceptional experiences and those creating very strong emotions (Aramberri, 2001). They search for personal experiences which will allow them to break the routine and monotony of everyday life (Poon, 1993). The cognitive-emotional model bases on this need for a change (Rodriguez del Bosque and San Martin, 2008), in which satisfaction is gained through sensations generating strong emotions. Thus emotions constitute the foundation on which contemporary, new types of tourism and recreations are developed. Post-tourists are expecting an original look on the visited town, so they opt for alternative forms of city tourism such as creative sightseeing, poverty walks, cultural and theme tours, set jetting, questings, city games or geocaching. In case of tourists looking for extreme methods of spending free time in cities, we can talk about urban exploration.

Defining urban exploration

The name of "urban exploration" for the first time appeared in 1996 in "Infiltration" magazine published by a lover of infiltration of abandoned places, hiding under the pseudonym of Ninjalicious. However, the pioneer of the urban was Philibert Aspairet, who in 1793 examined catacombs of Paris. Nevertheless, if one wanted to find the real time frames of the creation of urban exploration it would be impossible to define them as since the beginning of time a human being has been an adventure seeker and explorer of what is inaccessible. People who actively do this kind of activity think of themselves as historians and architecture lovers, sometimes even artists looking for inspiration (Gates, 2013). Infiltrators very often prepare for their trips for a long time, reading publications

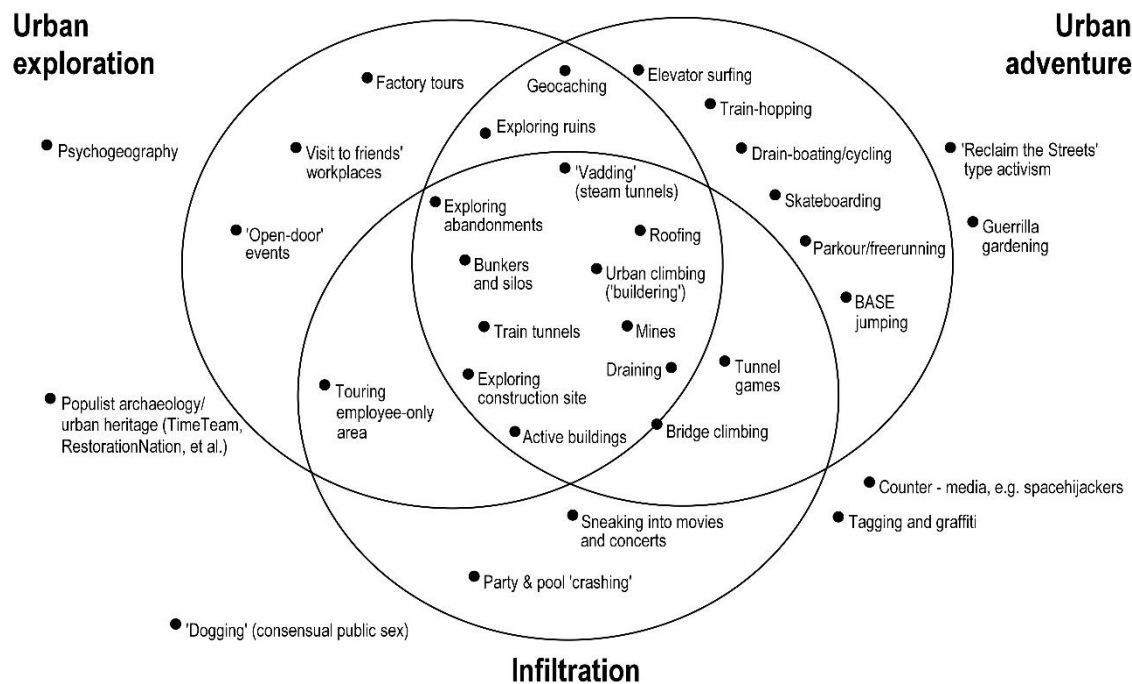


Figure 1. Forms of urban exploration. Source: Ninjalicious (2005) (as cited in Dodge, 2006).

or studying topographical and historical maps and consulting other participants of the trip about the chosen places.

Urban exploration, also known as urbex, UE, was created as a separate and atypical method of getting to know the city, connected with infiltrating its space (Paiva, 2008). The exploration space is identified with discovering by the tourist little known or even totally unknown areas of little developed tourism function (Liszewski, 2009). The further these places from the tourist centre, the more authentic and interesting for urban explorers. Many urbexers are less interested in penetrating streets, squares and other public places (Pinder, 2005). They trespass to hidden and marginalised spaces in the city, which are more or less inaccessible to ordinary pedestrians (Paiva, 2008; Edensor, 2005). There are many detailed kinds of urban exploring, which are done by a small number of specialists in a given field (Figure 1). These are, among others, roof and tunnel hacking, building hacking, reality hacking, as well as caving, wreck diving and draining (Dodge and Kitchin, 2006; Garrett, 2010). Where a standard tourist sees only an abandoned, ugly building, an urban explorer sees a distinguishing in an urban landscape cultural value of unique worth.

Travel destinations of urban explorers depend on the geographical area and history of a given region. Exploration destinations are most frequently abandoned architectural structures, elements of urban or industrial

infrastructure. The objects of the exploration can be abandoned churches, monasteries and cemeteries; canals, catacombs and tunnels, shafts and mines, hospitals and sanatoriums, old schools and dormitories, factories and industrial plants, airports and abandoned ships, amusement parks and resorts, bunkers, fortifications, military installations and abandoned palaces, private houses and villas (Edensor, 2007; Pokojaska, 2013). In special cases explorations concern also abandoned technological installations.

Urban exploration as a type of tourist and performative activity

According to Garrett (2012) "exploration is not something you do, it's who you are", and that is why urbex should be understood as something deeper than a type of tourism or a way of spending free time. Urbex expresses life approach and philosophy of a human being, reflects their personality, is an indicator of their identity and a sense of belonging to certain social groups. It builds their own image, both in their own eyes and those of other people. Nevertheless, some authors draw their attention to the connections between urbex and widely understood adventure tourism (Fraser, 2012), off-limits tourism (Brown, 2001) and dark tourism (Stone and Sharpley, 2008). Dark tourism has been defined as tourism involving travel to haunted sites of "death, disaster, and

atrocities”, including those associated with war (Lennon and Foley, 2000). These places are interesting for some explorers, unless they are an organised tourist attraction or are widely recognised as memorials. Explorers always go alone or in small groups (Garrett, 2011; Mott and Roberts 2013). They look for places where they can interact with social and cultural surroundings.

Urban exploration can be described as a contemporary performative discipline (Petri, 2014). Urban exploration, similarly to youth subcultures such as skateboarding, graffiti or rave, has become widespread and is considered as one of the forms of recreational activities (High and Lewis, 2007), and it consists in penetrating inaccessible areas of civilisation and, not unusually, photographing them. Bennett (2011), during his research on urbexers interested in abandoned military installations, noticed that these people emphasise documenting and cataloguing the objects visited with the simultaneous preservation of “reverential and memorialist tone” (Bennett, 2011).

The main source of motivation for many “recreational trespassers” is documenting their travels and experiencing them through photographs (Dodge and Kitchin, 2006). The cultural meaning of these photographs is very often underlined, because they, in a specific way, present “aesthetics of decay” of the forgotten elements of the cultural heritage (DeSilvey, 2006, Pinder, 2005; Trigg, 2006). Some researchers consider it as a new style and trend in photography known as “ruin porn” (Greco, 2012). Photographies, films, historical descriptions and maps resulting from urbex may to some degree contribute to commemorating and saving some places from being forgotten (Petri, 2014; Prescott, 2009). Frequently the materials urbexers gather are of unusual value because these are the last documents, traces of history before such buildings, fragments of urban space, cease to exist.

Urban explorers: Virtual contacts – a real community

Today there are thousands of urban explorers all over the world and they create an unofficial movement which is gaining more and more popularity every day (Mott and Roberts, 2013). Urbex developed especially in recent years thanks to the development of information and communications technology, including the Internet (Molz, 2013). Castells (2003) states that the character of the new media in a way predestines them to be the tools of new social movements of the information era. Thanks to digital communications systems people can quickly and effectively reach those who share their interests and systems of values. The Internet enables members of informal groups to express themselves and develop, thanks to which they can be varied and able to undertake coordinated actions (Gillmor, 2004; Papacharissi, 2002). So new technologies are the key infrastructure, enabling social movements, such as urban exploration, to maintain

their organisational form and effective operation.

Urbex is not only a new type of adventure tourism but also a social phenomenon because the enthusiasts of this field form strong, effectively functioning communities of discoverers and art creators. Urbexers eagerly exchange their experiences and remarks about urban exploration. To do this they use forums, blogs, chats and private profiles in the social media, creating in this way a characteristic community (Pokojska, 2015). As participants of virtual communities they share their ideas and use the advice and recommendations of others, especially experts. The Internet is an important source of information because every exploring action starts with detailed preparations (Garrett, 2014). This stage includes browsing Internet websites and forums where interested people share detailed descriptions, photos and topographic maps of the places indicated as attractive to penetrate. Such a way of communication makes it easier for them to locate the place and to get to know new people, meet in person and undertake trips together.

Regardless of the part of the world, practically in every country there are abandoned spaces and material remains of the past, which are the objects of interest for urban explorers (Edensor, 2007). Gates (2013) shows that the most common destinations for the trips of extreme tourist are metropolises and urban agglomerations. The most popular throughout the world are: tunnels of the underground in New York, catacombs in Paris, aqueducts in Rome and abandoned asylums and residences of the neo-Gothic and Victorian style in London. Germany and Russia have, on the other hand, remains of military installations from the period of so called Cold War –military bases, barracks, field hospitals, bunkers and systems of underground corridors. In recent years more and more popular are post-industrial areas and blocks of flats, which were built because of the government's recommendation. Until now these places have been seen through the prism of social pathologies, and very often they are the works of art of architecture and construction. One of the cult places presenting the heritage of the communism in Poland is also NowaHuta – one of the 18 districts of Krakow.

Unwanted and forgotten heritage of NowaHuta

According to specialists, NowaHuta is the best execution of the plan in comparison to other social-realistic cities of the former Eastern Bloc (Faracik, 2011; Mieziań 2004). Next to the Czech Poruba (a district of Ostrava), Hungarian Dunaújváros, Bulgarian Dymitrovgrad or German Eisenhüttenstadt, it is one of the most well known realisation of the idea of a social city in Central Europe (Lorek 2007).

NowaHuta was created a few years after World War II and was one of the most important investments of the communist rule in Poland. The decision of where to

situate NowaHuta was a political one and was undertaken by regional authorities despite protests of local institutions responsible for Krakow urban planning (Juchnowicz, 2000; Miezan, 2004). Building the metallurgy complex and the inflow of the working class was supposed to make from Krakow an industrialised city and change its social structure. As Gawel (2013) states, "proletarian NowaHuta was to become the counterbalance to Krakow, conservative and unfriendly towards the new authorities". It was not possible to fulfil these plans because the inhabitants of this district formed an opposition movement soon, which contributed to the fall of communist dictatorship.

After the change of the political system in 1989, throughout the 1990s, NowaHuta was unwanted history heritage (Balockaite, 2013; Murzyn, 2007). The district brought negative reactions in Polish society because it reminded of soviet domination, lack of independence, restricting inhabitants and tragic events (Juchnowicz, 2000; Pozniak, 2011). People wanted total obliteration of the heritage of communism, also by eliminating all symbols and material traces. The accompanying crisis of the metallurgical industry caused the breakdown of the local community, and as a result social bonds and the feeling of identification with the place disappeared (Gądecki, 2013; Stenning 2000). Its consequence was the degradation of NowaHuta as well as the emergence of many social, economic and spatial problems in its area.

NowaHuta was forgotten for many years by local authorities, which had no idea how to use its undoubted values and their promotion among tourists. Despite cultural potential of this part of the city, until today underdevelopment of the tourist infrastructure is visible (Dej and Gaika, 2008). Although in the 1990s old monuments were removed and the majority of street names was changed, the partly degraded area of NowaHuta together with the metallurgy complex are still marked with the presence of the heritage of communism, which attracted the attention of urban explorers.

METHODOLOGY

The aim of this paper was to identify places visited by urban explorers in NowaHuta and to show the main problems of managing city tourism in the context of this type of adventure travel development. The study emphasised how methods of travelling are changing in the modern world and what actions should be undertaken by the local authorities in the future so that the tourism development could meet the current urbexers' needs. The focus is on identifying examples of activities implemented by the local government (public sector) and private entrepreneurs (private sector) from the area of the NowaHuta concerning the adaptation of the tourism offer to the expectations of urban explorers. Only the solutions addressed to urban explorers were submitted for analysis. The information was obtained thanks to the search query of scientific literature and articles published in local newspapers and travel magazines. It should be noted that in spite of the differences

in tourism values and socio-economic conditions of individual urban exploration destinations in the Central and Eastern Europe, the investments undertaken and realised projects will be similar in nature to those in NowaHuta.

The city of Krakow is divided into 18 administrative districts, each with a degree of autonomy within the municipal government. The district of NowaHuta was analysed in the shape and division before 1991, that is the time when Krakow was divided into six administrative parts. According to this division, the spatial extent of the survey covers 5 contemporary districts of the Krakow, i.e.: Czyżyny, Mistrzejowice, Bieńczyce, Wzgórza Krzesławickie and NowaHuta. The listed districts were created after 1991 as a result of the division of NowaHuta into smaller administration units. The total territory of the study area covers 110.77 square kilometres, which constitutes 33.9% of the total territory of the city of Krakow. The spatial area of the research was chosen because of its cultural and historical specificity, which clearly distinguishes it from the other districts of Krakow. NowaHuta, because of its distance from the centre of Krakow and for political reasons for which it had been created, for many years was a separate urban organism. The complex of the buildings in NowaHuta has its origins in the times of social realism, the beginnings and the subsequent phase of the development of the communist regime in Poland.

The temporal scope of the study includes the years from 2004 to 2014. The choice of the temporal scope of the studies was dictated by the changing conditions for the development of urban exploration in NowaHuta, connected with the steelworks' privatisation. In 2004 a new owner of the company started a restructuring programme, which included systematic decrease in employment as well as elimination of economically unprofitable production units. The fall of the metallurgical industry resulted in social and economic crisis of NowaHuta, which succumbed to spatial and infrastructural degradation. The significant part of the area of the complex is currently unused and is visited by urbexers. The other reason for choosing the temporal scope of the research was the process of urban exploration development in Poland. The beginning of the movement of urban exploration is connected with the year 2004, when the first website was created – *Opuszczone.com* – where descriptions and photographs of the places abandoned in Poland were presented. Shortly afterwards new websites and Internet forums appeared, such as *Forgotten.pl* or *Zrujnowane.cba.pl*, where lovers of this field documented the places they visited.

The places visited by urban explorers were analysed on the basis of entries in electronic media concerning tourist attractions in Krakow, especially in NowaHuta district. For this purpose, the content analysis of electronic media was conducted on the basis of a coding scheme. The coding scheme took into account the categories of cultural heritage, which are the objects of interest for urban explorers, and where the highest number of visitors' arrivals was recorded. The study included the texts and multimedia available on the 12 biggest Polish portals about urban exploration (*Forgotten.pl*, *Urbex.net.pl*, *Deadzone.pl*, *Opuszczone.com*, *UrbexZone.com*, *Zdewastowane.pl*, *Zrujnowane.cba.pl*, *StalkerTeam.pl*, *PozaMapa.pl*, *Urb-Ex.pl*, *Opuszczone.net*, *UrbanExploration.prv.pl*), as well as chosen forums and blogs where atypical places to visit in NowaHuta district are presented (e.g. *NieznanyKrakow.com*, *KrakowNieznany.blogspot.com*, *KrakOff.info*, *DrugaStronaKrakowa.blogspot.com*, *OdkryjKrakow.pl*, *ZrobmyCosFajnego.brandlord.pl* *Urbex.buczel.pl*). In addition, the search query of electronic promotional materials issued by the DMOs and made available on the official website of municipalities was conducted. The list of the places and objects formulated as the subject of interest of urban explorers has a "demonstrative" character and cannot be treated as closed.

Not much is known about the development of urban exploration

in Poland and the empirical research done so far is fragmented and not free of conceptual and methodological limitations. In literature we can above all observe the deficit of scientific research describing this phenomenon in Polish cities, which somehow explains the need to fill the research gap. The research which aims at getting to know places and buildings visited by urban explorers is of great significance to the assessment of the attractiveness of tourism destinations and the effective management of tourism in their area. The results obtained make it possible to make proper strategic decisions for the entities of the public sector (e.g. local authorities, cultural institutions, destination marketing organisations) and private sector (e.g. local entrepreneurs, travel agencies, tourist guides, regional associations) which function in the tourism economy and are associated with it. Thanks to that it is possible to make a complex tourism offer suited to the expectations of this peculiar group of tourists, as well as prevent and counteract the conflicting situations between urbexers and the local community. Its consequence is flexible specialisation, which is a skill of implementing changes in a territorial offer in order to adapt it to recent trends and individual needs of people visiting abandoned places in cities.

RESULTS AND DISCUSSION

NowaHuta as an urban exploration destination

Krakow is the second after Warsaw main tourist centre in Poland. According to the research by Malopolska Tourist Organisation (MOT), in 2014 almost 10 million tourists visited Krakow, 25% of whom were foreigners (Borkowski, 2014). Krakow is known for its monuments and places which come from different historical periods. Together with the new trends appearing in city tourism, more and more often visitors show their interest also in the outside of the historical centre of Krakow. Urban explorers with a sublime motivation for travelling are interested in places still undiscovered by a mass tourist. Usually these places are not widely acknowledged in the marketing actions and rarely shown in promotional materials published by the local authorities. While analysing the materials made public on the Internet by urbexers, it can be seen that buildings which are most frequently shown and recommended for exploration in Krakow are situated in the district of NowaHuta (Figure 2). In the context of the socio-political system in which NowaHuta was created, it is a kind of magic gates to the communist era.

NowaHuta as the destination for exploration trips is mentioned on many internet portals, forums, blogs and social media concerning the urbex. The entries which appear concern both individual buildings as well as obstacles to their exploration. Their authors are mainly inhabitants, lovers of the history of the city and members of local associations of urban exploration, who know the area of Krakow well. The content of the entries repeats and concerns a few most atypical places which have not been described as tourist attractions of NowaHuta yet. After analysing individual profiles and blogs of the explorers it can be said that some of them, besides the

criterion of searching for an undiscovered place, follow the aesthetics. The aim is to find unique architectural motives and the most interesting elements of external elevation, internal decoration or the surrounding cultural landscape.

The search query carried out in the electronic media and the author's own observations make it possible to differentiate between three main elements of the communist heritage visited by urban explorers in NowaHuta. These are: unused post-industrial buildings in the premises of the metallurgy factory (17 entries), the complex of underground shelters and anti-aircraft corridors (14 entries) and blocks of flats and housing estates from communist era (8 entries) (Table 1). The other cultural values coming from the communist times are described as medium or little attractive, therefore they play a minor role in the development of urban exploration in this part of the city. It should be underlined that apart from the buildings of the communist heritage, urbexers also point out many other places whose history reaches the times before NowaHuta was created in 1949. The examples of places with "pre-communist" values but high exploratory attractiveness are falling into ruin former palaces and manors, cemeteries, fortifications and military installations (Krakow Fortress), buildings of railway infrastructure, monuments of technology or traditional country.

Metallurgy industrial complex and abandoned post-industrial buildings

The information about the possibility of exploring abandoned post-industrial buildings situated in the area of the former Vladimir Lenin Steelworks appeared on all the analysed internet portals about urban exploration. For many years the complex was an important element of communist propaganda so it was willingly made available to the visitors. The tour took place along a specified route and usually included big metallurgical furnaces, the rolling mill, the cooking plant, the steelworks, the galvanization mill and the cement mill (Dej and Gałka, 2008). However, in the early 1990s, because of the political transformation in Poland, tourism on the premises of the complex got considerably reduced.

The fall of communism in Poland in 1989 resulted in degradation of the symbols of the former regime. The political changes resulting from the transformation and the introduction of the elements of the free market economy were especially severe for the metallurgy. These processes led not only to limiting profitability of steel production but also to the fall of the whole line of industry (Juchnowicz, 2000; Mieziań, 2004). Some companies servicing the sector went bankrupt, others got privatised. The turning point was the year 2003 when the complex became a part of the ArcelorMittal Poland consortium. Together with the change of the owner, the considerable

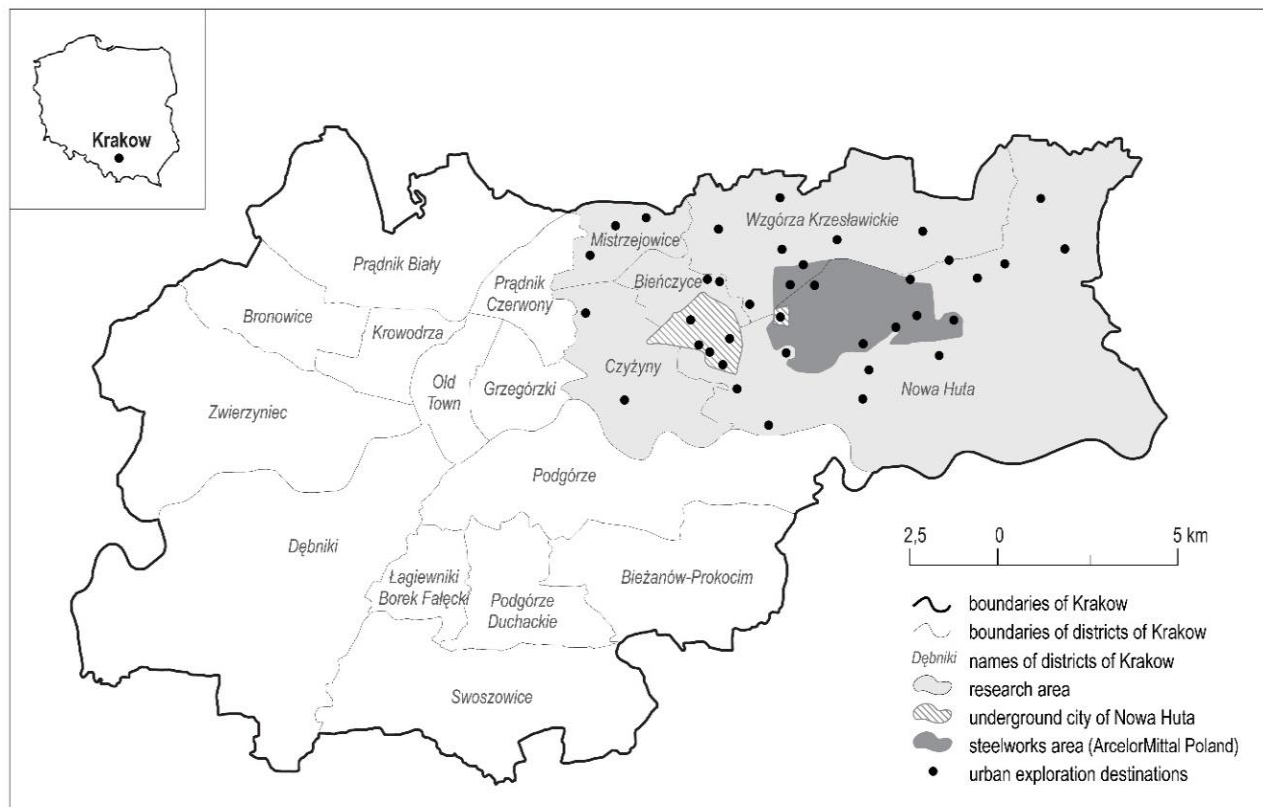


Figure 2. Urban exploration destinations in NowaHuta district in Krakow (in the years 2004-2014). Source: own elaboration.

Table 1. Categories of cultural heritage visiting by urban explorers in NowaHuta district in Krakow (in the years 2004-2014).

Categories of cultural heritage in NowaHuta, which are the objects of interest for urban explorers	Indications of places and buildings on the chosen Polish internet portals about urban exploration										The total number of indications
	[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]	
Post-industrial buildings situated on the premises or in the neighbourhood of the metallurgy complex	+++	++	+	+	+	+	+		+	++	17
Underground shelters and anti-aircraft corridors ("the underground city" of NowaHuta)	++	+	+		+		+	+		++	14
Fortifications and military installations from the 19th century (Krakow Fortress)	+++	+	+		+			+		+	12
Blocks of flats and housing estates from communist era	+	+						+		+	8
Former palaces and manors	+				+		+		+		7
Buildings and devises of railway infrastructure	+			+	+			+			6
Monuments of industry and technology (before 1945)	+									+	3
Traditional farm houses and farm buidings										+	2
Other buldings (e.g. abandoned buildings of public utility, private houses, cemeteries and sacral buildings)	+			+						+	4

Explanations: [1] – Forgotten.pl; [2] – Urbex.net.pl; [3] – Deadzone.pl; [4] – Zdewastowane.pl; [5] – UrbexZone.com; [6] – Zrujnowane.cba.pl; [7] – StalkerTeam.pl; [8] – PozaMapa.pl; [9] – Urb-Ex.pl; [10] – other Polish internet portals about urban exploration; (+) 1-2 indications; (++) 3-4 indications; (+++) 5 or more indications. Source: own elaboration.

part of the industrial infrastructure was excluded from the production and is now falling into ruin. Officially, the area of the complex is not made available for tourists, therefore the tourist function practically ceased to exist. The unused premises of the complex constitute the historical complex of deteriorating buildings, which are nowadays illegally visited by urban explorers.

The underground city of NowaHuta

NowaHuta was built during the Cold War so it was supposed to be well prepared in case of an armed conflict. Poland, as a Soviet Union ally, was afraid that in case of a nuclear attack, NowaHuta, being the strategic centre, could be bombarded in the first place (Miezian, 2004). That is why under NowaHuta's housing estates a system of underground corridors and shelters was built and they create an independent underground city.

The exact number and location of the underground shelters in NowaHuta is not known. According to the first plans and documentations, for the needs of the inhabitants 60 underground complexes were planned, half of which it was possible to build. The places were supposed to accommodate 1/10 of the district's population (Karkosza, 2015). In blocks of flats these were most often ordinary cellars or basements with strengthened structural ceilings made of reinforced steel, but in the housing estates there were also bigger bunkers allowing for the stay of a few hundred people. One of these bunkers is under the former Kino Światowid (Svetovid Cinema), which currently is one of the best preserved constructions of this type. It was not only an anti-aircraft but also a fallout shelter. Solid, leaden door, around which a special cap was installed which did not permit radioactive rays can prove that.

Because of high costs of building and maintaining, the underground shelters stopped being built in the early 1980s (Karkosza, 2015). Today these objects belong to managers of specific buildings, which results in them not being properly developed and used for tourist purposes. In most cases the entrances to tunnels and bunkers were bricked up. The rooms were turned into basements, laundries, warehouses, cloakrooms, garages and car garages. Despite the change of the function, the underground town is still visited by speleologists and people doing unconventional forms of active tourism and recreation, including urban explorers.

Blocks of flats and housing estates from the communist era

Nowadays the social-realistic part of NowaHuta is starting to attract interest and it is possible that it will become one of many tourist attractions of Krakow, but still an

exceptional one. Its main attribute is unique urban planning and architecture (Komorowski, 2005). Originally, NowaHuta was supposed to be architecturally associated with the Anglo-Saxon idea of "city-garden" and the social conception of "neighbourhood unit concept" from the beginning of the 20th century (Gaweł, 2013; Juchnowicz 2000; Miezian, 2004). Foreign tourists are enraptured by the composition, which shows the drive of the designers to create a perfect social-realistic city (Pozniak, 2011, 2013). Komorowski (2005) emphasises that the classical style of the architecture of NowaHuta appeared as a result of combining Soviet designs with the fruits of Polish Renaissance and the implementation of individual baroque solutions. The centre of the whole system was Plac Centralny and Aleja Róż (Central Square with the Rose Alley), surrounded by monumental residential buildings, with shops on the ground floors, being at the same time the junction of five main arteries of the district (Figure 3).

The characteristic development of the residential districts in NowaHuta makes it possible for urban explorers to see somehow "from the inside" the space of everyday life of the residents. The objects of the exploration in blocks of flats in NowaHuta are housing units, especially staircases, courtyards, roofs, smoking rooms and basements. Even though the buildings are still being used and inhabited by the local community, their history is favourable to undertaking atypical activities connected with the search for extreme sensations and emotions. What makes them attractive for explorers is, first of all, the architecture, including the preserved details and interior furnishings, traditions and living conditions of the residents, and the specific atmosphere of secrecy and peril. What is also significant is that the visitors usually perceive this part of the city as especially dangerous, which can be explained by its long isolation and proletarian character.

Selected problems of tourism management in NowaHuta within the context of urban exploration development

Urban exploration movement and similar to it alternative forms of visiting the city cause a lot of controversies. Almost all places which are penetrated by explorers are not adjusted to being visited. The lack of proper tourist infrastructure and a bad technical state of the buildings make them dangerous for the visitors' health and life (Michalik, 2012). During expeditions there are many potential dangers, such as faulty electrical installations, chemicals in post-industrial areas, the risk of getting lost or even the collapse of the building (Czupryn, 2014; Mularz, 2012; Połajewska, 2014). Moreover, describing on the Internet the localisation of the visited places by urban explorers endangers the buildings themselves,



Figure 3. Examples of communist heritage in NowaHuta district in Krakow. Explanations – (a) – Central Square with the Rose Alley in NowaHuta, (b) abandoned post-industrial buildings situated in the area of steelworks (former department of lump slag), (c) The Museum of Poland under the Communist Regime, (d) entrance to underground shelters and anti-aircraft corridors ("the underground city" of NowaHuta). Source: author.

because homeless people, vandals, graffiti artists and scrap collectors start meeting there. For that reason to be able to enter the buildings one needs permits or it is just illegal to go there.

The problems which are directly connected with urban exploration are those associated with widespread negative tourist behaviours, which are not in accordance with the established legal norms. Urban exploring is based on an unofficial code of conduct whose main rule is "take nothing but photographs, leave nothing but footprints" (Hare, 2014). The explorer has no right to disturb the building, interfere with its look or take any souvenirs. However, most controversies are brought up by illegal entries of explorers into buildings. The penetrated places are often closed for the public and situated in private property (Czupryn, 2014). In many cases these are illegal actions on one's own responsibility. In NowaHuta it applies especially to post-industrial buildings and used basements in blocks of flats which are connected with the complex of underground shelters. Furthermore, sometimes owners of the abandoned buildings decide that their rights have been infringed by unauthorised publication of the photographs with their

buildings in them (Michalik, 2012). And they are entitled to do that because it is included in the property act. One of the social consequences resulting from urban exploration development in the city is the change in the attitude of the inhabitants towards people from outside their local community. In many cases the presence of urbexers violates the social order. Explorers, by their undesirable behaviour, contribute to shaping negative opinions and hostile attitudes of the city inhabitants towards them (Stelmach, 2013). Anxieties, apprehension, the lack of inhabitants' satisfaction appear and later also aversion and being able to see only the negative aspects of the tourism development. Due to that, the community associates urban exploration with acts of vandalism (Michalik, 2012; Pokojska, 2015). Members of this movement are accused of devastating buildings and crimes of criminogenic and pathological type. The situation gives rise to many problems concerning effective management of tourism in the city. Because of the uncontrolled urban exploring, local authorities must undertake special actions in order to provide both groups of users of urban spaces, tourists and inhabitants, with security and benefits.

The increasing popularity of alternative forms of city tourism, including tourism “off the beaten track”, creative sightseeing and urban exploration, made local authorities engage in creating a local tourism offer directed to this segment of the market. As the development of contemporary travel trends starts from the bottom, it created the need to develop a new method of managing tourism, based on sustainable development. Doing tourist projects required enlisting a wide cooperation of people responsible for managing tourism in the city with local cultural institutions, social organisations, private entrepreneurs and inhabitants. Engaging many parties gave a synergic effect, which made it possible to reconcile interests of many groups of users of the urban area. As a result of this cooperation a few development programmes were accepted, including the strategy for the tourism development in Krakow (2006) and a local programme for revitalising the “old” NowaHuta (2008). The undertaken actions aimed at developing plans of tourism development not only from the point of view of needs and motivation of contemporary tourists but also from the point of view of benefits for the local community.

Because of sophisticated expectations of “new” tourists it has become indispensable to have a thought-out and complex approach to construing a local tourism offer - one that will put the tourist in the centre of interest with all their needs, will provide them with the desired level of experiences and at the same time will preserve the historical and cultural authenticity of this part of the city. The change in the direction of managing tourism in NowaHuta resulted from the specificity of the adventure types of tourism, which inseparably are connected with the modern experience economy.

In the experience economy the basic goods are not concrete products but emotions and experiences of the clients (Stasiak 2008). Excitation and mental satisfaction from the stay are more important than the standard of the services offered. Local tourism is trying to manage these expectations.

In recent years in NowaHuta a lot of investments have been undertaken concerning revitalisation of after-industry areas, improving the transport availability and tourism development. The local tourism offer was enriched with new areas of the city, which aimed at ensuring tourists with unforgettable experiences, and sometimes even extreme ones. The most valuable resources of communism, which so far have been denied or whose existence was forgotten, were used as a unique attraction and trademark tourism product of NowaHuta. The examples of the tourism projects undertaken in NowaHuta because of the growing interest in the topic of the heritage of communism, projects attempting at presentation this period of history have been undertaken in NowaHuta. These projects assume modernisation and making available as many building previously inaccessible for the visitors as possible and above all, ensuring the

tourists' quiet and safe stay. An example is the tourist route made available in 2015 “The underground NowaHuta”, which functions within the recently opened Muzeum PRL-u in NowaHuta (The Museum of Poland under the Communist Regime in NowaHuta). According to the creators of the route, it is supposed to make it possible for the tourists to get to know the history of the complex of anti-artillery shelters in a safe way, not endangering their life and health. The underground corridors in the part available to visit are about 600 metres long and fully lit. In one of the two shelters which are there and the tunnels leading to it, special museum expositions are prepared concerning the history and the military. In the next years the offer will be widened by adventure elements and next underground rooms will be adapted to tourist aims.

The changes in customs, mentality and culture of the Polish society in the period of communism are presented in two museums. The first one, mentioned previously, MuzeumPRL-u (The Museum of Poland under the Communist Regime), is a multimedia exposition of a narrative character in the former Kino Światowid (Svetovid Cinema). The other one – Muzeum Dzieje NowejHuty (The Museum of History of NowaHuta Quater) is a branch of Muzeum Historycznego Miasta Krakowa (The Historical Museum of the City of Krakow), which together with the chosen elements of urban architecture and peculiar cultural landscape of the district function as a ecomuseum. Moreover, in the central part of the district the local authorities marked and indicated the walking route called TrasaNowohucka (NowaHuta Route) and 8 thematic cycling routes, which lead to the most valuable buildings of cultural heritage of this district.

Nowadays it is also possible to visit NowaHuta using a commercial offer given by local travel agencies, which keenly introduce unusual and unique places into their tours. One of the first ones to believe in the tourist potential of NowaHuta are the founders of the Crazy Guides group. Since 2004 they have been offering trips connected with visits to typically post-communist buildings, such as the metallurgy complex, milk bars, traditional flats in a socialistic style, a disco from the 1980s. The group's offer has been very popular since the very beginning, especially among foreign tourists. Similar thematic trips are organised also by other local tourist companies, such as Communist Cars (NowaHuta Tours), SeeKrakow (Communism Tour), Cracow City Tours (Trabant Tour), Cracow Free Tours (Communist Era Tour, Communist Architecture NowaHuta Tour). The offer is aimed especially at mass tourists, who are looking for a mainstream kind of experience and have no other defined desires concerning the programme. Their aim is just to go to a new a different place to escape the monotony of traditional sightseeing the city.

More and more initiatives allowing to perceive new values of the places commonly associated with NowaHuta

are being undertaken in post-industrial objects. In 2003 the first Sacrum-Profanum Festival took place in the hall of the old rolling mill situated in the complex. The place had been chosen because of the want for confrontation of classical music and industrial area. The festival undoubtedly contributed to the change of the image of NowaHuta and allowed to perceive its so far unnoticed cultural values. Moreover, in the chosen days of the year, especially during the cultural events such as Małopolskie Dni Dziedzictwa Kulturowego (Malopolska Days of Cultural Heritage) or Noc Muzeów in Krakow (Museum Night in Krakow), thematic trips are organised with a guide through the complex. Similar events and exploration trips are occasionally organised by various formal and informal organisations and associations of the lovers of the history of the city.

An important investment made on the post-industrial areas which belong to ArcelorMittal Poland is "Kraków–NowaHutaPrzyszłości" ("Krakow–NowaHuta of the Future") project, whose aim is socio-economic revitalisation and activation of this part of the city. The project started in 2013 and aims at using the hidden potential of NowaHuta. The areas not used by the complex are to be places for leisure and cultural events. The plans basically foresee the creation of a new city with an area of 5,500 ha, gathering all functions necessary for life, including new areas for the development of various types of tourism. Błonia 2.0 – Centre of Large-scale Open-air Cultural Events is planned to be created, as well as management of several water reservoirs, created after flooding the pits of gravel pit, for recreational and leisure reasons.

Apart from running investment projects, NowaHuta is becoming a place to organise cultural festivals and artistic initiatives. The examples of these can be Navigator Festival, Alternative Festival, NH FEST Art Festival of NowaHuta, International Theatre Festival Divine Comedy "BoskaKomedia" or Art Boom Festival sacrificed to street art, contemporary visual art and other cultural activity in the urbanised areas.

Many events take place in the open air, near housing estates, squares, parks and green areas, which additionally increases their attractiveness. It is also possible to actively visit the city thanks to cyclic thematic walks, during which it is possible to get to know places and objects which are inaccessible to visitors on a daily basis. The guides of thematic walks are people connected with the visited places – historians, architects, art specialists, museum workers, local artists or ordinary inhabitants. Thanks to that, the information they give has an added value. The tourism offer is complimented with exhibitions, workshops, trainings or art shows organised by local cultural institutions, including Nowohuckie Centrum Kultury (The Krakow-NowaHuta Culture Centre).

The examples of the projects mentioned above contribute to the transformation of NowaHuta from a

dangerous, forgotten and unwanted relic of the past into a dynamic, interactive and alternative cultural centre of Krakow (Kozik, 2014; Kursa and Romanowski 2014; Ornat, 2013). This is the consequence of the actions undertaken in recent years by the local authorities and cultural institutions for modernisation and revitalisation of this district. The undertaken projects strengthen the consciousness of local communities and their responsibility for their surroundings, creating social capital, fulfilling the educational function and creating the care for spatial order, aesthetics and cultural resources. Also the planned actions are significant, including creation of the cultural park, entering buildings into the registry of monuments and later the UNESCO World Heritage List (Radłowska, 2014), with the help of which local authorities want to protect the architecture of NowaHuta from degradation.

As the example of NowaHuta shows, the period of getting rid of souvenirs from communism is followed by the period of nostalgia and revaluation of the attitude of the inhabitants towards this period of history at the beginning of the 1990s. The heritage of communism, previously ignored, today is gradually becoming commercialised, because this might make it possible to attract audience wanting a change and entertainment (Murzyn, 2007). Instances of this are new museums, tourist trails, open air trips, festivals and cultural events. In the area of revitalised post-industrial buildings art galleries and entertainment-commercial centres are opened, whereas private entrepreneurs create tourist packets adjusted to the expectations of different groups of visitors. The tourism offer in NowaHuta, which is now being created, is addressed both to the inhabitants and all tourists visiting the city.

Together with the increasing popularity of the heritage of communism in NowaHuta among mass tourists, its attractiveness for niche and alternative types of tourism, such as urban exploration is decreasing. As Wiluś and Duda emphasize (2014), the objects of interest for urban explorers are places which "do not fulfil their primary function, are not used for commercial reasons, have undefined or difficult to establish property status, are widely available and are characterised by the process of degradation or are in ruin". Therefore the initiatives undertaken in NowaHuta gradually limit further development of urban exploration in this area. The fact that the buildings of communist heritage are widely accessible and commercially used, including for tourist aims makes it impossible for urban explorers to explore them without limits and search for extreme emotions. What is important to them is the specificity of these buildings connected with their bad technical condition, which increases their interest in these places. It is difficult to prefer the expectations of urban explorers to the interests of the local community. The abandoned buildings are the example of peculiar tourist attractions which are

controversial. Their protection and preservation in bad technical condition would argue with the affective management of tourism in the city, compliant with the conditions of sustainable development.

Conclusion

The heritage of communism is a resource which, especially in the countries of Eastern and Central Europe, is often perceived as troublesome, and sometimes even marring the urban area. However, throughout the years the heritage has been the subject of interest of many groups of tourists. For that reason it seems desirable and possible to adapt places and buildings connected with this period of history to fulfil new functions connected with tourism, culture and recreation. The deep conviction of the local authorities, cultural institutions and inhabitants is the key – they should believe that the sum of economic and social benefits resulting from tourism development based on the heritage of communism can be high.

For many years people's negative attitude to the times of communism was the reason for many social and economic problems in NowaHuta. The area of this part of the city was treated as an unwanted souvenir of socialism era, which resulted in it being neglected and forgotten. NowaHuta was inseparably associated with the communist rule so it was negated just because, without a deeper reflection on its possible cultural values. NowaHuta was considered the worst part of Krakow, and its potential connected with the communist heritage was altogether omitted. The situation changed because of the development of new alternative forms of city tourism. The changes of the motives for travelling and tourists' attitudes caused the evolution of the local consciousness of Krakow, which started to look at this part of Krakow more favourably.

New types of adventure tourism and city tourism, such as urban exploration, have already entered the mass culture. The proper tourism management in the context of their development should provide visitors with the opportunity to get to know the given area deeper, gain some knowledge about it, its attractions and inhabitants. At the same time the created tourism offer should provide tourists with unforgettable emotions, experiences, in accordance with the concept of the experience economy. Implementing these kinds of solutions encourages the balance and harmony between the tourists and local community. Neither side can impose their way of life on the other. Such harmony applies as well to respecting legal and moral standards by all the tourist entities. It gives tourists a chance to have positive experiences and return to the place, therefore it gives a chance of gaining benefits from the tourism development.

Some types of tourism and recreation are not suitable for a given place or region because they generate conflicting situations and do not guarantee the stability of

the growth in economy. In case of cities, it is also urban exploration. For tourism it is a challenge, which can be faced by a close cooperation with the representatives of the local authorities, planners and inhabitants. Thanks to that, it is possible to devise a strategy of tourism development taking into consideration the socio-cultural autonomy of the communities, protection of their cultural heritage and helping intercultural understanding and tolerance. It would seem that it is an idealistic concept, which does not have much to do with creating entrepreneurship and marketing approach. However, the contrary is true, because the preservation and improvement of the quality of the local cultural heritage is the factor which in the long run will decide on the tourism competitiveness of the city.

Conflict of Interests

The author have not declared any conflict of interests.

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