Paweł RÓŻYCKI [*]
http://orcid.org/0000-0003-1698-4262

Karolina KORBIEL [**]
http://orcid.org/0000-0001-5338-5862

The theoretical concept of tourist typology in the interdisciplinary structure of tourism

Teoretyczna koncepcja typologii turystów w interdyscyplinarnej strukturze turystyki

Streszczenie

W opracowaniach teoretycznych z zakresu typologii turystów znaleźć można różnorodne kryteria ich wyodrębniania. Mankamentem takiego podejścia jest brak jednej wspólnej koncepcji podziału turystów, która pozwoliłaby na możliwość porównywania wyników badań w rożnych ośrodkach akademickich i marketingowych. Pojawia się problem definicyjny turystyki i samego turysty, często koncepcje różnią się od siebie i dlatego brakuje wspólnej płaszczyzny, na której mogą być budowane teorie wyodrębniania i podziału turystów. W prezentowanej publikacji dokonano przeglądu wybranych różnorodnych typologii turystów. Typologie turystów oparte są na różnych kryteriach, począwszy od socjologicznych i psychologicznych, po demograficzne, geograficzne, ekonomiczne, marketingowe i inne, mające często interdyscyplinarne podstawy. Przede wszystkim

[*]   Assistant professor, Faculty of Tourism and Leisure, the University of Physical Education in Kraków; e-mail: pawel.rozycki@awf.krakow.pl

[**]   PhD, Faculty of Tourism and Leisure, the University of Physical Education in Kraków; e-mail: karolina.korbiel@awf.krakow.pl (corresponding author)

starano się pokazać różnorodność prezentowanych na świecie koncepcji typologicznych. Są one wykorzystywane w badaniach naukowych, ale odnoszą się jedynie do wąskiego grona badanych osób i trudno wyniki porównywać z innymi rezultatami opartymi na innych podziałach. W konkluzji zaproponowano nowy, autorski podział, który, jak się wydaje, mógłby być stosowany przez różne ośrodki akademickie, pozwoliłoby to na większą możliwość porównywania wyników badań w obszarze ruchu turystycznego i zachowań turystów. Oparty jest on na świadomości i subiektywnym rozumieniu zjawiska turystyki, które w wielu obszarach i środowiskach jest odmiennie interpretowane.

Słowa kluczowe: typologia turystów, segmentacja, teoria turystyki, koncepcje typologii, typy turystów.

Abstract

In theoretical studies on the typology of tourists, various criteria for their identification can be found. A drawback of this approach is the lack of one common concept of tourist division, which would allow for comparing research results at various academic and marketing centers. There is a definition problem of tourism and the tourist themselves, the concepts often differing from each other, thus, there is no common ground on which the theories of the separation and division of tourists can be built. In the presented publication, a review of selected, varying tourist types have been conducted. Typologies of tourists are based on various criteria, ranging from sociological and psychological to demographic, geographic, economic, marketing and others often having an inter-disciplinary basis. First of all, attempts were made to show the diversity of typological concepts presented in the world. They are used in scientific research but only refer to a small group of respondents and it is difficult to compare the results with other results based on other divisions. In conclusion, a new, proprietary division has been proposed, which, it seems, could be used by various academic centers, allowing greater possibilities for the comparison of research results in the area of tourism. It is based on the awareness and subjective understanding of the phenomenon of tourism which is interpreted differently in many areas and environments.

Keywords: tourist typology, segmentation, tourism theory, typological concepts, types of tourists.

Introduction

The aim of the analysis of tourist types is to indicate the complexity of this phenomenon within the context of various sciences, analyzing the world's theoretical concepts, from the oldest to modern ones, and proposing a new typology that will correspond to the multidisciplinary of tourism. Researchers and theorists from scientific centres around the world usually formulate typologies based on the presented sciences. Therefore, various divisions are used in scientific research. This implies problems related to the comparability of research results at various scientific centres, also in many countries. However, it is difficult to standardize the concept of the theoretical division of tourists.

Tourism is a multidisciplinary phenomenon, and so far, it has not been recognized as a science. According to Winiarski (ed.) [46], the process of becoming an independent science of tourism is hindered by the continuing differentiation of research environments, a different systemic approach and significant diver-

sity of tourism research results, specifically resulting from the lack of a common definition and typological plane. Tourism is based on and draws knowledge from many sciences. Geography, economics, marketing, sociology, psychology, pedagogy, physical culture and many others, are among those most relevant to tourism. Tourism can be considered at many levels, not just those considered scientific. It is usually treated as a spatial, social, psychological, cultural and economic phenomenon. In many scientific studies and by many experts, it is considered one of the constantly dynamically developing fields of the economy and it is an important factor for the economic development of many countries, regions as well as cities. This is evidenced by statistics regarding tourist traffic on a global scale, and in individual countries and regions. When commencing detailed research at individual centres, it is necessary to analyze tourist typologies, although it is worth bearing in mind that there is such an extensive amount of information, making it difficult to propose a new typological scale and, if possible, conduct comparative research.

Methodological issues

The main objective of the article is to review the most important and interesting typologies of tourists pointing to the multifaceted nature of the phenomenon and, after analyzing the current scientific considerations in this area, to create a new typology, which may become an interesting contribution to more uniform research on the behaviour of tourists within the context of various fields of science, on a global scale, and not only at individual research centres.

Realizing the first goal of the research the source materials were first collected by searching the scientific databases of Scopus, Ebsco, Google Scholar and CEON. Then, a critical analysis of the collected publications was carried out as a result of which the sources were divided according to the type of typologies presented in them. Also some publications properly representing a given category were selected and they were presented in the paper as examples.

The achievement of the second goal of the work was made possible by the application of additional methods used in the implementation of other research processes [40]. Among them should be mentioned a method of observing tourists, which was carried out for several years at various centres on all continents and among tourists practising almost all types of tourism. The photographic method, as well as ethnographic methods and a panel discussion among scientists dealing with tourism theory, were implemented.

Photo-based interviews are quite rare in research. However, observations of photographs during the research panel make it possible to assess the behaviour of tourists during their travels. Direct information is not obtained from partici-

pants of tourist traffic as they may be contaminated with a certain subjectivism. Evaluating the photos gives a more objective picture in a qualitative study [3].

Reviews of the selected tourist typologies

The theory of tourism, despite significant achievements, still remains an area of bold scientific exploration. Similarly to the classification of tourism types, tourists can also be identified and classified according to various criteria.

Looking through the literature, however, one can find certain regularities that allow for grouping existing works. The presented diagram (Fig. 1) divides the types of tourists into the entire population of travellers and into selected tourist segments and groups. These, in turn, were divided into tourists practising a specific type of tourism and choosing specific destinations. The last distinguished group lists two areas in which tourists can be classified. They are: Typologies – behavioural segmentations; which include Typologies – segmentations distinguished due to the size and structure of expenses, and Typologies – psychographic segmentations, being the second group.
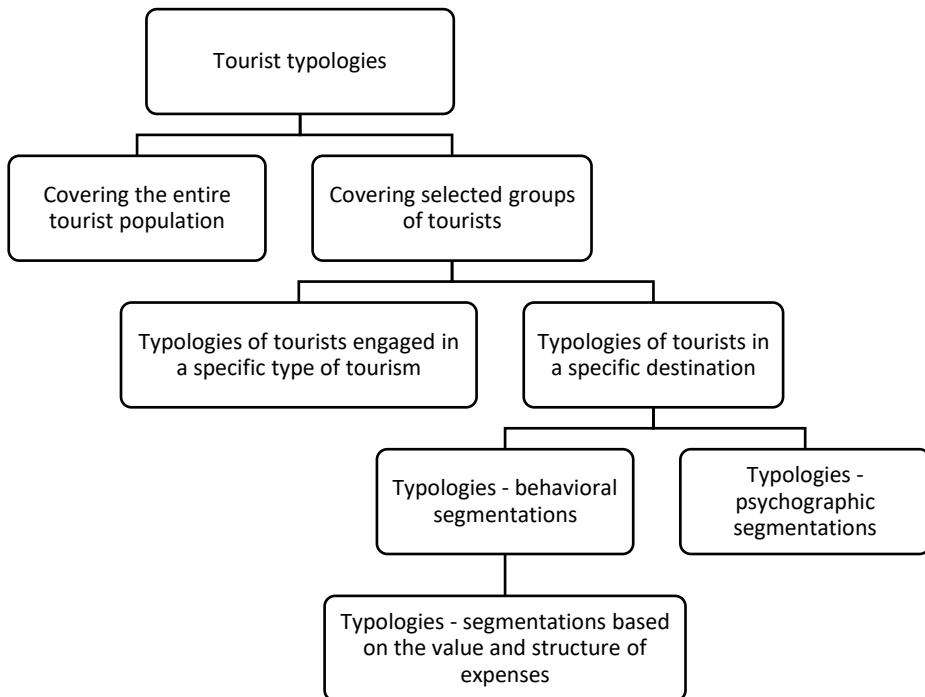

Fig. 1. Division of the typology of tourists

Source: own study based on the literature review and marketing segmentation theory [30].

Typologies relating to the entire tourist population are presented primarily in the first scientific papers on this subject. On Polish soil notable typologies of tourists proposed by French sociologists were presented by Przecławski [35]. These typologies were formulated mostly on the basis of phenomenological research, theoretical conceptualizations and sociological analyses. The typologies proposed by Bassand and Cohen refer to international tourism of a wide range, they can refer to tourists from all continents and all countries. Boyer's typology, on the other hand, distinguishes types of tourists characteristic for some environments only, usually those wealthier ones. They should also be analyzed and considered within a historical context, because over the past decades, and especially in the first decades of the 21st century, both the volume and structure of tourism changed significantly, including the behaviour of tourists, consumers of tourism goods and services.

At the end of the 1940s, there was an increase in the number of tourist trips and an increase in interest regarding research on tourism. Further studies appeared, especially of an economic and later sociological nature. There were more and more definitions of tourism as well as typologies of tourists, initiated by research at the end of World War 2 as a result of scientific research on tourism. In the 1970s, Plog [34] classified tourists according to preferred destinations. He believed that there was continuity between types of tourists, from allocentric to psychocentric tourists. Allocentric tourists look for new destinations and are prepared to take risks in the search for new cultures and places. On the other hand, psychocentric tourists are on the search for acquaintances and are happier in an environment where there are many tourists alike them. They do not take risks and buy proven tourist products, being careful when choosing. An interesting concept of tourists was proposed by M. Bassand [4]. He distinguished four types of tourists that correspond to each type of cultural emission environment. Although over fifty years have already passed, they are still valid and sometimes even more clearly define the behaviour of tourists. The criteria for tourist classification are psychological factors based on the needs and motives grounded in the environments from which tourists come. Thus, Bassand distinguished:

1) A tourist oriented on entertainment and fun (*le sportif*) – this is a characteristic type of behaviour in many types of tourism, which is often combined with passive recreation, during which tourists have a relatively great amount of free time.
2) A tourist focused on contact with works of art (*le connaisseur*) – a typical cultural tourist, focused on visiting and gaining knowledge as well as verifying and consolidating it. They adhere to the principle that travel educates.
3) A tourist oriented on contact with nature (*le solitaire*) – a tourist who prefers natural values, thus, nature is their inspiration.

4) A tourist oriented towards visiting as many places as possible, but in a very superficial way (*le voyeur*). There are more and more tourists of this type in a globalised and McDonaldised world. The pace of sightseeing and the desire to visit as many places as possible encourages this style of travel.

Based on Bassand's typology, Przecławski [35] also referred to the motives of travel as the starting point for classifying tourists. However, he expanded this classification by adding a number of other motives. This is certainly not a closed classification. There are seven main types of tourists listed, with sub-items added.

1) Cognitive type:
   a) focused on communing with nature,
   b) focused on communing with culture,
   c) focused on communing with people.
2) Integrative type – focused on contact with the group.
3) Task type – focused on specific activities.
4) Entertainment type (entertainment and leisure).
5) Competition type (active tourism).
6) Contemplative type.
7) Health type – focused on health care.

The typology of tourists distinguished by E. Cohen [10] is very interesting. He proposed dividing tourists into four groups. The criterion for identifying tourists is the depth of contact with the visited environment, in other words, a given tourist's involvement in preparing and organizing the trip.

1) Mass tourist (organized mass tourist) – most often travels with the help of a travel agency, and during the trip does not come into contact with the visited environment. They remain in their own bubble.
2) Mass tourist, but individual traveller (individual mass tourist) – this tourist has at least minimal involvement in the preparation and organization of the trip.
3) Individual tourist, used to comfort (explorer) – despite travelling to a very demanding region, that tourist tries to use its infrastructure that ensures comfort.
4) Individual tourist, integrating completely with the culture of the visited environment (drifter) – this type of tourist completely devotes themselves to adventure and tries to integrate with the visited environment.

Graburn [17] distinguished two types of modern tourism. This division is interesting, based on the professional functioning of tourists. The first is the holiday period or vacation break tourism and the latter is tourism of transition periods associated with significant status changes, such as adulthood or a change of profession and career path. Some have a stable situation at work, while others can often change it or look for something more attractive. In the 90s of the 20th

century, lifestyle was increasingly associated with consumption patterns and this translated into the proposed typologies of tourists.

As Grzywacz and Żegleń [20] noticed, for this reason, Gratton [18] or Shaw and Williams [42] found or applied typologies of value and lifestyle to understand tourism trends. Environmental concerns have generated many new types of tourists associated with 'appropriate' or alternative tourism, such as ecotourism or tourists associated with the so-called green movement [13]. Postmodernism developed in the 1990s, revived an interest in concerns about the level of sustainability and an interest in types of lifestyle and tourist behaviour.

Based on the tourist's attitude towards visited places, their emotions and impressions, Giorgio Castoldi [39] proposed a completely different, original approach to the typology of tourists. He distinguished three types, calling them syndromes.

1) Stendhal syndrome involving the search for beauty – tourists often rave about a tourist attraction to such an extent that they are not able to control their emotions, expressing them with joyful shouts and delight. This is a positive reaction to a good or service that they gain thanks to tourism.

2) Hesse syndrome involving curiosity – this type can be identified with catching the travelling bug drawing a tourist into the world of travel, which becomes present in the memories and dreams of the person.

3) Big brother syndrome consisting in watching the lives of others – it is often the lack of interest and inability to live one's own life that causes tourists to focus on observing the lives of others, including other participants of the trip or to stay instead of paying attention to what the visited environment has to offer.

Taking the specificity of a particular country into account, as well as the behaviour of tourists on the internal market, it is possible to offer a different division of tourism participants for each country or even region. A characteristic division for France of the 1970s is presented by Marc Boyer [7].

1) Tourists travelling for active rest, sports activities.

2) Tourists travelling to perform craft work at home or work in the garden.

3) Tourists travelling to get to know the culture, have contact with art.

This division is quite puzzling and even controversial, but one should remember here about the specificity of the described market and specific behaviours. However, similar behaviours also occur in other countries or regions. Thus, the specifics of a nation, social group, its material status and preferences can significantly influence the identification of tourists from among active tourists. The French Institute of Tourism Marketing has distinguished seven types of tourists. This classification, however, seems methodologically quite freely interpreted and arranged. Nonetheless, it demonstrates how diverse views on tourists can be and how divergent the extraction criterion itself can be [24]:

1) Tired – they do not impose conditions for rest.
2) Athletes – extremely active, often changing their place of stay.
3) Globetrotters – hungry for travel abroad.
4) Fans of family recreation.
5) Hungry for meetings – revellers.
6) Erudites – in love with old stones and museums.
7) Explorers – interested in discovering a new country.

In turn, Valene Smith [43] highlighted the demographic aspects of tourism, translating them into the following types of tourists:

1) Explorer – a person seeking to discover and involved in getting to know the local population.
2) Elite tourist – carries out special individual visits to exotic places.
3) Tourist seeking escape from crowds (off-beat).
4) Unusual tourist – a visit with specific purposes.
5) Travelling alone or in small organized groups.
6) Mass tourist – enjoying organized trips.
7) Mass tourist – travelling to leisure destinations that include as many Western standardized facilities as possible.

An important concept of the tourist and tourism model, which forms the basis of much later research was proposed by J. Jafari [22]. The model includes six elements and processes. It can be stated that this division into elements of travel is a kind of division into stages of travel. They correspond to the stages of the imaginary journey, the realized journey and the mentioned journey, which are characteristic from the psychological point of view for each tourist. However, Jafari says more about the tourist's behaviour. It can be assumed that this is a typology of tourists according to the travel phase criterion.

Jafari calls element I *initiation*. It is associated with the everyday life of an individual. Everyday life can inspire to take preparations to begin a journey and, as a result, to practise tourism.

Element II is called *emancipation*. In this phase, the person transforms into a tourist. Jafari divides this phase into separation, i.e. departure, travel, approaching the destination, and declaration. Then, tourism becomes the script for the new character, and the place of vacation becomes the stage for their performance. Then, it turns out whether the tourists' current environment determines their behaviour on holiday.

Element III is *revival*. It is associated with finding oneself in a new reality, everyday life becomes a thing of the past, and everything that is new fascinates, attracts and intrigues.

Element IV is defined as *repatriation*, or return to everyday life. There are two more phases within this element: restoration starting at the moment of de-

parture and surrendering, i.e. reconciling with everyday customs, culture and behaviour.

Element V is *incarnation*. At this stage, the tourist has returned to everyday life, but in their memory, there remains a trail of departure, which can be a motive inspiring for the next trips, the tourist is absorbed by the charm of tourism.

Element VI is the time between the moment of departure and the return of the tourist. During this time, normal life occurs at the place of permanent residence. It would appear that the longer the stay of a tourist abroad, the greater the cultural shock [47].

Tourist typologies describe characteristic forms of tourist consumer behaviour, their motivations and needs. They reflect different preferences, interests and travel styles. The purpose of creating typologies is to divide tourists into various groups to find out what a tourist expects, what their anticipated behaviours may be, how they reflect lifestyle in particular decades and throughout history, and especially, in the era of the global IT. On the other hand, information may also be obtained in order to build the theory of tourism and the theory of the tourist's image itself. Modern typologies are largely based on empirical quantitative or qualitative research [37], sometimes using modern technologies, e.g. GPS [19]. Their objective is most often to segment tourists for marketing purposes [44]. These divisions usually do not take the wide tourist population into account, but focus on some part of it, for example, those who practise a given type of tourism [25], travel to specific places or display specific behaviours or represent different lifestyles [29].

An important element of tourist traffic is the segmentation of tourists according to the type of tourism. Typologies of tourists engaging in a specific type of tourism, e.g. cultural tourism [31], event tourism [26] or tourism to SPA [2] are often found in the literature. They are usually based on empirical quantitative or qualitative research, e.g. using the netnographic method [2], they relate to a given destination as they are usually created for the needs of the marketing strategy of a given tourist region. Yet, very often these results can be extended to a larger population of tourists engaged in the same type of tourism.

Chen and Uysal [8] formulated a typology of holiday tourists. The typology was based on travel motivations. They discovered the existence of two separate segments of persons travelling for leisure:
1) Novelty Seekers.
2) Acquaintance Visitors.

In some ways, the above division refers to the types of tourists listed by Cohen. Each form of tourism is based on leisure, some people relax alone, while having a travelling companion is new to them, and others seek the presence of people known to them, with whom they feel good and want to spend time.

Typologically essential is the division of tourists visiting attractions related to cultural heritage in Arizona (USA) [33]:
1) True cultural heritage tourists:
   — Tangible heritage tourists,
   — Intangible heritage tourists.
2. Spurious cultural heritage tourists:
   — Nature tourists,
   — Sports tourists, obviously interested in sports but in physical culture as well,
   — Business tourists – tourists interested in the MICE system.

Tourists often get to cultural attractions in an accidental way, while visiting other attractions. This seems obvious and relatively common. However, there is a clear difference in tourists' reception of locations. Therefore, the manner of service should be appropriate and tailored to tourists' interests.

A significant group of typologies are those that consider the behaviour of tourists manifested during various phases of the tourist experience. In the literature one can find divisions according to the type of chosen activity [15], the movement of tourists in space [19], their negative behaviour [21] or even behaviours related to publishing travel posts on social media [37]. Publications dealing with the roles played by tourists during a trip, for example by Foo and others [16], constitute a large group of works. Typologies concerning the behaviour and preferences of tourists – seniors, for instance by Borges Tiago and others [6] are also worthy of attention.

Among the latest concepts, research by Daisy X.F. Fan, Dimitrios Buhalis, Bingna Lin [14] deserves attention. The research was aimed at showing social contacts online and face-to-face, and their effects in the field of tourist experience. The researchers have identified six types of tourists:
1) Disconnected immersive traveller – they do not use online services at all (they have old-fashioned habits, showing intensive, frequent contacts with people they meet during the trip).
2) Digital detox traveller – turns off the network only for the time of travel, their place of residence is too intensely online which makes them feel physically and mentally exhausted; only cutting themselves off from the Internet promotes contact with other people while travelling and these travellers can then devote time to deeper integration with the visited environment.
3) Diversionary traveller – shows poor contact with others both at home and during travel, uses the Internet, but rather little – receives emails and responds to them during breaks during sightseeing, while resting in the room, or when they have access to free Wi-fi. The possibility of contact via the Internet with family and friends is considered a bonus during the trip. This is a fairly common model of the modern tourist.

4) Dual zone traveller – is characterized by a high number of contacts both online and offline, in the place of stay. These people can reconcile participation in both worlds simultaneously. They contact both their relatives from the place of residence and people they meet while travelling. These tourists are very socially active. This mainly applies to young people.

5) Daily life controller – maintains frequent contact with a group of friends from the place of residence, actively participating in their everyday lives. The development of the Internet allows these people to participate in someone else's everyday life from their place of stay. This is often associated with the responsibility that these people, e.g. young parents or entrepreneurs, feel. Contact with the home environment allows these people to reduce their fear of leaving and gives them a sense of security. Thanks to online activity, these tourists meet the safety and security needs also mentioned in Maslow's pyramid of needs.

6) Social media addict – is characterized by a very high degree of presence in social media while travelling. They publish photos of landscapes, food, selfies, as well as videos in real time. They tag their location in posts. They often search for local contacts through hashtags and geotags but these interactions are usually superficial and service-oriented.

The above concept of tourist typology based on the participation and use of electronic media perfectly demonstrates the lifestyle of both man and tourist in the modern world and the global IT era.

Another initial approach is the analysis of loyalty to the visited place presented by Francisco-José Cossío-Silva, María-Ángeles Revilla-Camacho, Manuela Vega-Vázquez [11]. These researchers have identified four groups of tourists taking into account their loyalty and financial benefits:

1) Unprofitable tourists – lower loyalty and fewer nights than the average for the examined group.

2) Underutilized tourists – constitute 47.9% of the research sample – loyalty higher than average, but the number of nights is below average.

3) High potential tourists – 16.9% of the sample, they stay for more than 5 nights, but their loyalty is poor.

4) High performance tourists – the number of nights is double the average sample, and the level of loyalty is very high.

This is a very narrow approach to typology, but nevertheless, very interesting considering the development of tourism, especially that which is urban. Mahuya Adhikarya and Atanu Adhikari [1] examined tourists regarding ways of searching for tourist information. First, they determined the dimensions of behaviour related to the process of obtaining information, then divided the respondents into four segments:

Segment 1 (Tech-savvy informationist): the segment accounts for 12.3% of information users. Users in this segment have used Internet databases for a long time. In addition, these users are very patient when it comes to searching for information in printed documents.

Segment 2 (Conventional informationist): the segment is about 25% of the population. Segment 2 respondents do not often use websites/e-mails as sources of information. Although they have been using Internet databases for a long time, they are not very patient when searching for information in printed documents.

Segment 3 (Traditional informationist): the segment is about 28% of the population. Segment 3 respondents also rarely use websites/e-mail as a source of information. However, they have used internet databases for a moderately long period of time. They are also very patient when searching for information in printed documents.

Segment 4 (Conservative informationist): this segment is the largest and consists of 34.7% of information users. Respondents in this segment also rarely use websites/e-mail as sources of information. However, the high average time spent using online databases proves that they have used online databases for a considerable amount of time. They show a certain degree of patience when searching for information in printed documents.

The presented typology is also based on modern technologies and obtaining information, which is characteristic for researchers from the second decade of the 21st century. Similar analyses will certainly be carried out and compared at different centres, while tourism theory in the area of tourist typology is built. Many of the discussed typologies are based on the characteristics of individual decades since the mid-20th century.

Tourism is one of the most important segments of the economy, therefore researchers interested in this field relatively often study the segmentation, division and typology of tourists. A special group of typologies – behavioural segmentations, one of the most numerous in the literature, are those based on criteria related to the size and structure of tourists' expenses, for example, those offered by Kozera and other [23]; Laesser and Crouch [27]; Legoherel [28]. The economic factor is the most frequently analyzed indicator in recent years when it comes to tourism studies [36]. Today's destination marketers are trying to increase their market share by looking for travellers who will spend money, not just time, visiting tourist attractions [32].

Another group of typologies that are frequently represented in the scientific literature are psychographic segmentations, i.e. those whose division criteria are e.g. a tourist's lifestyle, personality or identity. In the literature, they are represented, inter alia, by the following researchers: Schewe and Calantone

[41], Waryszak and Kim [45], Reisinger and others [38], Duman and others [12] or Chercoles and others [9].

An example of a typology of tourists based on their personality can be found in the work by Plog [34] that is based on the already described concept. The author conducted research using the diagnostic survey method in Mongolia. The aim of the research was to verify whether Plog's personality types significantly influence the choice of destination. The results show that allocentric tourists form the largest group. Moreover, it was found out that Plog's personality types differentiate the choices of tourist destinations: allocentric tourists most often visit virgin areas, while psychocentric tourists focus on urban attractions [5].

Summary and conclusions

The above-mentioned tourist classifications only indicate various possibilities for the division and classification of tourism participants. At the same time, this leads to the reflection on the sense of distinguishing so many divisions at the theoretical and practical level. However, they may indicate a variety of approaches and methods of distinguishing market segments according to various criteria, the purpose of which is to define the starting point for creating marketing strategies. Contemporary researchers have clearly deviated from purely theoretical considerations about the types of tourists. The literature clearly lacks a division that would cover the entire tourist population and categorize them completely and separately.

Therefore, it seems justified to isolate three new types of tourists:
— The aware tourist.
— The impassive, uninvolved, indifferent, distant tourist.
— The unaware tourist.

This typology is based on the subjective perception of participants undertaking a tourist activity in their free and occupied time.

The aware tourist is a person who, in a sense, feels like a tourist, they identify themselves with tourism, consciously practising tourism. Even if statistically, they are not considered a tourist. On the other hand, the unaware tourist participates in tourist traffic, not knowing that they practise tourism, not feeling like a tourist. In the case of the appearance of many new forms of tourism, it is difficult to assume that every person, according to the definition of tourism, registered as a tourist, is aware that they are a tourist. Therefore, such a division according to the criterion of awareness of participation in tourism seems transparent and possible to apply in different environments and in different countries. So far, research based on the aforesaid type of typology has been conducted in a pilot form at The University of Physical Education in Kraków. However, it seems it should be used more widely. The results are clear and comparable.

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