



"Cooperation in Promoting Cultural and Heritage Tourism Destinations in Ukraine and V4 Countries"

Visegrad Grant No. 22130195

The project is co-financed by the Governments of Czechia, Hungary, Poland and Slovakia through Visegrad Grants from International Visegrad Fund. The mission of the fund is to advance ideas for sustainable regional cooperation in Central Europe.

Cooperation in promoting a cultural and heritage tourism destinations in Ukraine and V4 countries. Research report - regional part: Beskids region

Dr Honorata Howaniec

with contribution from

Dr Eng. Irena Dudzik-Lewicka and Dr Eng. Aneta Madyda

Faculty of Management and Transport

University of Bielsko-Biala, Poland

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Contents

About the project 2

Research methodology 3

Sample structure 4

Perception of the cultural heritage of the Beskids region and the possibility of including it in the tourist offer of the region..... 6

Conclusion 17

List of Figures..... 18

List of Tables 18





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About the project

The project "Cooperation in promoting a cultural and heritage tourism destinations in Ukraine and V4 countries" is a project implemented under the Visegrad Grant No. 22130195. The project is co-financed by the Governments of Czechia, Hungary, Poland and Slovakia through Visegrad Grants from International Visegrad Fund.

The partners in the project are:

- University of Bielsko-Biala (Poland) – project coordinator,
- Lviv Polytechnic National University (Ukraine) – project partner,
- Kodolányi János University (Hungary) – project partner,
- VŠB - Technical University of Ostrava (Czech Republic) - project partner,
- Alexander Dubček University of Trenčín (Slovakia) - project partner.

The aim of the project is to research and promote the historical and cultural heritage of destinations from the V4 countries and Ukraine, and to show how it can be included in the tourist offer of the regions. Research on the possibility and importance of including the cultural heritage of regions in their tourist offer is carried out for: the Beskids Region (Poland), the Lviv Region (Ukraine), the Great Budapest Region (Hungary), the Moravian-Silesian Region (Czech Republic) and the Trenčín Region (Slovakia).

- Dr. Honorata Howaniec, Dr. Eng. Irena Dudzik-Lewicka and Dr. Eng. Aneta Madyda (Poland)
- Associate Professor Dr. Oleh Karyy, Associate Professor Dr. Ihor Kulyniak and Dr. Solomiya Ohinok (Ukraine)
- Dr. Tamara Rátz and Dr. Katalin Szalai (Hungary)
- Dr. MBA Hana Štverková, Associate Professor Dr. Petra Horváthová and Dr. Lenka Heczková (Czech Republic)





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- Dr. Eng. Karol Krajčo, Dr. Andrej Poruban and Dr. Martina Jakubčinová (Slovakia)

This report is part of the report "Cooperation in promoting a cultural and heritage tourism destinations in Ukraine and V4 countries. Research report".

Research methodology

The main objective of the study is to determine the possibilities and importance of considering the cultural heritage of regions in their tourist offer. The research area covers selected regions of the V4 countries and Ukraine. The research on the Polish side concerned the Beskids Region.

The study was a questionnaire survey - using the CAWI (Computer-assisted web interviewing) technique. The survey was prepared in Polish. Online surveys were available on the google website, and information about the study was sent by post and via social media, with a geographic restriction to the surveyed region.

The research process lasted from September to November 2022. The study on the Polish side covered 151 people. Basic information about the study is presented in Table 1.




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Table 1. Basic information about the study

Specification	Research
Research method	Survey
Research technique	CAWI (Computer-assisted web interviewing)
Research tool	Electronic questionnaire
Sample selection	Targeted (citizens of Beskids Region)
Sample size	151
Research date	September – November 2022

Source: own elaboration based on empirical research.

Sample structure

The vast majority of respondents - 54% - are people aged up to 25 years. The respondents are mainly people with secondary - 49% and higher education- 42% of the respondents. Most of the respondents are rural residents - 53% and the dominant income in the sample is between EUR 500 and EUR 1,000. The respondents are mainly working people - 53%. Detailed characteristics of the sample are presented in Table 2.




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Table 2. Sample structure [%]

Gender		Female		Male	
		63		37	
Age	up to 25 years	26 to 35 years old	36 to 45 old	46 to 55 years old	over 56 years old
	54	23	11	9	4
Education		Elementary or secondary school	High school diploma	Bachelor, Engineer or Master degree	
		9	49	42	
Place of residence	City over 100,000 residents	City from 25,000 to 100,000 residents	City up to 25,000 residents	Village	
	18	22	7	53	
Monthly net income per family member	Up to 500 Euro	From 500 to 1000 Euro		Above 1000 Euro	
	21	55		24	
Status	Student	Working person	Unemployed person	Pensioner	
	41	53	1	4	

Source: own elaboration based on empirical research. N=151.





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Perception of the cultural heritage of the Beskids region and the possibility of including it in the tourist offer of the region

According to the respondents, tourists are interested in the cultural heritage of Poland, more than half of the respondents think so. Unfortunately, only 9% answered "definitely yes", and as many as 56% answered "rather yes". A relatively large group, as much as 23%, have no opinion on this subject, as they gave the answer "neither yes nor no". A total of 12% of respondents hold a different opinion, but only 2% of respondents believe that tourists are definitely not interested in Poland's cultural heritage (Figure 1).

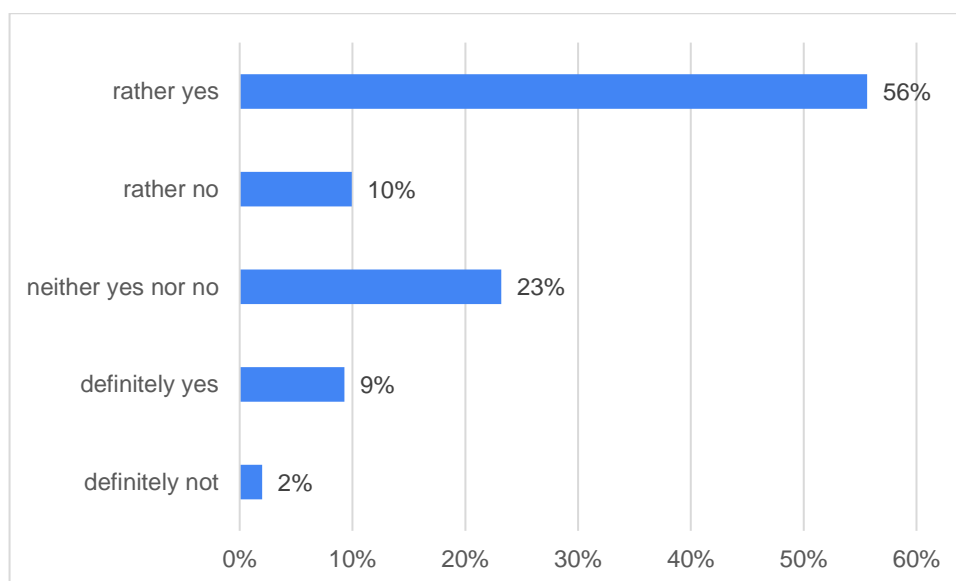


Figure 1. Are tourists interested in Poland's cultural heritage?

Source: own elaboration based on empirical research.





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The same number of respondents believe that tourists are interested in the cultural heritage of the Beskids region. Such an opinion is held by 65% of the respondents, but only 8% clearly confirm that such interest definitely exists. The remaining group - 57%, answered "rather yes". About 11% of respondents are of the opposite opinion, with only 2% firmly of the opinion that tourists are not interested in the cultural heritage of the Beskids. A large group, as much as 24%, do not have a clear opinion in this regard (Figure 2).

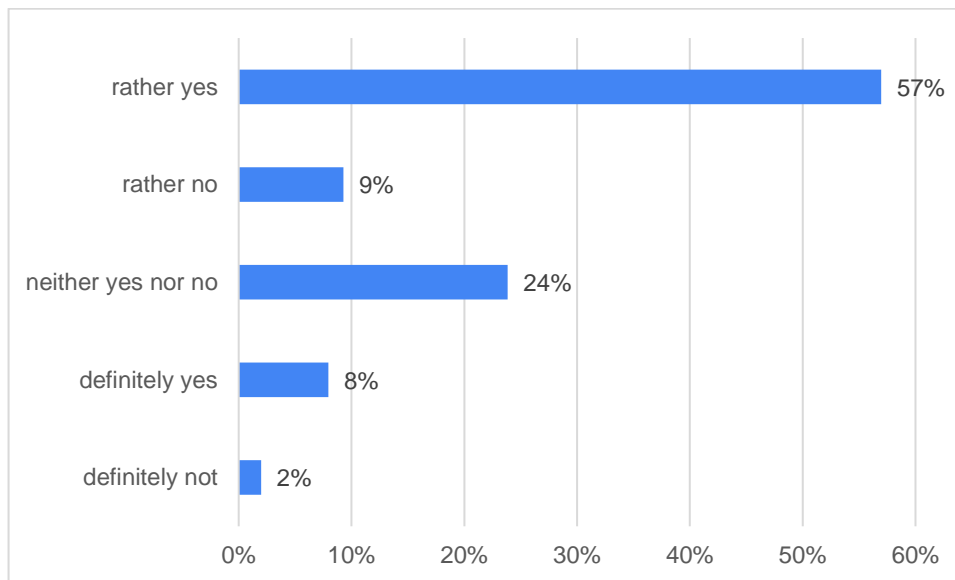


Figure 2. Are tourists interested in the cultural heritage of the Beskids?

Source: own elaboration based on empirical research.

However, the respondents positively assess the offer of the cultural heritage of the researched region. As many as half of the respondents believe that it is rather interesting, and 16% - that it is definitely interesting. Only 8% of respondents evaluate the cultural heritage offer of the Beskids region negatively, while only 1% believe that the region definitely does



not have an interesting cultural offer. A large group, as much as 26%, are undecided people who gave the answer "neither yes nor no" (Figure 3).

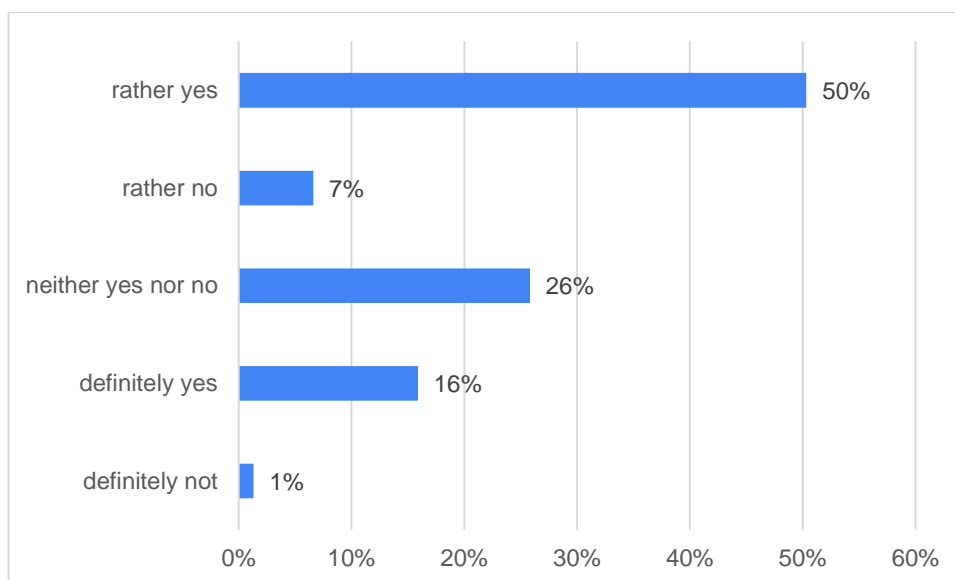


Figure 3. Does the Beskids region have an interesting cultural heritage offer?

Source: own elaboration based on empirical research.

Unfortunately, only some of the respondents are able to name things and objects of cultural heritage located in the Beskids region - a total of 38%, and only 12% can definitely do it. As many as 25% indicated that they could not, or rather could not, indicate what constitutes the cultural heritage of the region, and as many as 36% had doubts as to whether they could identify such objects or other elements (Figure 4).



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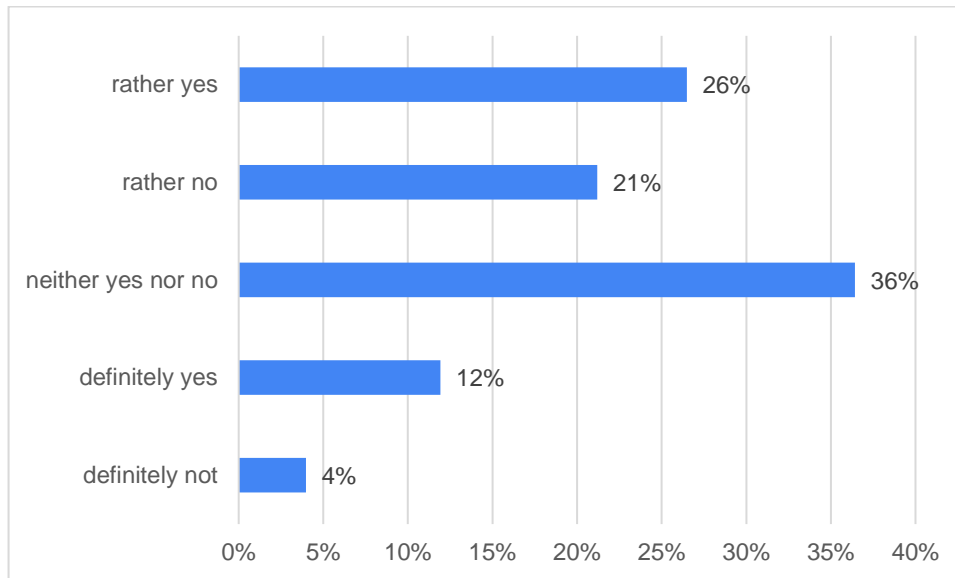


Figure 4. Can you name things and objects of cultural heritage located in the Beskids region?

Source: own elaboration based on empirical research.

Elements of the cultural heritage of the Beskids mentioned by the respondents include, among others: The Sulkowski Dukes' Castle in Bielsko-Biała, The Castle Museum in Pszczyna, Municipal Museum in Żywiec - Old Castle, Castle in Grodziec, Knight's Castle in Dziągiewów, Lipowiec Castle in Babice, Castle Museum in Oświęcim, Court Granary in Czechowice, Palace in Łodygowice, The Kotulińscy Palace, Habsburg Palace in Rajcza, The St. Nicholas' Rotunda in Cieszyn, The Well of Three Brothers in Cieszyn, The Brewery Museum in Żywiec, The Regional Museum "Na Grapie" in Jaworzynka, The Jerzy Kukuczka Memorial Chamber on Wilcze in Istebna, The Museum of Julian Fałat in Bystra, The Remembrance Muzeum of Land of Oświęcim Residents, The Jakob Haberfeld Vodka Museum in Oświęcim, The Fiat 126P Museum, Cartoon Film Studio in Bielsko-Biała, The Trail of Fairy Tales in Bielsko-Biała, The Weaver's House, the Jewish cemetery, The Chewra



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Synagogue, the Auschwitz-Birkenau Museum, the Museum - Vistula Ethnographic Park in Wygiełzów, the Habsburg Park in Żywiec, the Żywiecki District's Ethnographic Park in Ślemień, the dam in Goczałkowice-Zdrój, the Silesian Beskid Landscape Park, the Church of St. Catherine in Czechowice, Altar of St. John in Mikuszowice Śląskie, The Church of St Lawrence and St Casimir the King in Rajcza, The Saint Nicholas' Cathedral in Bielsko-Biała, The Wooden Church of Saint Catherine of Alexandria in Ciecina, The Church of the Miracle of One Day and Night in Cisiec, The Wooden Church of St Barbara in Bielsko-Biała - Mikuszowice Krakowskie, The Chapel of St Wendelin in the Wendelin Valley in Rudzica, The Town Hall in Bielsko-Biała, The House "Under the Frogs" in Bielsko-Biała, The Bunkers of the Fortified Area "Węgierska Górka", The Defensive Forts in Żabnica, Koniaków lace, Shepherd's Center in Koniaków, The Silesian folk costumes, religious rites, wooden regional architecture, local art, music, folk dances, regional costumes of folk bands, shepherd's huts, the local dialect, roadside shrines and "OscypekFest".

According to the respondents, the Beskids region address its cultural heritage offer to tourists. More than half of the respondents (57%) believe so, but only 11% believe that the region definitely directs its cultural heritage offer to tourists. A 10% of the respondents hold a different opinion, but only 1% strongly believe that the region does not undertake such activities. Slightly more people than in the previous questions - 32%, do not have a clear opinion on this subject, where they chose the answer "neither yes nor no" (Figure 5).





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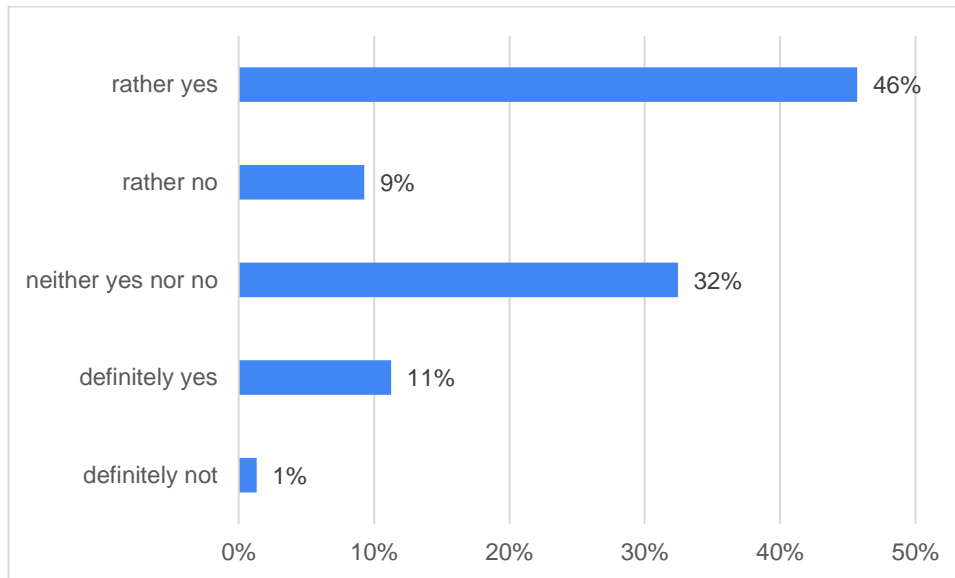


Figure 5. Does the Beskids region address the offer of cultural heritage to tourists?

Source: own elaboration based on empirical research.

The elements of the historical and cultural heritage of the region that should be noticed and promoted, according to the respondents, are primarily food, local traditions, dances and regional culture. However, the group of elements mentioned by the respondents also included: the Jewish cemetery, architecture, including wooden architecture, parks, handicrafts, Country Housewives Associations with their traditions, Corpus Christi and All Saints' processions.

As a tourist product of the region, the respondents would suggest the indicated food, local traditions, dances and regional culture, and more precisely - the Beskids regional culture, but also e.g. The Kotulińscy Palace, the Jewish cemetery, the Habsburg Park in Żywiec, The Fairy Tales in Bielsko-Biała Trail, the Fiat126P Museum, the Bread House, Koniaków lace, honey and cakes, as well as well-preserved wooden architecture. The research also indicated that an interesting idea would be to simply organize "tours" along the trails of beautiful places in the region, e.g. "The Heritage Trail of Czechowice-Dziedzice". However,



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according to the respondents, such an offer should be addressed not only to tourists, but also to children and young people who very often do not know the history of their city and region.

According to the respondents, the inclusion of the cultural heritage of the region would help in its development. Such an opinion is held by 69% of the respondents, including 13% who are convinced of it and answered "definitely yes". More than half of the respondents - 56% also see it as an opportunity for the development of the region, they answered "rather yes". A total of 5% of the respondents do not see a positive impact of the inclusion of the region's cultural heritage on its development, where only 1% definitely do not see such an influence, and for 4% there is no rather such connection. A relatively large group has no opinion on this subject, as they answered "neither yes no", i.e. they neither agree nor disagree (Figure 6).

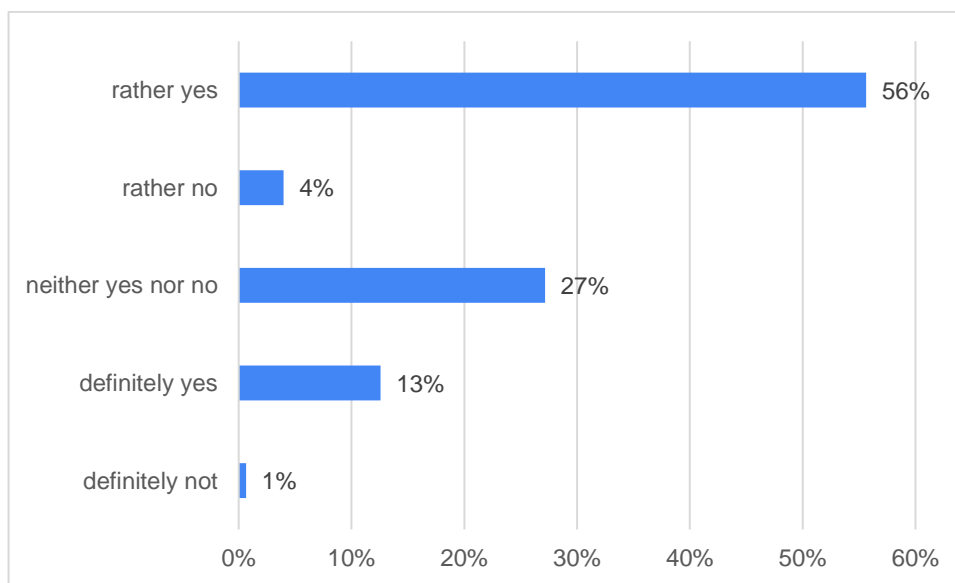


Figure 6. Would the inclusion of the cultural heritage of the Beskids region help in the development of the region?

Source: own elaboration based on empirical research.





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This is the opinion of the respondents, although most of them believe that the cultural heritage of the region is already included in the economic life of the region, i.e. it contributes to the growth of the region's income and/or the quality of life in the region. Such an opinion is held by 65% of the respondents, with 13% firmly believing that it is involved, and 52% that it is rather involved in the economic life of the region. Only 7% of respondents hold a different opinion. They believe that the cultural heritage of the region is rather not integrated into the economic life of the region. A large group of respondents - 28% have no opinion on this subject and they gave an evasive answer "neither yes nor no" (Figure 7).

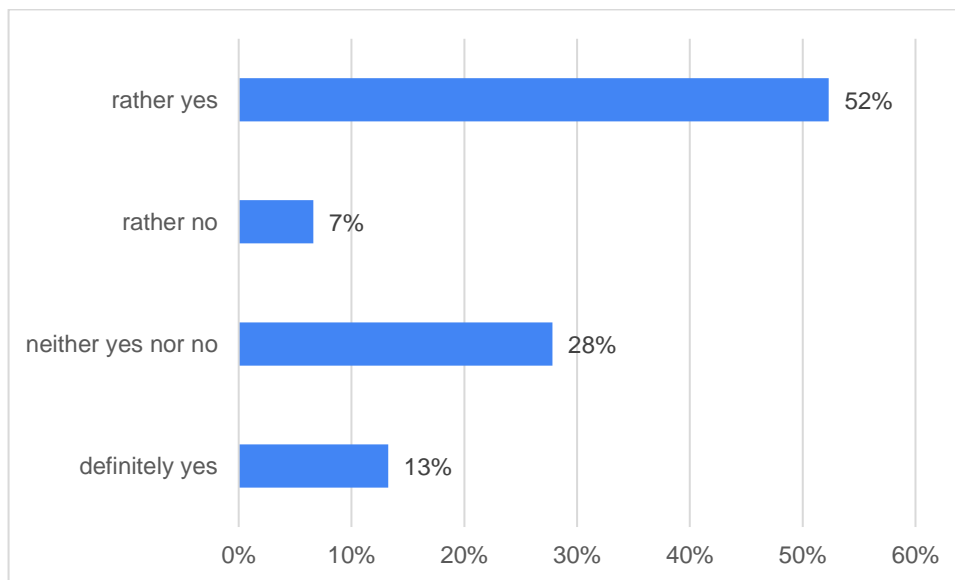


Figure 7. Is the cultural heritage of the Beskids region integrated into the economic life of the region, i.e. does it contribute to an increase in the region's income and/or the quality of life in the region?

Source: own elaboration based on empirical research.





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Some of the respondents also believe that the cultural heritage of the Beskids region could be more integrated with the economic life of the region, i.e. be included in the region's development policy. A total of 20% of the respondents holds this opinion. However, the same number believe that the cultural heritage of the Beskids region could not be more integrated into the economic life of the region. Perhaps they believe that the degree of inclusion of cultural heritage in the development policy of the region is sufficient. The vast majority of respondents - 60%, however, have no opinion on this subject, as they chose the answer "neither yes nor no" (Figure 8).

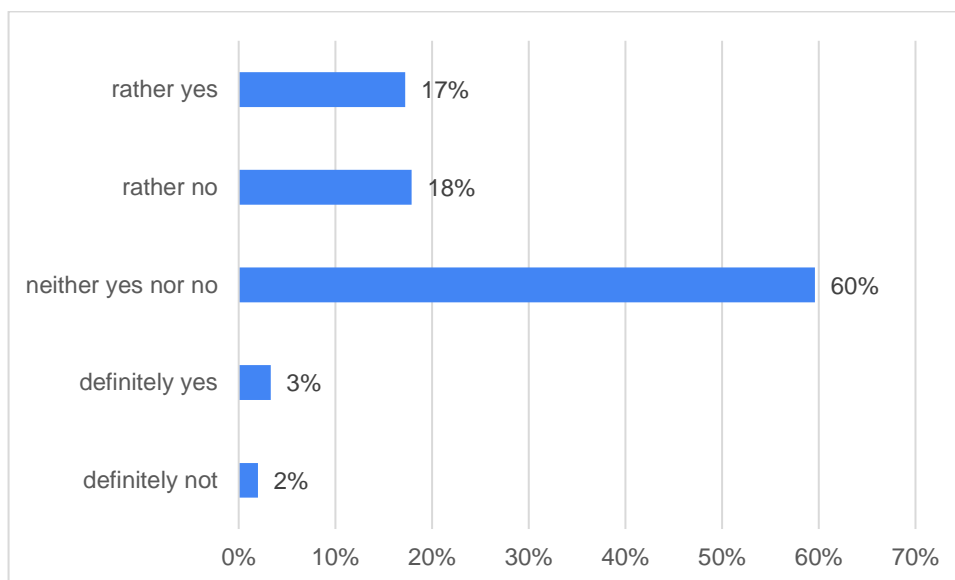


Figure 8. Could the cultural heritage of the Beskids region be more integrated with the economic life of the region, i.e. be included in the region's development policy?

Source: own elaboration based on empirical research.

People who believe that greater integration of the cultural heritage of the Beskids with the economic life of the region is still possible indicate that the way to better integrate the



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cultural heritage of the region with the economic life of the region is, for example, coordinated promotion or launching regional restaurants.

The main obstacles in promoting the cultural heritage of the region are considered by the respondents to be: lack of education about the cultural heritage of the region - 21%, little knowledge about the cultural heritage of the region - 18%, low interest in the cultural heritage of the region - 16%, lack of offering cultural heritage as a tourist product of the region - 14%, lack of cooperation between regions in promoting their cultural heritage - 12%, lack of protection of the region's cultural heritage - 7%, lack of subsidies to revitalize and promote the region's cultural heritage - 6% and low attractiveness of the region's cultural heritage compared to other regions - 5% (Figure 9).





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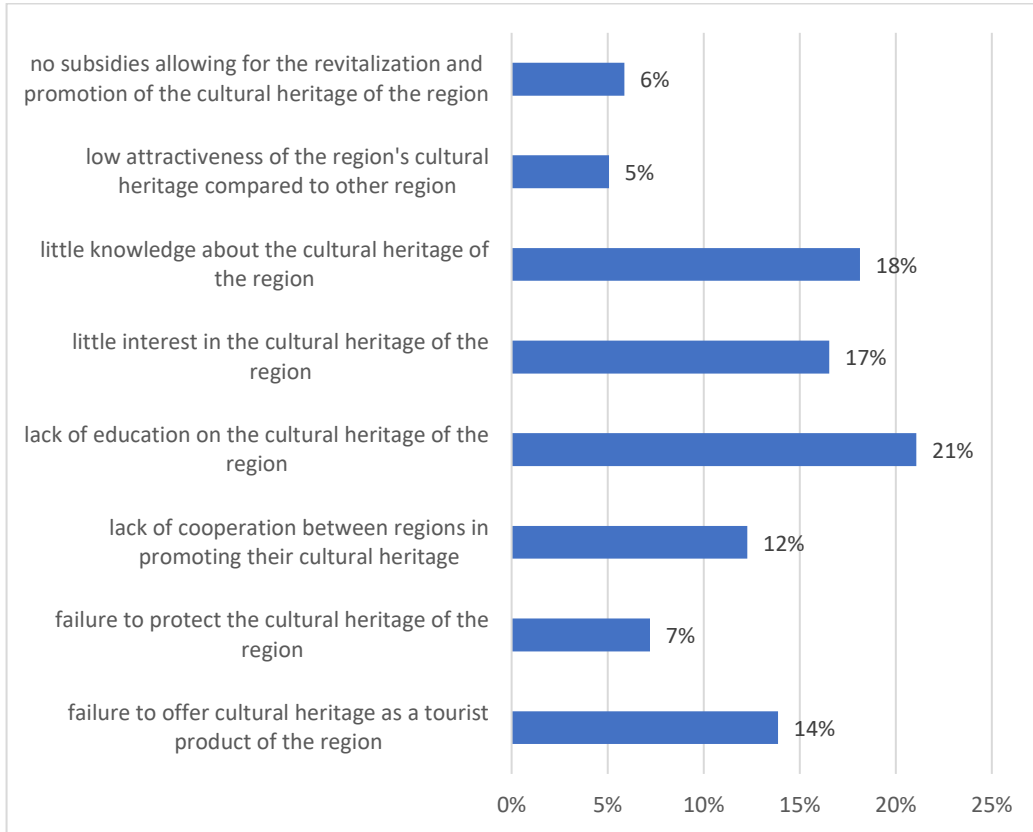



Figure 9. What obstacles do you see in promoting the cultural heritage of the Beskids?

Source: own elaboration based on empirical research.



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Conclusion

According to the respondents, tourists are interested in the cultural heritage of both Poland and the researched region. The Beskids can be proud of an interesting offer of cultural heritage. However, according to the respondents, it is not sufficiently promoted, even though, in their opinion, the region directs its offer of cultural heritage to tourists. Only some of the respondents are able to name the objects of cultural heritage located in the Beskids region. According to the respondents, the elements particularly worthy of attention include regional cuisine, local traditions, dances and regional culture, which can be collected in the so-called Beskids regional culture. The group of elements mentioned by the respondents also included: the Jewish cemetery, architecture, including wooden architecture, parks, handicrafts, Associations of Country Housewives with their traditions, Corpus Christi and All Saints' processions. According to the respondents, the inclusion of the cultural heritage of the region would help in its development. Although some of the respondents believe that such inclusion has already taken place. There is a perceived need for greater integration of the region's cultural heritage with the region's economic life, i.e. the inclusion of the region's cultural heritage in the region's development policy. The respondents indicate, among others, the need for coordinated promotion or the introduction of regional restaurants. The main obstacles in promoting the cultural heritage of the region are considered by the respondents to be the lack of education on the cultural heritage of the region, little knowledge about the cultural heritage of the region, little interest in the cultural heritage of the region and the lack of offering cultural heritage as a tourist product of the region.

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List of Figures

Figure 1. Are tourists interested in Poland's cultural heritage?.....	6
Figure 2. Are tourists interested in the cultural heritage of the Beskids?	7
Figure 3. Does the Beskids region have an interesting cultural heritage offer?.....	8
Figure 4. Can you name things and objects of cultural heritage located in the Beskids region?9	
Figure 5. Does the Beskids region address the offer of cultural heritage to tourists?.....	11
Figure 6. Would the inclusion of the cultural heritage of the Beskids region help in the development of the region?.....	12
Figure 7. Is the cultural heritage of the Beskids region integrated into the economic life of the region, i.e. does it contribute to an increase in the region's income and/or the quality of life in the region?	13
Figure 8. Could the cultural heritage of the Beskids region be more integrated with the economic life of the region, i.e. be included in the region's development policy?.....	14
Figure 9. What obstacles do you see in promoting the cultural heritage of the Beskids?.....	16

List of Tables

Table 1. Basic information about the study.....	4
Table 2. Sample structure [%].....	5

