

«PORTRAIT» OF POLISH TOURISTS TRAVELING TO WESTERN UKRAINE. DOES SENTIMENTAL TOURISM STILL EXIST?

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In recent years, incoming tourism to Ukraine has experienced negative changes due to the unstable situation in the eastern part of the country. However, inbound tourism in Western Ukraine is still developing, and the arrivals of Poles are at the forefront.

Key words: *roots tourism, sentimental tourism, Western Ukraine.*

Sentimental tourism is a phenomenon which connected with trips to places of origin, but also to places where events important for an ethnic group or nationality took place. Motivation for the trip can also be related to places and objects of special cultural, historical and religious value [1, 3]. The territory of present Western Ukraine in the interwar period belonged to the II Polish Republic. To avoid further conflicts, it was decided that after the Second World War the newly created countries should be homogenous by nationality. When the territory of Western Ukraine incorporated to the Soviet Union it caused mass deportations of national minorities (especially Polish people). Former eastern territory of the II Republic of Poland called Eastern Borderlands.

The aim of the study is to present a profile of Polish tourists in Western Ukraine. The survey was conducted among Polish tourists in Lviv. The random sample is representative – 400 respondents [2]. Female were 51% of respondents, male 49% respectively. Tourists over 69 years old are 30%, between 46 and 69 years old - 31%, between 18 and 25 years old - 13%, respectively tourists under 18 were 1%. The oldest age group had the largest share in origin from the Eastern Borderlands. Interestingly, in the age group over 69 males were 61% of respondents. It is possible that this is related to the emotional experience of women from the first generation of displaced people who have fear associated with past experiences.

One fifth of respondents come from the Upper Silesia voivodeship, one sixth from Lublin voivodeship, 13% from Malopolska, 10% from Lower Silesia and Masovia, 8% from Podkarpackie, 6% from Opole voivodeship, 3% from West Pomeranian, Swietokrzyskie and Lodz, 2% from Pomeranian, Greater Poland and Podlasie, as well as 1% citizens of Lubuskie, Kujawsko-Pomorskie and Germany. The majority of respondents who derive their genealogy from Eastern Borderlands were from Upper Silesia, Lubelskie Voivodeship, Malopolskie, Opolskie voivodeship and Lower Silesia. A significant number of surveyed tourists from the Upper Silesia were associated with a number of societies the Association of Lovers of Lviv and the South-Eastern Borderlands. The author also disseminated the surveys among her friends, it is possible that if she had more ties with Lower Silesia, the share of respondents from the western part of Poland would have been larger, but further distance from Ukraine should be taken into account. Most often, people from southern and eastern Poland went to Western Ukraine.

Most of the respondents (65%) indicated that they had higher education, one third - secondary and 2% basic. A little more than a half (53%) of surveyed tourists are professionally active, a significant proportion (35%) are retired, 11% are students or pupils, the remaining 2% are housekeepers.

The motives of arrivals of elder people are different from the motives of young people. The question regarding the main goal of the visit Western Ukraine included 20 options to choose and it was the opportunity to add own answers, among which was getting to know the partner city and getting acquainted with the local cuisine. The first two motives of arrival coincide in both age groups, it was a sightseeing of Polish monuments and getting to know Ukraine. Interests related to the search for roots and genealogy, visits to family places and religious purposes are definitely more frequently exhibited by the elderly. Younger people showed greater

interest in getting to know Ukraine, leisure, shopping and entertainment. The educational and health goal as well as transit were the least frequent reasons for the trip, as tourists cultivating cultural tourism were examined.

In regional variations, it can be noticed that people from eastern provinces (Lubelskie, Podkarpackie) showed greater interest in leisure and participation in cultural events than other respondents. The respondents who most often indicated the destination of the «search for roots and genealogy» live in Malopolskie, Lower and Upper Silesia. The largest historical interests were demonstrated by the inhabitants of the Opolskie, Mazowieckie, Malopolskie, Podkarpackie, Silesian and Lubelskie voivodships.

According to the respondents, the most interesting objects and places in Western Ukraine are castles and palaces, cemeteries as well as the old market square and old buildings. Churches and places associated with their ancestors also rank high. The least interested in Polish tourists are places associated with beautiful literature, natural objects and places of battles.

The author was inclined to think that the literature is one of the incentives for Poles to travel to Ukraine, while interest in places related to well-known poets and literature places was of little interest, and often it was a secondary goal of going to Ukraine. On the other hand, this niche can be developed because people who are interested in this visit a number of such places at once. It is possible that the creation of the trail and conducting annual events related to known battles that were immortalized in literature, would increase tourist traffic in their vicinity.

Friends and family who were already in Ukraine are the most frequent source of information for people coming to the surveyed area, followed by the Internet, various printed guides, pilots and city guides. In open responses, personal memories have been mentioned, as well as historical books and literature. Due to the age range, people under 45 mostly reach for information from the Internet, while older people mainly use information from friends and guides, and the Internet ranks third in this age group.

Presented characteristics of tourists' preferences of particular age groups should be taken into account on developing tourist products and their promotions. Organizations related to the Borderlands play an important role in creating tourist flow to Ukraine. Young people usually organize trips by themselves or in small groups, using the content posted on the Internet.

Lack of information about the possibility of searching for their own genealogy and places related to their own family caused that less than half of the respondents with borderland origin undertook to search for and visit such places. Similarly to the results of research in Western countries, people over 45 years of age wanted to search for their roots.

Creating and promoting tourist products for Poles in Western Ukraine, regardless of age and region of origin, it is worth taking into account the sentimental factor and accentuate the Polish heritage that has been in the discussed area. Both the conditions of physical and mental comfort are of key importance in the development of tourism in Western Ukraine. The feeling of emotional connection with the Borderlands is a kind of "hook" attracting sentimental tourists, but a low sense of security due to historical events and the current political situation causes that the safety of stay has become a very important factor. Polish tourists pay special attention to the basic tourist infrastructure: road infrastructure, gastronomic base and, to a lesser extent, accommodation, but sanitary facilities as well as tourist and road signs are particularly important.

The city of Lviv enjoys the greatest popularity among respondents. Study showed that tourists most often travel around Podolia, while Volyn and Rivne Oblasts are not as attractive as the other circuits studied. This state of affairs signals that these districts should create and promote tourist products for the purposes of inbound tourism of Poles. It can be both creating routes related to known and local Polish activists, as well as promoting tourism of origin using the current Polish heritage.

It seems that Eastern Borderlands are known thanks to beautiful literature (including Trylogia Sienkiewicz's «Fire and Sword»), however, these works and films were popular in the past and have no significant impact on tourism related to literary and film tourism, and objects

related to this type of tourism do not expose their relationship with particular works of literature.

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