

**SPORT I TURYSTYKA**  
**ŚRODKOWOEUROPEJSKIE CZASOPISMO NAUKOWE**

**T. 7**

**NR 2**

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## WSTĘP

W 2024 r. periodyk „Sport i Turystyka. Środkowoeuropejskie Czasopismo Naukowe” ukazuje się siódmy rok. Jest kontynuacją tytułu „Prace Naukowe Akademii im. Jana Długosza w Częstochowie. Kultura Fizyczna”. W pierwszym numerze zostały zaprezentowane prace Autorów z różnych ośrodków naukowych w Polsce i na świecie.

W części I – *Dzieje kultury fizycznej i turystyki w Polsce i na świecie* – przedstawiono artykuły dotyczące:

- wpływu działalności ekspertów europejskich na rozwój ruchu fizycznego i sportowego w guberni jekaterynosławskiej (od drugiej połowy XIX do początku XX wieku);
- promocji turystyki i rekreacji na Wileńszczyźnie w latach dwudziestych i trzydziestych XX wieku;
- sportu w działalności Wojewódzkiego Zrzeszenia Ludowe Zespoły Sportowe w Katowicach w latach 1952–1975.

Część II – *Teoria i metodyka wychowania fizycznego i sportu* – prezentuje następującą tematykę:

- kariery sportowe i proces odchodzenia od profesjonalnego sportu;
- różnice w percepcji bólu między amatorskimi i profesjonalnymi zawodnikami muay thai.

Część III czasopisma obejmuje problematykę turystyki i rekreacji. W tej części opublikowano trzy artykuły o następującej tematyce:

- wirtualizacja muzeów jako element kształcenia nowych kadr turystycznych;
- wykorzystanie marketingu internetowego i mediów społecznościowych do promocji ekoturystyki na Ukrainie (na podstawie doświadczeń Norwegii i Islandii);
- marka turystyki w Rajgirze jako turystyka ekologiczna: percepcja zwiedzających.

Pragnę złożyć serdeczne podziękowania Recenzentom za cenne i życzliwe uwagi, podnoszące wartość niniejszego periodyku. Dziękuję za współpracę Autorom publikacji zamieszczonych w czasopiśmie naukowym. Jednocześnie wyrażam nadzieję, że liczba Osób zainteresowanych publikowaniem własnych osiągnięć naukowych w kolejnych wydaniach czasopisma „Sport i Turystyka. Środkowoeuropejskie Czasopismo Naukowe” poszerzy się.

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# **CZĘŚĆ I**

## **DZIEJE KULTURY FIZYCZNEJ I TURYSTYKI W POLSCE I NA ŚWIECIE**





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Ilona BALDZHY\*, Nina DOLBYSHEVA\*\*, Galina SALENKO\*\*\*, Nina KOVALENKO\*\*\*\*

## THE INFLUENCE OF THE EUROPEAN EXPERTS' ACTIVITIES ON THE DEVELOPMENT OF THE PHYSICAL AND SPORTS MOVEMENT IN YEKATERINOSLAV GOVERNORATE (FROM THE SECOND HALF OF THE 19<sup>TH</sup> UNTIL EARLY 20<sup>TH</sup> CENTURIES)

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### Wpływ działalności ekspertów europejskich na rozwój ruchu fizycznego i sportowego w guberni jekaterynosławskiej (od drugiej połowy XIX do początku XX wieku)

#### Streszczenie

Po powstaniu Ukrainy jako niepodległego państwa znacznie wzrosło zainteresowanie badaniem historycznych aspektów rozwoju kultury fizycznej i sportu na Ukrainie. Ramy chronologiczne niniejszego opracowania obejmują okres od drugiej połowy XIX wieku do początku XX wieku, kiedy to w warunkach rozwoju przemysłowego i potencjału gospodarczego oraz napływu ekspertów zagranicznych powstały zręby kultury fizycznej i sportu w guberni jekaterynosławskiej, jednej z największych guberni południowo-wschodnich ziem Ukrainy.

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Artykuł określa specyfikę kultury fizycznej i ruchu sportowego w regionie, ukazuje rolę ekspertów zagranicznych (z Europy) w rozwoju wychowania fizycznego w placówkach oświatowych, w organizowaniu i prowadzeniu zajęć treningowych w systemie gimnastycznym „Sokoła”. Podkreślono wkład zagranicznych ekspertów w tworzenie pierwszych organizacji i klubów sportowych z określonych dyscyplin sportowych. Wspomniany został również szczególny wkład środowiska polskiego (i jego przedstawiciela – Ignacego Jasiukowicza) w rozwój akademickiego wioślarstwa w guberni jekaterynosławskiej.

**Słowa kluczowe:** eksperci zagraniczni, placówki oświatowe, Towarzystwo Gimnastyczne „Sokół”.

## Abstract

After the establishment of Ukraine as an independent state, the interest in investigating historical aspects of the development of physical culture and sports both in Ukraine and in its several regions increased significantly. The chronological framework of this study covers the period from the second half of the 19<sup>th</sup> century until the beginning of the 20<sup>th</sup> century, when, in the conditions of the progress of the industrial and economic potential and the influx of foreign experts, the foundations of physical culture and sports were laid in the Yekaterinoslav Governorate, one of the largest provinces in the south-eastern lands of Ukraine.

The article identifies the peculiarities of the physical culture and sports movement in the region, reveals the role of foreign experts (from Europe) in the development of physical education in educational institutions, in organizing and conducting training classes within the Sokil Gymnastics system in gymnasiums and schools. The contribution of foreign experts in the creation of the first sports organizations and clubs from certain kinds of sports is highlighted. The special contribution of the Polish diaspora and its representative Ignacy Jasiukowicz into the development of academic rowing in the Yekaterinoslav Governorate is revealed.

**Keywords:** foreign experts, educational institutions, Sokil Gymnastics Society.

## Introduction

The development of physical culture in certain territories of independent Ukraine has its own features which are determined by political and socio-economic preconditions, namely: abolition of serfdom (1861), activation of revolutionary democratic and bourgeois democratic movements, industrial growth, development of capitalism, development of science and culture, land, military, school and other reforms, development of the social movement for physical education of children and youth, as well as cultural traditions, geographical location and other factors.<sup>1</sup>

In the second half of the 18<sup>th</sup> century, in the southeastern lands of Ukraine, the Yekaterinoslav Governorate, which was one of the largest administrative

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<sup>1</sup> N. Ye. Panhelova, *Istoriia fizychnoi kultury: navchalnyi posibnyk*. Kyiv: «Osvita Ukrainy», 2007, pp. 155–176; I. Baldzhy, N. Dolbisheva, G. Salenko, *Factors in the development of athletics and the achievements of Olympic sports in the Dnieperpetrovsk Oblast of the USSR*, “Sport i Turystyka. Środkowoeuropejskie Czasopismo Naukowe” 2022, vol. 5, no. 2, pp. 29–43.

and territorial units, began to form. At the beginning of the 20<sup>th</sup> century, it was part of the Russian Empire. The city of Yekaterinoslav was founded in 1776. It became the largest city in the southeastern lands of Ukraine. The historical period from the second half of the 19<sup>th</sup> century until the beginning of the 20<sup>th</sup> century is the first stage of the development of the physical culture and sports movement in the Yekaterinoslav Governorate, since during this period the foundations of physical education in educational institutions were laid and certain types of sports developed. This period belongs to the little-known ones in the history of the development of physical culture and sports. And it is of great interest to specialists.<sup>2</sup>

The investigation of archival documents, local history literature and other materials will allow to supplement little-known pages of the history of the Yekaterinoslav Governorate, to determine the prerequisites and factors that influenced the emergence and development of physical culture and sports, to clarify the role of European experts in formation of the system of physical education in educational institutions and development of several sports in the Yekaterinoslav Governorate.

## **Research methods and problems**

The study considered the problems of the development of physical culture and sports in the Yekaterinoslav Governorate from the second half of the 19<sup>th</sup> century until the beginning of the 20<sup>th</sup> century. In order to solve the problems of this research, we used literary sources that can be divided into three groups.

The first group consists of encyclopedic materials and reference books devoted to the historical aspects of the development of physical culture and sports in the Yekaterinoslav Governorate. The second group includes archival materials of a legal nature – decisions and resolutions of the regional committee on physical culture and sports. The third group consists of scientific and methodical literature, which characterizes the peculiarities of the development of physical culture and sports in the Yekaterinoslav Governorate, as well as periodical and local history literature.

In the process of conducting the research, the following methods were used: analysis and generalization of scientific and methodical literature, archival documents and programmatic and normative materials, historical-descriptive method, historical-logical method, chronological method, comparative method and system analysis method.

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<sup>2</sup> I.V. Baldzhy, *Istorychni ta orhanizatsiino-metodychni osnovy rozvytku olimpiiskoho rukhu na Dnieperpetrovshchyni vprodovzh XIX–XXI st.: dysertatsiia na zdobuttia naukovooho stupenia kandydatura nauk z fizychnoho vykhovannia ta sportu*. Dnieper, 2019, pp. 63–78.

## Results and discussion

Yekaterinoslav, as the center of a new province in the south-east of modern Ukraine, was founded in 1776. At that time, it was a small provincial town with population of about 19,000 people. However, the administrative and territorial foundation of the Katerynoslav province was completed at the beginning of the 19<sup>th</sup> century. Pursuant to the order of Alexander I issued in 1806, the province included 8 county towns. The Katerynoslav district became the center of the province. It included Kamianske, Oleksandrivsk (now Zaporizhzhia), Nikopol, and others.<sup>3</sup>

The first mention of organized physical exercise classes is associated with the first educational institution - the Main National School, opened in April 1793. In addition to the main subjects (arithmetic, writing, sacred history, geography, foreign languages), children could also take lessons of dance music, etiquette and fencing for a fee if they wished.<sup>4</sup>

One of the prerequisites that contributed to the appearance of the first sports in the Yekaterinoslav Governorate in the second half of the 19<sup>th</sup> century was the economic development of the region, in which Alexander Pol, the first honorary citizen of Yekaterinoslav and Kryvyi Rih, played an important role. Huge deposits of iron, copper, manganese ores and hard coal were discovered with his participation. The intensive exploration of Kryvyi Rih's deposits as well as the construction of the railway and one of the largest double-decker bridges across the Dnieper River in Europe contributed to the development of the metallurgical industry in the region.

Starting from the 80s of the 19<sup>th</sup> century, the Yekaterinoslav Governorate became the center of economic life in the south of the country. The high rate of industrial development of the region contributed to the growth of the population (112,000 people in 1895; 212,000 people in 1903) and the inflow of capital from entrepreneurs and bankers. A large number of foreign experts, i.e. industrialists, engineers, metallurgists, etc., began to arrive in industrial Yekaterinoslav and other towns of the province. There were specialists from Germany, Poland, France, Belgium, Italy and other European countries.<sup>5</sup>

According to the population census of 1897, 71,560 foreigners lived in Yekaterinoslav and district towns, including 13,617 foreign citizens. At that time, the province occupied one of the leading places among the provinces of the European part of the Russian Empire in terms of the number of foreigners. Among

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<sup>3</sup> D.I., Yavornitskiy, *Istoriya goroda Ekaterinoslava*. Izd.: PromIn 1976, pp. 39–47.

<sup>4</sup> V.I. Lazebnyk, *Neyzvestnaia Ekaterinoslavshchyna*. Naukovo-metodychne vydannia, vstupne slovo N. Kapustinoi. Dnieperpetrovsk 2012, pp. 28–39.

<sup>5</sup> I.V. Baldzhy, *Istorychni ta orhanizatsiino-metodychni osnovy rozvytku olimpiiskoho rukhu na Dnieperpetrovshchyni vpravdovzh XIX – XXI st.: dysertatsiia na здobuttia naukovooho stupenia kandydata nauk z fizychnoho vykhovannia ta sportu*. Dnieper 2019, p. 66.

the foreign citizens who lived in Yekaterinoslav, the largest number of inhabitants were from Germany (8,204), Austro-Hungary (794), Belgium (576) and the Czech Republic (450). In addition, there were representatives of other European countries, namely France, Greece, Great Britain, Latvia, Italy, etc.

During this period, physical culture and sports in Europe developed at a fast pace. The scouting movement, which originated in England, flourished. The sports and Sokil Gymnastics system, which was founded in the Czech Republic, gained special popularity among the Slavic peoples. From the middle of the 19<sup>th</sup> century, international competitions in certain sports began to be held in European countries. The First Olympic Games took place in 1896. That is why the most active people from European countries initiated the creation of the first sports clubs on the territory of the Katerinoslav region.

The survey of the archival materials of the historical museum, the Dnieperpetrovsk regional state archive, and local literature showed that the birth of physical culture in the Katerinoslav region dates back to the second half of the 18<sup>th</sup> century and is related to physical education in educational institutions.

Economic and cultural development of the region contributed to the increase in the number of educational institutions. In the second half of the 19<sup>th</sup> century Yekaterinoslav hosted 32 educational institutions (gymnasiums, schools, private boarding houses, etc.). In connection with the reforms of 1863, physical education classes were introduced as an optional subject. One of the problems in the organization of physical education classes in educational institutions was the lack of qualified personnel. As a rule, these classes were conducted by teachers of other subjects.

Physical education of students began to develop at a faster pace at the end of the 19<sup>th</sup> and the beginning of the 20<sup>th</sup> centuries. The Higher Mining School was opened in 1899. At the beginning of the 20<sup>th</sup> century, the 1<sup>st</sup> and 2<sup>nd</sup> Real Schools, Oleksandrivsk Technical School (Zaporizhia), Mykola II Commercial School, etc. were opened and began to function. During this period, sports halls and summer sports grounds were organized in some educational institutions.<sup>6</sup>

Objective characteristics of physical culture in schools and gymnasiums of the Yekaterinoslav Governorate at the beginning of the 20<sup>th</sup> century were presented in the report for 1904 drawn by the Provincial Administration, where the public education section includes the following information, "Gymnastics and singing classes as additional subjects are present in all 13 schools." Gymnastics classes were conducted by class masters who did not have special training, and only 2 schools had special teachers.<sup>7</sup>

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<sup>6</sup> V.I. Lazebnyk, *Neyzvestnaia Ekaterynoslavshchyna*. Naukovo-metodychne vydannia, vstupne slovo N. Kapustinoi, Dnieperpetrovsk 2012, pp. 165–167.

<sup>7</sup> *Otchet Ekaterynoslavskoi hubernskoi zemskoi upravii za 1904*. (Narodnoe obrazovanye), yzd. Ekaterynoslavskaiia typohrafiya hubernskoho zemstva, 1905. pp. 56–68.

Foreign experts who worked at Mykola II Commercial School and at the First Male Classical Gymnasium played an important role in the organization of classes. Thus, the Commercial School had a gymnasium with more than 100 pieces of gymnastic equipment. Classes were conducted under the guidance of a qualified teacher from Germany, E. E. Hoffman. A note to the school's timetable stated, "Physical exercises and games are held daily, from 11:15 till 11:55, in the open air, on the playground in front of the building." As noted in the report on the work of the Commercial School for 1903–1904, the game of "Small or Big Football" was particularly popular among students, which is the earliest mention of the game of football on the territory of the Katerinoslav region. Outdoor games called "War", "Fireman", and "Snow Battles" were also held. In the wintertime, the schoolchildren built an ice rink. The teacher E.E. Hoffman published the "Collection of Gymnastic Exercises and Outdoor Games", which was a methodical guide for class masters of other educational institutions who did not have special education. The physical education teacher of the First Men's Classical Gymnasium was a foreign specialist, Karl Knot, also a native of Germany.<sup>8</sup>

After the educational reform of 1912, compulsory classes were held in secondary schools according to the Sokil Gymnastics system, whose program, in addition to gymnastic exercises, included fencing, football, and outdoor games. Foreign experts K. Knot, E. Hoffman, K. Blomberg, J. Popel, J. Gikl, R. Keil played an important role in the introduction of classes according to the Sokil Gymnastics system.<sup>9</sup>

A special role in the birth of the physical culture and sports movement of the Yekaterinoslav Governorate was played by the Sokil sports and gymnastics society, founded at the 2<sup>nd</sup> Real School in 1908. The initiators of the association were foreign experts, teachers of Sokil Gymnastics, K. Blomberg and K. Knot. In the Sokil sports and gymnastics society, not only Sokil Gymnastics, but also athletics, football, and tennis found their place. In addition, the "sokils" of Kamianske had the opportunity to practice rowing, for which a pier was equipped in the area of the Kamianske's Yacht Club pier. Rowing pleasure boats were located there. Later, Sokil societies were created in Kamianske, Oleksandrivsk (now Zaporizhzhia), Nikopol and other cities.

Gymnastics festivals held at the Cathedral Square were very popular among the citizens of Yekaterinoslav. Up to 10,000 spectators gathered for the performances of the "sokils", and the best "sokils" of gymnasiums and schools took part in the demonstration performances. The performance program included exercises with flags, sticks, maces, scarves. There were special tricks on the trapeze, free exercises, jumps and pyramids were performed. The performances of

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<sup>8</sup> *Otchet o sostoianny Katerynoslavskoho kommercheskoho uchylshcha za 1903–1904.* Vydavnytstvo Katerynoslavskaia typohrafiia S.Y. Baranovskoho, 1904. p. 18.

<sup>9</sup> *Spisok prepodavateley gimnastiki – Sokolov na territorii Rossii*, Sokol 1913, no.2, pp. 30–31.



the “sokils” lasted for 2–3 hours and impressed with their elegance and sophistication. The main organizer and screenwriter of these performances was K. Knot, the abovementioned teacher of Sokil Gymnastics. The Sokil movement gained a great popularity and support in the Yekaterinoslav society. It is evidenced by the fact that in 1912 the chairman of the City Duma, I. K. Sposobny, became head of the gymnastics association, and the director of the 1<sup>st</sup> Classical Gymnasium, a member of the City Duma, N. F. Shcherbinsky, as well as managing director of the Kateryninsk railway, M.V. Svida, became his deputies.<sup>10</sup>

Representatives of the Yekaterinoslav Sokil society took an active part in the activities of the All-Russian Sokol movement. K. Popel and K. Makarenko, board members of the Yekaterinoslav Sokil society took part in the first congress of the “Union of Russian Sokilstva”, at which K. Popel was elected to the board of the Union. K. Knot, teacher of Sokil Gymnastics of the First Men’s Classical Gymnasium, and K. Blomberg, board member of the Yekaterinoslav Sokil society, also took part in the activities of the Union.<sup>11</sup>

During this period, the Yekaterinoslav Sokil society was actively involved in international competitive activities. At the VI Vsesokylski Zlyot in Prague in 1912, a team consisting of 72 participants (the largest delegation from 9 cities of Ukraine) performed in all types of gymnastic exercises, where they took 8 prize places, and V. Popovych became the gymnastic champion among the “sokils” of Ukraine. Yekaterinoslav “sokils” won 16 prizes in athletics competitions.<sup>12</sup> In 1913, the gymnasts of the Sokil society counting 55 sportspersons took part in the combined Sokil competition in the southwestern part of Russia, where they took 2<sup>nd</sup> place in their group, as well as in the demonstration performances of the gymnasts of the First Russian Olympiad in 1913, in Kyiv.<sup>13</sup>

Taking into account the fact that the majority of schools and gymnasiums in the Yekaterinoslav Governorate lacked trained teachers, the impact of the Sokil society on personnel training was of great importance for the physical culture and sports movement. The association organized theoretical and practical courses for leaders of elementary gymnastics according to the Sokil system and courses for leaders of outdoor games.<sup>14</sup> According to the document referring to

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<sup>10</sup> V.I. Lazebnyk, *Neyzvestnaia Ekaterynoslavshchyna*. Naukovo-metodychne vydannia, vstupne slovo N. Kapustinoi, Dnieperpetrovsk 2012, pp. 147–154.

<sup>11</sup> O.O. Liakh-Porodko, *Sokolskyi himnastychnyi rukh u Rosiiskii imperii naprykintsi XIX – pochatku XX stolittia: dysertatsiia na zdobuttia naukovoho stupenia kandydata nauk z fizychnoho vykhovannia ta sportu*, Kyiv 2010, pp. 59–67.

<sup>12</sup> *Rezultaty sostyazaniy na I slete Soyuzu Slavyanskogo Sokolstva v Prage v 1912 g.* Sokol 1912, no. 1, pp. 15–16.

<sup>13</sup> *Ibidem*.

<sup>14</sup> E.F. Podoba-Nupryi, V.N. Nupryi, *Zachynately fizykulturnoho dvyzheniia na Ekaterynoslavshchynе. Hosudarstvennyi arkhiv Dnepropetrovskoi oblasti*. F. 4548. Op. 1. D. 10, D.11, D. 12, D. 14-a, D. 20.

the completion of the courses, the training program for the leaders of gymnastic exercises included such subjects as:

1. Elementary hygiene of physical exercises and providing first aid in case of accidents.
2. Physical and moral development of a person according to the Sokil system.
3. The simplest drills.
4. Basic free exercises with flags, sticks and maces.
5. Different types of jumps.
6. Figure exercises.
7. The simplest shell exercises.<sup>15</sup>

It should be noted that 8 graduates of the Sokil courses became organizers of the physical culture and sports movement in the first years of Soviet power. The teacher of Sokil Gymnastics, Ya. Gikl, was appointed responsible for the organization of the first workers' sports clubs in Yeaterinoslav.<sup>16</sup>

One of the important factors that influenced the organization and conduct of classes in certain sports was the creation of the first and only (until 1928) Sokil stadium by the members of the society in 1911, which was located in the yard of the 2<sup>nd</sup> Real school (the intersection of Pushkin Ave., Savchenko St. and Starokozatska St.) (Figure 1).<sup>17</sup>



**Figure 1.** Sokil Stadium. Preparation for participation in demonstration performances

Source: Hosudarstvennyi arkhiv Dnepropetrovskoi oblasti. Fotohrafyi vistupleniy sportsmenov sportsoobshchestva «Sokol». F. 4548. Op. 1. D. 11, no pagination.

<sup>15</sup> E.F. Podoba-Nupryi, V.N. Nupryi, *Zachynately fizykulturnoho dvyzheniya na Ekaterynoslavshchynе. Hosudarstvennyi arkhiv Dnepropetrovskoi oblasti*. F. 4548. Op. 1, D. 11. pp. 34–45.

<sup>16</sup> *Otdel Vseobshcheho voennoho obucheniya /Vsevobuch/. Perepyska s razlychnimy uchrezhdeniyami po voprosam dopryzivnoi podhotovky y sportyvnim meropriyatiyam*. F. 3649. Op. 2, D. 36, pp. 304–413.

<sup>17</sup> Ibidem.

From the end of the 19<sup>th</sup> century until the beginning of the 20<sup>th</sup> century there was another direction in the development of the physical culture and sports movement of the Yekaterinoslav Governorate. It was the creation of sports groups and clubs for certain sports.

One of the first sports disciplines that began to develop at the end of the 19<sup>th</sup> century was academic rowing. It was the Polish diaspora that played the main role in the development of academic rowing. In the spring of 1887, in the village of Kamianske, Polish experts began the construction of the Warsaw Steel Works, the shares of which belonged to Belgian, Polish-German and French shareholders. The managing director of this factory was a talented organizer, a man of advanced progressive views, Ignacy Jasiukowicz (Figure 2), Polish by nationality. When he studied at the St. Petersburg Polytechnic Institute, he was fond of academic rowing.<sup>18</sup>



**Figure 2.** Ignacy Jasiukowicz (November 1, 1847 – August 26, 1914) was the founder of the “Katerinoslav Society of Rowing and Swimming in the village of Kamianske”

Source: *Belye pyatna istorii Kamenskogo-Dneprodzerzhinska*, 2020, p. 45.

Not only did he bring the Kamianske Metallurgical Plant to the first place in Europe but he also actually became the founder of the city of Kamianske. With his direct participation, educational institutions, hospitals, a church and other social facilities were built in Kamianske. I. Jasiukowicz lived 66 years, died in 1914, in the Polish city of Kutno. In 2012, a monument commemorating him as the founder of the city of Kamianske was erected on the square in front of the

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<sup>18</sup> A.O. Slonevskiy, O.M. Moroz, *Belye pyatna istorii Kamenskogo-Dneprodzerzhinska*, 2020, p. 45.

main office of the Dnieper Metallurgical Plant (Figure 3). His great-grandson was present at the opening of the monument.<sup>19</sup>



**Figure 3.** Monument to Ignacy Jasiukowicz, erected in the city of Kamianske in 2012.

Source: *Belye pyatna istorii Kamenskogo-Dneprodzerzhinska*, 2020, p. 57.

On the initiative of I. Jasiukowicz, in 1893, the “Yekaterinoslav Society of Rowing in the village of Kamianske” was officially registered. It was the first sports organization in the Yekaterinoslav Governorate. The chairman of the organization was a Pole, Wojciech Albert Sima, an honorary citizen of Kamianske, member of the plant management board. And the permanent honorary chairman of the society was the managing director of the South Russian Dnieper Metallurgical Society, I. Jasiukowicz. A Polish specialist, deputy director, chief technologist of the plant, Adolf Makomaski, was also an active member of the Kamianske club.<sup>20</sup>

On the initiative of I. Jasiukowicz, one of the buildings of the former head office of the plant, which housed the Yacht Club after reconstruction, was given to the Rowing Society free of charge. The premises of the club contained an entrance hall with a porter’s room, a dining room with a buffet, a library, a large dance hall with “choirs for an orchestra”. On the first floor, there were two billiard rooms and a servant’s room. The building of the Yacht Club was maintained at the expense of

<sup>19</sup> *Ibidem*, p. 57.

<sup>20</sup> *Arkhivni materialy narodnoho muzeiu Dnieperdzerzhynskoho Metalurhiinoho Kombinatuu m. Kamianske. 1906*, pp. 25-27.

the factory and was intended for gatherings and entertainment of the society members, most of whom were Poles (officials and craftsmen) and workers of the factory, which was extremely rare for Yacht Clubs of that time.<sup>21</sup>

For training and competitions on the bank of the Dnieper, a summer pavilion consisting of a kitchen-dining room, a billiard room, a bathroom, dressing rooms and other rooms was equipped at the expense of the plant. On the Dnieper side, there were two verandas with ladders and floating platforms (bons), which housed racing boats and pleasure boats. A special mooring for boats of the Sokil Sports and Gymnastics Society was located at the pier. In the summer, it was one of the busiest places in Kamianske, with two wooden fenced baths for swimming also located there.<sup>22</sup>

From the very beginning of the Kamianske Yacht Club, necessary conditions were created for the development of academic rowing as a sport. Considerable attention was paid not only to the organization of the training process, but also to the holding of competitions among society members coming from all walks of life. The competitions in question were held in sailing, academic and folk rowing.

During the summer season, academic rowing competitions, which aroused considerable interest among the residents of Kamianske, were held in the club. The residents had an opportunity to familiarize themselves with the competition programs, which indicated the composition of the teams in each of the boat classes, the start time, the length of the distance, and the composition of the judging board. One of such programs stored in Kamianske was preserved in the archival funds of the people's museum of the Dnieper Metallurgical Plant.<sup>23</sup>

The main sporting event in Kamianske's life was the academic rowing competition dedicated to the 20<sup>th</sup> anniversary of the Yacht Club, which 78 of the most trained athletes took part in (Figure 4).<sup>24</sup>

The program of the competition, which took place on June 7, 1913, included 22 races in different classes of vessels: singles, doubles and sixes, including women's crews in half-boats – singles and doubles with a coxswain at a distance of 1500 m. Since racing boats-outriggers and semi-outriggers were not numerous at that time, 2-3 boats took part in races. Races in six-outrigger boats with removable outriggers and movable seats at a distance of 3100 m were considered the most prestigious. The winners in this class of boats were awarded with gold tokens.<sup>25</sup>

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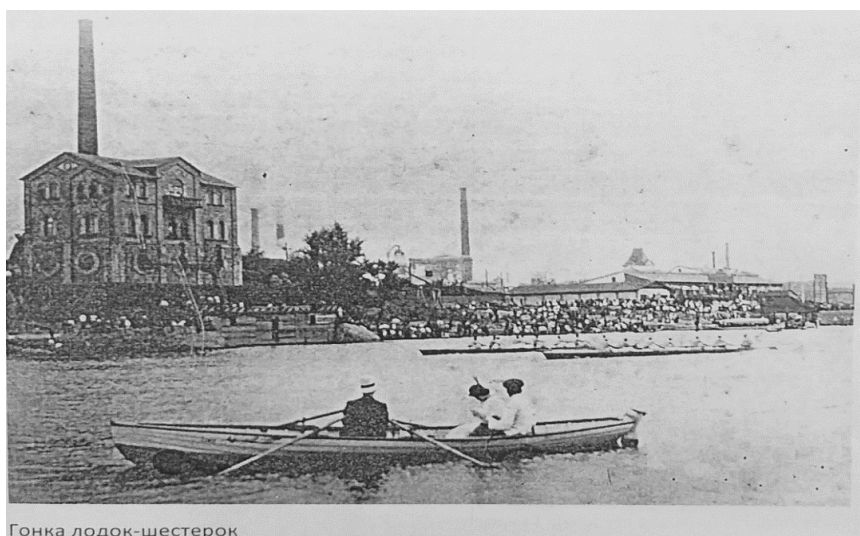
<sup>21</sup> «*Opisanie Dneprovskogo zavoda ot 1908 g.*» Kniga sostavlena rabotnikami Narodnogo muzeya Kamenskogo metallurgicheskogo kombinata. 1908, pp. 18–21.

<sup>22</sup> Arkhivni materialy narodnoho muzeiu Dnieperdzerzhynskoho Metalurhiinoho Kombinatuu m. Kamianske. 1906, pp. 5–18.

<sup>23</sup> Ibidem.

<sup>24</sup> Ibidem.

<sup>25</sup> Arkhivni materialy narodnoho muzeiu Dnieperdzerzhynskoho Metalurhiinoho Kombinatuu m. Kamianskeю 1906, pp. 33–35.



Гонка лодок-шестерок

**Figure 4.** Academic rowing competition dedicated to the 20<sup>th</sup> anniversary of the Kamianske Yacht Club

Source: Arkhivni materialy narodnoho muzeiu Dnieperdzerzhynskoho Metalurhiinoho Kombinatuu m. Kamianske, no pagination.

The races were attended by a large number of spectators who were cheering the participants from the banks of the Dnieper River along the distance and on the embankment of the summer pavilion of the Yacht Club, in the central part of which the management of the plant, the city nobility and the local intelligentsia, who gave special prestige to the competition, were seated. It was a great event in the life of provincial Kamianske (Figure 5).<sup>26</sup>

Due to the revolutionary events of 1917, the Kamianske Yacht Club suspended its activities, but the experience in organizing the training process and conducting competitions, accumulated during its existence, was used in the organization of the academic rowing sections in the physical culture team of the Kamianske Dnieper Metallurgical Factory.<sup>27</sup>

An outstanding person, a Pole named Henryk Kuskowski, continued the tradition of academic rowing development at the Kamianske Yacht Club. The historian of the city, A. Slonevskiy, wrote about him, “An athlete, a coach, a violinist, an artist, an inventor, a designer, a collector, a cook – that’s all he is. An outstanding personality”.<sup>28</sup> His whole life was connected with the city and the fac-

<sup>26</sup> Ibidem.

<sup>27</sup> I.V. Baldzhy, *Istorychni ta orhanizatsiino-metodychni osnovy rozvytku olimpiiskoho rukhu na Dnieperpetrovshchyni vprodovzh XIX - XXI st.: dysertatsiia na zdobuttia naukovoho stupenia kandydata nauk z fizychnoho vykhovannia ta sportu*. Dnieper 2019. pp. 138–145.

<sup>28</sup> Arkhivni materialy narodnoho muzeiu Dnieperdzerzhynskoho Metalurhiinoho Kombinatuu m. Kamianske. 1906, pp. 25–27.

tory. When, after the revolution of 1917, most Poles, including his sister, returned to Poland, G. Kuskowski remained in Kamianske. H. Kuskowski worked as a designer at the Dnieper Metallurgical Factory for 77 years. In 1943, his drawings served as a blueprint to restore the factory workshops, the building and the interior of the church. In the 1920s, he became a local celebrity as a well-known factory worker and a goalkeeper of the local Metalist football team. His greatest achievements were in academic rowing, to which he devoted 50 years of his life. In 1925, his pupils became champions of the 1<sup>st</sup> Championship of Ukraine in academic rowing. In 1936, he won a silver medal at the All-Union academic rowing competition. As a coach, he trained the USSR and world champion, A. Tkachuk, Ukrainian champions, A. Didenko, V. Lavrinenko, I. Kucher, and others (Figure 6).<sup>29</sup>



**Figure 5.** Summer pavilion of the Kamianske Yacht Club (1913)

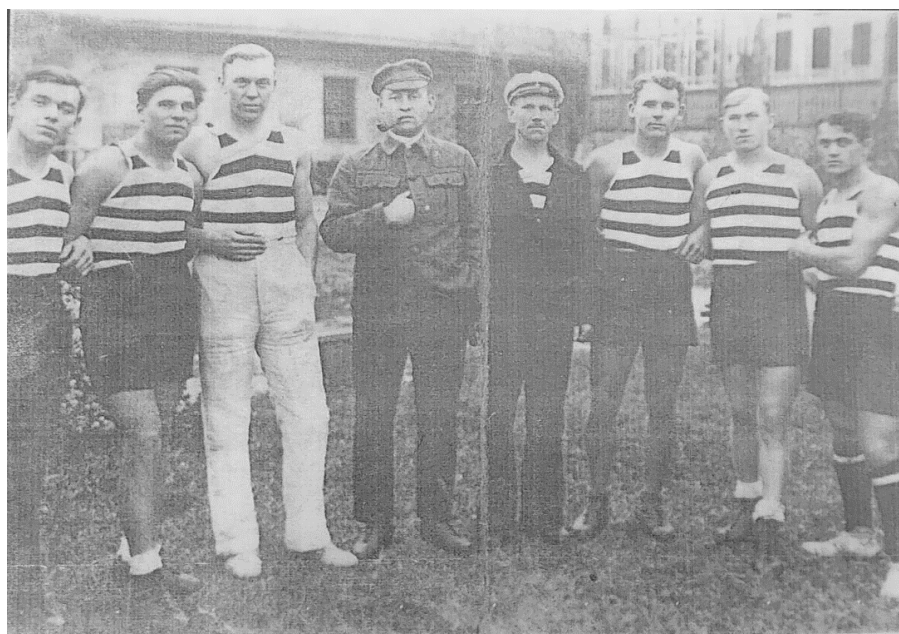
Source: Arkhivni materialy narodnoho muzeiu Dnieperdzerzhynskoho Metalurhiinoho Kombinatuu m. Kamianske, no pagination.

The Yekaterinoslav Yacht Club was founded in 1898 along with the Kamianske Rowing Society. On this occasion, on January 25, 1898, a note appeared in the third issue of the newspaper "PryDniepervia," "A yacht club is about to be opened in Yekaterinoslav. The charter has been drawn up. The number of founding members has already reached 20." An important role in organizing the work of the Yekaterinoslav Yacht Club and other sports organizations was played by

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<sup>29</sup> Arkhivni materialy narodnoho muzeiu Dnieperdzerzhynskoho Metalurhiinoho Kombinatuu m. Kamianske. 1906, p. 5.

the noblemen's club called "English" and the merchants' "Commercial Club". The role of the Noblemen's Club in Yekaterinoslav society is reflected in the "Brief historical record of the 75<sup>th</sup> anniversary of the club 1838–1913. December 13", which was written by the foreman of the club, M. Luchak. The author determines that from the very first steps of its existence, the Yekaterinoslav club "... responded to all kinds of good deeds. The traditions of the club were healthy hobbies satisfying the cultural needs of not only the club members themselves and their families, but also meeting the requests of the local community."<sup>30</sup>



**Figure 6.** The winners of the 1<sup>st</sup> Ukrainian Academic Rowing Championship and their coach H. Kuzzkowski (3<sup>rd</sup> from the left)

Source: Arkhivni materialy narodnoho muzeiu Dnieperdzerzhynskoho Metalurhiinoho Kombinatuu m. Kamianske, no pagination.

In order to conduct rowing classes, it was necessary to build the summer premises of the Yacht Club, but it was difficult to find a suitable plot of land on the bank of the Dnieper at that time. The issue of the construction of the Yacht Club summer premises was resolved thanks to the support of the members of the Noble Club and its chairman, patron N. P. Urusov, whose plot of land on the bank of the lower part of the Potiomkin's Garden was granted to the Club on preferential terms. In the spring of 1898, harbors for parking boats, pavilions,

<sup>30</sup> M.M. Luchnyk, *Kratkaia ystorycheskaia zapyska k 75-ty letnemu yubyleiu Ekaterynoslavskoho kluba. 1838–1913 hh.* 13 dekabria. Broshiura. Yzd-vo «Novosty Dnepra» 2018, pp. 24–25.



a workshop for their repair, boathouses for storage and other premises were built on this site (Figure. 7).<sup>31</sup>



**Figure 7.** Pier of the Yekaterinoslav Yacht Club (Potiomkin Park)

Source: Arkhivni materialy narodnoho muzeiu Dnieperdzerzhynskoho Metalurhiinoho Kombinatuu m. Kamianske, no pagination.

Unlike the Kamianske Yacht Club, which was also open to representatives of the working environment, the members of the Yekaterinoslav Club were mostly representatives of the nobility, merchants, bank employees of the Kateryn's Railway, government officials, student youth, and representatives of the clergy. The yacht club was one of the popular and attractive places not only for rowing enthusiasts, but also for other inhabitants who came there to relax. An important part of the Yacht Club mission was the organization and holding of competitions, the most popular of which were the annual Public Races.

Unfortunately, history has not preserved for us the names of the first champions and prize-winners of the competition. Yet, in 1930, one of the "patriarchs" of rowing and sailing sports in the Dnieperpetrovsk region, P. I. Lagdyshuk wrote, "In 1910, a young, very capable and promising Polish rower, Wasyl Leszczyński, became a member of the Yacht Club and one of the most famous rowers in Yekaterinoslav, successfully competing in Russian championships and international competitions."<sup>32</sup> Until 1916, W. Leszczyński was a member of the club's

<sup>31</sup> Arkhivni materialy narodnoho muzeiu Dnieperdzerzhynskoho Metalurhiinoho Kombinatuu m. Kamianske. 1906.

<sup>32</sup> A.H. Boliebruk, *Istoriia mista Dnieperpetrovsk*. Dnieperpetrovsk: Vyd-vo Hrani 2006, pp. 16–17.

board, the only rower who had his own outrigger racing boat (Figure 8).<sup>33</sup> In 1912 and 1913, he was the winner of the long-distance sailing competition, the champion of the Public Races of the Yekaterinoslav Yacht Club.



**Figure 8.** W. Leszczyński is a well-known sportsman of the Yekaterinoslav Yacht Club.

Source: Arkhivni materialy Dnieperpetrovskoho oblasnoho dobrovilnoho sportyvnoho tovarystva «Lokomatyv». 1925, no pagination.

After the revolution, W.K. Leszczyński played an important role in the development of academic rowing in the Yekaterinoslav – Dnieperpetrovsk region. In 1920, he was appointed senior instructor (coach) in water sports. In fact, he was the only specialist in the organization and implementation of the educational and training process in the first years of Soviet power. An interesting fact of his biography testifies to his contribution into the functioning of the Yacht Club after the revolution. In April 1920, he and his wife were arrested by the repressive bodies of the Emergency Commission. On this occasion, the Military Commissar

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<sup>33</sup> Arkhivni materialy Dnieperpetrovskoho oblasnoho dobrovilnoho sportyvnoho tovarystva «Lokomatyv». 1925.

of the Yekaterinoslav Governorate wrote a report with a request for his release, in which he noted, "W.K. Leszczyński, an honest citizen and a wonderful worker, is extremely necessary for the work of the Yacht Club." After that, he was released, which happened very rarely. In the 1920s, he was one of the famous Yekaterinoslav coaches who trained the champions of the 1928 All-Union Spartakiad in academic rowing among men in eight-clinker (boat class).

One of the most popular sports disciplines that began to develop with the participation of Europeans at the beginning of the 20<sup>th</sup> century was football. The first mentions of football competitions organized by the Sokil society date back to 1911, and in 1914 the first official tournament was held, with 6 participating teams: "First Yeaterinoslav Team", national team of Yekaterinoslav "Triton", "Sparta", "Orlyatko", "Victoria", "Gladiator".<sup>34</sup>

The strongest team in the city was "First Yekaterinoslav Team", which included mainly Germans: Heinrich, Vogel, Wutske, Hertel, Seget, Tanus and team captain Olbrich. The crew of "Sparta", which included the best players, members of the English and Commercial clubs, was quite strong too.

Due to the growing popularity of football and the number of teams that participated in tournaments, in 1916, the Yekaterinoslav Football League was formed, uniting 18 teams, the strongest of which were "Alcor", "Triton", "Sparta" and "Orlyatko". In the same year, the Yekaterinoslav Football League was accepted into the All-Russian Football League.<sup>35</sup> Football was also one of the most popular sports among student youth. At the beginning of the 20<sup>th</sup> century, in Yekaterinoslav, there were more than 10 student teams created by students of gymnasiums and schools. In 1916, the Student Football League was formed. In addition, football was played in the Jewish Sports Society "Maccabi".

Football competitions were held on the only summer playground in the city, i.e. "Sokil". Despite the fact that the admission to the playground was paid, a large number of fans and spectators gathered for each competition. According to the research of the local historian, V. Lazebnyk, the local press not only covered the matches in detail, but also offered comments emphasizing the popularity of football. Thus, after the match between "Sparta" and "Triton" teams, the newspaper "Gubernskie vedomosti" noted, "By the size of the audience gathered at this moment, it can be said that sports, and football among them, are of interest to many and are presented as a spectacular, elegant and grandiose spectacle".<sup>36</sup>

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<sup>34</sup> V.I. Lazebnyk, *Nezvzvestnaia Ekaterinoslavshchyna*. Naukovo-metodychne vydannia, vstupne slova N. Kapustinoi. Dnieperpetrovsk 2012, pp. 157–158; K. Mykolaichyk, *Byohrafiya futbolu*. Hazeta «Prapor yunosti», Dnieperpetrovsk 16 sichnia 1967, p. 2.

<sup>35</sup> D.V. Moskalenko, *Ot «Alkora» do «Dnepra». Ystoriya futbolu v Dnepropetrovske*. [Kn. I: 1911–1961 hh.]. Dnepropetrovsk: Herda 2011, pp. 113–115.

<sup>36</sup> Ibidem, p. 124.

Foreign specialists also made a significant contribution to the development of athletics, which developed quite successfully in the Yekaterinoslav Sokil Gymnastics Society. The association's track and field athletes took part in Sokil meetings and achieved very good results.

Such types of athletics competitions as short-distance running, jumping, and shot put developed most successfully. The winners and prize-winners of the 'Vsesokylski Zlyot' in Prague in 1912 were: K. Blomberg – 100 m run (11.4 s), high jump (130 cm), long jump from a standing position (2.75 m); I. Thisen – high jump (150 cm), long jump (4.69 m), long jump from a standing position (2.72 m); O. Dukhinsky – pole vault (220 cm), long jump from the run-up with a bridge (478 cm), 100 m run (12 s); V. Pavlov – pole vault (200 cm); Ya. Voyshvilo – shot put (8.22 m), long jump from a run with a bridge (506 cm), long jump from a standing position (2.72 cm); V. Popovych – 300 m run (45.2 s), 100 m run (12 s), shot put (8.55 m); V. Goyer – discus throw (28.8 m), 100 m run (12.3 s).<sup>37</sup>

Thus, at the beginning of the 20<sup>th</sup> century, foreign experts took an active part in the development of physical education in educational institutions, in the organization and conduct of training classes in the Sokil Gymnastics system in gymnasiums and schools. They also took an active part in the creation of the first sports organizations and clubs for certain sports.

## Conclusions

The birth of the physical culture and sports movement in the Yekaterinoslav Governorate region began in the second half of the 19<sup>th</sup> century and is connected with the emergence of physical education in educational institutions and the creation of physical culture and sports organizations for the development of certain types of sports.

In the absence of qualified specialists, an important role in the implementation of physical education classes in gymnasiums and schools was played by foreign specialists, representatives of European countries, the most famous of whom were K. Knot, E. Hoffman, K. Blomberg, J. Popel, J. Gikl, and R. Keil.

The participation of representatives of the European diaspora in the creation of the Sokil Sports and Gymnastics Society, which at that time became the center of youth development of the Yekaterinoslav Governorate, was of great importance for the development of the physical culture and sports movement of the Yekaterinoslav Governorate at the beginning of the 20<sup>th</sup> century.

The sports-gymnastic society held educational and training sessions, as well as competitions in gymnastics, athletics, rowing, fencing, tennis, and football.

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<sup>37</sup> O.O. Liakh-Porodko, *Sokolskyi himnastychnyi rukh u Rosiiskii imperii naprykintsi XIX – pochatku XX stolittia*: dysertatsiia na zdobuttia naukovooho stupenia kandydata nauk z fizychnoho vykhovannia ta sportu. Kyiv 2010, pp. 136–138.

The best Sokil athletes took part in competitions both in Ukraine and in international competitions in Prague, where they won prizes in gymnastics and athletics. The annual demonstration performances of the "sokils" were particularly popular among the city's residents.

One of the important activity areas of Sokil management was the organization of special courses for the training of instructors of Sokol gymnastics and movement games. Graduates of these courses were the first specialists in physical education in the Yekaterinoslav Governorate. Representatives of the European diaspora played an important role in the development of certain sports. With their participation, sports circles, clubs and teams were created for water sports, athletics, football, etc.

A special role in the birth and development of academic rowing, one of the most successful sports in the Yekaterinoslav Governorate, was played by the managing director of the metallurgical plant, a Pole by origin, I. Jasiukowicz. Thanks to his initiative and financial support, one of the best clubs on the territory of Ukraine, "Yekaterinoslav Society of Rowing in the village of Kamianske", was created in the city of Kamianske.

Most of the Kamianske Yacht Club members who took part in the organization and conduct of the training process and competitive activities were representatives of the Polish diaspora, the most active of whom were Wojciech Sima, Adolf Makamaski, and Henryk Kuzkowski. A significant role in the development of academic rowing in the Yekaterinoslav Governorate was also played by one of the best athletes, a board member of the Yekaterinoslav Yacht Club, one of the first rowing coaches in Soviet times, the Pole Wasyl Leszczyński.

Thus, one of the most important factors that contributed to the birth and development of physical culture and sports in Yekaterinoslav Governorate in the second half of the 19<sup>th</sup> century and at the beginning of the 20<sup>th</sup> century was the activity of foreign specialists from European countries who lived on the territory of the Yekaterinoslav Governorate.

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#### **DECLARATION OF CONFLICTING INTERESTS**

The authors declared no potential conflicts of interests with respect to the research, authorship, and/or publication of the article *The Influence of the European Experts' Activities on the Development of the Physical and Sports Movement in Yekaterinoslav Governorate (from the Second Half of the 19<sup>th</sup> until Early 20<sup>th</sup> Centuries)*.

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## PROMOTION OF TOURISM AND RECREATION IN THE WILNO REGION IN THE 1920s AND 1930s

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### Promocja turystyki i rekreacji na Wileńszczyźnie w latach 20. i 30. XX wieku

#### Streszczenie

Celem niniejszej pracy jest zbadanie systemu promocji turystyki i rekreacji na terenie Wileńszczyzny w latach 20. i 30. XX wieku. Aby skutecznie osiągnąć wyznaczony cel, podczas prowadzenia niniejszego badania i przygotowania artykułu autor zastosował głównie metodę analizy źródeł historycznych. W artykule po raz pierwszy w polskiej i zagranicznej nauce historycznej przedstawiono charakterystykę głównych sposobów promocji turystyki i rekreacji na terenie Wileńszczyzny w latach 20. i 30. XX wieku, kiedy ten wielonarodowy i wielowyznaniowy region znajdował się w granicach międzywojennego państwa polskiego. W niniejszym opracowaniu przedstawiono system promocji turystyki i rekreacji na terenie tego regionu poprzez publikację specjalistycznej literatury turystycznej i przewodnikowej, innych promocyjnych materiałów poligraficznych; przedstawiono wkład krajowych i regionalnych organizacji, stowarzyszeń i związków w promocję i rozwój miejscowej turystyki i rekreacji; analizę promocji turystyki i rekreacji poprzez różnego rodzaju kampanie i akcje reklamowe, a także za pomocą różnych zniżek na bilety kolejowe na przejazdy do stacji zlokalizowanych na terenach rekreacyjnych regionu. Prezentowane opracowanie może w przyszłości stanowić przydatny materiał faktograficzny do dalszych interdyscyplinarnych badań poświęconych historii Wilna i Wileńszczyzny oraz historii turystyki i rekreacji w Polsce, na Litwie i na Białorusi.

**Słowa kluczowe:** turystyka, rekreacja, Wilno, II Rzeczpospolita, okres międzywojenny.

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## Abstract

The purpose of the work is to study the system of tourism and recreation promotion in the Wilno region in the 1920s and 1930s. To fulfil the intended purpose of the study, the author used scientific methodology of a historical type. For the first time, the article presents a systematic description of the main methods of tourism and recreation development in the Wilno Region in the 1920s and 1930s, when this region was incorporated into the Second Polish Republic. This study presents the promotion of tourism and recreation in the region through the publication of specialized literature and other printed materials. It shows the contribution of various national and regional organizations, associations and unions to the promotion and development of tourism and recreation in the region. Moreover, the paper comprises an analysis of the promotion of recreation and tourism through promotions and advertising campaigns, as well as through the provision of discounts on railway tickets. In the future, the presented research may provide useful material for further research on the history of the Wilno region and the history of tourism and recreation in Poland, Lithuania and Belarus.

**Keywords:** tourism, recreation, Vilnius, the Second Polish Republic, the Interwar period.

## Introduction

The relevance of the research is determined by the growing role of tourism in modern social and cultural development. The study of the history of tourism and methods of its promotion allows us to re-evaluate the role and degree of influence of this multifaceted phenomenon on social and cultural development, to comprehend its contribution to education and enlightenment, to identify the importance that tourism acquires in the dissemination and strengthening of certain values and ideas in society.

The history of tourism is still rife with questions that require detailed study. The 1920–1930s are characterized by the emergence of tourism in the Wilno<sup>1</sup> region in its modern sense; the first tourist guides for the region are published for the first time. The Polish state, realizing the possibilities of tourism in integrating the annexed territories in the east into a single state and rooting the necessary values in the public mind, began to exert a targeted impact on this area, promoting tourism and leisure in the Wilno region. All this determined the unprecedented growth in the number of tourist arrivals to the territory of the region in the 1930s, as well as the intensification of the tourist movement among the local population. Therefore, the study of the historical experience of

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<sup>1</sup> In the text of the article, the names of cities, towns, lakes and streets are given in the form in which they were used in the 1920s and 1930s, that is, in Polish and in accordance with the Polish tradition. Since today these objects are located on the territory of Lithuania and Belarus, the official spelling of their names today is carried out according to the traditions and rules of the Lithuanian and Belarusian languages, respectively, and may differ from the historical ones and those used in this article.

promoting tourism in the current circumstances of active development of the national tourism industry is of particular relevance and significance.

So far, no universal scientific definition of tourism has been formed. The lack of unity on this issue is demonstrated by both the authors and acts of the 1920–1930s, and modern researchers. Therefore, the study uses the following as basic criteria for the tourism category: spatial movement from the place of residence to the destination for educational or recreational purposes, limited time of stay and no paid activity at the destination or material benefit from the trip. Such criteria are fully consistent with the spirit and letter of modern tourism legislation in most countries of the world and international documents, which also largely predetermined the author's interpretation of interrelated categories.

The chronological framework of the study covers the Interwar period, that is, the 1920–1930s, when the military confrontation between Poland and Lithuania ended in the region (on October 7, 1920, an agreement on a truce was signed in Suwałki) and the Second World War had not yet begun (on September 17, 1939, the Red Army invaded the Wilno region and on the night of September 19, occupied the city of Wilno). The geographical scope of the study includes the Wilno region (or Vilnius Region, in Polish *Wileńszczyzna*, in Belarusian *Віленшчына/Vilienščyna*), which includes mainly the territory of the Wilno Voivodeship as a part of the Second Polish Republic in its maximum territories as in 1939 and currently lying within the borders of Lithuania and Belarus.

In the Interwar period, the Wilno Voivodeship was inhabited mainly by Poles (60%) and Belarusians (23%), with a small admixture of Jews, Lithuanians and others.<sup>2</sup> Wilno was the fifth largest city in interwar Poland: in 1939 it was home to 200 thousand inhabitants. The most numerous national groups in the city were Poles (60%) and Jews (30%), several thousand Belarusians and Lithuanians also lived in the city.<sup>3</sup>

The purpose of the article is to consider the system of tourism and leisure promotion in the Wilno region in the 1920s and 1930s. The object of the study is the socio-cultural and socio-economic spheres of life in the Wilno city and the Wilno region in the conditions of the interwar Polish state. The subject of the study is the promotion of tourism as a complex social phenomenon on the territory of the Wilno region in the 1920s–1930s.

An analysis of the works of Polish scientists shows that the consideration of certain aspects of the history of interwar tourism began in the 1920–1930s. The heritage of Polish authors of the Interwar period is represented mainly by publications in periodicals, most of which are descriptive. However, at that time, the

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<sup>2</sup> *Mały Rocznik Statystyczny 1938*, GUS, Warszawa, 1938, pp. 23.

<sup>3</sup> V. Stravinskienė, *Migruojantis Vilnius. 1915–1994 metai*, Lietuvos istorijos institutas, Vilnius, 2023.

first monographic studies were published, including those of a theoretical and methodological nature. Among the works of modern Polish authors, one should mention comprehensive and fairly detailed studies on the history of tourism in interwar Poland (M. Łazarek,<sup>4</sup> M. Lewan<sup>5</sup>), features of the organization and state regulation of tourism (J. Chelmecki<sup>6</sup>), activities of tourist, sport and other organizations and associations (K. Jędrzejczyk,<sup>7</sup> M. Kacprzak,<sup>8</sup> E. Małolepszy and T. Drozdek-Małolepsza<sup>9</sup>). As an example of Lithuanian scientific works devoted, among other things, to the promotion and development of the tourist-excursion movement in the academic environment on the territory of the Wilno Voivodeship in the Interwar period, one can include the study of L. Šabajevaitė.<sup>10</sup> In the last decade, separate publications of Belarusian authors began to appear, devoted directly to interwar tourism, its regional specifics in the 1920s–1930s (A. Biely,<sup>11</sup> W. Gański,<sup>12</sup> I. Mielnikau<sup>13</sup>). Ukrainian researchers (T. Kovalchuk,<sup>14</sup> N. Lytvyn<sup>15</sup>) devoted their works to certain aspects of tourism, the conditions of its development in the 1920s–1930s on the territory of the eastern regions of interwar Poland. The presented studies, on the one hand, create the basis for the analysis of tourism promotion, and on the other hand, confirm the need for its further study. The issues raised in the study have not yet found proper coverage in historical science. To date, there are no comprehensive special historical studies that would be directly devoted to the subject matter of promoting tourism in the territory of the Wilno region in the Interwar period.

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<sup>4</sup> M. Łazarek, *Śladami historii turystyki: od starożytności do współczesności*, Wyd. WSSP, Lublin 2005.

<sup>5</sup> M. Lewan, *Zarys dziejów turystyki w Polsce*, Wyd. Proksenia, Kraków 2004.

<sup>6</sup> J. Chelmecki, *Państwowe i społeczne inicjatywy rozwoju ruchu turystycznego i krajoznawczego w Polsce w latach 1919–1939*, „Przełomy w Historii. Pamiętnik” 1999, vol. 3, pp. 453–476.

<sup>7</sup> K. Jędrzejczyk, *Polskie Towarzystwo Krajoznawcze (1906–1950): zarys dziejów*, Wyd. Państwowej Wyższej Szkoły Zawodowej, Włocławek 2006.

<sup>8</sup> M. Kacprzak, *Towarzystwo Rozwoju Ziem Wschodnich, 1933–1939*, Wyd. Ibidem, Łódź 2005.

<sup>9</sup> E. Małolepszy, T. Drozdek-Małolepsza, *Kultura fizyczna i turystyka w województwie wołyńskim w latach 1921–1939*, Wyd. Nauka i Innowacje, Poznań, 2020.

<sup>10</sup> Л. Шабаявайте, *Развитие исторической науки в Вильнюсском университете Стефана Батория (1919–1939 гг.)*: автореферат диссертации кандидата наук, Институт истории Академии наук Литовской ССР, Вильнюс 1987.

<sup>11</sup> А. Бєлы, *Развіццє турызму ў паўночна-ўсходніх ваяводствах міжваеннай Польшчы: пачатак складання мазаікі*, „ARCHE Пачатак” 2014, no 7–8, pp. 259–294.

<sup>12</sup> W. Gański, *Tourist Routes of the Wilno Voivodeship in the Interwar Period*, „Sport i Turystyka. Środkowoeuropejskie Czasopismo Naukowe” 2023, vol. 6, no 2, pp. 11–27.

<sup>13</sup> І. Мельнікаў, *Заходнебеларуская Атлантыда 1921–1941 гг.: паміж Варшавай і Масквой*, Выдавецтва Галіяфы, Мінск 2016.

<sup>14</sup> Т. Ковальчук, *Регіональний туризм у Польській Республіці в міжвоєнний період: Волинське воеводство: диссертация кандидата наук*, Національний університет Києво-Могилянська академія, Київ 2012.

<sup>15</sup> Н. Литвин, *Розвиток масового туризму у Польщі у XIX – другій половині XX ст.*, „Україна: культурна спадщина, національна свідомість, державність” 2008, no 17, pp. 88–98.

## **Research Problems and Methods**

While working on the article, the following research questions were formulated:

- How did the publication of tourist literature, publications of a special and informational nature, as well as other printed products help in promoting tourism and recreation in the Wilno region?
- What contribution did national, regional and local tourism associations and non-profit organizations make to the promotion of tourism and recreation in the Wilno region? What was the focus of their activities in this area?
- What tourist actions aimed at attracting tourists from other regions of Poland to the region were held in the territory of the Wilno region? By whom were they organized, what was their essence and what results did they render?
- How did the regional authorities try to increase the number of tourists in the region with the help of exhibition activities and international trade fair? What tools did they use?
- How significant a tool for promoting recreation and tourism in the Wilno region were discounts on train tickets? Who could use these discounts and under what conditions?

These research questions were answered by the historical analysis of primary sources, documents and materials, which are now stored in the Archive of Science of Polish Academy of Sciences and Polish Academy of Arts and Sciences in Cracow (Poland), the Lithuanian Central State Archive in Wilno (Lithuania) and the State Archives of the Brest Region in Brest (Belarus), as well as the analysis of tourist publications of the Interwar period and modern scientific research by Polish, Belarusian, Lithuanian and Ukrainian authors. Information from these sources made it possible to form a holistic view of the tourism and leisure promotion system in the region and created a factual basis for answering the research questions posed above.

The degree of study of the research topic, the purpose of the study and research questions determined the pluralistic nature of its methodological approach. During the research and writing of the article, the principle of historicism, the objectivity principle and the consistency principle were applied. Methodologically, the article is based on the systematic approach combining the structural-functional, dialectical and hermeneutical methods. The author used the systemic and institutional approaches, as well as special historical methods: the typological method, the descriptive method, as well as the historic-geographic method. The methods of analysis and synthesis, induction and deduction, comparison and generalization were used as for general logical methods in the study.

## Publication of Tourist Literature

The publication of tourist (or rather proto-tourist) literature dedicated to the city of Wilno and the Wilno region had long traditions and its roots go back to the initial stage of the modern period. Even when Wilno was the capital of the Grand Duchy of Lithuania, foreign diplomats and travelers published their memories and impressions of the city and its surroundings. The first tourist guides to Wilno and the surrounding area began to be published back in the 1850s, despite the Russian occupation and permanent uprisings, which significantly hampered the development of tourism in the region. These are, among others, publications by A. H. Kirkor, W. Syrokomla, J. I. Kraszewski, T. Tripplin, E. Pawłowicz, W. Studnicki, W. Zahorski,<sup>16</sup> etc. However, the importance of the Interwar period in this context lies in the fact that the period of the 1920s and 1930s saw the beginning of the publication of travel literature aimed at the relatively mass reader and tourist. Tourist literature is finally moving from the category of memoir prose into the category of applied literature.

Throughout the Interwar period, state institutions implementing tourism policy in practice, together with tourism and sightseeing societies and organizations, were actively involved in the publication of various travel literature. The most popular type of literature of a tourist nature were reference guidebooks and handbooks for travelers.

Conventionally, all tourist publications can be classified into three groups: national, regional, and by individual cities and localities. Practically the only national handbooks for travelers published in the second half of the 1930s was the 4-volume Handbook on Poland, edited by S. Lenartowicz. The 1<sup>st</sup> volume entitled "Northeastern Poland" and published in 1935<sup>17</sup> was dedicated to the Wilno region. It is worth noting that it was written at a fairly high scientific level. The handbooks were useful both for tourists and for those who were interested in the history of the region. The aforementioned one contained a number of maps and plans of cities and places, including Wilno and the surroundings of Lake Narocz. Among other things, the handbook contained a very valuable section devoted to practical advice for tourists regarding the state and features of the functioning of the tourism and transport infrastructure of the region.

Guidebooks for individual cities and localities were quite well-known. The most popular place among tourists in the region was the city of Wilno and its environs, which most of the guidebooks are devoted to. The tradition of their

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<sup>16</sup> J. Januszewska-Jurkiewicz, *Podróże do Wilna i początki wileńskiej turystyki w drugiej połowie XIX wieku i w początkach XX stulecia (do 1914 roku) w świetle bedekerów i relacji*, [w:] Z. Hojka, K. Nowak (eds.), *Turystyka historyczna*, vol. 1, Wydawnictwo Uniwersytetu Śląskiego, Katowice 2017.

<sup>17</sup> S. Lenartowicz, *Przewodnik po Polsce*, vol. 4: *Polska Północno-Wschodnia*, Wyd. Nasza Księgarnia, Warszawa 1935.



publication had been going on since the 19<sup>th</sup> century and resumed immediately after the First World War. Already in 1923, J. Kłos, an architect, architectural historian, professor at Stefan Batory University in Wilno, published the work "Wilno. Local History Guidebook,"<sup>18</sup> written, however, from an extremely national Polish standpoint. In 1927, W. Zagórski published his work "Handbook of Wilno," in 1929 J. Kłos published "Sightseeing of Wilno," and in 1930 they published the collective work "Wilno City and Wilno Region". These solid works contained almost all the material necessary for tourists: descriptions of sights, developed routes, information about museums, etc. In 1932, the Wilno Sightseeing Society financed the publication of a large-scale work by S. Lorentz "Excursions in the Wilno Voivodeship". In 1933, with the support of the same society, the work of G. Pawłowski "Narocz and Surroundings" was published. In 1937, the work of P. Krasnopolski "Wilno City and Wilno Voivodeship" was published.<sup>19</sup>

In 1934, J. Szukiewicz published a guidebook to the Wilno region and the Nowogródek region.<sup>20</sup> The publication briefly described the main tourist routes through the territory of the Wilno Voivodeship and the Nowogródek Voivodeship, contained information about possible overnight stays, recommendations for backpackers, and also provided background information about the Northern Trade Fairs.

In addition, a significant number of books were devoted to resort places in the region. In 1934, an extremely popular publication in interwar Poland, "On the Braślav Lakes and Rivers", authored by A. Wislocki, was published. For tourists, not only monographic publications and books were useful, but also individual publications in periodicals. L. Leszko's article "Land of 1000 Lakes" about tourism and leisure opportunities of the Braślav County was very popular.<sup>21</sup>

Just before the outbreak of World War II, in 1939, Z. Szyk's large-scale (more than 500 pages) guidebook "A Thousand Years of Wilno" was published in Yiddish.<sup>22</sup> In this publication, the author, using an interdisciplinary approach based on historical, literary and folklore sources, described in detail the urban space in the form of tourist routes in the context of all the cultures and religions then existing in the city.

In addition to guide books and handbooks, in the Interwar period, various brochures, booklets, posters and leaflets were massively published to promote tourism. The activity of the Department of Tourism of the Ministry of Public

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<sup>18</sup> J. Kłos, *Wilno. Przewodnik krajoznawczy*, Wyd. Oddz. Wil. PTK, Wilno 1923.

<sup>19</sup> *Turystyka*, „Wiadomości Krajoznawcze i Turystyczne” 1933, no. 8–9, pp. 3–5.

<sup>20</sup> J. Szukiewicz, *Przewodnik turystyczny po Wileńszczyźnie i Nowogródzczyźnie*, Zakłady graficzne „Znicz”, Wilno 1934.

<sup>21</sup> А. Бель, *Развіццё турызму ў паўночна-ўсходніх ваяводствах міжваеннай Польшчы: пачатак складання мазаікі*, „ARCHE Пачатак” 2014, no. 7–8, pp. 259–294.

<sup>22</sup> J. Degler, *Niezrealizowane spotkania kultur, czyli przewodnik-archiwum po Wilnie Zelmana Szyka na tle polskiego dyskursu krajoznawczego*, „Teksty Drugie. Teoria literatury, krytyka, interpretacja” 2021, no 5, pp. 320.

Works and the General Department of Tourism of the Ministry of Communications was the most effective in this area. In particular, the first institution issued an order that the regional tourism commissions, together with tourism referents, develop and publish brochures and booklets about tourist areas, tourist sites that are located on the territory of the respective region, about the current state of the tourism industry. In 1930, for the same purpose, funds were allocated from the state budget for the publication and distribution of tourist posters.<sup>23</sup> Brochures and booklets were developed both for regions and for individual areas that were most attractive to tourists. Campaign posters were placed at railway stations and other public places.<sup>24</sup> Once local tourist associations or branches of national organizations and societies in the field of travel, tourism and sightseeing appeared in the region, publishing activity significantly intensified.

In order to popularize the Wilno region as a tourist destination, photo albums with picturesque landscapes, images of historical and cultural monuments and tourist attractions were published.<sup>25</sup> But it should be noted that they were not available to the general public, and basically they could only be seen during international tourism exhibitions and fairs. For the same purposes, numerous postcards and stamps with historical and cultural objects of the region were published and distributed.

## Associations and Organizations

An important contribution to the promotion of tourism in the interwar years was made by varied associations and organizations. They can be classified into two groups: national, which had their branches in the region, and regional, which were directly founded and operated on the territory of the Wilno region.

Organizations and associations in the field of tourism functioned in all significant tourist centers of the region. So, in Wilno in the mid-1930s. in the field of tourism, the following were active: The Wilno branch of the Polish Sightseeing Society (Polskie Towarzystwo Krajoznawcze), which was located on the first floor in the courtyard of the house at 9 Ostrobramska Street in the premises of the trade union of Polish writers; Union of Tourism Promotion of Wilno City and Wilno Land (Związek Propagandy Turystycznej Wilna i Wileńszczyzny), located at 32 Mickiewicza Street; Wilno Rowing Society (Wileńskie Towarzystwo Wioślarskie) at 32 Kosciuszko Street, the Eastern Lands Hunting Society (Towarzystwo Łowieckie Ziemi Wschodnich) at 42 Mickiewicza Street, branch of

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<sup>23</sup> J. Gaj, *Dzieje turystyki w Polsce*, Wyd. Almamater, Warszawa 2006.

<sup>24</sup> *Letter of 15 April 1930 on the placement of tourist promotional posters*, "Dziennik Urzędowy Ministerstwa Spraw Wewnętrznych" 1930, no 7, p. 133.

<sup>25</sup> ASPAS & PAAS, chapter I, zesp. K I-6, sign. II, inv. B, vol. 28.

Scout Association (Związek Harcerstwa Polskiego) at 16 Zawalna Street (men's department) and 4 Mała Pohulanka Street (women's department), Sailing Club (Klub Żeglarski) with its registered office at 10 Belana Street and the secretariat at the Bim Camp in Troki, Academic Travel Club (Akademicki Klub Włóczęgów Wileńskich) at 14 Wskazówki Street, Wilno Department of the Jewish Sightseeing Society (Żydowskie Towarzystwo Krajoznawcze) at 3 Gdańska Street. Tourist information services, as well as accommodation and meals on Lake Narocz and Lake Miastro, were provided to vacationers by the local Society of Friends of Lake Narocz (Towarzystwo Miłośników Jeziora Narocz).

A very significant contribution to the promotion of tourism in the Wilno region among national organizations and associations was made by the Eastern Lands Development Society (Towarzystwo Rozwoju Ziem Wschodnich), which was formed on November 11, 1933 under the chairmanship of the Speaker of the Polish Senate, A. Pristor.<sup>26</sup> According to its structure, the society was divided into districts (coincident with the borders of regions / voivodeships), which in turn had their own branches (by counties). The goals of the society were to promote the development of culture, science, economy in the eastern lands of Poland.<sup>27</sup> Tourism and leisure have become an important means of achieving them. The society promoted the lands of the eastern voivodeships as a promising tourist region. It published brochures, books, yearbooks, magazines, newspapers, which contained information about the region and called for visiting these picturesque lands. Another way to promote the region as a tourist destination was theme nights, concerts, exhibitions and fairs.

Starting from 1934, the Eastern Lands Development Society, in order to increase the number of tourists who would visit the eastern regions of Poland, annually organised the action "Summer in the Eastern Lands."<sup>28</sup> As part of this action, in cooperation with the Ministry of Communications, the Eastern Lands Development Society provided tourists visiting this region with discounts of up to 75% on rail travel through the region.<sup>29</sup> The Society acted as the initiator and organizer of other actions, exhibitions and events.

Since 1909, the Polish Automobile Club (Automobilklub Polski) has been operating.<sup>30</sup> In its structure, the club had a tourist office, which, among other things, provided tourists with information about the state of roads, places for overnight stays and meals, and also developed automobile tourist routes on request. In addition to its own regional branches, the club united several more

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<sup>26</sup> CAMR, zesp. 2678, sign. 2.

<sup>27</sup> CAMR, zesp. 2678, sign. 9.

<sup>28</sup> CAMR, zesp. 2678, sign. 8.

<sup>29</sup> *Tourist chronicle*, "Wiadomości Z.T.K." 1934, no 7, pp. 8–11.

<sup>30</sup> CAMR, zesp. 9, sygn. 10.

societies as separate legal entities, including the Wilno Automobile Club, founded in 1928.<sup>31</sup>

In the Interwar period, the Jewish community was numerous in the Wilno region. In 1926, the Jewish Sightseeing Society (Żydowskie Towarzystwo Krajoznawcze) was founded by its representatives.<sup>32</sup> The Jewish Sightseeing Society had similar goals to the Polish Sightseeing Society (Polskie Towarzystwo Krajoznawcze), but the main distinguishing feature was that it focused its activities on the preservation of Jewish cultural monuments. In each region there were branches of the society numbering from several dozens to several hundred members, the largest of which was the Wilno branch. Since 1930, the Jewish Sightseeing Society has published the monthly "News of the Jewish Sightseeing Society", and as an appendix to the Saturday issues of the newspaper "Our View", the brochure "Tourism and Sightseeing".

A significant contribution to the promotion of tourism in the region under study was made by the Wilno Sightseeing Society (Wileńskie Towarzystwo Krajoznawcze)<sup>33</sup> and the Society of Friends of Sciences in Wilno (Towarzystwo Przyjaciół Nauk w Wilnie).<sup>34</sup> Their activities were beneficial to the Polish authorities, since it was thanks to these societies that work was carried out to popularize Polish culture, including through tourism activities.

Quite debatable is the question of the creation and name of the Wilno Sightseeing Society (Wileńskie Towarzystwo Krajoznawcze). Some researchers note that it was created as a branch of the Polish Sightseeing Society. In their opinion, the creation of the Wilno Sightseeing Society took place within the framework of the formation of the nationwide Polish Sightseeing Society in the second half of the 1920s–1930s. However, this statement is not entirely correct, because the Wilno Sightseeing Society was formed as an independent association. And only in 1928 it changed its name and became known as the Wilno Department of the Polish Sightseeing Society. This finding is confirmed by the fact that since 1923 in Wilno the publication of tourist literature has been carried out on behalf of the Wilno Sightseeing Society. At the same time, the Polish Sightseeing Society already existed (founded in 1906),<sup>35</sup> but it did not have regional branches and departments, because this was not provided for by the charter in force at that time. In addition, in the early 1930s, the Polish Sightseeing Society, which at that time really turned into a national organization, included already existing similar independent organizations in other cities. Thus, the Wilno Sightseeing

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<sup>31</sup> LCSA, fond 51. inv. 5. file 63.

<sup>32</sup> ASPAS & PAAS, chapter I, zesp. 88, sign. 1(2a).

<sup>33</sup> P. Krasnopolski, *Wilno i województwo Wileńskie*, Nakł. Wiktorii Krasnopolskiej, Wilno 1937.

<sup>34</sup> H. Ilgiewicz, *Towarzystwo Przyjaciół Nauk w Wilnie (1907–1939) i jego poprzednicy*, Ministerstwo Kultury i Dziedzictwa Narodowego, Warszawa 2008.

<sup>35</sup> ASPAS & PAAS, chapter I, zesp. K 1-6, sygn. III, inv. A, vol. 40.

Society actually became a branch or department of the Polish Sightseeing Society, and it was from that time on that two names of this society were used in parallel in periodicals, literature and even in documents: the Wilno Sightseeing Society and the Wilno Department of Polish Sightseeing Society. At the same time, it should be noted that there were no significant changes in the organizational structure and activities of the society after joining the Polish Sightseeing Society.<sup>36</sup>

The Wilno Sightseeing Society was founded on November 1, 1919 and had its headquarters in Wilno and local branches in the largest cities of the region (Brasław, Święciany, Postawy, Mołodeczno, Głębokie). In their charge there were youth associations that were engaged in the development of tourism among the youth. Members of the Wilno Sightseeing Society united in the following sections: excursion, sightseeing, environmental protection and museum. They were formed with the consent of the regional council of the society, were to be guided by the principles and provisions of the charter, submit to the regional council of the society information on the number of members, annual reports on their activities.<sup>37</sup> To maintain contact with all its regional branches, the society held annual and semi-annual congresses of delegates. They usually approved the program of the society, discussed and approved reports for the previous year, the annual budget, evaluated the results and achievements of the tourist movement in the region.<sup>38</sup>

The Wilno Sightseeing Society was engaged in planning and organizing tourist routes, regional, interregional and international trips, and also organized advanced training courses for guides, initiated conferences, seminars and round tables. In the spring of 1933, the excursion section headed by A. Krzemień began an active campaign to promote tourist trips and excursions around the Wilno region. Together with the city administration, the Wilno Sightseeing Society created a travel agency that provided guide services, as well as the development and promotion of tourist routes using rail transport. At the same time, the society conducted educational courses for all comers, which were attended by 100–150 people a year.<sup>39</sup>

Members of the Wilno Sightseeing Society took part in national and regional congresses, which were devoted to the development of tourism. For example, they took part in the Congress on Supporting the Development of Tourism and Tourism Activities (March 17, 1931 in Warsaw),<sup>40</sup> the Congress of Tourism Offi-

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<sup>36</sup> J.B. Twarog, *Polskie Towarzystwo Krajoznawcze. Oddziały 1908–1950 (as of 2003)*, Nakł. PTTK, Warszawa 2003.

<sup>37</sup> LCSA, fond 51, inv. 10, file 26.

<sup>38</sup> LCSA, fond 51, inv. 10, file 248.

<sup>39</sup> ASPAS & PAAS, chapter I, zesp. K I-6, sign. IV, vol. 271.

<sup>40</sup> ASPAS & PAAS, chapter I, zesp. K I-6, sign. III, inv. A, vol. 39.

cials (July 2-3, 1931 in Tarnopol),<sup>41</sup> the congresses of the departments of the Polish Sightseeing Society in Równe and Sarny.<sup>42</sup> Representatives of the Wilno Sightseeing Society also took part in a conference on the training and advanced training of guides, which took place on December 13 1931, in Warsaw. In subsequent years, members of the society themselves organized courses for guides in Wilno. As a result of training and passing exams, guides received diplomas of I and II degrees. The last such courses took place in the spring of 1939. Exhibitions were one of the forms of promotion of the tourist movement. The Wilno Sightseeing Society took an active part in their organization. It was also engaged in the publication of guidebooks, booklets, leaflets and tourist maps.<sup>43</sup>

A significant contribution to the development and popularization of tourism in the region in the interwar period was made by the Society of Friends of Science in Wilno (Towarzystwo Przyjaciół Nauk w Wilnie). This society was formed in 1906.<sup>44</sup> The purpose of the society was the development of regional studies: the study of history, ethnography, architecture and nature of the region. Since 1907, it published the Yearbook of the Society of Friends of Science in Wilno, and since 1923, the third department of the society published the journal "Wilno Atheneum". In 1919, the society played a significant role in the resumption of the activities of Stefan Batory University, with which cooperation was established over the next two decades. The Society of Friends of Sciences in Wilno maintained close contacts with the Academy of Arts, the State Archives, the Union of Museums, the Eastern Lands Development Society, the Numismatic and Archaeological Society and other scientific institutions and public associations of this profile.<sup>45</sup>

The Society of Friends of Science in Wilno, as well as the Wilno Sightseeing Society, took part in organizing all kinds of tourist trips. Both societies conducted their own trips, mainly among young people, with exploring historical and architectural monuments. The peculiarity of the trips was that they covered the territory not only of the Wilno region, but also of the adjacent regions of interwar Poland (Nowogródek, Białystok and Polesie Voivodeships).

On November 20, 1934, the Union of Tourist Propaganda of Wilno City and Wilno Land (Związek Propagandy Turystycznej Wilna i Wileńszczyzny) was founded. Dr. W. Maleszewski was elected its chairman, Dr. S. Lorentz became the referent of the union. The main tasks of the union were declared as follows: to prepare accommodation and catering facilities, including apartments and

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<sup>41</sup> ASPAS & PAAS, chapter I, zesp. K I-6, sign. III, inv. C, vol. 177.

<sup>42</sup> ASPAS & PAAS, chapter I, zesp. K I-6, sign. III, inv. C, vol. 176.

<sup>43</sup> *Z życia okręgów i oddziałów P.T.K.*, "Ziemia" 1932, no 4-5, pp. 155.

<sup>44</sup> H. Ilgiewicz, *Towarzystwo Przyjaciół Nauk w Wilnie (1907-1939) i jego poprzednicy*, Ministerstwo Kultury i Dziedzictwa Narodowego, Warszawa 2008.

<sup>45</sup> LCSA, fond 51, inv. 10, file 1167.

houses, for an increase in the number of tourists, to seek group and individual discounts for tourists on transport as well as in catering and accommodation establishments, to organize tourist stations and others. The charter of the union itself spelled out the fact that it is intended to serve as a continuation of the general tourism policy of the Polish state.<sup>46</sup> The achievement of the statutory goals of the union was carried out through organizing and conducting various actions to popularize leisure in the Wilno region both among local residents and other regions of the country, conducting city and country excursions (including free ones), publishing various travel literature, guidebooks and propaganda materials. The costs of implementing these activities were supposed to be compensated both through budget subsidies and through membership fees. The one-time fee for joining the organization was 25 Polish zlotys, the annual membership fee was 50 Polish zlotys.<sup>47</sup>

## Tourism Campaigns and Actions

In order to increase the number of tourists and sightseers in the Wilno region, various campaigns were constantly carried out. It should be noted that they became most effective and truly massive in the mid-1930s. This is due to a number of reasons. First, the growing interest of the state authorities in the development of tourism. The Polish government began to consider tourism as an effective tool for promoting the necessary ideological messages in public consciousness. At this time, the Ministry of Communications developed and implemented a system of discounts for tourists on travel.<sup>48</sup> This was greatly facilitated by the activities of Deputy Minister A. Bobrowski. Secondly, the Eastern Lands Development Society made a significant contribution to the organization of tourism events. It was that organization that ran most of the events aimed at promoting the tourist movement. Third, in the 1930s, compared to the previous decade, the state of the tourism industry improved significantly (new hotels were opened, the system of holiday homes expanded, new roads and railways were built), which made it possible for the region to receive more visitors.<sup>49</sup>

The most popular tourist campaign in the Wilno region was "Summer in the Eastern Lands", which was carried out by the Eastern Lands Development Society in cooperation with the Ministry of Communications during 1934–1939. The campaign "Summer in the Eastern Lands" provided for the rest of Polish citizens

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<sup>46</sup> SABR, fond 1, inv. 10, file 579.

<sup>47</sup> SABR, fond 1, inv. 10, file 579.

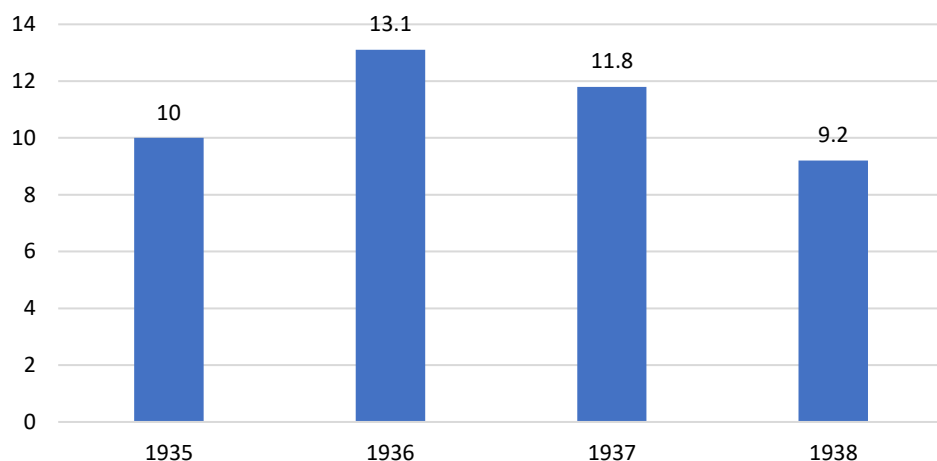
<sup>48</sup> *Ulgowe przejazdy autobusami*, "Ziemia Wołyńska" 1939, no 3, pp. 48.

<sup>49</sup> T. Wilgat, *Rozmieszczenie przemysłu pensjonatowo-hotelowego w Polsce*, "Komunikaty Studium Turyzmu Uniwersytetu Jagiellońskiego" 1939, no 22.

in 1935 on the territory of the Wilno region. This campaign was held annually from June 1 to September 30. At that time, participants of the campaign were provided with discounts for rail travel in that area. The fare discount was 45–75% of the total ticket price.<sup>50</sup>

It should be noted that the summer vacation in the territory where the campaign “Summer in the Eastern Lands” was held was the cheapest in the whole country, and the level of its organization was quite high.<sup>51</sup> Moreover, each tourist could independently choose the form and place of recreation in the territory determined by the conditions of the campaign. During this action, various tourist routes were developed. Most of the trips were organized through the Orbis travel agency, which the Eastern Lands Development Society has actively cooperated with throughout its existence.

The fact that the campaign “Summer in the Eastern Lands” was very popular among tourists in interwar Poland is clearly evidenced by statistics<sup>52</sup> (Figure 1).



**Figure 1.** The number of participants in the campaign “Summer in the Eastern Lands” in 1934–1938 (in thousands of persons)

Source: compiled by the author based on data of Lithuanian Central State Archives in Vilnius.

Apparently, in the late 1930s the campaign “Summer in the Eastern Lands” was beginning to lose popularity. The main reason was that it was designed for a long stay of tourists in the territory where the action was held, and with the development of transport and communications, tourists were beginning to be attracted by more frequent but shorter trips and excursions.

<sup>50</sup> *Bilety okręgowe i ich opłacalność dla nabywców*, “Jedziemy” 1939, no 14, p. 7.

<sup>51</sup> Lithuanian Central State Archives (LCSA) in Vilnius, fond 51, inv. 6, file 588.

<sup>52</sup> LCSA, fond 51, inv. 10, file 1170.



## Exhibition and Fair Activities

Starting from 1928, Northern Trade Fair was held in Wilno.<sup>53</sup> This was the only initiative of this kind in the Wilno region during the researched period. It was an exhibition of Polish and foreign industry, which was held in late August – early September. Its main purpose was to create a trade center with the Baltic countries and Northern European countries in Wilno. Northern Trade Fair was a means of promoting the industrial products of the region and the leading place among the exhibits was occupied by industrial products. However, Northern Trade Fair was also a way to promote tourism and excursions among foreign guests and residents of the region. Northern Trade Fair was widely promoted among residents of neighboring regions of interwar Poland. The last Northern Trade Fair, which was supposed to take place between August 19 and September 3, 1939, was terminated ahead of schedule due to the German attack on Poland and the outbreak of World War II. Each year, a special organizing committee was created for the preparation and holding of Northern Trade Fair. Within its structure, there was also a separate sector that was engaged in promoting tourism, organizing and conducting excursions. In addition, tourism exhibitions were held at Northern Trade Fair, where local authorities involved in tourism as well as tourism and sightseeing organizations presented a variety of information products. The number of such exhibitions and their visitors was growing rapidly every year.<sup>54</sup> The 9<sup>th</sup> Northern Trade Fair was the most successful in terms of tourist propaganda. There were more than 500 posters with images of historical and cultural objects of the region on the stands of exhibition sites alone.<sup>55</sup> Starting from 1934, for those wishing to visit Northern Trade Fair, special discounts were introduced for rail travel to Wilno and back.

## Discounts on Rail Travel

In the Interwar period, rail transport played a leading role in tourism. Tourism and travels were not helped by excessively high fares, which were often raised due to high inflation. In this regard, the fare discounts applied by the railway were essential. In 1923, a 33% discount was introduced for travel by rail for groups of tourists from 30 people and more.<sup>56</sup> In 1930, the Polish State Railways

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<sup>53</sup> A. Srebrakowski, *Targi Północne w Wilnie 1928–1939, Wokół historii i polityki. Studia z dziejów XIX i XX wieku dedykowane Profesorowi Wojciechowi Wrzesińskiemu w siedemdziesiątą rocznicę urodzin*, Wyd. Adam Marszałek, Toruń 2004.

<sup>54</sup> LCSA, fond 51, inv. 6, file 553.

<sup>55</sup> LCSA, fond 51, inv. 6, file 588.

<sup>56</sup> *Dwudziestolecie Sekcji Turystycznej P.T.T.*, "Wierchy. Rocznik poświęcony górcom i góralszczyźnie" 1923, pp. 180–182.

provided a 25% discount on the ticket price for members of the Union of Polish Tourist Societies. It operated in 35 cities, including Wilno, within a 70-kilometer radius from them and from stations in tourist areas.<sup>57</sup>

As part of domestic tourism promotion campaigns, the authorities have introduced discounts on train tickets for people traveling for tourism purposes. For example, in 1937, persons traveling before July 1 for a vacation of at least 7 days in the eastern regions (including the Wilno region) could use a 75% discount from the ticket price<sup>58</sup> on their return journey. The condition for applying the benefit was that the passenger had a Tourism Support League card and a ticket to the stations located in the specified regions. At the same time, the distance of a one-way trip was to be at least 250 km. In addition, during their stay in these regions tourists had the right to use a 50% discount for four sight-seeing trips. Also in 1937, a promotion was held, under the terms of which one full ticket could additionally purchase up to five children's tickets for 12% of their regular price.<sup>59</sup>

In 1932, the Polish State Railway organized the first tourist train. In many ways, the concept of the tourist train was based on the model of the Italian popular train.<sup>60</sup> The ticket price for a tourist train was calculated taking into account a discount of 66%. If at least 350 people took part in the trip, then the discount was 70%. The initiative was aimed at organizing the delivery of citizens to places of rest on weekends and holidays, or to places where mass events were held. Tourist trains could be assigned at the request of travel companies, local historical, tourist and sports societies.

In 1934–1938, tourist trains ran from Baranowicze, Lida and Grodno to Wilno, from Wilno to Warsaw, etc. For example, back in the summer of 1939, newspapers called on local residents to make a tour along the route Wilno-Warsaw-Gdynia on a luxury tourist train. The organizers of the trip promised the tourists from Wilno three days at the seaside, one day in Warsaw, cabaret performances in the train, a dining car during the journey from the city to the city, accommodation in Gdynia in a hotel near the sea. The cost of the trip was 33 Polish zlotys.<sup>61</sup>

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<sup>57</sup> L. Ćwikła, *Prawne aspekty rozwoju turystyki w Polsce w latach 1918–1939*, KUL, Lublin 2011.

<sup>58</sup> *Kronika turystyczna*, "Wiadomości Z.T.K." 1934, no 7, pp. 8–11.

<sup>59</sup> *Z Ministerstwa Komunikacji*, "Dziennik Urzędowy Rzeczypospolitej Polskiej «Monitor Polski». Dział nieurzędowy" 1937, no 158.

<sup>60</sup> I. Kawalla-Lulewicz, "Pociągi popularne" jako forma turystyki kolejowej w dwudziestoleciu międzywojennym, "Zeszyty Naukowo-Techniczne SITK RP Oddział w Krakowie" 2017, no 3 (114), pp. 46.

<sup>61</sup> I. Мельнікаў, *Заходнебеларуская Атлантыда 1921–1941 гг.: паміж Варшавай і Масквой. Выдавецтва Галіяфы, Мінск 2016.*

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## Conclusion

Promotion of tourism and recreation occupied a central place in the tourism policy of that time. Government bodies, together with various societies and organizations, promoted tourism and recreation among the population of the entire country. In the Wilno region, its dominant forms were information and campaign activities. As part of the first one, at the expense of central and local authorities as well as various non-governmental institutions, tourist reference handbooks and guidebooks were published in Polish and the main European languages; advertising brochures and photo albums, and advertising articles were published in the press. During the campaign activities, exhibitions and fairs were held, there were events to promote tourism and recreation in the region, and various cultural events of a promotion nature were organized. These measures were supposed to provide potential tourists with information about recreation opportunities in the Wilno region, facilitate their arrival, and the most comfortable and productive stay in the territory of the Wilno Voivodeship. Throughout the 1920s and 1930s, several dozen public organizations, associations and unions operated in the Wilno region, whose sphere of interests included tourism and recreation. Some of them viewed the development of tourism as an end in itself, while others perceived it as a tool for achieving other goals. They were represented by local or regional organizations as well as branches and departments of national societies, which, by the end of the 1930s, covered most of the cities and towns in the region by their activities. The Polish Sightseeing Society had the most extensive network, which, in parallel with sightseeing and tourism activities, carried out active work with the local population to promote Polish culture and develop a loyal attitude towards Polish statehood in these lands. Thanks to this, society enjoyed the support of the authorities of the Second Polish Republic and was able to publish a significant amount of tourist literature, reference handbooks and guidebooks. As part of the activities of national and local societies in the region, many tourist and excursion routes were developed, tourism events were held and a significant number of tourists and recreationists were received.

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## SPORT IN THE ACTIVITY OF THE FOLK SPORTS TEAMS PROVINCE ASSOCIATION IN KATOWICE IN THE YEARS 1952–1975

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### Sport w działalności Wojewódzkiego Zrzeszenia Ludowe Zespoły Sportowe w Katowicach w latach 1952–1975

#### Streszczenie

Celem pracy jest przedstawienie sportu w działalności Wojewódzkiego Zrzeszenia Ludowe Zespoły Sportowe w Katowicach w latach 1952–1975. Pierwsze ognia Ludowych Zespołów Sportowych na ziemi górnośląskiej i w Zagłębiu Dąbrowskim zostały powołane w 1946 r. W okresie działalności Wojewódzkiego Zrzeszenia Ludowe Zespoły Sportowe zwiększyła się liczba ogniw i członków. Szczególnie wzrost liczebny członków dotyczył działalności Rad Powiatowych Zrzeszenia w Będzinie, Cieszynie, Kłobucku, Rybniku, Tarnowskich Górach. Wraz z przyrostem liczebnym ogniw i członków nastąpił rozwój infrastruktury sportowej oraz zwiększenie stanu liczebnego kadry szkoleniowej, trenerów i instruktorów sportu oraz sekcji sportowych.

W działalności na rzecz sportu położono duży nacisk na organizację imprez masowych, m.in. w następujących dyscyplinach: lekkoatletyka, piłka nożna, piłka ręczna, piłka siatkowa, szachy, tenis stołowy i warcaby. Sukcesy sportowe na poziomie ogólnopolskim i międzynarodowym zawodnicy Wojewódzkiego Zrzeszenia Ludowe Zespoły Sportowe w Katowicach osiągnęli szczególnie w takich dziedzinach jak m.in. akrobatyka sportowa, kolarstwo, saneczkarstwo, narciarstwo.

**Słowa kluczowe:** Ludowe Zespoły Sportowe, sport, województwo katowickie.

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## Abstract

The aim of this study is to present sport in the activity of the Folk Sports Teams Province Association in Katowice in the years 1952–1975. The first units of Folk Sports Teams in the Upper Silesia territory and in the area of the Dąbrowa Coal Basin were established in 1946. During the time of its activity, the Folk Sports Teams Province Association could enjoy an increasing number of its units and members. It was especially true about the activity of District (local government unit) Councils of the Association in Będzin, Cieszyn, Kłobuck, Rybnik, Tarnowskie Góry. Once the number of units and members had grown, sports infrastructure developed as well, and there was a bigger number of training personnel, i.e. sports coaches, instructors, and sports sections.

The sports activity focused to a great extent on the organization of mass events, among all, in the following disciplines: athletics, football, handball, volleyball, chess, table tennis and draughts. The contestants of the Folk Sports Teams Province Association in Katowice would achieve state and international success especially in such disciplines as sports acrobatics, cycling, tobogganing, skiing.

**Keywords:** Folk Sports Teams, sport, Katowice Province.

## Introduction

The aim of this study is to present sport in the activity of the Folk Sports Teams (FST, Polish acronym: LZS) Province Association (PA, Polish acronym: WZ) in Katowice in the years 1952-1975. The scope of the study covers the territory of Katowice Province. It is worth noting that Katowice Province belonged to one of the most industrialized regions of Poland. The first units of FST in the Upper Silesia territory and in the area of the Dąbrowa Coal Basin were established in 1946 and these were as follows: Orzeł Bobrowniki, LZS Barania Wisła, Czarni Sucha Góra, Orkan Dąbrówka Wielka, Rudno, Rudziniec, Myszków. Already in the first years of their activity, FST took an initiative to organize and participate in sports events, mainly in such sports disciplines as athletics, skiing, football, volleyball, weightlifting, table tennis and wrestling.<sup>1</sup> As far as the state of the art is concerned, a scientific monograph by E. Małolepszy and T. Drozdek-Małolepsza, entitled *The Outline of Sport and Tourism in the activity of the Folk Sports Teams Province Association (1946–2021) (Zarys dziejów sportu i turystyki w działalności Wojewódzkiego Zrzeszenia Ludowe Zespoły Sportowe (1946–2021))*<sup>2</sup> is of the biggest value. An important source material used for the preparation of the publication was the printed source *25 Years of FST, Katowice 3.IV.1971 (25 lat LZS, Katowice 3.IV.1971)*<sup>3</sup>.

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<sup>1</sup> E. Małolepszy, T. Drozdek-Małolepsza, *Zarys dziejów sportu i turystyki w działalności Wojewódzkiego Zrzeszenia Ludowe Zespoły Sportowe (1946–2021)*, Wydawnictwo Prymat, Białystok 2023, p. 34.

<sup>2</sup> Ibidem

<sup>3</sup> 25 lat LZS, Katowice 3.IV.1971. Sprawozdanie z działalności Wojewódzkiego Zrzeszenia Ludowe Zespoły Sportowe w Katowicach za okres 1967-1970. Katowice, dnia 3 kwietnia 1971 r.

## Research problems and methods

The following research methods were used to prepare the study: the analysis of historical sources, synthesis, induction and comparative method. The authors posed the following research problems:

1. What was the number of FST PA units in Katowice in the years 1952–1975?
2. What factors influenced the activity of the FST PA in Katowice?
3. What was the sports level of FST PA units in Katowice?

## Results and discussion

On 19 April 1952, by the resolution of the Main Committee of Physical Culture, the Folk Sports Teams Association was established. Together with the establishment of the LZS Association, its province structures were founded too, among all, the FST PA in Katowice. In 1960, the FST Province Association in Katowice counted 286 units and 12 209 members; in 1966 – 430 units and 30 052 members; in 1970 – 507 units and 45 248 members; in 1974 – 455 units and 40 615 members.<sup>4</sup> The growing numbers of the FST Association is particularly noticeable in the activity of FST District Councils in Będzin, Cieszyn, Kłobuck, Rybnik, Tarnowskie Góry (Table no 1). In the years 1971–1973, there were 27 active Folk Sports Clubs (FSC), and in 1974 their number grew up to 31.

**Table 1.** The number of units and members of the FST PA in Katowice in districts, in the years 1960–1974

District	1960		1966		1969		1974	
	No of units	No of members/ including women	No of units	No of members/ including women	No of units	No of members/ including women	No of units	No of members/ including women
Będzin	17	932/88	19	1783/286	25	2231/574	27	2435/406
Bielsko-Biała	22	536/48	25	2068/319	23	2079/371	21	1887/369
Cieszyn	39	1628/222	42	2753/828	45	3299/1152	44	4214/1156

<sup>4</sup> 25 lat LZS, Katowice 3.IV.1971. Sprawozdanie z działalności Wojewódzkiego Zrzeszenia Ludowe Zespoły Sportowe w Katowicach za okres 1967-1970. Katowice, dnia 3 kwietnia 1971 r., pp. 9; Wojewódzkie Zrzeszenie Ludowe Zespoły Sportowe Katowice, Materiały Sprawozdawczo-Programowe na VIII Wojewódzki Zjazd Delegatów, Katowice – Marzec 1975, pp. 8; 40 lat Ludowych Zespołów Sportowych Katowice, no publication date, pp. 11. A unit constitutes a basic organisational component in the activity of the FST Association. A unit may be a Folk Sports Club, a Folk Tourist Club, a Folk Sports Team, a Folk Tourist Team.

**Table 1.** The number of units and members of the FST PA in Katowice... (cont.)

District	1960		1966		1969		1974	
	No of units	No of members/ including women	No of units	No of members/ including women	No of units	No of members/ including women	No of units	No of members/ including women
Częstochowa	28	756/219	39	2384/501	43	2616/707	48	3817/1129
Gliwice	23	824/47	29	2314/434	36	2271/538	36	2743/376
Kłobuck	33	920/91	57	3126/842	69	4031/1092	57	4457/1089
Lubliniec	29	867/65	34	2202/551	39	3050/1025	36	2787/804
Myszków	24	818/98	40	2138/721	41	2622/808	33	2409/742
Pszczyna	21	781/42	23	1602/321	24	1933/444	26	2422/694
Rybnik	40	.	40	2782/593	40	3471/770	40	3342/561
Tarnowskie Góry	25	1311/131	29	2549/297	30	3516/445	26	3560/567
Tychy	7	221/0	9	636/38	10	731/130	9	686/149
Wodzisław Śląski	18	697/68	19	2182/270	20	3692/663	22	3265/404
Zawiercie	19	617/24	25	1533/190	29	2023/359	30	2591/674

Source: 25 lat LZS, Katowice 3.IV.1971. Sprawozdanie z działalności Wojewódzkiego Zrzeszenia Ludowe Zespoły Sportowe w Katowicach za okres 1967-1970. Katowice, dnia 3 kwietnia 1971 r., no pagination; Wojewódzkie Zrzeszenie Ludowe Zespoły Sportowe Katowice, Materiały Sprawozdawczo-Programowe na VIII Wojewódzki Zjazd Delegatów, Katowice – Marzec 1975, no pagination.

Sports infrastructure played a vital role in the sports-leisure activity of the FST PA in Katowice. A contest “A football pitch in each village – a Sports and Leisure Centre in each Commune”,<sup>5</sup> run from 1962, occupied a special place in the activation of rural environment pertaining to sports infrastructure development. Activists and the rural community achieved a lot of success in this area. Every year, new sports infrastructure objects on the territory of Katowice Province received awards. For the purpose of developing sports infrastructure, the FST Province Association received financial support from the National Lottery via the Province Committee of Physical Culture and Tourism, in the amount of about PLN 1,000,000 a year. This amount covered only about 30 to 40% of all the needs. In this context, the urban community activity within the framework of “voluntary work” (renovation and erection of sports infrastructure objects and devices) was crucial.<sup>6</sup> It is worth noticing that the value of the community

<sup>5</sup> 40 lat Ludowych Zespołów Sportowych, Katowice, no publication date, pp. 8.

<sup>6</sup> 25 lat LZS, Katowice 3.IV.1971. Sprawozdanie z działalności Wojewódzkiego Zrzeszenia Ludowe Zespoły Sportowe w Katowicach za okres 1967-1970. Katowice, dnia 3 kwietnia 1971 r., pp. 31–32.

work performed by the FST PA members in Katowice equalled PLN 3,050,000 in 1963, PLN 3,220,000 in 1964, PLN 4,433,000 in 1966, PLN 6,692,000 in 1969, PLN 4,992,000 in 1970. Meanwhile, the National Lottery support was the following: in 1963 it donated PLN650,000, in 1964 – PLN690 000, in 1966 – PLN987,000, in 1969 – PLN 980,000, and in 1970 – PLN 760,000. In the years 1960–1970, there was an increase in the number of sports facilities, mainly pitches for sports games and athletics equipment (Table no 2).

**Table 2.** Sports facilities in the Folk Sports Teams Association in Katowice Province in the years 1960–1970

No	Facility name	Year			
		1960	1966	1969	1970
1.	Football pitch	112	242	256	300
2.	Pitch for sports games	163	316	347	459
3.	Athletics equipment	15	71	89	180
4.	Swimming pools	3	10	10	10
5.	Stadiums	1	10	15	18
6.	Gyms	3	16	18	.
7.	Other facilities/ ski jumps, etc./	8	18	21	45

Source: 25 lat LZS, Katowice 3.IV.1971. Sprawozdanie z działalności Wojewódzkiego Zrzeszenia Ludowe Zespoły Sportowe w Katowicach za okres 1967-1970. Katowice, dnia 3 kwietnia 1971 r., no pagination.

Apart from training infrastructure, training personnel was of utmost importance in the activity of the FST PA in Katowice, among all, instructor and judge/ referee courses for athletics and football run by the District Committee of Physical Culture in Lubliniec.<sup>7</sup> The courses in question were also addressed to the members of the FST Association, e.g. to the FST in Sieraków. During the activity period of the FST PA in Katowice, the number of trainers and judges/ referees grew (Table no 3). In 1974, the FST PA in Katowice employed 55 employees, including 17 trainers and instructors.

In the 1960s, there was an increase in the number of sports sections in the FST PA in Katowice, whereas at the turn of the 1960s and 1970s and in the first half of the 1970s their number was stable. In 1960, the FST Association owned 892 sports sections; in 1968 – 1425 sections, in 1969 – 1463 sections, and in

<sup>7</sup> Private collection of Henryk Malcher, letters of the District Committee of Physical Culture in Lubliniec to sports clubs of 17.10.1959 and 12.01.1960, no pagination

1974 – 1434 sections.<sup>8</sup> In 1974, there were 9963 athletes (including 501 women) registered in Polish Sports Associations.

**Table 3.** Training personnel, judges and referees of the FST PA in Katowice (1960–1974)

No	Personnel	1960	1968	1971	1974
1.	Trainers	—	5	3	10
2.	Sports instructors	2	45	28	52
3.	Sports instructors assistants	128	201	156	223
4.	Sports organisers	23	383	267	297
5.	Sports judges/ referees	—	161	11	272

Source: 25 lat LZS, Katowice 3.IV.1971. Sprawozdanie z działalności Wojewódzkiego Zrzeszenia Ludowe Zespoły Sportowe w Katowicach za okres 1967–1970. Katowice, dnia 3 kwietnia 1971 r., no pagination; Wojewódzkie Zrzeszenie Ludowe Zespoły Sportowe Katowice, Materiały Sprawozdawczo-Programowe na VIII Wojewódzki Zjazd Delegatów, Katowice – Marzec 1975, no pagination.

The popularity of sport was also reflected in the organisation of sports events and in the number of their participants, all within the framework of the activity performed by the FST PA in Katowice. The number of organized sports events in 1960 and in the 1960s and the first half of the 1970s fluctuated. According to source materials from 1960, the FST Association organized 7411 sports events (with the participation of 106,442 athletes, including 8,693 women); in 1968, the FST Association organized 14,155 sports events (with the participation of 200,460 athletes, including 30,531 women); in 1969, the FST Association organized 17,627 sports events (with the participation of 339,553 athletes, including 54,902 women); in 1971, there were 3,723 events organized with the participation of 171,854 athletes (including 45,606 women); in 1972, there were 9,354 events organized with the participation of 271,390 athletes (including 48,099 women); in 1973, there were 9,956 events organized with the participation of 289,930 athletes (including 52,004 women); in 1974, there were 11,016 events organized with the participation of 368,541 athletes (including 65,060 women).<sup>9</sup>

<sup>8</sup> 25 lat LZS, Katowice 3.IV.1971. Sprawozdanie z działalności Wojewódzkiego Zrzeszenia Ludowe Zespoły Sportowe w Katowicach za okres 1967–1970. Katowice, dnia 3 kwietnia 1971 r., no pagination; Wojewódzkie Zrzeszenie Ludowe Zespoły Sportowe Katowice, Materiały Sprawozdawczo-Programowe na VIII Wojewódzki Zjazd Delegatów, Katowice – Marzec 1975, no pagination

<sup>9</sup> 25 lat LZS, Katowice 3.IV.1971. Sprawozdanie z działalności Wojewódzkiego Zrzeszenia Ludowe Zespoły Sportowe w Katowicach za okres 1967–1970. Katowice, dnia 3 kwietnia 1971 r., no pagination; Wojewódzkie Zrzeszenie Ludowe Zespoły Sportowe Katowice, Materiały Sprawozdawczo-Programowe na VIII Wojewódzki Zjazd Delegatów, Katowice – Marzec 1975, no pagination.

Among sports events, the following ones should be mentioned: the Volleyball Tournament of "Dziennik Ludowy" Cup, the Football Tournament of "Robotnik Rolny" Cup, "The Golden Rook" Chess Tournament, the mass shooting contest of "Robotnik Rolny" Cup, the athletics contest of the Province Board (PB) of the Union of Rural Youth (URY) Cup, mass cycling races "The Cyclers' Day" for the non-associated, "The Silver Skates" skating competition, mass cross-country skiing competitions, steeplechase races for various age groups, the so-called "Rural League" (class W) football, volleyball and table tennis contests; within the framework of spartakiads: for countryside inhabitants (local and district), for employees working for rural cooperatives and their families, for employees of National Machine Centres and their families, for employees of State Agricultural Farms and their families, for employees of Trade Unions of Agricultural Workers and their families. Great effort was put in organizing mass sports events promoting physical (sports) activity especially in the following sports disciplines: athletics, handball, volleyball, chess, table tennis and draughts. These sports disciplines enjoyed the biggest popularity among commune inhabitants as far as the organization of sports events such as spartakiads or folk festivities was concerned.

The athletes of Wisła Folk Sports Club (FSC, Polish acronym: LKS) (LKS Wisła Istebna), LKS Klimczok Bystra, LKS Skrzyczne Szczyrk, LZS Zwardoń, LKS Orzeł Mikuszowice, LZS Brenna and LZS Pogórze were high-level skiers. Among the athletes from these FSTs who would be awarded gold medals at the Polish Championships in the years 1952–1969 were: Gustaw Bujok, Stanisław Cieślar, Emil Dawid, Stanisław Dąbrowski, Tadeusz Kaczmarczyk, Andrzej Polok, Jerzy Polok, Stanisław Polok, Maria Szalbot, Jerzy Walek (LKS Wisła); Apolonia Heller, Józef Huczek, Andrzej Kocjan, Antoni Łaciak, Henryk Łaciak, Henryk Matejko, Jan Mysłajek, Andrzej Wieczorek, Antoni Wieczorek, Jerzy Wieczorek (LZS Szczyrk); Krystyna Bursy (LZS Zwardoń); Franciszek Sromek, Józef Ślusarczyk, Jan Tyrała (LKS Klimczok Bystra); Franciszek Czapczor, Jan Czapczor, Jerzy Dragan, Paweł Gorzołka, Michał Jałowiczor, Jan Kawulok, Józef Kawulok, Jerzy Lach, Franciszek Łabaj, Gustaw Matynek, Józef Probosz (LKS Wisła-Istebna); Józef Kocjan (LZS Szczyrk, LZS Wisła), Józef Przybyła (LKS Klimczok Bystra, LKS Skrzyczne Szczyrk).<sup>10</sup>

Within the framework of preparation for the Olympic Games in Sapporo, the Central Leading Skiing Section FST Silesia (LZS Śląsk) was established. The section was financed by the Chief Council of FST from the funds of the Polish Olympics Committee (POC, Polish acronym: PKOI). There section counted 14 athletes (LKS Wisła – 7, LKS Klimczok Bystra – 5, LKS Skrzyczne Szczyrk – 2).<sup>11</sup> At the turn of the 1960s and 1970s, the FSA PA owned 22 skiing sections counting 677 sports-

<sup>10</sup> 40 lat Ludowych Zespołów Sportowych, Katowice no publication date, pp. 14–15.

<sup>11</sup> 25 lat LZS, Katowice 3.IV.1971. Sprawozdanie z działalności Wojewódzkiego Zrzeszenia Ludowe Zespoły Sportowe w Katowicach za okres 1967–1970. Katowice, dnia 3 kwietnia 1971 r., pp. 19–20.

people, including 61 women. In the Polish Skiing Association (PSA, Polish acronym: PZN) there were 40 female and 204 male skiers.<sup>12</sup> At the end of the 1960s and in the first half of the 1970s, the leading skiers of the FST PA in Katowice were: Eugeniusz Cazura, Franciszek Czepczura, Jan Dragon, Eugeniusz Gazura, Paweł Gorzołka, Apolonia Heller, Józef Kawuloa, Józef Kocjan, Jan Łabaj, Franciszek Małyjurka, Gustaw Martynka, Paweł Pilch (all of them representing LKS Wiśła-Istebna); Elżbieta Dobija, Władysław Dobija, Stanisław Kubica, Alicja Niemczyk, Grażyna Pawlus, Janusz Piel, Józef Przybyła, Józef Ślusarczyk, Jan Tyrała (LKS Klimczok Bystra); Jan Bieniek, Tadeusz Migdał, Franciszek Piętka (LKS Skrzyczne Szczyrk).<sup>13</sup>

The following athletes (Nordic skiing) participated in the Winter Olympic Games: Antoni Wieczorek (Oslo 1952); Antoni Łaciak (Innsbruck 1964), Józef Kocjan (Grenoble 1968), Józef Przybyła (1964, 1968).

As far as tobogganing was concerned, the members of LZS Mikuszowice (Bielsko-Biała commune) and LKS Klimczok Bystra were in the lead. At the turn of the 1960s and 1970s, the tobogganing section from Mikuszowice counted 45 athletes, including 9 women. The section was registered in the Polish Association of Tobogganing Sports. The members of LZS Mikuszowice were awarded medals at the Polish Championships, including gold ones. In the years 1960–1974, the best tobogganists were: Roman Bieszczad, Józef Dobisz, Edward Fender, Paweł Goryl, Józef Greń, Wojciech Kubik, Ewa Miech, Stanisław Paczka, Mieczysław Pawełkiewicz, Gudrun Pysz, Franciszek Siuda, Ryszard Siuda, Maria Śliwa and Zbigniew Wójciga.<sup>14</sup> Among them, the following ones participated in the Winter Olympic Games: Edward Fender, Mieczysław Pawełkiewicz (Innsbruck 1964); Stanisław Paczka (Grenoble 1968). In the first half of the 1970s, the tobogganing section from Mikuszowice moved to LKS Klimczok Bystra. The tobogganists were still enjoying success. Wojciech Kubik got the 5<sup>th</sup> place at the Olympic Games in Sapporo (1972) whereas juniors, Paweł Goryl and Ewa Miech, participated in the European Championships (1973). At that time, also Roman Bieszczad, Paweł Goryl and Ewa Miech (senior category) participated in the European and World Championships. The tobogganists of Klimczok Bystra won several gold medals of the Polish Championships. They were trained by Eugeniusz Śliwa and Jan Dobisz.<sup>15</sup>

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<sup>12</sup> Ibidem, pp. 59–61.

<sup>13</sup> 25 lat LZS, Katowice 3.IV.1971. Sprawozdanie z działalności Wojewódzkiego Zrzeszenia Ludowe Zespoły Sportowe w Katowicach za okres 1967–1970. Katowice, dnia 3 kwietnia 1971 r., pp. 19–20; Wojewódzkie Zrzeszenie Ludowe Zespoły Sportowe Katowice, Materiały Sprawozdawczo-Programowe na VIII Wojewódzki Zjazd Delegatów, Katowice – Marzec 1975, pp. 8–9.

<sup>14</sup> 40 lat Ludowych Zespołów Sportowych, Katowice, no publication date, pp. 15.

<sup>15</sup> Wojewódzkie Zrzeszenie Ludowe Zespoły Sportowe Katowice, Materiały Sprawozdawczo-Programowe na VIII Wojewódzki Zjazd Delegatów, Katowice – Marzec 1975, pp. 9.



Apart from winter sports, the athletes of the FST PA in Katowice enjoyed success in sports acrobatics, namely in the years 1957–1975, when the medals of the Polish Championships (senior and junior categories) were awarded to the acrobats of the following FST units: LZS Technik Cieszyn, LKS Kłos Olkusz, LZS Mnich, LZS Orzesze and LZS Pszczyna.<sup>16</sup> Gold medals of the Polish Championships (in various disciplines and age groups) were gained by: Małgorzata Chwaszcza, Krystyna Nawrat, Irena Rajrz, Róża Szweter (LZS Orzesze); Zofia Bukawa, Gerda Czyż, Irena Dadas, Roman Dybna, Antoni Dyczek, Roman Dybczak, Roman Dyczek, Roman Falesza, Maria Faruga, Małgorzata Gibień, Maria Gil, Rudolf Granieczny, Bernard Heming, Brunon Heming, Roman Heniuk, Celina Kincel, Jan Kopsis, Władysław Koźdoń, Maria Koźlik, Władysław Kwidan, Maria Mach, Andrzej Machel, Tadeusz Mróz, Antoni Nowak, Anna Pilarz, Olgierd Poolborski, Barbara Pustelnik, Maria Radzka, Bogdan Ryś, Janina Skorupa, Jan Spratek, Otton Spratek, Małgorzata Szczurek, Zofia Szczypka, Zygmunt Szmajda, Helena Węgrzynek, Danuta Wojda, Zdzisław Wójcik, Andrzej Wyrobek (LZS Technik Cieszyn); Anna Faruga, Franciszek Jasica, Zofia Kuryto, Maria Michalik, Zofia Oleksy, Anna Puferko, Genowefa Tabor, Krystyna Wolna (LZS Mnich); Celina Gabrdyl, Regina Skrobol, Ryta Szczypka (LZS Pszczyna); Witold Majka (LKS Kłos Olkusz).<sup>17</sup> The representatives of LZS Technik Cieszyn<sup>18</sup> received the biggest number of gold medals.

The section of LZS Technik Cieszyn was established in 1953. At the turn of the 1960s and 1970s, it counted 46 female and male members. The section of Technik Cieszyn was also a training location for young people from the Complex of Agricultural Schools in Cieszyn and the youth from Cieszyn commune. The leading athletes of that period were: Władysław Koźdon, Paweł Borecki, Danuta Hajek, Roman Kantorowicz, Grażyna Kłoda, Andrzej Machel, Andrzej Walica, Maria Wójtowicz.<sup>19</sup> The sports acrobatic section with its 18 female athletes was hosted by LZS Kłobuck. Tadeusz Suchański was the trainer in that section.

As far as the activity of the FST PA in Katowice was concerned, football was enjoying great popularity. In the second half of the 20<sup>th</sup> century, that popularity translated into 325 football sections with 12,104 players. Among them, 250 sections and 7,815 footballers were registered in the Polish Football Association (PZPN). 19 football teams participated in class A matches, 101 teams fought in class B matches, and 88 teams played in class C matches. The Rural League (class W) comprised 75 teams.<sup>20</sup> In the following years, the sports level of FST PA teams

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<sup>16</sup> 40 lat Ludowych Zespołów Sportowych, Katowice, no publication date, pp. 13–14.

<sup>17</sup> Ibidem.

<sup>18</sup> Ibidem.

<sup>19</sup> 25 lat LZS, Katowice 3.IV.1971. Sprawozdanie z działalności Wojewódzkiego Zrzeszenia Ludowe Zespoły Sportowe w Katowicach za okres 1967–1970. Katowice, dnia 3 kwietnia 1971 r., pp. 51–53.

<sup>20</sup> Ibidem, pp. 62–64.

improved. In 1974, as far as league matches were concerned, two FST PA teams participated in the regional league; in class A matches we could see 32 teams, 105 teams played in class B matches whereas 109 teams played in class C matches.<sup>21</sup> The teams of LKS Rudziniec and LZS Łąka played in the local league. It is worth emphasizing that league matches of junior players and trainees constituted the backup for senior teams as, among others, they organized competition in their pre-matches. The factors that influenced the sports level of the football sections belonging to the FST Association were the lack of properly qualified coaches and instructors as well as infrastructure and training conditions. In the District Council of FST in Częstochowa, the following teams participated in class A and B matches in the season of 1971/1972: LZS Warta Mstów, LZS Lot Konopiska, LZS Grom Poczesna, LZS Lotnik Kościelec, LZS Błyskawica Janów, LZS Płomień Czarny Las, LZS Unia Widzów, LZS Start Częstochówka, LZS Przyrów, LZS Wapnorud Rudniki.<sup>22</sup> In the District of Tarnowskie Góry, in the first half of the 1960s, there were 19 active football sections with 1713 players. The team of FST PA in Katowice consisting of football players from Tarnowskie Góry gained the 2<sup>nd</sup> place in an inter-regional competition.<sup>23</sup> The tournaments of the FST PA Chairman Cup with the participation of 14 district teams, and the tournaments of District Leaders Cup enjoyed great popularity.

As far as volleyball was concerned, in the second half of the 1960s, the FST PA had 271 sections counting 5691 athletes, including 2372 volleyball players. 25 teams enrolled in the games of the District Volleyball Association, five of them playing class A matches and 20 of them playing class B matches. As for the so-called rural leagues, 149 teams competed in particular districts. In the first half of the 1970s, within the framework of rural leagues in the area of Katowice Province, 280 male volleyball teams and 50 female volleyball teams of the FST PA in Katowice competed regularly in various tournaments. Five teams of the FST Association took part in league matches (local league matches and class A and class B games), the strongest volleyball section being LZS Rybarzowice (district of Bielsko-Biała).<sup>24</sup> In the district of Częstochowa sport sections were accommodated by FSTs in Bleszno, Cykarzew, Konopiska, Mykanów, Olsztyn and Złoty Potok. The team of LZS Bleszno won the third place in 1957, in the province FST championships. "Dziennik Ludowy" Cup games enjoyed great popularity. In 1970, 2991 teams participated in them, including 752 female ones. Volleyball

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<sup>21</sup> Wojewódzkie Zrzeszenie Ludowe Zespoły Sportowe Katowice, Materiały Sprawozdawczo-Programowe na VIII Wojewódzki Zjazd Delegatów, Katowice – Marzec 1975, pp. 7.

<sup>22</sup> P. Gazda, *Ludowe Zespoły Sportowe w powiecie częstochowskim w latach 1952–1975* (BA thesis), WSP Częstochowa 1999, pp. 32.

<sup>23</sup> "Życie Bytomskie" 1964, no 30, pp. 7.

<sup>24</sup> Wojewódzkie Zrzeszenie Ludowe Zespoły Sportowe Katowice, Materiały Sprawozdawczo-Programowe na VIII Wojewódzki Zjazd Delegatów, Katowice – Marzec 1975, pp. 16.

enjoyed the biggest popularity in the districts of Bielsko-Biała, Cieszyn, Kłobuck, Lubliniec, Rybnik and Zawiercie. The ZSR teams from Bielsko-Biała and Cieszyn<sup>25</sup> represented a very high-level of sport skills.

Handball was also a relatively popular sports discipline in the area of the FST PA in Katowice. It was practised in 92 sections counting 1936 players, including 786 women. 28 teams took part in league matches. In the years 1971–1974, 46 handball sections were active, out of which four participated in class A matches and one in class B matches. The remaining teams took part in the matches organized by District FST Associations. Handball players of LKS Czarni Sucha Góra (district of Tarnowskie Góry) participated in local league matches. Handball sections of FST Association units in Bobrowniki, Brynek, Kosztowy, Nakło, Ornontowice, Strzemieszyce and Świbie participated in class A and class B matches and the youth category competitions.<sup>26</sup> Among sports games, basketball was less popular and practised mainly in agricultural schools. In the district of Częstochowa, basketball sections were run in LZS Bleszno, LZS Kamienica Polska, LZS Lot Konopiska and LZS Złoty Potok. They were not very successful.

The only canoeing section in the FST Association was run in LKS Przełom Kaniów (district of Bielsko-Biała). Due to the lack of its own marina, the canoeing section used the training centre of Górnik Czechowice Sports Club. The section was established in 1957. In the second half of the 1960s, it counted 61 members, including 18 active contestants. A canoeing school was hosted by the section. In the years 1968–1970, the following athletes won gold medals in the Polish Canoeing Championships: Bogdan Bularz, Małgorzata Papla, Teresa Papla, Antoni Sieradzki, Maria Wojtuszek, Władysława Wojtuszek.<sup>27</sup> The medals of the Polish championships in the years 1971–1974 were awarded to the following senior contestants: Sieracki and Oborski (K2; 1,000 m), Bogdan Bularz and Antoni Bularz (K2; 10,000 m); at the Polish championships the following youth representatives won gold medals in various contests: Bukowski, Antoni Bularz, Bogdan Bularz, Iwańczyk, Jawin, Łukasik, Majdan, Mazgaj, Oborski, Pączek, Włodzimierz Polok, Raczek, Sieracki, Wojtuszek.<sup>28</sup> The canoeists Bularz and Sieracki were included in the preparation programme for the Olympic Games in Munich (1972). The canoeing section from Przełom received the support of Przełom Production Cooperative in Kaniów.

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<sup>25</sup> 25 lat LZS, Katowice 3.IV.1971. Sprawozdanie z działalności Wojewódzkiego Zrzeszenia Ludowe Zespoły Sportowe w Katowicach za okres 1967–1970. Katowice, dnia 3 kwietnia 1971 r., pp. 65–66.

<sup>26</sup> 25 lat LZS, Katowice 3.IV.1971. Sprawozdanie z działalności Wojewódzkiego Zrzeszenia Ludowe Zespoły Sportowe w Katowicach za okres 1967–1970. Katowice, dnia 3 kwietnia 1971 r., pp. 64–65; Wojewódzkie Zrzeszenie Ludowe Zespoły Sportowe Katowice, Materiały Sprawozdawczo-Programowe na VIII Wojewódzki Zjazd Delegatów, Katowice – Marzec 1975, pp. 16.

<sup>27</sup> 40 lat Ludowych Zespołów Sportowych, Katowice, no publication date, pp. 14.

<sup>28</sup> Wojewódzkie Zrzeszenie Ludowe Zespoły Sportowe Katowice, Materiały Sprawozdawczo-Programowe na VIII Wojewódzki Zjazd Delegatów, Katowice – Marzec 1975, pp. 11–12.

In the years 1952–1970, cycling was practised among all in LZS Będzin, LZS Cieszyn, LZS Czernica (district of Rybnik) and LZS Wodzisław, as well as in Kłobuck, Lubliniec, Myszków, Wodzisław and Zawiercie. In this period of time, the standout cyclists were: Wiesław Bień, Karol Ciupek, Bogusław Fornalczyk, Józef Gawliczek, Kazimierz Flak, Józef Jochem and Adam Pachotek.<sup>29</sup> In the second half of the 1960s, the FST PA comprised 10 cycling sections counting 240 members, including 7 sections and 179 cyclists registered in the Polish Cycling Association.

The cycling section from LZS Będzin went through its transformation. Initially, the Folk Cycling Club Sparta Będzin (LKK Sparta Będzin) was established, and next, on 5 November 1970, it was transformed into LKK Zagłębiak Będzin.<sup>30</sup> Zygmunt Baliński became the Chairman of LKK Zagłębiak and the position of the Chairman Deputy was granted to Wiesław Jędrusik. The club functioned under this name until 1990 when in the place of LKK Zagłębiak, LZS Ziemia Będzińska was established. S. Witek writes,

Over the period of more than fifty years, the club with FST roots employed many distinguished trainers among whom the most well-known ones were: Bogusław Fornalczyk, Edward Palka, Ryszard Zaręba, Józef Gawliczek, Jacek Solarz. They raised the whole array of talented cyclists, some of them with outstanding achievements, e.g. Bogusław Fornalczyk (in 1958, he won all the most important races in Poland, in 1959 he became Polish champion, in 1960 he represented Poland in the Olympics in Rome), Jan Stefaniec (Olympic team), Wiesław Kostera, Stanisław Szczepański, Kazimierz Flak (Olympic team), Wiesław Bień, Adam Pachotek, Zdzisław Kuźniak, Józef Gawliczek, Jan Szafranec, Piotr Dwornik, Henryk Krawczyk, Dariusz Gaik, Dariusz Waluszczyk, Andrzej Podhajny, Marcin Koster and Sławomir Frejowski.<sup>31</sup>

In the years 1971–1974, the following clubs had cycling sections: LKK (Folk Cycling Club) Zagłębiak Będzin, LKK Rydułtowy-Czernica, LZS Kłobuck and LZS Cieszyn. The leading cyclists were: Józef Gawliczek, Kazimierz Flak, Zbigniew Ilski, Stanisław Labocha and Lucjan Ottawa. The abovementioned cyclists participated in cycling events both in Poland and abroad such as the Peace Race (Wyścig Pokoju), the Around Poland race, the Polish championship and Around England Race.<sup>32</sup> The District FST Local Council in w Częstochowa had its cycling section too. One of the first examples of success was winning the first place in a race in Myszków (1958). Aleksy Ciura was the winner of the race organised to celebrate the Days of Opole, i.e. “The Blue Ribbon” race. As P. Gazda writes, “In 1961, FST cyclists became Częstochowa champions and gained the third place in

<sup>29</sup> 40 lat Ludowych Zespołów Sportowych, Katowice, no publication date, pp. 14.

<sup>30</sup> S. Witek, *Rozwój sportu i rekreacji, kluby, organizacje, obiekty (1945–2007)*, [in:] A. Glimos-Nadgórska (ed.), *Będzin 1358–2008*, vol. 3, Wydawnictwo Muzeum Zagłębia w Będzinie, Będzin 2008, pp. 687–688.

<sup>31</sup> Ibidem, pp. 688–689.

<sup>32</sup> Wojewódzkie Zrzeszenie Ludowe Zespoły Sportowe Katowice, *Materiały Sprawozdawczo-Programowe na VIII Wojewódzki Zjazd Delegatów*, Katowice – Marzec 1975, pp. 9–10.

the Silesia Team Championships.”<sup>33</sup> The cyclists from Częstochowa were represented by Albin Hyra, Władysław Pieniek and Stanisław Żerdziński. In 1961, S. Żerdziński first crossed the finish line in the Around Rybnik-Wodzisław Land Race. In 1965, Adam Jaworski won the FST Association race, which took place in the Mazurian Lake District. When it comes to sports training in cycling, the PA FST in Katowice employed the following coaches: Józef Gawliczek, Karol Łukoszek, Edward Pelka and Ryszard Zaręba.<sup>34</sup>

In the second half of the 1960s there were 68 athletics sections with 3135 athletes, including 1519 women. In the Polish Athletics Association (PZLA) there were two sections registered, with 257 training athletes, including 114 women. The sections of LZS Cieszynianka Cieszyn and LZS Liswarta Krzepice were also training athletes. These teams took part, among all, in league competitions (PZLA Class B, Class B of the Local Athletics Association – OZLA, the Silesian junior league). Secondary school students constituted quite a big group of athletics sections’ members. The state of the athletics sections in the FST PA in Katowice was similar in the first half of the 1970s. Its athletes presented a good sports level, enjoying success all over Poland.<sup>35</sup> It is worth mentioning that in 1956, Agnieszka Błaszka (LZS Orzesze) won a gold medal in the Polish Championships. One also should mention the following distinguished athletes: Zygmunt Brzozowski, Zofia Duda, Bożena Gorzelniak, Czesław Morawski, Michał Olszar and Barbara Wojaczek.

The activity of the PA FST in Katowice was also enriched by archery sections that were active, among others, at LZS Łobodno, LZS Ornontowice, LZS Pławniowice, LZS Strzemieszyce, LZS Wole, LZS Zawiercie. In the second half of the 1960, there were 8 archery sections. Three of them, together with 136 registered athletes, belonged to the Polish Archery Associations (PZŁ). Among the leading sections, one should mention Strzemieszyce and Zawiercie. Jerzy Ciołek and Włodzimierz Król were trainers of these sections. The archers of LZS Zawiercie enjoyed the biggest success, in 1968 winning individual and youth Polish championship in the junior category, and in 1969 taking the first place in the 1<sup>st</sup> Youth League (national games). The girls represented by Grażyna Szczepańska, Jolanta Szczubiałek and Barbara Wójcik became individual and team junior vice-champions of Poland. Among the best archers one should mention Robert Fanszewicz, Jacek Kołtoń, Andrzej Komenda and Waldemar Maja. The archers of LZS

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<sup>33</sup> P. Gazda, op. cit., pp. 35.

<sup>34</sup> 25 lat LZS, Katowice 3.IV.1971. Sprawozdanie z działalności Wojewódzkiego Zrzeszenia Ludowe Zespoły Sportowe w Katowicach za okres 1967–1970. Katowice, dnia 3 kwietnia 1971 r., pp. 55–56.

<sup>35</sup> 25 lat LZS, Katowice 3.IV.1971. Sprawozdanie z działalności Wojewódzkiego Zrzeszenia Ludowe Zespoły Sportowe w Katowicach za okres 1967–1970. Katowice, dnia 3 kwietnia 1971 r., pp. 56–58.

Strzemieszyce achieved less spectacular results. Within the sports level framework, the archers from Strzemieszyce had 4 first sports classes, 32 second ones, 38 third ones and 85 youth sports classes.<sup>36</sup>

In the years to come (the first half of the 1970s), there were five active sections which were registered in the Province Sports Federation, namely LZS Łobodno, LZS Ornontowice, LZS Pławniowice, LZS Wola, LZS Zawiercie. These teams participated in the 3<sup>rd</sup> league championships and the 1<sup>st</sup> (junior) league games. The best results were achieved by the archers of LZS Zawiercie, e.g. Danuta Szota won the Polish champion title and took the third place in the 3<sup>rd</sup> National Youth Spartakiad. At that time, two archery sections of the FST Association were established in the district of Wodzisław.<sup>37</sup>

The discipline of shooting was practised in the units of the FST PA in Katowice. This discipline was permanently introduced into the event calendar of the FST Association in order to make it popular among rural youth. Competitions (at particular levels) took place under the patronage of "Robotnik Rolny". The National Defence League co-organised the event. The representatives of the FST PA in Katowice reached top places in team classification at central level competitions. In 1974, Kazimierz Zdeb (district of Rybnik)<sup>38</sup> won the individual first place in the national competition. In 1971, the athletes from the FST Association from the district of Częstochowa could celebrate their individual and team victory in the Province Shooting Contest of "Robotnik Rolny" Cup.<sup>39</sup> In the district of Częstochowa, shooting sections existed at LZS Mykanów and LZS Żłoty Potok.

One of the first weightlifting sections in the FST PA in Katowice were open at LZS Jankowice, LZS Leszczyny-Świerklany, LZS Siewierz, LZS Syrynia, LZS Tarnowiczanka, LZS Wieszowa, LZS Zawiercie and LZS Żarki (the second half of the 1950s). The representatives of LZS Leszczyny took part in the individual FST PA championships in Katowice, which took place on 14 April 1957, in Szopienice.<sup>40</sup> The following athletes participated in the competition: E. Fajkis, R. Fizia, H. Klepek, Kopiec, H. Sitek, Stanisław Lampert, Ochojski, Olma and K. Sobocik. Quite fast, this discipline became popular in the rural environment. It is worth mentioning that during the next FST PA individual championship in March 1958, in Jankowice, there were almost 100 weightlifters from the following districts: Rybnik, Pszczyzna, Tarnowskie Góry, Zawiercie, and from LZS Jankowice, Syrynia,

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<sup>36</sup> 25 lat LZS, Katowice 3.IV.1971. Sprawozdanie z działalności Wojewódzkiego Zrzeszenia Ludowe Zespoły Sportowe w Katowicach za okres 1967–1970. Katowice, dnia 3 kwietnia 1971 r., pp. 58–59.

<sup>37</sup> Wojewódzkie Zrzeszenie Ludowe Zespoły Sportowe Katowice, Materiały Sprawozdawczo-Programowe na VIII Wojewódzki Zjazd Delegatów, Katowice – Marzec 1975, pp. 14.

<sup>38</sup> Ibidem.

<sup>39</sup> P. Gazda, op. cit., pp. 36.

<sup>40</sup> J.T. Michura, *Kronika śląskiej sztangi*, vol. 1: *Kalendarium*, part 1: 1811–1986, Śląski Związek Podnoszenia Ciężarów, no place of publication, 2015, pp. 90.

Wieszowa, Zawiercie and Żarki.<sup>41</sup> The biggest number of championship titles went to LZS Wieszowa weightlifters. In the Polish junior championships taking place on 18–19 April 1959, a weightlifter of LZS Wieszowa, Marek Gołąb, won a silver medal in the light heavyweight category (82.5 kg).<sup>42</sup> At the end of the 1950s, there were weightlifting sections at LZS Przegęza and LZS Rybnik, whereas in 1961 LZS Widów<sup>43</sup> also ran its weightlifting section.

In the 1960s, LZS Tarnowskie Góry (in the sources also known as LZS Tarnowiczanka) used to run a weightlifting section. In 1964, its weightlifter, Andrzej Ryguła, won a gold medal at the Polish championships in the junior category.<sup>44</sup> In the years 1964–1974, weightlifting was also trained, among all, at LZS Cieszyn, LZS Pomowiec Rudniki, LZS Kłobuck, LZS Boronów, LZS Szarlejka, LZS Myszków, LZS Zorza Wrzosowa, LZS Grabówka, LZS Lipie, LZS Przemsha Siewierz. In 1963, the team of LZS Przemsha Siewierz, fighting in class B team competition, won the fifth place.<sup>45</sup> Marian Majewski trained the weightlifters from Siewierz. In 1964, a weightlifting section was run at LZS Straconka.<sup>46</sup> A weightlifter of LZS Zorza Wrzosowa, Andrzej Komorowski, won the third place at the FST Polish championships in Ława, in 1966.<sup>47</sup>

In the second half of the 1960s, the FST PA in Katowice had 20 weightlifting sections counting 441 athletes, four of which were registered at the Polish Weightlifting Association (PZPC). The leading weightlifting sections were located in Kłobuck, Lubliniec, Myszków and Zawiercie, with 133 registered athletes. The most distinguished weightlifters were Zdzisław Borgoń, Antoni Bętkowski, Wiesław Bułka, Leszek Czyż, Tadeusz Dobosz and Jerzy Pępek (Zawiercie), and Mirosław Kuc and Jacek Majewski (Kłobuck). Their trainers were Henryk Dzieciół, Edward Maroński, Stefan Okularczyk and Jan Żyrkow.<sup>48</sup>

In league class A contests (in the years 1971–1974) one could watch the teams of Pomowiec Rudniki and LZS Kłobuck, whereas LZS Boronów and LZS Cieszyn fought in class B, and LZS Szarlejka fought in the junior FST league.<sup>49</sup> LZS Pomowiec Rudniki with its trainer Mirosław Maj had the strongest section. The best weightlifters in Katowice province were Jan Huras, Józef Jurczak and Tade-

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<sup>41</sup> Ibidem, pp. 94–95.

<sup>42</sup> Ibidem, pp. 107.

<sup>43</sup> J.T. Michura, *Kronika śląskiej sztangi*, vol. 2: *Monografie klubów*, Śląski Związek Podnoszenia Ciężarów, no place of publication, 2016, pp. 116, 355.

<sup>44</sup> 40 lat Ludowych Zespołów Sportowych, Katowice, no publication date, pp. 15.

<sup>45</sup> J. T. Michura, *Kronika śląskiej sztangi*, vol. 2: *Monografie klubów...*, pp. 7.

<sup>46</sup> Ibidem, pp. 20.

<sup>47</sup> Ibidem, pp. 82.

<sup>48</sup> 25 lat LZS, Katowice 3.IV.1971. Sprawozdanie z działalności Wojewódzkiego Zrzeszenia Ludowe Zespoły Sportowe w Katowicach za okres 1967–1970. Katowice, dnia 3 kwietnia 1971 r., pp. 61–62.

<sup>49</sup> Wojewódzkie Zrzeszenie Ludowe Zespoły Sportowe Katowice, Materiały Sprawozdawczo-Programowe na VIII Wojewódzki Zjazd Delegatów, Katowice –Marzec 1975, pp. 13.

usz Wiatrek. In 1974, at the Polish junior championships, Józef Jurczak won the third place, and in the same year (1974) Wiesław Wierzbicki (LKS Pomowiec Rudniki) won the seventh place (featherweight) at the FST Association Polish championships in Ostróda.<sup>50</sup> In the first half of the 1970s, the weightlifting section of LZS Boronów took pride in its best athletes, i.e. Jan Czyż, Roman Czyż and Hubert Rurański<sup>51</sup>. Jan Czyż was voted the best FST sportsperson of Lubliniec district in 1972.

At the end of the 1950s, LZS Zieloni Katowice was established. As J.T. Michura writes, "It was composed of the representatives of Folk Sports Teams from the whole Katowice - Częstochowa area. The club was represented by athletes from smaller places and its strong team fought in province and national competitions."<sup>52</sup> The team of LZS Zieloni Katowice consisted of weightlifters from Iskry Połomia, LZS Częstochowa, LZS Gniazdów, LZS Jedność Boronów, LZS Koszęcin, LZS Liswarta Krzepice, LZS Lipie, LZS Lgota, LZS Mykanów, LZS Pomowiec Rudniki (LZS Borowe Pole – Zawiercie), LZS Przybyszów, LZS Rzeniszów, LZS Rędziny, LZS Sokół Olesno, LZS Sparta Lubliniec, LZS Szarlejka, LZS Światowit Myszków, LZS Tarnowiczanka, LZS Wieszowa, LZS Wręczyca, LZS Wrzosowa, LZS Żarki.<sup>53</sup>

In the rural environment, table tennis was a popular and widely practised sports discipline, both at the professional level and as a leisure-time activity. The best sections were run by e.g. LZS Rój (district of Rybnik) and LZS Ruch Pniów (district of Gliwice). They played in league contests at the province and regional level. The teams from the districts of Cieszyn and Lubliniec participated in championship contests at the district and regional level.<sup>54</sup> In the sports season of 1967/1968, the following teams of the FST PA in Katowice took part in class A contests: Orzeł Stanica, Olimpia Pławniowice, Ruch Pniów (Gliwice group); LZS Rogoźna, LZS Syrynia (Rybnik group); LZS Lot Konopiska, LZS Ruch Kochanowice (Częstochowa group).<sup>55</sup>

In the second half of the 1960s and at the beginning of the 1970s, the FST PA in Katowice accommodated 237 table tennis sections and 3859 athletes, including 843 women. There were 78 teams registered at the Polish Table Tennis Association (PZTS), counting 789 table tennis players, including 164 female play-

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<sup>50</sup> Wojewódzkie Zrzeszenie Ludowe Zespoły Sportowe Katowice, Materiały Sprawozdawczo-Programowe na VIII Wojewódzki Zjazd Delegatów, Katowice – Marzec 1975, pp. 13; J.T. Michura (in publication) *Kronika śląskiej sztangi*, vol. 1: *Kalendarium*, part 1: 1811–1986, pp. 325–326, does not confirm winning the bronze medal by Józef Jurczak in the Polish Junior Championships

<sup>51</sup> E. Czyż, *50-lecie Klubu Sportowego Jedność w Boronowie*, Wydawnictwo Plik Piekary Śląskie, Boronów 2003, pp. 7.

<sup>52</sup> J.T. Michura, *Kronika śląskiej sztangi*, vol. 2: *Monografie klubów...*, pp. 125.

<sup>53</sup> *Ibidem*.

<sup>54</sup> Wojewódzkie Zrzeszenie Ludowe Zespoły Sportowe Katowice, Materiały Sprawozdawczo-Programowe na VIII Wojewódzki Zjazd Delegatów, Katowice – Marzec 1975, pp. 15.

<sup>55</sup> W. Pięta, *Sport na Śląsku. Tenis stołowy w latach 1929–2019*, Przedsiębiorstwo Usługowe Compus, Gliwice 2019, pp. 84.



ers. Eleven teams participated in Class A contests, 45 teams fought in Class B, and eleven of them in Class C. 111 teams took part in rural leagues games. The leading table tennis players were: Jan Cyrulik, Jan Kozłowski, Mieczysław Pięta and Stanisław Skolik.<sup>56</sup>

In the district of Częstochowa, the following teams took part in Class B matches in the season of 1971/1972: LZS Grom Poczesna, LZS Przyrów, LZS Borowno, LZS Grabówka, LZS Sokole Góry and LZS Konopiska. The District Association of FST in Częstochowa took pride in the following leading table tennis players: Barbara Fikier, Henryk Pałasz, Stanisław Markowski (LZS Grom Poczesna) and Ryszard Gephhard (LZS Lot Konopiska), Barbara Goleniowska (LZS Przyrów).<sup>57</sup>

LKS Pogoń Imielin had a wrestling section. It was one of the leading ones both in the province of Katowice and in Poland. The wrestlers of this section participated in the second league junior contests. In the years 1962-1963, Franciszek Pielorz was among the medallists of the Polish championships.<sup>58</sup> In 1959, the wrestlers of Pogoń Imielin won the second place in the Polish Team Championships. In the 1950s and 1960s, the wrestling section was represented by: Edward Czamberg, Stanisław Hermyt, Jan Jochemczyk, Antoni Kapołka, Norbert Kasperczyk, Franciszek Koserczyk, Józef Kubica, Wojciech Kubica, Roman Malcharek, Paweł Miczko, Franciszek Pielorz, Leon Siupka, Paweł Siupka, Benedykt Sobota, Ludwik Socha, Ludwik Starczynowski, Edmund Stolarczyk, Franciszek Synowiec, Piotr Synowiec, Rudolf Walczysko, Antoni Warwas and Fryderyk Wybraniec. Franciszek Gorol was a gold medallist of the Polish Championships in 1969.<sup>59</sup> Andrzej Hermyt, on the other hand, won gold medals in the years 1971-1974 at the Polish Junior Championships and the Third National Youth Spartakiad.<sup>60</sup> The best wrestlers of Pogoń Imielin were the members of the national junior team. In the second half of the 1960s and at the beginning of the 1970s, the section counted 63 wrestlers. Among the section's activists one should mention Rudolf Gniłek, Józef Stęchły and Franciszek Synowiec.<sup>61</sup>

Moreover, the sports disciplines such as chess and draughts also played an important role in sports activity. A very important role goes to chess due to the

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<sup>56</sup> 25 lat LZS, Katowice 3.IV.1971. Sprawozdanie z działalności Wojewódzkiego Zrzeszenia Ludowe Zespoły Sportowe w Katowicach za okres 1967-1970. Katowice, dnia 3 kwietnia 1971 r., pp. 68-69.

<sup>57</sup> P. Gazda, op. cit., pp. 34.

<sup>58</sup> 90-lecie Ludowego Klubu Sportowego Pogoń Imielin 1922-2012, no publication date, no pagination.

<sup>59</sup> 40 lat Ludowych Zespołów Sportowych, Katowice no publication date, pp. 15.

<sup>60</sup> Wojewódzkie Zrzeszenie Ludowe Zespoły Sportowe Katowice, Materiały Sprawozdawczo-Programowe na VIII Wojewódzki Zjazd Delegatów, Katowice - Marzec 1975, pp. 13.

<sup>61</sup> 25 lat LZS, Katowice 3.IV.1971. Sprawozdanie z działalności Wojewódzkiego Zrzeszenia Ludowe Zespoły Sportowe w Katowicach za okres 1967-1970. Katowice, dnia 3 kwietnia 1971 r., pp. 69-70.

“The Golden Rook” Chess Tournament organized by the FST Association. “The Golden Rook” Chess Tournament was initiated by the FST Association in 1958. The development of this area of activity was to some extent linked with the emergence of “rural meeting places” (cafés hosting cultural events) in the countryside, destined for cultural and educational activity, within which e.g. board games contests were organised. At the very beginning, there were district competitions organized, e.g. in the edition of 1958/1959 Cieszyn won the district classification; in the editions of 1959/1960-1960/1961 it was Pszczyna, Gliwice won in the edition of 1962/1963, whereas in the years 1966/1967–1967/1968 the first place went to Myszków, and in 1969/1970 to Będzin.<sup>62</sup> Beginning with preliminary local rounds, via gromada (commune subdivision), district and province qualifiers, there were central (national) finals held. The finals of “The Golden Rook” Chess Tournament were held on 6–8 May 1966, in Warsaw. The chess players of LZS PZGS Lubartów won. The team of FST Nakło Śląskie representing the FST PA in Katowice took the 8<sup>th</sup> place.<sup>63</sup> In the competition among the units of FST PA, the FST PA in Katowice turned out to be the best in the following editions: 1959/1960, 1962/1963–1963/1964, 1966/1967–1969/1970. As S. Drążdżewski writes, “Since 1972, the inter-district and inter-province contests were [...] given up.”<sup>64</sup>

Among the units of the FST PA in Katowice, “The Golden Rook” Chess Tournament enjoyed an immense popularity in the first half of the 1970s. 2 907 teams took part in the 1972/1973 season games, and in the next one (1973/1974) there were 3 428 of them.<sup>65</sup> In the years 1966–1975, the following teams from Katowice province took part in the finals of “The Golden Rook” Chess Tournament: LZS Cieszyn, LZS Czyżowice, LZS Drzewiarz Kłobuck, LZS Hetman Koszęcin, LZS Kłobuck, LZS Koszęcin, LZS Nakło Śląskie (Table no 3).<sup>66</sup> The best results in that period of time were reached by LZS Koszęcin chess players during the finals that took place in Cieszyn, on 20–26 April 1972. The team of LZS Koszęcin was represented by: Lesław Bidziński, Tadeusz Bobecki (teachers), Paweł Bogawski (retiree) and Gerda Mucha (employee of “Śląsk” Song and Dance Ensemble). Gerda Mucha and Tadeusz Bobecki won all the matches in their groups. In the individual tournament, Gerda Mucha won the 2<sup>nd</sup> place, whereas Jadwiga Posytek was fourth. LZS Kłobuck chess player also showed their expertise in the finals of 1973 in Szczecin and in 1974 in Płock, taking the 2<sup>nd</sup> place. In 1973 and 1974, the Skwarczyński family

<sup>62</sup> J. Moraś, Z. Tyszkiewicz, *50 lat Turnieju Szachowego o “Złotą Wieżę”*, Wydawnictwo Penelopa, Warszawa 2009, pp. 3–5; S. Drążdżewski, *Ludowe Zespoły Sportowe*, Warszawa 1974, pp. 106–108.

<sup>63</sup> J. Moraś, Z. Tyszkiewicz, *50 lat Turnieju Szachowego o “Złotą Wieżę”...*, pp. 8–9.

<sup>64</sup> S. Drążdżewski, *Ludowe Zespoły Sportowe*, Warszawa 1974, pp. 108.

<sup>65</sup> Wojewódzkie Zrzeszenie Ludowe Zespoły Sportowe Katowice, *Materiały Sprawozdawczo-Programowe na VIII Wojewódzki Zjazd Delegatów*, Katowice – Marzec 1975, pp. 15.

<sup>66</sup> J. Moraś, Z. Tyszkiewicz, *50 lat Turnieju Szachowego o “Złotą Wieżę”...*, pp. 10–27.

(Henryk – father, Wiesław and Zdzisław – sons, Zofia – daughter) played for the team of LZS Kłobuck.<sup>67</sup> In 1973, in the individual tournament (central one), the chess player of LZS Kochanowice won the 5<sup>th</sup> place. For some participants, “The Golden Rook” Chess Tournament constituted a prelude to their further sports career. In their monograph *40 years of “The Golden Rook” Chess Tournament (40 lat Turnieju Szachowego “O Złotą Wieżę”)*, T. Nycz and S. Witkowski write, “The tournament in Malbork (1967 – the authors) singled out a few promising talents. [...] Many beautiful rounds were played by a future Polish championships finalist, Karol Pinkas, a learner of Tadeusz Przybyła from Wisła (Cieszyn district). Further on, he was a leading chess player and an esteemed trainer.”<sup>68</sup>

**Table 4.** Places of the representatives of the FST PA in Katowice in the finals of “The Golden Rook” Chess Tournament in the years 1966–1975

Year	The tournament venue	The tournament winner	The best FST PA team in Katowice
1966	Warszawa	LZS PZGS Lubartów (Lublin)	LZS Nakło Śląskie – the 8 <sup>th</sup> place
1967	Malbork	LZS Huragan Żagań (Zielona Góra)	LZS Cieszyn – the 7 <sup>th</sup> place
1968	Żagań	LZS Prim EtK (Białystok)	LKS Czyżowice – the 11 <sup>th</sup> place
1969	Zgorzelec	LZS Huragan Żagań (Zielona Góra)	LZS Drzewiarz Kłobuck – the 4 <sup>th</sup> place
1970	Kętrzyn	MLKS Piast Słupsk (Koszalin)	LKS Czyżowice – 14 <sup>th</sup> place
1971	Łańcut	LKS Orzeł Trzciańsko-Zdrój (Szczecin)	LZS Koszęcin – 9 <sup>th</sup> place
1972	Cieszyn	LZS Koszęcin (Katowice)	LZS Koszęcin
1973	Szczecin	LZS Krzna Biała Podlaska (Lublin)	LZS Kłobuck – the 2 <sup>nd</sup> place LZS Hetman Koszęcin – the 16 <sup>th</sup> place
1974	Płock	LKS Mechanik Stargard Szczeciński (Szczecin)	LZS Kłobuck – the 2 <sup>nd</sup> place
1975	Uniejów	LKS Budrol Legnica (Wrocław)	LZS Kłobuck – the 12 <sup>th</sup> place

Source: J. Moraś, Z. Tyszkiewicz, *50 lat Turnieju Szachowego o “Złotą Wieżę”*, Wydawnictwo Penelopa, Warszawa 2009, pp. 8–27.

A draught section (100-square draughts) was held in LZS Grom Poczesna. The leading sportspeople in this discipline were: Barbara and Stanisław Markowscy, Andrzej Kosmola and Zdzisław Porodnicki.<sup>69</sup>

<sup>67</sup> Ibidem, pp. 20–25.

<sup>68</sup> T. Nycz, S. Witkowski, *40 lat Turnieju Szachowego “O Złotą Wieżę”*, Wydawnictwo Szachowe „Penelopa”, Warszawa 1998, pp. 9.

<sup>69</sup> P. Gazda, op. cit., pp. 38.

Sports activity was realised in agricultural schools from the area of Katowice province. The following agricultural schools in Katowice province followed suit: CRS Cieszyn, Państwowe Technikum Hodowlane (PTH) Będus, Państwowe Technikum Leśne (PTL) Brynek, Państwowe Technikum Ogrodnicze (PTO) Bielsko-Biała, Państwowe Technikum Rolnicze (PTR) Międzywieć, PTR Nakło Śląskie, PTR Ornontowice, PTR Pszczyna, PTR Żłoty Potok, ZPTR Cieszyn. In the second half of the 1960s, about 3800 students attended these schools (2350 of them were members of FST units). In 1971, there were 3909 of them, and in 1945 – 4390.<sup>70</sup> On the premises of agricultural schools, 8 LZS units (48 sports sections with 2707 members) were active whereas in 1974 there were 10 of them (71 sports sections and 3716 members). PTO Bielsko-Biała, PTR Ornontowice, ZPTR Cieszyn and PTR Pszczyna had the biggest number of sections (as of 1974): ZPTR Cieszyn (588), PTO Bielsko-Biała (463) and PTR Pszczyna (440).<sup>71</sup> During the National Agricultural Schools Youth Olympics in 1973, the students from Katowice province took the 17<sup>th</sup> place. The unit of the Agricultural Education of the Province National Council (WRN) in Katowice comprised the Methodology Centre which united physical education teachers who ran physical education lessons in agricultural schools. There was a specially prepared annual calendar of sports events for agricultural schools. The most popular sports disciplines in agricultural education were athletics and sports games. The students practising sports acrobatics presented the highest level of sports skills. They attended the Agricultural Schools Complex (Zespół Szkół Rolniczych – ZSR and CRS) in Cieszyn. Boys training handball represented PTL in Brynek, girls training handball came from PTR Ornontowice, athletics was trained in PTR in Międzywiecie and Ornontowice, volleyball was the domain of PTO in Bielsko-Biała and the School Complex CRS in Cieszyn.<sup>72</sup> The most distinguished trainers were Bronisław Dzik (PTO Bielsko-Biała), Mieczysław Krukowski (PTL w Brynku), Witold Słowiński (PTR Ornontowice), Jan Guzik (PTR Nakło Śląskie), Witold Czerwiński (Międzywiecie), Jan Konderla and Zdzisław Okarma (Cieszyn).<sup>73</sup>

The fruitful activity of the FST PA in Katowice was crowned with numerous awards for the units and athletes of the FST PA in Katowice. The following FST units received “Omega” sports quality mark granted by the editors of “Wiado-

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<sup>70</sup> 25 lat LZS, Katowice 3.IV.1971. Sprawozdanie z działalności Wojewódzkiego Zrzeszenia Ludowe Zespoły Sportowe w Katowicach za okres 1967–1970. Katowice, dnia 3 kwietnia 1971 r., pp. 24–27; Wojewódzkie Zrzeszenie Ludowe Zespoły Sportowe Katowice, Materiały Sprawozdawczo-Programowe na VIII Wojewódzki Zjazd Delegatów, Katowice – Marzec 1975, pp. 18.

<sup>71</sup> Wojewódzkie Zrzeszenie Ludowe Zespoły Sportowe Katowice, Materiały Sprawozdawczo-Programowe na VIII Wojewódzki Zjazd Delegatów, Katowice – Marzec 1975, pp. 18.

<sup>72</sup> 25 lat LZS, Katowice 3.IV.1971. Sprawozdanie z działalności Wojewódzkiego Zrzeszenia Ludowe Zespoły Sportowe w Katowicach za okres 1967–1970. Katowice, dnia 3 kwietnia 1971 r., pp. 26.

<sup>73</sup> Ibidem.

mości Sportowe”: in 1967 – LKS Wisła Istebna; in 1970 – LKS Klimczok Bystra and LZS Przełom Kaniów; in 1971 – LZS Olimpia Pławniowice and LZS Blanowice.<sup>74</sup>

The opinion poll for “20” best countryside athletes chosen on the 20<sup>th</sup> anniversary of FST distinguished the following athletes: the 3<sup>rd</sup> place went to a cyclist Bogusław Fornalczyk (LKS Będzin, LZS Myszków), the 7<sup>th</sup> one to a skier Józef Przybyła (LKS Klimczok Bystra, LKS Szczyrk), the 8<sup>th</sup> one to a tobogganist Mieczysław Pawełkiewicz (LZS Mikuszowice), the 9<sup>th</sup> one to a skier Antoni Łaciak (LKS Szczyrk), the 11<sup>th</sup> one to a cyclist Józef Gawliczek (LZS Czernica), the 15<sup>th</sup> one to a skier Antoni Wieczorek (LKS Szczyrk), the 16<sup>th</sup> one to a tobogganist Edward Fender (LZS Mikuszowice).<sup>75</sup> The opinion poll for “10” best countryside athletes chosen on the 25<sup>th</sup> anniversary of FST distinguished the following athletes: the 2<sup>nd</sup> place went to a cyclist Bogusław Fornalczyk, the 3<sup>rd</sup> one to Antoni Łaciak, the 5<sup>th</sup> one to Józef Gawliczek, the 9<sup>th</sup> one to Józef Przybyła.<sup>76</sup> The winner of the opinion poll for “10 best countryside athletes” in 1958 was Bogusław Fornalczyk, in 1962 – Antoni Łaciak, in 1966 – Józef Gawliczek.

The titles of “Distinguished Masters of Sport” were granted to: Bogusław Fornalczyk (LZS Będzin) – the title granted in 1966, Antoni Wieczorek (LKS Szczyrk) - the title granted in 1967, Józef Przybyła (LKS Klimczok Bystra) – the title granted in 1967. The medals for “Outstanding Sporting Achievements” were granted to Józef Łaciak (skiing, LKS Szczyrk, a gold medal in 1962), and to Józef Gawliczek (LZS Czernica, 1967). Silver medals of “Distinguished Masters of Sport” were granted to Bogusław Fornalczyk (1962), Józef Gawliczek and Mieczysław Pawełkiewicz (LKS Mikuszowice, 1965). Bronze medals of “Distinguished Masters of Sport” went to Edward Fender (LKS Mikuszowice) and Mieczysław Pawełkiewicz (1966). The title “Master of Sport” was granted to the following athletes: Antoni Wieczorek in 1954, Bogusław Fornalczyk in 1958, Małgorzata Chwaszcza (LZS Orzesze, sports acrobatics), Edward Fender, Józef Gawliczek, Antoni Łaciak (LKS Szczyrk), Krystyna Nawrat (LZS Orzesze, sports acrobatics), Mieczysław Pawełkiewicz, Róża Prokop (LZS Orzesze, sports acrobatics), Józef Przybyła, Stefan Przybyła (LKS Szczyrk, skiing).<sup>77</sup>

## Conclusion

The years 1952–1975 saw an increase in the number of units and members of the FST PA in Katowice. In particular, that phenomenon concerned the activity

<sup>74</sup> S. Drążdżewski, *Ludowe Zespoły Sportowe*, Warszawa 1974, pp. 419–423.

<sup>75</sup> Ibidem, pp. 411–412. S. Drążdżewski, mentioned the 17<sup>th</sup> place of Mieczysław Nowak (weightlifting) – Katowice province. Mieczysław Nowak was, among all, the athlete of FST Wołów (Wrocław province; he did not represent PAFST in Katowice).

<sup>76</sup> Ibidem, pp. 412.

<sup>77</sup> Ibidem, pp. 412–417.

of FST District Councils in Będzin, Cieszyn, Kłobuck, Rybnik, Tarnowskie Góry. Once the number of units and members had grown, sports infrastructure developed as well, and there was a bigger number of training personnel, i.e. sports coaches, instructors, and sports sections.

The sports activity of the FST Province Association in Katowice focused to a great extent on the organization of mass events, among all, in the following disciplines: athletics, football, handball, volleyball, chess, table tennis and draughts. It is worth noticing though that the contestants of the Folk Sports Teams Province Association in Katowice would achieve state and international success especially in such disciplines as sports acrobatics, cycling, tobogganing, skiing. Agricultural schools were becoming more and more important as far as sports activity was concerned.

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**CZĘŚĆ II**  
TEORIA I METODYKA  
WYCHOWANIA FIZYCZNEGO I SPORTU





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## SPORT CAREERS AND PROCESS OF CAREER TERMINATION

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### Kariery sportowe i proces odchodzenia od profesjonalnego sportu

#### Streszczenie

Dwa główne cele tego artykułu to: omówienie problemu emerytury sportowców oraz opracowanie rekomendacji dotyczących powstania przeznaczonego dla sportowców systemu emerytalnego. Zagadnienie emerytury sportowej jest złożone ze względu na specyfikę zawodu sportowca oraz wielowarstwowe konsekwencje, jakie wykonywanie zawodu ma dla życia po zakończeniu kariery. Sportowcy przechodzą na emeryturę wcześniej niż przedstawiciele innych zawodów, ponieważ muszą skończyć swoje kariery w momencie, w którym ich ciała nie pozwalają na rywalizację na odpowiednim poziomie. W rezultacie, jako nadal relatywnie młode osoby, muszą zmierzyć się z wieloma problemami, między innymi potrzebą wejścia na nową ścieżkę zawodową. Artykuł zawiera opis zawodu sportowca, który skupia się między innymi na takich kwestiach jak potrzeba szybkiej i wąskiej specjalizacji. Przy użyciu socjologicznej i psychologicznej perspektywy opisane zostają również wyzwania, jakie stawia przed sportowcami konieczność zakończenia kariery. W tekście znajduje się również opis instytucjonalnych rozwiązań mających ułatwić przejście na sportową emeryturę oraz pomóc odnaleźć się w nowej, pozasportowej rzeczywistości. Artykuł powstał w oparciu o przegląd literatury i analizę programów przeznaczonych dla sportowców. Praca może stanowić głos w dyskusji nad zabezpieczaniem przyszłości pozasportowej zawodniczek i zawodników.

**Słowa kluczowe:** socjologia sportu, sportowcy, emerytura, rozwiązania instytucjonalne.

#### Abstract

The main objectives of this article are: to discuss the problem of retirement among professional athletes and to develop recommendations for a pension system dedicated to athletes. The issue of retirement in sport is complex because of the specific nature of professional sportspersons'

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occupation and its multi-layer ramifications for life after the sports career. The retirement process differs for athletes versus other members of society because they have to finish careers when their bodies do not allow them to perform at the expected level, at a relatively young age in comparison to other occupations. As a result, they face multiple challenges, such as embarking on a new career path. The article includes a description of the athletic career, touching upon issues such as the necessity for early and narrow specialization. Subsequently, challenges connected with athletes' retirement are presented in the light of both the sociological and psychological perspective. Institutional solutions designed to make a post-career transition are also discussed. This article is based on the existing literature from the field and review of programmes established to facilitate athletes' retirement process. The paper may be considered a contribution to a discussion on effective ways to facilitate athletes' retirement process.

**Keywords:** sociology of sport, athletes, retirement, institutional solutions.

## Introduction

This article focuses on describing the sportsperson's career as a specific type of professional career as well as the retirement process, which comes at a relatively young age in this professional field. Raising awareness about sportspersons' needs to find a new path in life and a new identity after their professional sport career is a socially important problem because thousands of sportspersons decide to retire each year, for different reasons. Research in the aforementioned area could not only improve the current status quo of sociological knowledge but also help organizations which specialize in facilitating sportspersons' shift from professional careers. The main objective of this article is to discuss the problem of athletes' retirement and to develop recommendations on a pension scheme adjusted to sportspersons' needs in Poland. The paper is structured as follows: first, I outline the specific characteristics of the sport career seen as a profession. Then, I point out the difficulties that sportspersons have to overcome after they decide to retire from their professional career in sport. Subsequently, the review of selected institutional solutions for sportspersons designed to make their shift from professional sport to post-retirement life easier is presented. Towards conclusion comes a short discussion on existing transition-facilitating solutions.

## Methodology

This article is based on literature state-of-the-art analysis and synthesis. The research categories were: characteristics of athlete profession and sportspersons retirement process. In order to achieve the goal of the paper, I analyse both sociological and psychological bodies of work on sports careers. Research on individual and team sports is being analysed as they lead to alike athletes' retire-

ment experience. This paper also includes a review of selected institutional solutions designed in order to facilitate athletes' retirement process. Data collection for this section was carried out on websites dedicated to each scheme and through a literature review.

## **Sports career as a (specific) profession**

Athletic careers must be perceived as a unique kind of occupation. 'Occupation' can be interpreted as the manufacturing or distribution of goods or delivering various kinds of services for people or organizations, mostly within a specific timeframe (Bain, 2005). In collective consciousness, the work of a sports person is not always perceived in this way because of the fine line between being a professional contestant and doing sports as a hobby or a leisure activity. Krawczyk (1983: 138) claims that "a sports career is a process of achieving and pursuing caps in national colours, which is connected with certain status." Lenartowicz (2019: 327) sees a sports career wider as the researcher writes that it is "[...] an element of the sequence of professional roles which an individual goes through in their professional life." In this article, a sports career is defined and understood the way Lenartowicz (2019) put it. Professionalism has been present in sport since antiquity. It was a result of what Lenartowicz (2009a) calls 'sportsmen cult' and high prestige of the Olympic Games, with their religious character. In those times, becoming a professional athlete was considered as one of the most prominent career paths. Success in this domain had implications in other spheres of life, such as politics, for instance.

The challenge a retired sportsperson must face consists in starting a new professional career after retiring from sports, which is difficult as they have to compete on the job market with their peers who have already managed to consolidate their position. Many retired athletes are trying to find new ways of making a living that would be connected with their discipline, by leveraging their experience and social capital within the community: they become coaches, managers, board members in sports clubs or TV pundits. Lenartowicz (2009a) summed up the main characteristics of a sportsperson's career and obstacles they must face:

- 1) essential early socialization as an athlete and quasi-professional specialisation
- 2) sudden ending of a professional life,
- 3) operating in an area where professionalism and amateurism are intertwined,
- 4) common lack of statutory regulations for professional athletes,
- 5) heavy pressure for immediate results,

- 6) relatively high earnings which, however, come from a number of various sources (sponsorship deals, club contracts, scholarships, media presence),
- 7) need for frequent change of employers and frequent migration that comes with it,
- 8) temporal displacement of career stages over time in comparison to other occupations,
- 9) retirement from sport comes early and, in most instances, retired athletes need to embark upon a new career path in order to make a living,
- 10) full engagement is required in order to succeed and become a professional athlete, with bodily capabilities and strong health playing a crucial role,
- 11) status and earnings differ considerably, depending on the sports discipline practised.

In most cases, people who professionally pursue the athletic craft during their lives were introduced and became committed to its cause when they were children (Green et al., 2007). Socialization is a term describing the societal influence on the development of an individual, and the process through which the individual becomes part of society (Roberts, 2009). The primary source of socialization lies in the family, which tends to shape children's predispositions, develop necessary physical capabilities and equip them with relevant knowledge, which is indispensable within a sports field. Apart from that, a crucial way in which the family aids the development of the young individual consists in enabling and providing support. Wheeler (2011) observes that parents are often the actors who provide children with their first opportunities and experiences by exposing them to sports activities. This may be through enrolling children in sports clubs or other organized physical activities. A longitudinal study of UK adults' sports engagement shows that those who were involved in several sports disciplines during their late teenage years and into their 20s are most likely to participate in sports during young adulthood. The cornerstone of this trend lies in the preceding life stage and different uses of leisure (Roberts & Brodie, 2009).

While discussing the specific nature of an athletic career, Lenartowicz (2009a) points that a sportsperson must specialize in a really narrow area. Investments in this field are often not transferable to other areas of life, which may cause some difficulties when a career is unsuccessful or the sportsperson's body no longer allows them to compete at the required level. Moreover, careers in sport differ from careers in other domains because of temporal displacement of career stages over time. The career begins at a really young age, it is short-lived in comparison to other occupations, and prime time comes usually when the peers of successful athletes are at the early stages of their professional life in almost every other profession, while elite-level sports careers often end when others' professional lives are getting stable. As a consequence, family life and social life of athletes look different. The goal to become a professional sports-

person is inevitably connected with massive investments on the side of the pursuers as well as their closest environment. In many cases, neglecting other areas of life, like education or family, is the price people pay for pursuing the ultimate goal of becoming a professional sportsperson (Woźniak, 2017). The status of a professional athlete, and the financial gratification which usually comes with it, is a dream and desire for many, but one must take into account that a sportsperson's stamina wears off relatively fast, which means that they can make a living from sports only for as long as their body allows them to compete at the expected level. However, not every person could potentially make a career in professional sport. Just being able to practise a certain sport over a long period of time does not guarantee success or a professional career. Each individual has their own specific potential to become an 'attractive commodity' in sports. Generally, the chances to 'make it' and become a professional athlete are low for most people. Maintaining a professional status over a long period of time is similarly challenging (Spaaij & Ryder, 2022). Leonard (1996) claims that just two out of 10,000 males aged from 15 to 39 are able to reach the professional sportsperson status and there are thousands of those who tried their luck in the industry but failed, for different reasons. Awareness of the short-lived character of a sportsperson's career means that they have to discipline their bodies in order to extend their careers for as long as possible. Spaaij and Ryder (2022) claim that most of the players realise but do not necessarily accept the fact that their role is temporary and in some cases ends with an involuntary exit. A sportsperson's career is subjected to the risk of injuries, which could sideline an athlete from training sessions and competitions for a longer or shorter period of time, depending on the type of injury. In the study conducted by Lenartowicz (2009b) with a sample size of 272 Polish athletes (160 males and 112 females) involved in 13 different Olympic sport disciplines, injuries and health issues were indicated as a factor which hampered the predicted and harmonious course of professional career the most (60% of study participants mentioned this factor). The respondents complained about the scope of healthcare provided by sports institutions and lack of sufficient healthcare in general. The latter was indicated by 45.6% of the examined athletes, while the former was mentioned by 42.8% of the study participants.

The number of uncertainties connected with an athletic career mean that the professional sport community and athletes themselves need to look for solutions that could facilitate the retirement process when the sportsperson's body no longer allows them to continue their careers, or when they want to discontinue for other reasons. There are numerous examples of sportspersons who struggle financially and psychologically after retiring from professional sport. The moment of sports career termination is regarded as the most difficult and challenging experience in a professional athlete path (Taylor & Ogilvie,

2001). After a successful career, many retired sportspersons cannot cope with new reality. This often leads to bankruptcy, as demonstrated by the research study based on post-retirement trajectories of NBA players (Flynn, 2014).

Conducting research and raising awareness among sportspersons with regard to the short horizon of their careers could prevent many issues for retired athletes or those whose careers end due to severe injuries. Although Roderick and Kamperman (2022) claim that the termination of a sportsperson's career should not be considered as a single biographical episode but rather as a transitional process, an injury is a factor which can terminate an athlete's career abruptly. The threat of returning to the social position held before the professional career in sports, coupled with the frustration connected with the short experience of high-status life, show that the discussion on awareness-raising among professional athletes plays a crucial role in the sports community. This topic is covered by Tittenbrun (2015) in one of his articles. Using the framework of Marxist economic analysis, the author points out that in line with social perceptions, high salaries earned by footballers should compensate for a partly slave-like employment relationship. However, the short-lived nature of this relationship means that sportspersons' earnings are spread along a shorter period of time than in case of 'ordinary' workers. Although Tittenbrun's claim that footballers are under the 'slave-like' employment relationship is highly-controversial because the player's free will to accept or reject the offer is a crucial factor when the club tables a transfer offer, the media discourse surrounding football environment enhances this perception. Twice a year, when the transfer window opens, players are being 'sold' to other clubs and they are being 'picked' after a scrutinized recruitment process. Roderick and Kamperman (2022) notice that some of the 'cynically-minded' athletes are familiar with the notion that they are perceived as 'pieces of meat', 'commodities' or 'just another number'.

The abrupt and precipitous nature of professional life means that sport often gives a chance for sudden success to certain competitors (the so-called underdogs cases) but there are also plenty of instances of athletes whose careers come to an end with a chain of failures or an injury that prevents them from competing at the expected level. Pawlak (1995) claims that the abrupt character of a sports career presents itself not only in a possibility of a sudden 'jump' within the sports ladder. Even a more vital role is given by Pawlak to social resonance of sports achievements. Mass audiences and social media play a vital role in creating sports heroes and stars. In this day and age, a young athlete can become a public figure overnight, and not all of them are prepared for being followed by thousands of fans. To address this need, many companies began to emerge in the 21<sup>st</sup> century to fill this gap: they specialize in media training dedicated to athletes (e.g. <https://calacus.com/media-training>, <https://www.sports-mediatraining.com/>).



While full commitment to work is expected in many occupations, in the case of athletes, the demands are extremely high and are getting higher all the time (Lenartowicz, 2019). Training and practice are no longer enough: nowadays, sportspersons must go to great lengths in order to represent the expected level of performance. Professionalisation of sport has led to a point where competition for places is higher than ever; as a result, athletes nowadays seek an advantage by working with nutritionists or psychologists. Any discussion about professional athletes must also consider the fact that this group is strongly diversified. The division criteria include one's financial and social status. Obviously, both depend on how successful the athlete is, but their discipline also plays a vital role (Lenartowicz, 2019). Not all sports disciplines attract the same attention from media and fans. For instance, football players from major football clubs are public figures, present in social consciousness and recognizable around the world (also thanks to sponsorship deals with world-famous brands) whereas the best horse riders are popular only among fans who are really interested in this sports niche. Media attention and coverage are translated into earnings in particular sports disciplines. Being an NBA champion is linked with much greater financial gratifications than being a winner in a table tennis World Cup, even though both groups of athletes did their utmost to reach the heights of their respective disciplines. Nevertheless, even in football, which is thought to be among the most financially attractive sports, players encounter difficulties with regularity of salaries, which is another feature of athletes' careers. A report published by the Polish Footballers Association (2018) called 'The Black Book of Polish Football' presents the results of a study conducted in 2018 on 1,004 footballers under a contract to clubs playing in the four highest divisions of the Polish football pyramid. The study shows that 69% of the examined players at least once experienced a delay in receiving their earnings in the course of the last three years. A total of 37.5% of the players said they had experienced only a one-time delay, 30.6% of them pointed out that this happens sporadically, 17.9% described delays as occurring 'often' and, finally, 7.5% of the players experience salary delays 'notoriously'. The surveyed players were also asked 'how secure they feel about their employment' and had to reply by using a scale of 1 to 5 (1 – least secure, 5 – most secure). The answers varied among the divisions with 4.22 for Ekstraklasa (top division), 3.72 for I Liga (second division), 3.57 for II Liga (third division) and, interestingly, 3.82 for the III Liga (fourth division) and lower. The last figure disturbs the trend of a descending sense of stability depending on the level at which the player is performing but it may stem from the fact that the earnings paid in the lowest examined division are low.

It should also be noticed that, in contrast to representatives of many other occupations, some sportspersons, e.g. footballers, cannot change their employer without serious consequences set out in their contractual provisions (Ro-

derick, 2006). However, when athletes do change their employer, this step often entails the necessity to migrate. The reasoning behind the move could be connected with: a higher salary, involvement in more prestigious competitions which comes with exposure to a wider public, or simply the demand for the services of a certain athlete. Some of the migrant athletes seek to move to more wealthy, politically stable countries (Dobrzycki, 2022). Because modern sport has to be considered as part of the entertainment industry, Wallenstein's world system theory may come useful in understanding athletes' migration patterns. Players with established skill sets tend to migrate from periphery to the core, which is in line with Wallenstein's (1974) theory of the human capital flow. Apart from overseas migration, domestic moves are also present in sport and, more generally, migration from rural to urban areas is associated with promotion (Krawczyk, 1983).

## **The challenge of retiring from sport and phases of retirement**

Many scholars from different disciplines have observed that the process of finishing a professional career and retiring from sport represents a considerable challenge for sportspersons (e.g. Fuller, 2014; Jones & Denison, 2017). Nevertheless, some scholars claim that many elite athletes find relief in retiring from sport as it also opens up a new beginning (Stier, 2007). Jones and Denison (2017) investigated the retirement experiences of British male professional footballers and explored both the challenge of everyday routines connected with professional sport as well as the consequences of not having to follow those routines after retirement. The two scholars explained how the daily life of elite athletes with its routine practices influences their post-career experiences. Their publication analyses the sport and retirement experiences by using Foucault's (1991) discipline concept from "Discipline and Punish: The Birth of the Prison." As Foucauldians, they took interest in how professional sportspersons engage in a number of disciplinary practices imposed on them in order to reach the expected standards and how this impacts their post-sport career trajectories. The authors picked football as a field of examination because of its highly disciplined character and vast research group, with 600–700 players released from professional football each year in the UK alone. In subsequent sections, I am going to follow Kerr's & Dacyshyn's (1998) outlined phases of retirement enriching it with context and references of other researchers from the field.

Obviously, the first step towards retirement is to make a decision to retire. There are various circumstances in which an athlete can retire. One type of retirement is related to age, another one to injury, and the last one, probably most preferable, is the retirement proactively chosen by the athlete. This subdivision

reflects a stark contrast between the sportsperson's internal decision and their bodies' limitations related to declining performance due to ageing or injury (Cosh et al., 2013). Studies conducted in this area have shown that athletes who were forced to finish their sport careers due to ageing or injury are more likely to struggle when adapting to post-sport life (e.g. Alfermann et al., 2004; Crook & Robertson, 1991). Gender is another variable that differentiates the course and span of the career as well as the retirement process. Those differences consist in less media attention given to female sport in general, which translates into slower dynamics of commercialization and professionalization in female sports. Also, maternity issues are important in this context, as female athletes are often forced to retire or suspend their careers due to pregnancy (Lenartowicz 2009a).

As athletes make a decision to retire from sport, they often describe 'pull factors' and positive aspects that come from retirement (Fernandez et al., 2006). Sportspersons emphasize that they will have more time to spend with their families or friends. However, the decision is often delayed as much as possible, mostly due to the sense of uncertainty about the life after sport and insecurity connected with financial stability. For example, Stronach et al. (2014: 48) cite an athlete who delayed his sport retirement for almost four years because of insecurity. He waited with the decision until "his body couldn't handle it" any more and he was forced to leave professional sport.

The first stages of retirement can be a challenging experience: some athletes realize that they do not have any qualifications outside sport that could help them to look for a new job. Of course, there are cases when athletes decide to retire early, i.e. when they are still able to perform at the highest level. For instance, Ashleigh Barty, an Australian tennis player, decided to give up her tennis career at the age of 25, when she was ranked as the best female tennis player in the world. This came as a shock to the tennis community. Barty said that she had given everything to tennis and now the time has come to move on, and that she wants to provide fellow Indigenous Australians with the "opportunity to get into sport from a young age." Barty is also considering trying her luck in golf or cricket but she has not decided yet (BBC, 2022). Stronach et al. (2014) claim that the three factors that most commonly influence retirement decisions are: age, injury and deselection. Interestingly, some of the studied Indigenous Australian retired athletes also mentioned lack of appropriate support during their careers. For example, one of the interviewees pointed out lack of support from his club, when "there were a few deaths in his family" and he "wasn't happy about that". The frenetic character of sport and the required level of commitment means that some players become really dissatisfied with how they are treated in their professional environment. Fernandez et al. (2006) claim that apart from a sense of uncertainty associated with retirement, the decision to retire is also difficult

because of a strong sense of camaraderie among groups of athletes or sports clubs. Sportspersons indicate that leaving sport is different to leaving a job in another industry because the feeling of attachment which emerges during training sessions resembles abandoning a family, not just work colleagues. According to that study, the decision about leaving professional sport results from a combination of factors, but it evokes strong emotions in most cases.

The second phase of the retirement process is described as a 'Nowhere land' (Kerr & Dacyshyn, 1998). During this period, some sportspersons go through a difficult time associated with a shift in identity, and uncertainties over what life after sport will look like. This period is also challenging for retired athletes because they no longer need to follow a clear schedule they were accustomed to during their sports life. McGillivray & McIntosh (2006) call it a 'bubble-like' space where athletes could focus only on performing during training sessions and competitions. Other ordinary human tasks and responsibilities are often taken care of by other people or an external body. Obviously, this is no longer the case after retirement, so athletes who did not have to deal with daily chores must adjust to post-sport reality and learn how to handle such issues by themselves. This 'bubble-like' can be also described as 'cotton wool': one of the footballers studied by Jones and Denison (2017) said that during his career years he was required to arrive at the same place, at the same time every day. Then he was expected to train within the club among the same people. He followed the instructions and schedules at all times. Jones and Denison (2017) compare the 'cotton wool' and 'bubble-like' space to Foucault's (1991) panoptic guard tower. Scholars explain that due to that external pressure athletes are forced to constantly regulate their behaviours. While the removal of that presence eases the pressure, it sometimes results in a situation where new retirees are unable to 'pull themselves together' without that influence. For this reason, it is very challenging for new retirees to impose a specific schedule on themselves because before the end of their career these athletes always had someone to tell them what to do in a specific situation.

The removal from a choreographed environment can have a crucial impact on athletes' lives. After practising professional sport for many years, new life calls for new time management and a different kind of self-discipline versus what was necessary in previous years. What is also different about life after retirement from professional sport is that the behaviour and performance of a retired athlete is no longer examined by their coaches or spectators who come to see games or contests. Such lack of hierarchical observation and removal of constant judgement can lead to serious disorientation of athletes upon retirement. Jones' and Denison's (2017) work is focused on how a wide range of disciplining techniques and instruments applied during career years impacted athletes' post-sport experience. As it turns out, getting accustomed to the new

phase of life after sport takes time. Some athletes can handle the shift on their own, but others must reach out for professional assistance and work with psychologists. In the context of this phase of retirement, Stronach et al. (2014) bring up the problem of depression. The new situation often entails financial problems. In many cases, after living for many years without worrying about money, retired athletes find it hard to get accustomed to the new financial reality. The aforementioned authors cite a retired football player who finds it hard to use his money properly. He explains that during his career days he had an 'endless supply' of money, which is no longer the case after his retirement. Wacquant (2001) refers to this process and calls it 'realism developing'. It is worth noticing that some retired athletes decide to get back to professional sport after some time, and, obviously, there are examples of both successful and unsuccessful comebacks. Muhammad Ali, one of the most decorated and renowned boxers of all times, did not succeed after recommencing his career, which multiplied his problems and aggravated as the sense of failure and rejection.

Having settled in a new reality, athletes go through a phase described as 'new beginnings' (Kerr & Dacyshyn, 1998). During this period, retired sports persons have to establish a new identity that has to help them make a living after retirement from professional sport and allow retired sports professionals to perform in new places and environments and to 'recreate' their retiring self. Jones and Denison (2017) observe that retired sportspersons are forced to look for other ways to sustain their new identities and cannot rely upon the means they regularly resorted to during their careers. Some of them experience a profound feeling of indebtedness to their community and family. The roots of the feeling are associated with years of investment and sacrifices on the part of their family members and community, all of whom had to create a positive environment to facilitate the athlete's life in order to help them focus only on training and performance. This phenomenon is visible in the case of the aforementioned tennis player, Ashleigh Barty. This desire to give back to the community is, in some cases, associated with problems when 'rejoining' one's community: members would sometimes behave in a patronizing way towards a retired athlete, and create the impression that their attempts to enter the 'regular' job market pose a threat to peoples' positions (Stronach et al. 2014).

Until this point, I have analyzed athletes' retirement from the perspective associated with the removal of imposed behaviours that stabilized athletes' lives during their career years. As a result of the retirement decision, athletes withdraw from the life scheme they followed during their career years, and most of them find it challenging to live in the new reality. As mentioned before, Jones and Denison (2017) found out during their study that the new life comes as a relief for some retired athletes. Being constantly assessed and existing in a highly competitive environment is a very stressful experience. The removal of

the disciplined life pattern can ease the pressure and can potentially have a positive impact upon athletes' lives. Less scrutiny, removal from the football setting and no sense of being constantly judged by fans meant that some of studied players felt released from everyday stress they had experienced during career years. The two scholars found it unsurprising because of the point made by Foucault (1991), namely that in a strong disciplinary environment even a small deviation from the planned and expected behaviours is subject to punishment and some of the athletes felt a sense of freedom in their post-sport job because they were no longer an object of constant judgement and scrutiny.

### **Institutional solutions designed for athletes to support them throughout the retirement process**

There have been attempts to develop systemic solutions to facilitate athletes' retirement. This is a crucial issue since young athletes have to devote all their attention and time to training in order to reach a professional level. This devotion is often absolute, which means that young sportspersons do not acquire any skills which could guarantee an occupational alternative. One example of an insurance programme to facilitate the transition stage is CFK, developed in the Netherlands. CFK is a bridging pension scheme designed to provide financial security after footballers' and cyclists' retirement. In fact, CFK is obligatory in the Netherlands and all professional footballers and cyclists have part of their monthly salary put aside in the CFK fund. The sum which is put aside depends on the actual salary (CFK, nd.). The idea behind CFK originated from the awareness that efforts to become a professional athlete entail vast investment on the part of sportspersons and their closest environment, primarily parents. This Dutch pension scheme can be said to have achieved its goal. Research conducted by Wouter Rodenbrug (2021) proved that the percentage of football players in the Netherlands who struggle with financial problems after terminating professional careers is lower compared to the Dutch average and also in comparison to financial problems among football players reported in other countries.

The Polish government is also making endeavours to guarantee an easier transition to life after sport to Polish athletes but also to provide funds to young athletes which can be spent for educational purposes. Those programmes, however, are dedicated only to the most successful and most talented individuals. Polish athletes who win any kind of medal during the Olympics are awarded retirement pensions. The relevant governmental act was adopted in 2000. Originally, pensions were given to Olympic medallists after their 35<sup>th</sup> birthday provided they had no criminal record. Later on, the act was amended and the range

of athletic achievements qualifying for a pension was extended to Paralympics, Deaflympics and the Przyjaźń-84 competition, which was organized instead of the 1984 Olympic Games, boycotted by Poland and other post-communist countries. In 2010, the entitling age threshold for a pension was raised to 40. At present, Olympic medallists who meet the legal criteria can count on the untaxed amount of PLN 3942.81 monthly (Ministry of Sport and Tourism of the Republic of Poland, 2023). In 2018, a total of 586 retired athletes received such pensions (W Gospodarce, 2019).

When discussing solutions designed to prevent athletes' traumatic post-retirement transition, one visible concept has to be discussed. The notion that combining sport with education or work has a positive impact on individuals as well as on society emerged in the 1990s. Since then, a new subsection of research on sportspersons has become popular, earning the name of 'dual careers'. EU Guidelines on dual careers of athletes dated 2012 include an introduction in which authors explain that "the aim to succeed at the highest level of the sport demands intensive training and competition at home and abroad, which can be difficult to reconcile with the challenges and restrictions in the educational system and labour market." The solution lies in 'dual career arrangements', which could prevent athletes from the dilemma of choosing between sport and work or education. Implementation of these arrangements would not only present athletes with a variety of options along their sport career but it would also smoothen the transition process after the loss of the status of a professional athlete (European Commission, 2012). Research on dual sport careers largely concentrates on understanding the experiences and obstacles connected to such a career, also taking interest into sportspersons' retirement and a post-career transition process (De Brandt 2017; Gomez et al., 2018). Alfermann and Stambulova (2007) point to the need for enhanced dual career solutions which could strengthen the support offered to athletes. This conclusion is in line with research results presented in the report "Kariera dwutorowa sportowców w Polsce: diagnoza sytuacji" ["Dual careers of athletes in Poland: situation diagnosis"] which was financed by the Ministry of Tourism and Sports of the Republic of Poland (2015). Researchers analyzed regulations implemented by 23 universities in Poland, conducted interviews with university representatives, pupils from sports schools and university students. The quantitative part of the study comprises an online survey which was completed by 410 respondents. The authors identified three main barriers in combining sport with education:

- insufficient flexibility of solutions enabling individuals to adjust the schedule of training and competitions to school/university schedule,
- not enough support from sports organizations for the pursuers of dual careers,

- insufficient level of financial support, which makes athletes dependent on their families' budget or forces them to find a job, which puts too much burden on their shoulders and negatively impacts sports performances.

When asked about difficulties connected with combining sport with education, equal percentages of the study participants (45%) feel positive and negative about such a combination. A dual career comes easier to athletes who are still in high school, and it becomes more difficult when advancing to university. It is worth noticing that the transition from high school to university often comes alongside the shift from junior to senior levels in sports, so this period constitutes a twofold challenge for sportspersons pursuing a dual career. There are national projects designed to facilitate pursuing a dual career. Team100 is a project designed by the Polish National Foundation (nd.). Its main goal is to endow talented young athletes who practise to compete in the Olympics and Paralympics. The official website of the programme reads that "Team100 allows young sportspersons to combine practising sport at the highest level with education and upskilling in other areas. Funds from the project could be spent on: physiotherapists, nutritionists, psychologists, supplementation, housing rent or tuition fees at universities." In 2022, more than 250 young athletes, who represent 29 Olympics and 12 Paralympics disciplines, benefited from the programme. Those enrolled in the programme can count on PLN 40,000 per annum. Apart from institutional forms of aid for athletes, there are many charitable ones as well. For instance, Polish weight-lifter Agata Wróbel, who won two Olympic medals for Poland but at the time was too young to reap the benefit of the aforementioned pension, asked her fans for support via zrzutka.pl (a Polish crowdfunding organization) because she struggled with depression and diabetes.

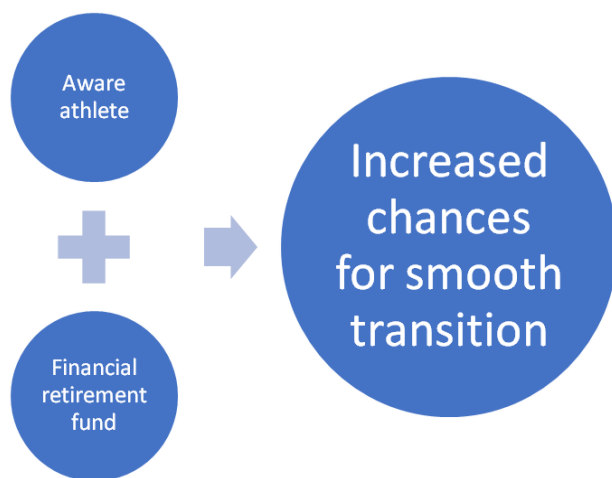
Nowadays, sports organizations are not only responsible for developing sportspersons' athleticism, but their task is also to raise awareness of the challenges involved in a sports career. One of those challenges is to prepare athletes for their post-sport lives and to make this transition as smooth as possible. Stambulova et al. (2007) claim that competitive environments which demand almost complete devotion to the profession make it difficult for athletes to plan their future outside sport. Accordingly, they should offer assistance to prepare athletes for life after retirement from professional sport. Absence of such preparation can subsequently translate into feelings of dissatisfaction and void, which makes it more difficult for former sportspersons to settle into a new life and find a new identity.

## Discussion

Even this short review of presented institutional solutions developed for athletes to support them throughout the retirement process shows that some of



the programmes focus only on the most decorated or talented athletes. In contrast, a dual career is a voluntary solution which offers athletes a possibility to combine sport with education or work. Obviously, this is a positive practice because not only are some athletes able to secure their post-career future but thanks to the concept of a dual career the whole sports community becomes more aware about the necessity to prepare the 'second life' for sportspersons. Nevertheless, the cited studies show that there are still some obstacles for athletes who want to practise the dual-career concept. Alfermann and Stambulova (2007) call for more support towards athletes who decide to engage in a dual career whereas research funded by the Polish Ministry of Tourism and Sports (2015) identifies the following obstacles for a sportspersons' dual career: difficulties in reconciling schedules, not enough support from sports organizations and deficient financial assistance. Another approach to secure sportspersons' post-career future is to impose obligatory schemes on sportspersons, as in Dutch 'CFK'. Obviously, the question whether a system like this pension scheme could work in Poland is a good point for further research but it cannot be taken for granted. In the aforementioned EU Guidelines for dual sport careers, the authors stress the importance of developing culturally-aware policies. Any implemented policy has to take into account the cultural and socio-economical circumstances under which it is to be used. However, the study conducted by the Polish Footballers Association (2018) reveals that football players are more often than not in favour of implementing a bridging-pension scheme in Poland. Researchers asked footballers if they were willing to participate in a CFK-shaped fund. Out of 932 respondents who answered this question, 85% were, to a various extent, positively inclined to save in such a fund. The biggest proportion of the examined footballers (31.55%) declared that they would save 20% of the salary in such a fund. Then, 28.97% of the sample says that they are willing to pay 10% for the fund, 16.37% would save 30% and 6.57% of the respondents claim that they would save even more than 30% of the salary. A total of 13.45% of the examined footballers do not consider saving money in such a fund. Generally, the results of the study show that the football community is mostly in favour of developing a pension scheme in Poland, so there is a vast potential in further efforts within this area, probably not only within the football community. Footballers' positive reaction to hypothetical bridging-pension scheme participation perhaps indicates the way in which sports organisations should develop transition-facilitating programmes. Raising awareness in sports communities about the inevitable termination of a sports career and the importance of education outside it is one thing; providing athletes with the financial platform on which they can build their future after they retire is another, not less important one.



*Figure 1*

The scheme of the enhanced retirement process for athletes

## Conclusion

Sport is an attractive area for many people who want to try their luck in professional competitions. However, those who follow the desire to become a professional athlete will inevitably face numerous uncertainties. They occur throughout the entire life of an athlete: right from the beginning, when a young person wants to become a professional sports person, up until the end, entailing difficult transition from a professional sports career to the post-sport life. Of course, many individuals cope well with their retirement process, but many struggle when withdrawn from daily routines they have repeated for so many years, forced to face the complex and unknown post-sport reality. The abrupt and uncertain nature of athletes' careers highlights the necessity of establishing workable post-retirement job opportunities for sportspersons. Currently, some of these initiatives are dedicated to successful competitors who had made their mark and earned enough for a post-career cover. More attention should be given to solutions such as the Dutch CFK, which obligatorily encompasses two large sports professional groups (cyclists and footballers) and gives them a financial buffer they can build their future on. A dual career of athletes which can provide players with viable opportunities when they stop performing professionally is also a solution which should be researched and then improved on the basis of research findings. Studies and examples also show that sports performance at the highest level is extremely taxing for the body and can later translate into a number of health conditions. This makes the issue of social and financial security for retiring athletes even more important. However, the analysis of

existing literature from the discussed field and the review of institutional options available to retired athletes show that the topic of sportspersons' retirement process is visible in the public sphere. Nevertheless, there is still considerable room for improvement, especially in terms of establishing systems which would prevent players from rapid downward mobility when they terminate their careers. Likewise, professional athletes should receive assistance from the sports community in recognizing that the faster they start to think ahead and plan their post-sport life, the smoother the transition could be.

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## DIFFERENCES IN PAIN PERCEPTION BETWEEN AMATEUR AND PROFESSIONAL MUAY THAI FIGHTERS

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### Różnice w percepcji bólu między amatorskimi i profesjonalnymi zawodnikami muay thai

#### Streszczenie

Muay thai to sztuka walki, która obejmuje walkę wręcz, z wykorzystaniem ciosów pięściami, łokciami, kolanami oraz kopnięć. Formułą walki jest wyjątkowo *full contact*. Celem poznawczym pracy jest pokazanie, jak trenowanie tajskiego boksu wpływa na kształtowanie się odczuwania bólu u ćwiczących. Grupę badawczą stanowiło 20 zawodników płci męskiej w wieku minimum 15 lat, ze stażem treningowym minimum 6 miesięcy. Narzędzia pomiarowe to: termometr, ciśnieniomierz, stoper oraz naczynie z wodą o niskiej temperaturze. Jako metody badawcze zastosowane zostały następujące testy: Zmodyfikowany Cuff Pressure Test oraz Cold Pressor Test. Badanie wykazało, że po sesji treningowej średnia tolerancja na ból związany z uciskiem w Zmodyfikowanym Cuff Pressure Test wzrosła, co wskazuje na zwiększoną tolerancję bólu. Średnia tolerancja w teście na ramieniu wzrosła z 255,0 mmHg przed treningiem do 270,3 mmHg po treningu, na nodze natomiast wzrosła z 228,3 mmHg do 250,8 mmHg po treningu. W Cold Pressor Test percepcja bólu pozostała niezmieniona, nie zaobserwowano istotnych różnic w tolerancji przed i po jednostkach treningowych. Trenowanie boksu tajskiego może prowadzić do częściowego zwiększenia tolerancji na fizyczny ból, szczególnie bezpośrednio po sesji treningowej.

**Słowa kluczowe:** muay thai, ból, percepcja bólu, Zmodyfikowany Cuff Pressure Test, Cold Pressor Test.

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## Abstract

Muay Thai is a martial art that involves close combat, utilizing punches, elbows, knees, and kicks. The combat format is strictly full contact. The objective of this study is to show how training in Thai boxing influences the development of pain perception among practitioners. The study group consists of 20 male athletes, aged at least 15, with a minimum of 6 months of training experience. Measurement tools include a thermometer, blood pressure monitor, stopwatch, and a vessel with cold water. The research methods employed were the Modified Cuff Pressure Test and the Cold Pressor Test. The study found out that after a training session, the average pressure tolerance in the Modified Cuff Pressure Test increased, indicating a heightened pain perception. Specifically, the mean tolerance for arm pressure went from 255.0 mmHg before training to 270.3 mmHg after, and for leg pressure, it increased from 228.3 mmHg to 250.8 mmHg post-training. In the Cold Pressor Test, pain perception remained unchanged, with no significant variation in tolerance observed before and after training units. Training in Thai boxing may lead to a partial increase in tolerance to physical pain, especially immediately after a training session.

**Keywords:** Muay Thai, pain, pain perception, Modified Cuff Pressure Test, Cold Pressor Test.

## Introduction

Muay Thai, also known as Thai boxing, is a martial art that focuses on close combat, utilizing punches, elbows, knees, and kicks (Turner, 2009). Due to its extensive range of strikes, it is also referred to as the “art of eight limbs” (Vail, 2014). Matches take place in a ring exclusively in a standing position; a competitor on the ground does not participate in the fight. The combat format is strictly full-contact, with strikes delivered with full force (Gartland et al., 2005). Muay Thai is a combat sport that carries a significant risk of injury (Gartland et al., 2001; Strotmeyer & Lystad, 2017), even when compared to other martial arts such as Olympic Taekwondo, where the focus is on the accuracy of leg strikes and scoring points against the opponent. In Taekwondo, strikes are aimed at speed rather than strength, and punching the opponent’s head is prohibited. During matches, competitors wear helmets and body protectors (McIntosh & Patton, 2015). Brazilian Jiu-Jitsu is also characterized by lower injury rates, where the fight takes place on the ground without strikes and kicks, and competitors often surrender due to “locks” or chokeholds (Moriarty et al., 2019; Scoggin et al., 2014). Moreover, the “range” of possible strikes in Muay Thai, not only with fists or legs but also with elbows and knees, contributes to its distinctiveness. In Thai boxing, competitors aim to deliver strikes with the greatest force, intending to knock out the opponent as quickly as possible.

Training sessions that rely on the core training methods from the birthplace of the sport, i.e. Thailand, are intense and highly demanding on the practitioner’s body. In summary, according to Thai trainers, training must be more rigorous than the fight itself. Thousands of kicks against punching bags and pads,



as well as punches, are executed with great force (Lee & McGill, 2017). An important element of Muay Thai combat is the “clinch”, which involves close quarters fighting with knee and elbow strikes, pulling the opponent’s head, and taking them down. A fight can end in the following ways: on points, by knockout, by triple count in one round or four counts in the whole fight (seniors), by medical interruption, by corner submission, by unwillingness to fight of one of the fighters and by disqualification. In traditional setup and sparring methods, athletes do not wear any protective gear besides stripes on the hands and wrists. All blows are taken straight to the body. In Western circumstances, sometimes protective gear as shin protectors or headgear are incorporated in official matches or training sparring sessions, depending on coaches and competition rules. Also, practice involves training particular techniques in pairs, especially blocking techniques. Therefore, Muay Thai fighters are constantly exposed to direct external force of their opponent.

Repetitive stimuli in Muay Thai training or fighting include both delivering and receiving strikes and kicks (Cimadoro et al., 2019). For example, all kicks to the punching bag, training pads, or during sparring and actual fights are executed with the shin, specifically the tibia bone. In Thai boxing, the same leg is also used for defence against kicks by blocking them. Thus, both the skin surface on the shin and the bone itself are heavily utilized (Vaseenon et al., 2015). Similarly, the entire body of the fighters is exposed to receiving blows. The organism then adapts to these repetitive pain stimuli.

Short, acute pain stimuli quickly subside and do not induce any changes in the central nervous system. However, repetitive stimuli lead to adaptive changes in the central nervous system, resulting in the activation of pain inhibitory systems (Staud, 2013). Muay Thai is a striking type of martial arts. It means that confrontation is direct, with blows exchange and blocking, rather than avoiding hits and disarming techniques. Higher pain tolerance could be understood then not only as direct changes in the central nervous system involving pain gates, but also as an altered attitude towards receiving pain in general. Thanks to this adaptation, it is possible to hypothesize that among Muay Thai fighters, the sensation of pain decreases as the painful stimuli recurring during direct contact with an opponent are repeated.

Another aspect of training a martial art, which is highly demanding in terms of physical effort and competitiveness, is one’s mental state and its improvement over time. Mental toughness is defined as an ability to maintain and improve performance and ability in demanding situations (Bird et al., 2021; Yankov et al., 2019). This phenomenon is not inherited-only but could be developed over time with practice. Understanding that pain is a temporary sensation if a blow does not inflict permanent damage, an ability to maintain rational thinking and high morale upon heavy blows is an acquired skill that needs to be experienced

by every trained individual. Mental toughness is probably a mix of an increased pain threshold and increased competences in various components of this mental ability, such as attitude and goal (Przybylski, 2018). As there is a difference in mental toughness between non-practitioners and martial arts contestants (Beheshti et al., 2021), there needs to be gradual improvement in this competence from those starting practice to seasoned fighters.

Based on both psychological and physiological mechanisms of pain tolerance in Muay Thai fighters, we could hypothesise that there can be different pain tolerance and perception between novice and expert fighters, as both mechanisms require practice time to be elevated to a certain level. Due to ethical concerns and lack of proper instruments for analysis, pain is not tested on stimuli that reflect a fight. It is not a direct bone-to-bone hit or a body towards a hardened object. The most commonly used test is based on temperature sensation and pressure. Even more sophisticated devices such as algometers are based on constant pressure to a point. Those methods are considered to be current state of art, measuring the pain threshold itself, without considering other aspects of mental toughness. Cold and pressure-based tests measure pain endurance, with isolation from adrenaline, competing and fight-related psychological responses in real time. But all humans have their initial psychological and physiological state before testing, thus measuring circumstances such as exposure to previous training sessions needs to be considered upon results (O'farrell et al., 2022).

The main objective of the study is to demonstrate the relationship between training Muay Thai at both professional and amateur levels and the perception of pain among practitioners. The secondary aim is to verify if exposure to a training session changes the perception of pain among practitioners.

The main research question is how Thai boxing training affects the athletes' pain perception. The second research question is if their differences in pain perception depend on the stimuli, i.e. compression and low temperature. Based on research questions and premises from the introduction, we formulated two corresponding hypotheses: Athletes with longer training tenure exhibit greater pain tolerance. The second hypothesis is that exposure to training sessions will increase a pain threshold in both novice and expert athletes.

## **Material and methods**

### **Participants**

The research group consists of 20 male individuals, aged at least 17 years old. Nine of them had more than 5 years of training experience, two: 2–4 years of training experience, four: 1–2 years of training experience, and five: between

six months and one year of training experience. The age range was from 17 to 37 years. Sequentially, the average age in the groups was: more than 5 years of training experience ~25 years, 2–4 years of experience ~19 years, 1–2 years of experience ~25 years, six months – 1 year of training experience ~20 years. These are Muay Thai fighters with a minimum training experience of 6 months and without any contraindications to participate in the study. The research location is the training room of the “Akademia Walki Częstochowa” sports club, with the study conducted in February 2023.

## **Methods**

The measurement tools include a pin thermometer with a LCD and a 145 mm needle, a manual pressure gauge, a smartphone’s stop watch, and a vessel with cold water (about 3.3–3.5 degrees Celsius) and ice cubes. Inclusion criteria for the group were: minimum training tenure of 6 months, age of at least 15 years, written consent to participate in the study, and parental consent in the case of minors.

### **Modified Cuff Pressure Test**

The test involves the use of a cuff and a blood pressure monitor, where the cuff is first applied to the arm and then to the lower leg. The blood pressure monitor is inflated to a value when the participant reports feeling pain (Cummins et al., 2020; Lemming et al., 2017). When pain is reported, the value indicated by the blood pressure monitor is recorded. Figure 1 presents the visualization of the test.

### **Cold Pressor Test**

The test utilizes a container filled with ice water of a constant low temperature. Blood pressure and heart rate measurements are taken before the participant immerses their forearm into the container. A stopwatch is started and left running until the participant feels pain, at which point the stopwatch is stopped, and the participant removes their hand from the container (Årnes et al., 2021; McIntyre et al., 2020; Schwabe & Schächinger, 2018). Figure 1 presents the visualization of the test.

Before the training session, heart rate and blood pressure measurements were taken from the individuals designated for the study. Subsequently, the participants underwent two tests in the following order: the Modified Cuff Pressure Test and the Cold Pressor test. During the training, their heart rate was monitored. After the training, the participants’ heart rate and blood pressure were

measured again, and all tests were repeated in the same order. Each of the training sessions preceding the tests conducted on the athletes had a similar specificity. The research group was divided into novice and advanced participants based on their training tenure. At the time of the study, the charges were not ill or injured.



*Figure 1*  
Modified Cuff Pressure Test for arm and shank & Cold Pressor Test on hand

### Statistical analysis

In this study on the impact of Muay Thai training on pain perception, statistical analysis encompassed descriptive statistics to outline data trends, Wilcoxon Pair Test was used for assessing pre- and post-training changes in the individuals, and Mann Whitney U Test for examining pain perception across proficiency levels. Descriptive statistics provided an initial data overview, while Wilcoxon's evaluated the immediate training effects on pain tolerance, revealing whether changes were statistically significant. Mann Whitney U Test further analysed differences in pain tolerance among athletes of varying training experiences, offering insights into how proficiency influences pain perception. This unified statistical approach aimed to capture both the short-term training impacts and the potential long-term adaptations related to proficiency in Muay Thai.

### Results

The results of the modified Cuff Pressure Test on upper limb in the studied group of athletes improved after training. A similar trend was observed for the results of this test conducted on the lower limb. In both cases, the difference in results between the before and after measurements was statistically significant

( $p = 0.022$  and  $p = 0.006$ , respectively). When separating the test results according to training seniority, they show that for both the upper and lower limb the differences were statistically significant in the advanced group. The results of the Cold Pressor Test showed an inverse relationship, the average time of keeping the upper limb in cold water decreased (Table 1).

Table 1

*Results of Wilcoxon Pair Test, the Cuff Pressure Test before and after training session & results of the Cold Pressor Test before and after training sessions in each experience group*

	N	Mean (sec.)	Minimum (sec.)	Maximum (sec.)	SD	p value
Cuff arm – before	20	255	200	320	31.53	0.022*
Cuff arm – after	20	270.3	190	320	37.95	
Cuff arm advanced – before	11	250	230	320	27.5	0.019*
Cuff arm advanced – after	11	274.10	215	320	31.37	
Cuff arm beginners – before	9	251.11	200	310	37.23	0.236
Cuff arm beginners – after	9	265.5	190	320	46.33	
Cuff leg – before	20	228.3	180	320	34.34	0.006*
Cuff leg – after	20	250.8	150	320	46.96	
Cuff leg advanced – before	11	231.36	200	320	32.17	0.028*
Cuff leg advanced – after	11	253.18	180	320	39.26	
Cuff leg beginners – before	9	224.44	180	280	38.44	0.093
Cuff leg beginners – after	9	247.77	150	310	57.39	
CPT before	20	55.75	17	182	37.24	0.042*
CPT after	20	46.85	10	142	31.81	
CPT advanced – before	11	66.27	22	182	44,08	0.182
CPT advanced – after	11	58.09	15	142	37.87	
CPT beginners – before	9	42.88	17	85	22.94	0.110
CPT beginners – after	9	31.11	17	60	15.02	

\* significance level  $p < 0.05$

The Cold Pressor Test results showed no significant statistical difference between the advanced and novice groups both before ( $p = 0.16$ ) and after ( $p = 0.10$ ) the training unit. Yet, the difference was statistically significant, as seen in Table 1, i.e.  $p = 0.042$ . It was the inverse relationship as the average time for the researched group decreased after training. In each group, before and

after training, the results showed no statistically significant differences (advanced  $p = 0.182$ ; beginners  $p = 0.110$ ). Figure 2 presents the visualization of the results.

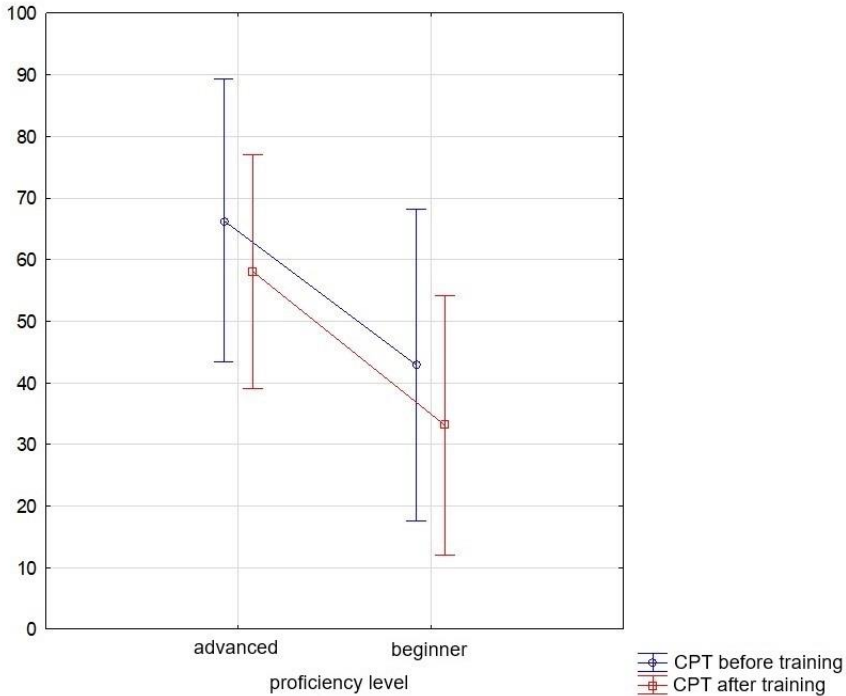
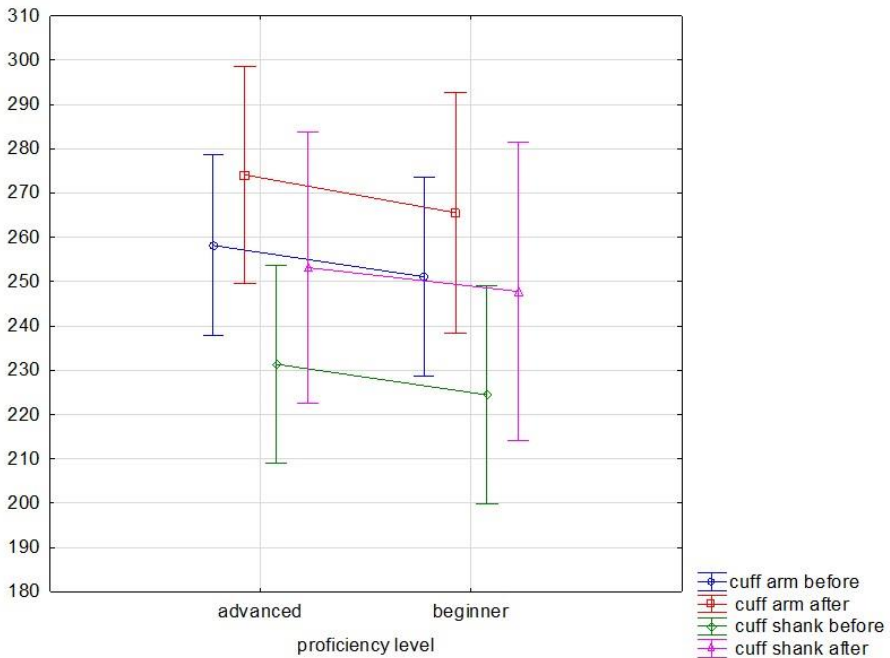


Figure 2

Results of the Cold Pressor Test showed separately for the beginner and advanced group

In the examination of pain tolerance and physiological response among Muay Thai athletes, the Modified Cuff Pressure Test was administered both before and after training sessions, organised by the level of expertise, i.e. for advanced and beginner groups. The comparison of the results of the advanced group with the beginner group's results before and after training for the upper limb and lower limb showed the absence of significant statistical differences. For the upper and lower limb before training it was  $p = 0.54$  &  $p = 0.90$  accordingly, and after training the differences were as follows:  $p = 0.93$  in the arm and  $p = 0.90$  in the leg. This comprehensive analysis delineates nuanced physiological adaptations across different training intensities and durations within the domain of Muay Thai, underpinning the intricate correspondence between athletic training and pain tolerance thresholds. Visualization is presented in Figure 3.



*Figure 3*

Results of the Modified Cuff Pressure Test (cuff types on the legend) divided by the proficiency levels

## Discussion

The guiding thought in the construction of this study centres on the practice of limb and torso conditioning — a method utilized by fighters from Thailand, who subject their unguarded body parts, such as thighs or torso, to numerous leg or fist strikes, believing that their bodies will, over time, adapt to these blows and develop a specific resistance to them. They also perform many shin kicks against punching bags. Repetitive stimuli quickly lead to adaptive changes in the central nervous system (CNS) and the activation of a series of systems, both sustaining and inhibiting pain (Staud, 2013). Based on such adaptation, a hypothesis was formulated stating that athletes with longer training tenure exhibit greater pain tolerance and another one suggesting that sensitivity to pain decreases after a training unit. Regarding the first hypothesis, which posits that athletes with longer training tenure exhibit greater pain tolerance, no significant correlation was found between the duration of training experience and resistance to physical pain. Contrary to rationale and conjecture, this hypothesis was rejected. Despite the adaptations induced in the CNS by pain stimuli, they did not translate

into pain perception in the athletes. Multiple components of pain perception may be the issue here. Also, the nature of the stimuli (pressure and low temperature) may play a key role. Their type will never reflect the pain stimulus associated with being hit by an opponent. Perhaps studies of pain perception in Thai boxing fighters should be focused on such a stimulus. It is possible that only then would it be possible to look for a correlation between the training seniority of the fighters and the perception of pain associated with the blows that are inflicted in Thai boxing.

It is essential to recognize the complexity of pain perception and tolerance. While the study hypothesized that athletes with longer training tenure would exhibit greater pain tolerance, the results did not support this hypothesis. These findings challenge the notion that prolonged exposure to limb and torso conditioning necessarily leads to heightened pain tolerance. However, it is crucial to consider various factors that may contribute to pain perception beyond training duration alone.

One such factor is individual variability in pain sensitivity and response. Pain perception can be influenced by genetic predispositions, psychological factors, and previous experiences with pain (Mogil, 2021). Therefore, the lack of correlation between training tenure and pain tolerance may be attributed to individual differences among the participants. Future studies could explore these individual differences more comprehensively through psychometric assessments and genetic analyses to better understand the interplay between genetics, training, and pain perception.

The study utilized two pain tolerance tests – the Cold Pressor Test and the Modified Cuff Pressure Test – to assess participants' responses to pain. While the Modified Cuff Pressure Test showed an increase in pain tolerance following a training session, the Cold Pressor Test yielded inconclusive results, with some athletes exhibiting lower post-training pain tolerance. This discrepancy suggests that different pain stimuli may elicit varying responses and highlights the importance of considering the specificity of pain assessment methods.

Further research could investigate the underlying mechanisms contributing to the observed differences in pain tolerance between the two tests. For example, physiological changes induced by Muay Thai training, such as alterations in pain modulation pathways or endorphin release, may influence pain perception differently depending on the type of pain stimulus. Additionally, exploring the role of contextual factors such as environmental temperature or psychological state in pain perception could provide valuable insights into the multifaceted nature of pain tolerance (Loggia et al., 2008).

The two tests conducted on a group of 20 athletes (9 beginners and 11 advanced), namely the Cold Pressor Test and the Modified Cuff Pressure Test, did not demonstrate a significant difference in the outcomes between both groups,



both before and after a training unit (Belavy et al., 2021). However, the second hypothesis was partially confirmed in the Modified Cuff Pressure Test conducted on participants from both groups before and after a training unit. The results indicated that athletes showed an increased tolerance to physical pain after a training session, a finding consistent with the study by Vaegter et al. (2017), in which a group of 20 men exhibited increased pain tolerance following physical exercises. The average for the arm before the training session was 255.0 mmHg, which increased to 270.3 mmHg afterward. For the leg, it was 228.3 mmHg before and 250.8 mmHg after. Comparing these results with those of the study by Lemming et al. (2017), where a similar test was conducted on a group of 98 individuals (48 men and 50 women) in which 22 men were described as physically highly active, this group was compared to the 20 Muay Thai athlete participants. The average test score for the arm among physically active men was 228.76 mmHg, and for the leg, it was 255.77 mmHg. Compared to the group of active men, the Muay Thai fighters demonstrated greater pain tolerance in the arm (not considering the training unit) and lower in the lower limb. This may be related to the heavy use of the lower limbs by the fighters. In the Cold Pressor Test, the results did not indicate an increase in pain tolerance among the athletes. An inverse relationship was observed here, with athletes more frequently, in 14 out of 20 cases, achieving better results before the training session than after. This could be related to body temperature differences post-exercise, where the body, once “warmed up,” is less tolerant of cold applied locally (Algaflly & George, 2007).

A significant limitation of the study presented was the number of participants. A larger cohort of subjects would have allowed for a more detailed segmentation based on training tenure, which could have yielded more precise outcomes. Additionally, the athletes were not compared with non-training individuals. A benefit of the study for those practising Thai boxing could be demonstrating how training translates into a partial increase in physical pain tolerance.

Another notable limitation of the study is its exclusive focus on male participants. Given that many women also engage in Muay Thai training and competition, the generalizability of the findings to female athletes is uncertain. Future research should aim to include a more diverse population sample to better understand potential gender differences in pain tolerance and the effects of training on pain perception (Davies & Deckert, 2020; Hashmi & Davis, 2014).

The relationship between pain tolerance and performance outcomes in combat sports warrants attention. While the current study focused primarily on pain tolerance as an outcome measure, it is essential to consider how pain perception may affect athletes’ training adherence, performance, and injury risk. For example, athletes with higher pain tolerance may be more likely to push through discomfort during training sessions, potentially leading to overuse inju-

ries or burnout (Aicale et al., 2018). Conversely, athletes with lower pain tolerance may be more cautious in their training approach, reducing their risk of injury but potentially limiting their performance gains. Exploring the interplay between pain tolerance, training intensity, and performance outcomes can provide valuable insights for optimizing training protocols and injury prevention strategies in combat sports.

One of the studies describing the epidemiology of injuries among Muay Thai fighters was conducted in 2016 by Strotmeyer Jr. and colleagues on a group of 195 Muay Thai fighters, including 165 men and 27 women (96 professionals and 99 amateurs). They were asked to complete a survey related to injuries incurred during fights (Strotmeyer et al., 2016). Out of the study participants, 110 fought only with boxing gloves, while 85 additionally used helmets and shin guards. Among all the participants, 108 reported having sustained injuries during fights, whereas the remaining 87 did not report any injuries. Among those reporting injuries, the majority did not wear additional protection besides gloves (70 people) and were professionals (64 people). They also did not enter the fight with a pre-existing injury (64 people). The main injuries were to the limbs (58.6%), followed by head injuries (30.6%), with torso injuries being the least common (10.8%). The primary cause or mechanism of injury in fights was being struck by an opponent (Strotmeyer et al., 2016). Most injuries reported by the fighters in the study were of minor severity and did not require them to stop the fight. The percentage occurrence of injuries among the fighters was as follows: bruises 38.7%, skin lacerations 14.4%, swelling 14.4%, fractures 12.6%, sprains 10.8%, concussions 5.4%. When injuries occurred, the fighters were asked to specify their treatment methods. The injured fighters dealt with the injury on their own, received help from their coach, went to hospital, while 9.4% of those surveyed sought help from a physiotherapist.

The potential long-term effects of Muay Thai training on pain perception and tolerance merit investigation. While the current study focused on acute changes in pain tolerance following a single training session, longitudinal research could assess how pain perception evolves over extended periods of training and competition. Longitudinal studies could track changes in pain tolerance throughout athletes' careers, examining how factors such as training volume, intensity, and injury history influence pain perception trajectories (Cooper et al., 2016). Understanding the long-term effects of training on pain perception can impact injury prevention strategies, rehabilitation protocols, and athlete management practices in combat sports.

Another important consideration is the potential influence of cultural and social factors on pain perception among Muay Thai fighters. Muay Thai is deeply rooted in Thai culture, with traditional rituals, beliefs, and customs shaping athletes' attitudes toward pain and injury. For example, the concept of "Mai Pen

Rai" (translated as "never mind" or "no worries") emphasizes resilience and stoicism in the face of adversity, including physical pain. Exploring how cultural beliefs and social support networks influence athletes' pain experiences and coping strategies can provide valuable insights into the psychosocial determinants of pain tolerance in combat sports.

The integration of complementary training modalities, such as strength and conditioning, flexibility training, and mental skills training, may enhance athletes' pain tolerance and resilience. Strength training, for example, has been shown to improve pain tolerance by increasing muscle mass, enhancing neuromuscular coordination, and promoting the release of endogenous opioids (Anshel & Russell, 1994; Gintzler & Liu, 2020). Similarly, mindfulness-based interventions, relaxation techniques, and cognitive-behavioural strategies can help athletes manage pain, reduce stress, and optimize performance. By incorporating multidisciplinary approaches to training and performance optimization, coaches and practitioners can support athletes in developing holistic strategies for pain management and injury prevention.

Research on pain tolerance can be of value to the scientific community by expanding our knowledge of the physiological and psychological mechanisms that influence pain perception. Scientific discoveries in this area may contribute to a better understanding of the role of the nervous, endocrine, and immune systems in pain regulation and to the identification of potential pharmacological and behavioural therapies for chronic pain sufferers.

In the context of sports training, they have the potential to change approaches to pain management in sports and contribute to improving athletic performance and quality of life for athletes. Through collaboration between science, practice and sports, innovative training and rehabilitation strategies can be developed that take into account the complex effects of training on the human body and individual differences in pain perception (Huxel Bliven & Anderson, 2013).

There are more research possibilities for studying pain perception in athletes in the future, such as: electrophysiological measurement methods such as electromyography (EMG) or evoked potential measurement (ERP) can be used to monitor neural responses to painful stimuli (Rubin, 2019). By examining the electrical activity of muscles or the brain in response to painful stimuli, objective indicators of pain tolerance in Muay Thai athletes can be obtained. Neuroimaging methods, such as magnetic resonance imaging (MRI) or computed tomography (CT), can be used to study brain activity in response to painful stimuli (Luo et al., 2022). Imaging the brain during painful tasks can provide information about the activation of brain areas associated with the perception and processing of pain in Muay Thai athletes. Hormonal studies, such as measuring cortisol or beta-endorphin levels, can be used to assess hormonal responses to

painful stimuli in athletes (Traub & Ji, 2013). Changes in the levels of these hormones can indicate physical and psychological stress associated with experiencing pain and may be an indicator of pain tolerance in Muay Thai athletes. In addition to physiological assessment, behavioural studies can also be used to measure responses to painful stimuli. Observing behaviours such as facial expressions, body posture, or movement reactions can provide information about the subjective experience of pain in Muay Thai athletes (Kunz et al., 2023). There exist various pain assessment scales: the visual analog scale or the Borg scale, there are also other scales specifically developed for assessing pain in athletes, such as the Sports Pain Rating Scale (SPORTS) or the Pain Assessment Scale in Sports Context (SPoRT) (Breivik et al., 2008). Utilizing these specialized scales can provide more precise and comprehensive information about the experience of pain among Muay Thai athletes.

Utilizing these diverse measurement methods can allow for a more comprehensive understanding of pain tolerance among Muay Thai athletes and a better comprehension of the mechanisms of adaptation of the body to intense training and competition in this sports discipline.

## Conclusions

In the Modified Cuff Pressure Test, results indicated that athletes' sensitivity to pain decreases after a training session. An increase in pain endurance caused by the pressure of the blood pressure cuff was observed in individuals both with greater and lesser training tenure. In the Cold Pressor Test, results did not show a change in pain perception among the participants before and after a training unit. Conclusively, practicing Thai boxing may increase resistance to pain related to compression but does not affect the perception of pain in the case of low temperatures applied locally.

The answer to the first research questions could be that training Thai boxing may lead to a partial increase in tolerance to physical pain associated with compression, especially immediately after a training session, regardless of training tenure. The differences between the pain stimuli for this study may seem significant. For compression in each group, the mean (mmHg) increased in exercisers after the training unit. In contrast, for low temperature, the mean in each group (time in seconds) decreased. Therefore, we can conclude that there is a difference in the sensation of these two specific stimuli by Muay Thai exercisers after a training unit. Which answers our second research question posed in the introduction.

The recommendation arising from the study for practitioners is to expand knowledge on pain perception in this sport. Therapists and trainers, by better

understanding pain tolerance and the characteristics of the most common injuries occurring among athletes, will be able to guide their charges more effectively.

In conclusion, while the study offers valuable insights into the relationship between Muay Thai training and pain tolerance, several avenues for further research and refinement exist. By considering individual variability, exploring the specificity of pain assessment methods, and including a more diverse population sample, future studies can enhance our understanding of the complex interplay between training, pain perception, and adaptation.

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#### STATEMENT OF ETHICS

This study was conducted in accordance with the World Medical Association Declaration of Helsinki. The study protocol was reviewed and approved by the Committee for the Ethics of Scientific Research at Jan Długosz University in Częstochowa, nr KE-U/28/2022, Częstochowa, Polska. All participants provided written informed consent to participate in this study.

#### DECLARATION OF CONFLICTING INTERESTS

The authors declared no potential conflicts of interests with respect to the research, authorship, and/or publication of the article *Differences in pain perception between amateur and professional Muay Thai fighters*.

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**CZĘŚĆ III**  
TURYSTYKA I REKREACJA





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## VIRTUALIZATION OF MUSEUMS AS AN ELEMENT OF THE MODERN EDUCATION OF YOUNG TOURIST SPECIALISTS

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### Wirtualizacja muzeów jako element kształcenia nowych kadr turystycznych

#### Streszczenie

Artykuł uzasadnia celowość szkolenia specjalistów w dziedzinie turystyki za pomocą wirtualizacji muzeów. Podkreślono, że rozwój nowoczesnych technologii informacyjnych kształtuje teorię i praktykę edukacji elektronicznej. Zaprezentowano częściowo różne definicje terminu „muzeum wirtualne”, typy wirtualnych muzeów, kryteria ich klasyfikacji, przyczyny popularności oraz historię ich rozwoju. Podkreśla się, że wirtualne muzea charakteryzują się różnorodnością strukturalną i funkcjonalną oraz mają ogromne znaczenie dla rozwoju turystyki kulturowej. Przedstawiono wyniki ankiety studenckiej, które potwierdziły zasadność wykorzystania wirtualnych wycieczek w procesie edukacyjnym: jest to interesujące dla uczniów, podnosi poziom opanowania wiedzy i umiejętności zorientowanych zawodowo, sprzyja rozwojowi trwałego pogłębionego zainteresowania komunikacją z obiektami muzealnymi, rozwija zdolności twórcze, kształtuje kompetencje medialne. Wykazano, że muzea wirtualne dają możliwość wypełnienia procesu uczenia się nowymi, ciekawymi treściami poprzez wykorzystanie nowoczesnych technologii internetowych.

**Słowa kluczowe:** turystyka kulturowa, wirtualne muzeum, wirtualna podróż, edukacja, szkolenie specjalistów ds. turystyki.

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## Abstract

The article justifies the expediency of training specialists in the field of tourism by means of museum virtualization. It is emphasized that the development of modern information technologies shapes the theory and practice of electronic education. Various definitions of the term 'virtual museum', types of virtual museums, criteria for their classification, reasons for popularity, and the history of their development are partly presented. It is emphasized that virtual museums are characterized by structural and functional diversity and are of great importance for the development of cultural tourism. The results of a student survey are presented, confirming the feasibility of using virtual tours in the educational process: it is interesting for students, increases the level of mastery of professionally-oriented knowledge and skills, promotes the development of a sustained in-depth interest in communication with museum objects, the development of creative abilities, the formation of media competences. It is shown that virtual museums provide an opportunity to fill the learning process with new interesting content through the use of modern Internet technologies.

**Keywords:** cultural tourism, virtual museum, virtual tour, education, training of tourism specialists.

## Introduction

Nowadays, with the widespread Internet and the latest technologies usage, visiting museums, exhibitions and galleries is not popular among young people. After all, there is a lot of necessary information on the Internet, access to which can be obtained in a matter of minutes, which significantly saves time. The Covid-19 effect is that online museums have become very popular. There one can visit all the exhibitions and see all the same things as in real life but without leaving your home.

In the modern world, the problem of preserving cultural heritage is acute as the perspective of the country, families, and the younger generation largely depends on it. And the creation of virtual museums is an ideal solution to this problem. Since not everyone is interested in learning about the past, especially teenagers and students, with the help of the latest technologies, 3D models and interactivity, the interest in knowing more about the past may increase.

In the era of media, educational institutions and museums increasingly use modern technologies and tools for educational activities, cultural and educational work. They mark the origin of a new form of cooperation between museums and educational institutions, multiplying the teacher's pedagogical experience and opening up new opportunities for students to learn cultural tourism. Due to new information technologies, virtual museums and pages in social networks allow to multiply the target audience many times and make museums more accessible and open. Despite numerous virtual museum attractions, they cannot completely replace real museum institutions as their work must be complementary in its character.

## **Materials and methods**

In the process of organizing and conducting the research on virtual museums as a constituent of informative-educational environment of tourism disciplines, its theoretical part used analysis, synthesis, systematization and generalization of the Ukrainian and foreign scientists' works. As for its empirical part, the research used a questionnaire whose respondents were students that study tourism disciplines.

The latest educational technologies turned out to be extremely relevant first in the situation of the pandemic and war, when Ukrainian universities were forced to conduct and complete the educational process in a distance mode, and now in a mixed format. This is a special challenge for the tourism industry because it can have quite negative consequences: the tourism business has suffered a disaster, which will affect not only this industry in the sphere of economy, but also the development of tourism in the field of education. Under such conditions, efforts to convince students and applicants of the prospects of the specialisation and the profitability of the future profession, the need to preserve, support and deepen the students' interest in the chosen profession will require considerable pedagogical skills from teachers. First of all, it concerns the discipline of the professional and practical preparation cycle that first and foremost consist in forming skills used in one's professional life. Virtual teaching with an emphasis on virtual presence of virtual objects in case of the profession that in principle envisages active physical movement in the real space is an original supertask for teachers and students of tourism specialisation.

Today, information and communication educational systems occupy a prominent place, having a powerful potential and far-reaching prospects for development and implementation in the educational process. It is well known that information presented visually is better assimilated and remembered, in connection with which the expediency and increasing popularity of its visualization in the educational process is substantiated. In modern conditions, the task of visual presentation of information in the educational process of tourism students acquires special importance, it is a kind of test of the level of professionally oriented knowledge, professional skills, general and special competences, creativity, etc. In our opinion, the reception of visualization is especially expedient and effective in case of tourism students when it is most related to excursion activity aimed at getting familiar with various tourist objects, in particular, in museums. Virtual museums and excursions are technologies that offer dynamic forms of studies and assist with updating methodology of studies. On the whole, the virtualization of educational space of Ukraine will allow to provide continuity of monitoring, controlled from distance and mixed forms of studies (Meier, Saorín, Bonnet de León&Guerrero Cobos2020).

In order to identify the implementation effectiveness of virtual museums and excursions in the learning process, we conducted observation and testing of students of the Lutsk National Technical University at the Faculty of Customs, Materials and Technologies majoring in "Tourism". Students of the 1<sup>st</sup> and 2<sup>nd</sup> course of study were involved in the experiment as according to the educational program, the professional training disciplines such as "Business Excursions", "International Tourism", "Tourist Resources of Ukraine and the World", "Tourism organization" are studied at these courses. The experiment was conducted for two years. The selection of museums was carried out according to the themes of the initial components of the educational program "Tourism". For the experimental work, two groups of students were formed: a control group (n = 22 people) with the participants studying according to the traditional scheme of the educational process, and an experimental group (n = 20 people) of participants studying tourism disciplines with the use of virtual museums and excursions tools (Table 1). Testing included 30 test tasks and 30 visual recognition test questions. The students had to solve the test tasks, identifying the correct answer (A, B, C), for which they received 1 point. The total number of points determined the participants' level of acquisition of professionally oriented knowledge: a low level was determined by the presence of 1–10 points, an average level – 11–20 points, a high level – 21–30 points. The research conducted by the method of mathematical statistics made it possible to find out that at the beginning of the pedagogical experiment, there were no significant differences between the mastery of professionally oriented knowledge among the students of the control and experimental groups, which indicates their homogeneity.

Note: Upon the completion of the pedagogical experiment, the following changes were observed regarding the results of the test questions: the number of students with a low level of mastery of professionally-oriented knowledge in the control group decreased by 13.59%, in the experimental group by 25%; the number of students with an average level increased – in the control group by 9.08%, in the experimental group by 15%; the number of students with a high level increased – in the control group by 4.51%, in the experimental group – by 10%. At the end of the pedagogical experiment regarding visual recognition tests, the following dynamics of mastering levels of professionally oriented knowledge were observed: the low level decreased – in the control group by 9.09%, in the experimental group – by 35%; the number of students with an average level increased – in the control group by 9.09%, in the experimental group – by 25%; the number of students with a high level did not change in the control group, and in the experimental group it increased by 10%. Thus, the data of the experiment confirm the effectiveness of using virtual museums and excursions in the training of tourism specialists.

Table 1  
*The level dynamics of capturing the professionally-oriented knowledge of tourism specialists*

Group		Control group (n = 22)		Experimental group (n = 20)		
Stage		Start	Finish	Start	Finish	
Tests						
Levels	Low	Absolute	13	10	12	7
		%	59.09	45.5	60	35
		difference %	-13.59		-25	
	Medium	Absolute	7	9	6	9
		%	31.82	40.9	30	45
		difference %	+9.08		+15	
	High	Absolute	2	3	2	4
		%	9.09	13.6	10	20
		difference %	+4.51		+10	
Visual tests						
Levels	Low	Absolute	15	13	13	6
		%	68.18	59.09	65	30
		difference %	-9.09		-35	
	Medium	Absolute	6	8	6	11
		%	27.27	36.36	30	55
		difference %	+9.09		+25	
	High	Absolute	1	1	1	3
		%	4.55	4.55	5	15
		difference %	0		+10	

Calculated by the authors, 2022

Thus, the expediency of using virtual museums and excursions in the higher education process is determined by the relevance and novelty of this technology, the motivation of students' interests, the need for the development of creative abilities and the formation of professional competence. The experience of implementing these technologies in the process of studying tourism disciplines convincingly proves that they increase the information capacity of classes, make them more attractive and interesting for students. A virtual museum and a virtual excursion can also be considered as an effective organizational form of learning, in particular for the course of museum studies and similar disciplines.

We emphasize that the use of virtual museum tours in the educational process has its advantages and disadvantages. The advantages of this technology include many factors:

- accessibility (the opportunity for students, in particular students with disabilities or from low-income families, to see the best museums and their collections, masterpieces of world art, hear the best tour guides and the best tour texts);
- interactivity (students experience conditions close to real ones, having the opportunity to influence the course of the excursion);
- informativeness (receiving information about a given museum and any of its exhibits, and a significant share of visual information contributes to memorization);
- no time limits (possibility of viewing the exposition at any convenient time);
- safety ('traveling' behind a computer or smartphone monitor, the student avoids physical difficulties and danger, and the risk of an accident is minimal);
- reliability (obtaining information "first-hand");
- modernity (use of innovative methods and techniques, relevant for young people, Internet technologies for solving creative tasks).

The disadvantages of using virtual tours, in our opinion, are the dependence on technical factors, limited possibilities of the perception format (the maximum format is 3D), the low level of memorization of textual (logical) information, lack of feedback (communication with the tour guide, because most predominant tours are not online), labor-intensive (significant time spent on viewing and creation), low profitability (in the process of professional tourist activity).

Therefore, a virtual museum and a virtual excursion cannot completely replace real presence in a museum, although they provide an opportunity to get a general idea of the object under study. A full-fledged curriculum of the museum studies course involves real tours of real museums with an educational purpose, that is, an optimal combination of reality and virtuality in tours based on the interests of students and the tasks of the teacher.

## Results

The new challenges of contemporary times lead to the development of new forms and methods of education. In the process of studying tourism disciplines, modern methods are actively used, in particular, the technologies of a virtual museum, a virtual tour, virtual excursions, etc. The teacher can choose different forms and methods of work with the use of museum resources: to conduct an overview and thematic virtual tour, to use the multimedia resources of the museum site to create an electronic database of visual aids, to organize workshops for students with virtual images of museum exhibits, to attract university students to the use of information resources of the museum in the process of performing search and research work.



During lectures, the teacher has the opportunity to conduct virtual tours to the best museums and galleries of the world for future tourism specialists using the tools of various platforms (Google Arts&Culture, Google Cultural Institute, etc.), select specific works of art from the catalog based on the subject of the lesson and show their fragments in high resolution. Virtual tours are one of the most effective and persuasive ways to present information, as they create the illusion of full presence in the viewer. Basically, this is a multimedia photo panorama where you can upload videos, graphics, text, links. At the same time, unlike a video or a regular series of photos, virtual tours are characterized by interactivity. In the process of traveling, you can zoom in or out on one or another object, meticulously examine individual details of the interior, view the panorama from afar, look up and down, approach the selected point or move away from it, move from one panorama to another through active zones, for example, walk through individual rooms, and all this can be done at the right pace and in an order convenient to a particular viewer. Thus, it is possible, for example, to go around the entire museum from the inside, inspect it from the outside, or take a virtual trip to an exotic island without leaving one's seat (Franchuk & Potapyuk, 2018).

The use of actual museum pieces constitutes a large value for studies. The institutionalization of museums as places of accumulation, storage and demonstration of past exhibits is a direct expression of this new method of history perception. In the last decades, the mushroom growth of copying-multiplying technique has been accompanied by numerous attempts to give to the past a new place in the present. Nowadays, museums that are original receptacles of knowledge actively digitize their exhibits in order to keep and demonstrate this knowledge to the visitors. The Internet, the network of knowledge, is used for distribution of information and, thus, offers new possibilities for expansion of museum information. Accordingly, the traditional museum model is on the path of transformation; more and more rarely it is a place bounded by solid walls. Digital displays are a new museum method to show their collections and open to the potential audience all over the world, offering it access to research and study of museum funds, in particular with an educational purpose. The array of instruments has been worked out lately, quite a few of which are public domain software that is of free access, and just the same tools give an opportunity to museums, libraries and other cultural institutions containing collections to create digital displays and show them in the online-mode (Islek & Asiksoy, 2019). These are invaluable possibilities for perfecting modern teaching at universities under conditions of financial deficit. Modern technologies create numerous possibilities for organizing virtual interactive presentations and exhibitions that students benefit from.

An effective form of education is the use of virtual excursions, which, firstly, satisfies the teachers' needs for a more modern presentation of information, and secondly, the students' desire to get acquainted with the culture and art of different countries of the world. Thirdly, virtual excursions are more and more frequently performed with the use of VR technologies.

We use virtual tours in various ways: as part of a lecture when the teacher illustrates the studied material with the help of a virtual museum resources, or as part of a practical lesson. Moreover, this tool is used when students receive a specific task of creating a virtual trip, and it can also serve as a form of work organization for an individual student, aimed at in-depth study of a particular topic.

Virtual excursions can be used fragmentarily in different classes or in a series of classes on a certain topic. For example, when studying the discipline "Organization of tourism", the lesson "Organization of tourist trips in the museum" offers a virtual tour of the Louvre, which is one of the oldest, richest and largest museums in the world, a repository of collections of treasures of the most ancient civilizations, as well as a symbol of Paris and France.

Given the limited time allotted by the curriculum for viewing excursions, the teacher gives students a task of familiarizing themselves independently and analysing virtual tours of museums and online exhibitions such as Byzantine and Christian Museum (Athens, Greece), Cranbrook Museum of Art (Michigan, USA), Theater-Museum of Salvador Dalí (Catalonia, Spain), The Frick, Pittsburgh (Pittsburgh, Pennsylvania, USA), Hallville Museum (Stockholm, Sweden), Hermitage (St. Petersburg, Russia), Louvre (Paris, France), Marshall M. Fredericks Museum of Sculpture (Michigan, USA), Pitt Rivers Museum (Oxford, Great Britain), Sao Paulo Museum of Art (Sao Paulo, Brazil), Vatican Museums (Vatican City), Vizcaya Museum and Gardens (Miami, Florida, USA). Each student, having chosen a museum that interests them the most, presents it in a practical session and analyzes the quality of the virtual tour (Hagedorn-Saupe &Peukert, 2015).

In the process of organizing museum-educational activities, virtual resources create unique conditions for familiarizing oneself with museum collections and infrastructure, performing various tasks, and preparing for a real visit to the museum. For a teacher, virtual museums provide a significant amount of educational multimedia materials, contribute to the development of new teaching methods, provide an opportunity to fully communicate with their students, as well as evaluate students' academic performance and study their cognitive interests. Solving creative tasks with the use of virtual museums promotes the development of the following educational skills: selection of information, respectively, with a specific purpose and topic, public presentation of work results, drawing up a comparative analysis, monitoring and categorising information (Chiarenza, Accardi & Inglisa, 2019).

During the study of the topic “Peculiarities of tours in museums of the world”, within the framework of independent work, students were offered to view virtual tours of the following famous museums: Canadian Museum of History (Gatineau, Canada), Cliff Castle Museum (Bradford, Great Britain), Diefenbunker (Ottawa, Canada), Florence as it was (Florence, Italy), Mount Vernon (Virginia, USA), Historic Ships of Baltimore (Baltimore, Maryland, USA), Seattle Aviation Museum (Seattle, Washington, USA), Museum of the American Revolution (Philadelphia, Pennsylvania, USA), National Archaeological Museum (Madrid, Spain), National Museum of the Great Lakes (Toledo, Ohio, USA), National Museum of the US Air Force (Dayton, Ohio, USA), Palace Museum: Forbidden City (Beijing, China); Pennsylvania Railroad Museum (Pennsylvania, USA), Monticello (Virginia, USA), Westminster Abbey (London, Great Britain). Afterwards, during the practical session, the museums and their collections which excited the students the most, as well as the quality of the excursions, were discussed. Viewing excursions is an effective form that contributes to the widest possible coverage of the world museum network, and in the process of discussion, the professional skills of future tourism specialists are formed.

Studying natural history museums, we use virtual excursions to the National Museum of Natural History (Luxembourg), National Museum of Computing (Great Britain), National Museum of Natural History (USA), Museum of Natural History of Oxford University (Great Britain).

Here is a short list of virtual tours of national museums that we use in the classes with tourism students: the Ulas Samchuk Museum, the Hetmanship Museum, the Kolomyia Museum of Folk Art of Hutsul Region and Pokuttia, the Vyacheslav Lipinsky Memorial Museum in the village of Zaturtsi, Museum of History of the Ostroh Academy, National Museum “Chernobyl”, Museum of Modern Sculpture of Mykhailo Dzindra in Lviv, Museum of the Liberation Struggle of Yuriy Mykolskyi, Museum of Glass in Lviv, Museum of the Volyn Icon, Museum of History and Culture of the Jews of Bukovyna, House-Museum of Igor Stravinsky in Ustiluz, Kyril Razumovsky Palace in Baturyn, Historical and Archaeological Museum “Ancient Aratta – Ukraine” in the village of Trypilla, Memorial Museum “Prison on Lontsky” in Lviv, Museum of Archeology in Baturyn, Ivan Kotlyarevsky Manor Museum in Poltava, Literary and Memorial Museum Hryhoria Skovorody, historical and memorial museum of M. Hrushevskyi and others.

In the process of studying the museums of Ukraine, we invite students to watch the virtual tour “Museums of Ukraine in the open air” (<https://museums.authenticukraine.com.ua/ua/>), which was created as part of the “Authentic Ukraine” campaign by Google Ukraine together with the Ministry of Culture of Ukraine. Thanks to the project, seven museums were digitized. Students go on virtual tours to the National Museum of Folk Architecture and Lifestyle of Ukraine (Pyrogiv), the Museum of Folk Architecture and Lifestyle in Lviv

“Shevchenkivskiy Gai”, the Museum of Folk Architecture and Lifestyle of the Central Dnipro Region (Pereyaslav-Khmelnytskyi), the Transcarpathian Museum of Folk Architecture and Lifestyle (Uzhgorod), “Mamaeva Sloboda” Folklore Center (Kyiv), Zaporizhia Sich – National Reserve “Khortytsia” (Zaporizhia), Residence of Bohdan Khmelnytskyi (Chhyryn). Thanks to modern technologies, it is possible to “walk” through the museums’ territory, admire their surroundings, inspect their buildings and familiarize oneself with museum exhibits from the inside. It is advisable to analyze additional materials on the website (a map with digitized museums, for each of which a separate virtual journey has been created, textual information about folk architecture and everyday culture of the population), to pay attention to unique collections of ethnographic and architectural objects dating from the 15<sup>th</sup>–20<sup>th</sup> centuries. We also analyze the level of ease of navigation on the web portal (Daniela, 2020).

As experience shows, virtual excursions are successfully used in classes to attract students to the cultural heritage of Ukraine and the world. Possible variants of the task for studying the topic “Classification of Museums of Ukraine” can be as follows: the student chooses a profile of the museum and prepares an excursion using a virtual tour of the museum according to the appropriate plan, in which they justify the choice of the topic of the excursion, the selection of objects, write their description, create a route and excursion plan, prepare and process the text of the excursion.

With the help of virtual museum technology, university students have the opportunity to learn the methodology of organizing and conducting excursions for various destinations, because this is a necessary part of successful study of this academic discipline. This tool is implemented by students in their exploration of historical, natural, art and other museums, in the development of material, methods and technologies that can serve as a basis for creating and conducting future excursions, in particular, virtual ones.

The experience of students creating their own virtual museums and excursions is valuable, first of all, for practical purposes: this can be one of the practical individual tasks to be completed. To create virtual museum trips, students are advised to use different programs, in particular: izi.TRAVEL, or Google Arts&culture, ARCGIS and others (Table 2).

According to the results of the survey, the respondents most often use izi.TRAVEL, because this application is the easiest to use (Figure 1).

The development technologies of virtual museums (Fig. 2) are focused on the development of students’ creative abilities, individualization of the educational process, formation of self-mastery skills and application of knowledge. For this, elements of distance learning are used, whose advantages are museum visits. This encourages students to develop independence and responsibility, which increases their motivation to study, as well as develops students’ analytical

skills, creative abilities, and enriches the experience of working with modern technologies. And this, in turn, increases their qualifications and competitiveness in their future professional activities.

Table 2  
*Analysis of platforms for creating virtual museums*

Program	Characteristics	Advantages	Disadvantages
GoogleArtProject/GoogleArts&Culture	<p>The program has been operating since 2011, its partners are 17 world-known museums. Any user can access high-definition images of works of art stored in the program's partner museums.</p> <p>The platform allows users to take virtual tours of museum galleries, learn about physical and contextual information about works of art, and create their own virtual collections.</p>	A large database	Focused mainly on museums and galleries
ArcGIS	<p>With ArcGIS Online, you can create web maps, use ready-to-use resources, publish map services, perform spatial analysis, share data, and access maps from any device.</p> <p>The platform can be used as a platform to build your own geo-tethered applications. You can add shapefiles, spreadsheets, KML files, OGC WMS and WMTS services, map services, GeoRSS and GPS files, and easily combine data and maps provided by other users.</p> <p>It regularly updates the basemap gallery with resources from commercial data providers and verified community users around the world.</p>	Free account. Easy to use.	Requires additional software (mainly focused on GIS).
izi.TRAVEL	<p>The platform provides an opportunity to create virtual exhibitions using photo, audio and video files.</p> <p>Thanks to GPS, automatic playback of tour stories is possible.</p> <p>You can test your knowledge with the help of entertaining quizzes.</p> <p>Provides savings on roaming – audio guides can be downloaded to the phone before the trip.</p> <p>Quick access to local stories with QR codes and numeric keypad.</p>	<p>A program that unites guides and tourists from all over the world.</p> <p>Easy to use. Free.</p>	The walking mode along a certain route works only online.

Developed by the authors, 2022

To develop a virtual museum trip, students need photos of the selected museum and its exhibits, a descriptive text about the selected objects, access to Google navigation, a selected application, and a smartphone.

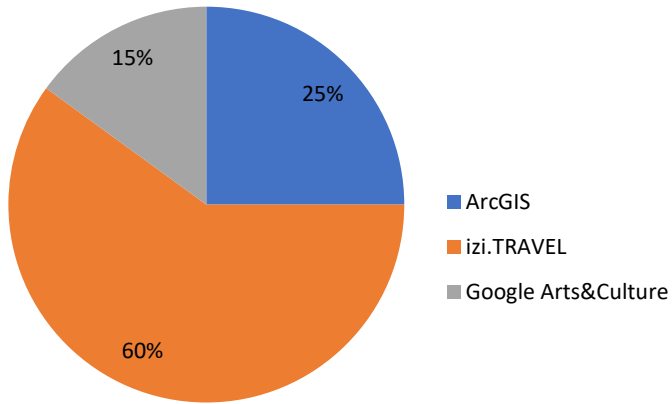


Figure 1 Use of special programs for the development of a virtual museum (2022)

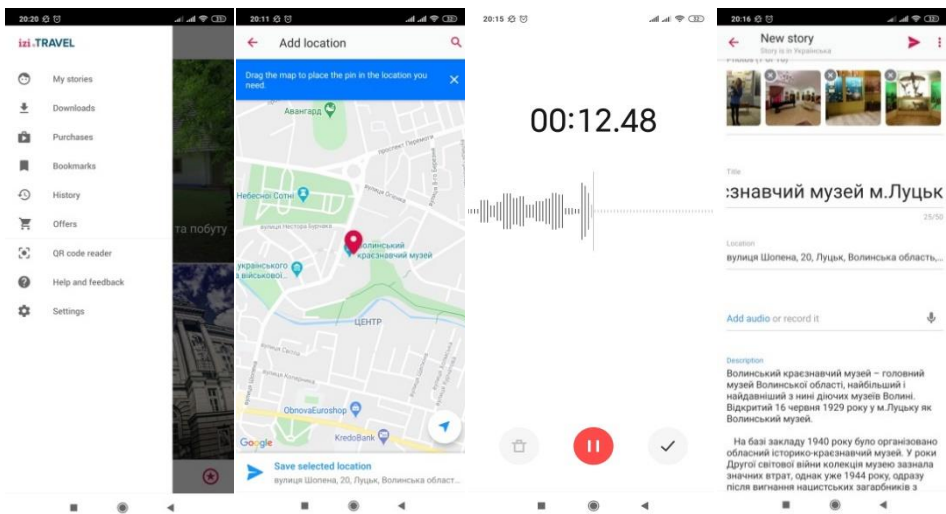


Figure 2 The development of virtual museums technologies

It is suggested that students create (individually or collectively) their virtual museum from scratch, choosing their own surroundings, an appropriate building, rooms, etc. Taking into account all pedagogical rules, this entertaining task has a considerable educational effect as it seems easy but it needs a lot of effort and allows students to develop their professional skills at the level required by the curriculum.

The creation of one’s own virtual museum and excursion can be a task for current and final evaluation (by means of diagnosis) from the museum studies, however, it is necessary to work out the corresponding assessment criteria,

for example, planning quality, quality of the route, quality of the text, creativity and others.

Therefore, virtual museums are not only an effective educational resource, but also an effective center of interpersonal communication, an interactive learning environment that ensures the formation of students' knowledge through the development of imaginative, associative, abstract and critical thinking, promotes the growth of motivation and the expansion of the individual's worldview.

## **Discussion and conclusions**

Virtual museums and excursions are today a new, relevant phenomenon in the information and communication space in general, and the information and educational environment in particular. They are inextricably linked with the development of the information society, active implementation of information and communication technologies, the processes of globalization of the world, and the improvement of the intellectual and cultural level of humanity. The introduction of virtual museums performs a number of important functions: scientific, cultural, educational, etc., which are aimed at preserving the most valuable memories and heritage of humanity, defining and recalling the axiological coordinates of its existence. These and similar achievements also demonstrate the humanistic aspects of modern society, because they enable travel for people with special needs – people with disabilities, low-income people and people with limited or enforced mobility restrictions.

In modern conditions, such technologies have acquired special importance for the training of tourism specialists, being implemented as means of training, evaluation, as well as education in various forms of teaching and student activities, as means of acquiring and developing general and professional competences necessary for work in the future. The use of the whole variety of types of virtual museums and excursions allows one to diversify the learning process, enliven the work of students in classes, promotes better assimilation of educational material, stimulates interest in the educational subject and generally in the chosen specialization, motivates tourism students to develop their creative potential, enriches and develops their professional erudition, etc. The study of virtual museums, excursions, tours, their creation and implementation is actually an important component within the course of museum studies. Having its advantages and disadvantages, the technology of virtual museums and excursions, rationally combined with the study of the work of traditional museum institutions, is naturally introduced into the process of training future tourism specialists.

The directions of further research, in our opinion, should be focused on the practical aspects of using virtual museums in the development of educational and research projects, production practice and the organization of distance learning.

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#### STATEMENT OF ETHICS

This study was conducted in accordance with the World Medical Association Declaration of Helsinki. The research protocol was reviewed and approved by the Scientific and Technical Council of the Lutsk National Technical University (April 19, 2023, Lutsk, Ukraine). All participants provided written informed consent to participate in this study.

#### DECLARATION OF CONFLICTING INTERESTS

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## USING INTERNET MARKETING AND SOCIAL MEDIA TO PROMOTE ECOTOURISM IN UKRAINE (BASED ON THE EXPERIENCE OF NORWAY AND ICELAND)

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### Wykorzystanie marketingu internetowego i mediów społecznościowych do promocji ekoturystyki na Ukrainie (na podstawie doświadczeń Norwegii i Islandii)

#### Streszczenie

Ekoturystyka to rodzaj turystyki zrównoważonej, który zyskał popularność w ostatnich latach. Jej głównym celem jest ochrona dziedzictwa naturalnego i kulturowego oraz promowanie praktyk odpowiedzialnego podróżowania. Norwegia i Islandia stały się wiodącymi celami ekoturystyki, oferując zapierające dech w piersiach krajobrazy, różnorodną przyrodę i solidne zaangażowanie w zrównoważony rozwój. Kraje te wdrożyły udane kampanie marketingowe w zakresie ekoturystyki, które przyciągnęły znaczną liczbę osób podróżujących w sposób zrównoważony. Z drugiej strony Ukraina jest wciąż na wczesnym etapie rozwoju ekoturystyki. Jednakże ostatnio podjęto wysiłki w celu promowania dziedzictwa naturalnego i kulturowego tego kraju jako potencjalnego

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celu ekoturystyki. W artykule wykazano, że dzięki swoim ogromnym zasobom naturalnym i różnorodnemu dziedzictwu kulturowemu Ukraina ma potencjał, aby stać się znanym kierunkiem ekoturystyki, przyczyniając się do wzrostu gospodarczego kraju, zachowując jednocześnie jego dziedzictwo naturalne i kulturowe. Celem autorów jest zatem analiza, w jaki sposób doświadczenia krajów o rozwiniętym sektorze ekoturystyki pomogą Ukrainie promować ten rodzaj rekreacji na swoim terytorium.

**Słowa kluczowe:** ekoturystyka, turystyka, marketing, media społecznościowe, awans, zrównoważony rozwój.

## Abstract

Ecotourism is a type of sustainable tourism that has gained popularity in recent years. Its primary focus is preserving natural and cultural heritage and promoting responsible travel practices. Norway and Iceland have emerged as leading ecotourism destinations, offering breathtaking landscapes, diverse wildlife, and a solid commitment to sustainability. These countries have implemented successful ecotourism marketing campaigns that have attracted a significant number of sustainable travelers. On the other hand, Ukraine is still in the early stages of ecotourism development. However, recent efforts have been made to promote the country's natural and cultural heritage as a potential ecotourism destination. The article reveals that with its vast natural resources and diverse cultural heritage, Ukraine has the potential to become a well-known ecotourism destination, contributing to the country's economic growth while preserving its natural and cultural heritage. Thus, the authors' objective is to analyze how the experience of countries with a developed ecotourism sector will help Ukraine promote this type of recreation on its territory.

**Keywords:** ecotourism, tourism, marketing, social media, promotion, sustainability.

## Introduction

Ecotourism is a form of sustainable tourism that focuses on responsible travel to natural areas, conserving the environment and improving the well-being of local people (The International Ecotourism Society – TIES) (Chandel & Mishra, 2016). It involves responsible travel to natural areas with an emphasis on education, conservation, and community development. Ecotourism aims to minimize the impact of tourism on the environment and promote conservation efforts while benefiting local communities and economies. It often involves small-scale, low-impact tours or visits to areas with unique flora, fauna, and cultural heritage. The goal of ecotourism is to provide travelers with an authentic, immersive experience while also promoting the protection of the environment and supporting local communities. Hence, the concept of this specific type of tourism includes not only providing opportunities for tourists to experience nature but also educating them about conservation efforts.

In as much as ecotourism entails more than just visiting natural attractions or places, it means doing so in a responsible and sustainable manner, with an emphasis on environmental conservation. The history of ecotourism can be

traced back to the late 1960s and early 1970s, when concerns about environmental conservation and sustainable development began to emerge. In 1964, the US Congress passed the Wilderness Act, which aimed to protect natural areas from development and exploitation. In 1972, the United Nations held the first Conference on the Human Environment in Stockholm, which emphasized the importance of environmental protection and sustainable development (Higham, 2007).

The term “ecotourism” was first coined in the early 1980s by the Mexican architect Héctor Ceballos-Lascuráin, who defined it as “tourism that involves traveling to natural areas with the goal of conserving, observing, studying, or experiencing the natural environment” (Gallagher, 2022; Ostapenko et al., 2021). The International Union for Conservation of Nature (IUCN) played a key role in the development of ecotourism by promoting the idea of “low-impact tourism” in natural areas. In the 1980s and 1990s, the world saw the rapid growth of ecotourism as a niche market, driven by increasing awareness of environmental issues and a growing interest in nature-based travel. Initially, the concept of ecotourism was used in Third World countries, but it has developed into a global phenomenon. Many countries, particularly in the developing world, saw ecotourism as a way to generate income while preserving their natural and cultural resources. In 1992, the United Nations held the Earth Summit in Rio de Janeiro, which highlighted the importance of sustainable tourism and led to the adoption of Agenda 21, a comprehensive plan for sustainable development.

The Commission on Sustainable Development (CSD) was established in December 1992 to ensure effective follow-up of UNCED by monitoring and reporting on agreement implementation at the local, national, regional, and international levels. Since then, ecotourism has continued to evolve and grow in popularity. It is now recognized as a potent tool for conservation, sustainable development, and community empowerment. People in many countries understand why developing ecotourism is worth it:

- 1) it can be an effective way to promote the conservation of natural habitats and biodiversity,
- 2) it can help diversify the local economy and reduce the dependence on traditional industries,
- 3) it can also support cultural preservation and provide opportunities for visitors to interact with local communities and learn about their way of life,
- 4) it can provide opportunities for people to get outside, explore natural environments, and engage in physical activity, which has a positive impact on mental and physical health and well-being (Crosby, 2020).

The World Tourism Organization indicates ecotourism as one of the fastest growing sub-sectors of the tourist industry in many parts of the world. Despite the fact that the ecotourism market has been greatly affected by the COVID-19

pandemic, which has caused travel restrictions worldwide in an effort to prevent the spread of the pandemic, according to the report published by Allied Market Research (Ecotourism Market, 2021), the global ecotourism market garnered 181.1 billion USD in 2019 and is estimated to generate 333.8 billion USD by 2027, manifesting a Compound Annual Growth Rate (CAGR) of 14.3% from 2021 to 2027. These figures suggest that the ecotourism market is growing and becoming increasingly important in the tourism industry.

At the same time, there are ongoing debates about what constitutes “true” ecotourism and the potential negative impacts of tourism on natural and cultural resources. The reason for this is that the “ecotourism” concept is frequently misunderstood and used as a marketing tool for nature-related tourism that does not promote environmental conservation or improvement of the well-being of people in the local communities. A scenario like that may include a tourism company utilizing external resources such as tour guides, transportation, and hotels from a nearby city rather than the local area, often without connection to the local environment and culture, resulting in the locals receiving no economic benefits. In some cases, the label of ecotourism may be given to the location of a hotel in a beautiful environment, which can harm the ecosystem.

A theoretical framework for ecotourism developed by H. Donohoe and R. Needham (2006) is centered on six fundamental concepts: nature-based, preservation, education, sustainability, distribution of benefits, and responsibility. According to the definition of ecotourism presented above, the aforementioned examples of manipulation of the word “ecotourism” cannot be recognized as “true” ecotourism and could even be referred to as “pseudo-ecotourism” (Sheikh, 2008). Pseudo-ecotourism often involves false or misleading advertising, which, when combined with the intricate connection between the increasing number of activities related to ecotourism and the more than two billion users of social media, leads to a complicated situation. This is why efforts to develop and promote responsible and sustainable tourism practices should be a priority for the ecotourism industry. For example, many tourism stakeholders in Northern Europe have observed that ecotourism as an activity, philosophy, and development model fits these countries very well (Viken, 2006).

For example, Iceland is one of the countries that have been able to use its unique natural beauty and geothermal resources to develop a thriving tourism industry, focusing on sustainable and responsible tourism. The country has taken several steps to support and encourage sustainable tourism practices, including the establishment of a certification system for tourism operators who are committed to sustainability. One of the most important aspects of Iceland’s ecotourism strategy is the focus on preserving the country’s natural resources (OECD, 2017). Notably, the country has implemented strict regulations to limit the number of visitors to popular natural attractions such as geysers, waterfalls,

and whale watching. These precautions were taken to prevent potential harm to the natural environment and ensure that visitors will get an opportunity to enjoy these attractions for many years to come.

Another crucial aspect of Iceland's ecotourism industry is the emphasis on local community involvement. Tourism operators in the country have collaborated closely with local communities to ensure that the industry benefits them and that their needs and concerns are taken seriously. This has contributed to fostering a sense of ownership and pride among the local communities and has helped promote the long-term sustainability of the industry (Centre For Public Impact, 2016).

On the contrary, according to A. Viken (2006), ecotourism is not a necessary concept in Norway because their tourism already occurs primarily in natural areas and is inherently sustainable and environmentally friendly. While there are varying opinions, most Norwegians believe that there is no need to emphasize ecotourism because Norwegian tourism already adheres to ecotourism principles. It has many forms, from hiking and camping to kayaking, whale or bird watching, and more. Svalbard, the Lofoten Islands, and the Jotunheimen National Park are among Norway's most popular ecotourism destinations.

Ecotourism has the potential to help Eastern European countries improve their image, as they are often associated with a socialist past, industrial heritage, and environmental contamination. This type of tourism is less widespread in Ukraine than in other Northern countries. At the same time, Ukraine's diverse natural landscapes include the spectacular Carpathian Mountains, the shoreless Black Sea coasts, and the vast steppes. All these areas have significant potential for ecotourism development in the country, and they can offer opportunities for activities such as hiking, horseback riding, birdwatching, and photography. Thus, the important task for us in this context is to research the benefits of true ecotourism based on successful Internet marketing initiatives in other countries, such as Norway and Iceland.

## **Materials and Methods**

Content analysis was used to investigate the connection between ecotourism and marketing. It helped explore existing trends, patterns, and themes in the contemporary social media promotion of nature-oriented tourism. With the help of content analysis, the authors investigated how ecotourism destinations and operators use social media platforms to promote sustainable travel practices and showcase their unique natural and cultural heritage. This includes identifying common themes, such as the emphasis on sustainability, responsible travel, community engagement, and investigating the use of various media such as photos, videos, and stories, to attract potential visitors. Through content

analysis, the authors were able to gain a deeper understanding of the current state of ecotourism marketing and identify potential areas for improvement or future research (Derevyanko et al., 2022). Additionally, it allowed for a systematic and objective analysis of a large amount of data, providing valuable insights into the relationship between ecotourism and marketing in the context of social media promotion of nature-oriented tourism.

The authors also employed the comparative method in their research. It was used to highlight similarities and differences in the state of ecotourism in countries such as Ukraine, Norway, and Iceland. For example, the comparative method helped identify differences between policies to promote sustainable tourism and the influence of the countries' authorities on this type of tourism. Additionally, it allowed us to interpret the data gathered from the content analysis of social media promotion of ecotourism in these countries. By comparing the themes and patterns observed in their marketing campaigns, conclusions were drawn about the effectiveness of different approaches to promoting ecotourism through social media. In summary, the comparative method was a valuable research technique used in the article to emphasize the similarities and differences in the state of ecotourism in Ukraine, Norway, and Iceland and to draw conclusions about the role of marketing and social media in promoting sustainable tourism.

## Results

### Opportunities for ecotourism in Iceland, Norway and Ukraine

Iceland has a reputation for its commitment to environmentally friendly and sustainable tourism. Its exceptional natural beauty and geothermal resources abundance have enabled the country to cultivate a thriving tourism industry that emphasizes responsible and sustainable practices.

Iceland has implemented an ecotourism strategy to promote responsible travel and raise awareness of the importance of protecting the natural environment. With the passage of Constitutional Bill No. 33/1933, an additional provision was incorporated into the Constitution of the Republic of Iceland. According to this constitutional amendment, "Iceland's nature is the foundation of all life in the country. Responsibility for protecting nature precaution and long-term vision guided by sustainable development. The maintenance of natural diversity shall be promoted and the growth and development of the biota ensured" (Venice Commission, 2020).

The country has taken numerous steps to sustain and promote sustainable tourism practices, including the establishment of a certification system for tour-



ism operators dedicated to sustainability. Within its borders, this country offers a number of opportunities for ecotourism. Several tour operators (Elding Whale Watching, Reykjavik Sailors, North Sailing, Gentle Giants) offer whale-watching tours that emphasize environmental consciousness and respect for the whales and their habitat. Iceland boasts a variety of magnificent glaciers, with Vatnajökull being the largest in Europe. Tourists can go on guided glacier hikes and learn about the geology of the glaciers and their importance to the local ecosystem. Iceland provides opportunities for visitors to learn about its natural history and conservation efforts by touring several national parks, including the Thingvellir National Park, which is home to unique geological formations, waterfalls, and hiking trails.

One of the key aspects of Iceland's approach to ecotourism has been the focus on preserving the country's natural resources. Currently, about 25% of the country is under formal protection in either national parks or other types of protected areas. Some of those areas are of international importance, such as the large Vatnajökull National Park, Surtsey, and Thingvellir National Park, which have been recognized as UNESCO World Heritage sites, and the important bird area Mývatn-Laxá, which is a Ramsar site (Ministry of the Environment, Energy, and Climate, 2023a). For instance, the country has enacted strict laws to limit the number of tourists who can visit well-liked natural landmarks, such as geysers and waterfalls. The Ministry of the Environment, Energy, and Climate is responsible for the majority of environmental and nature conservation issues. However, environmental issues are often cross-sectoral, as most industries and other human activities generally impact the natural environment. As a result, a lot of issues fall under the responsibility of multiple ministries or are subject to inter-ministerial co-ordination (Ministry of the Environment, Energy, and Climate, 2023b).

Examples of such laws aimed at preserving the natural environment of Iceland are the Environmental Impact Assessment Act, the Nature Conservation Act, the Soil Conservation Act, and the Pollution Prevention Act. These laws govern a variety of actions, including construction, mining, and waste management, and they also ensure that all of them are carried out in an environmentally responsible manner. Iceland has also ratified several international agreements and treaties intended to protect the environment such as the Convention on Biological Diversity and the Paris Agreement on climate change. It is supposed that these measures will ensure that tourists can continue to enjoy these sights for many years to come.

The importance placed on local community involvement in Iceland's ecotourism industry is another crucial factor (Mihai, 2023). Local communities have benefited from the tourism industry and had their wants and concerns taken into consideration thanks to the tight collaboration between operators and the

community. This has helped create a sense of ownership and pride among the local communities and to promote the long-term sustainability of the industry.

Norway has a robust legal framework in place to protect and preserve its natural environment. Article 112 of the Constitution of the Kingdom of Norway states the following:

Every person has the right to an environment that is conducive to health and to a natural environment whose productivity and diversity are maintained. Natural resources shall be managed on the basis of comprehensive long-term considerations which will safeguard this right for future generations as well. The authorities of the state shall take measures for the implementation of these principles (Ministry of Justice and Public Security, 2023).

Table 1 displays a comprehensive compilation of laws and regulations overseen by the Ministry of Climate and Environment in Norway. These legal measures collectively exemplify the nation's unwavering dedication to the preservation of its natural environment and the promotion of sustainable practices. By adhering to these regulatory frameworks, Norway seeks to ensure the well-being of both contemporary and future generations, fostering a harmonious coexistence between human activities and the preservation of its invaluable natural resources.

Table 1

*Laws and regulations of nature protection in Norway by the Ministry of Climate and Environment*

Act	Description
Nature Diversity Act	This Act aims to protect biological, geological, and landscape diversity, along with ecological processes, through conservation and sustainable use. In a way environment provides a basis for human activity, culture, health, and well-being both now and in the future. The Act also establishes protected areas, such as national parks, nature reserves, and wildlife sanctuaries, to preserve significant natural habitats.
Svalbard Environmental Protection Act	The Act aims to preserve the virtually untouched environment in Svalbard, respecting the continuous areas of wilderness, landscape, flora, fauna, and cultural heritage. The Act allows for environmentally sound settlement, research, and commercial activities within this framework.
Cultural Heritage Act	This Act aims to protect archeological and architectural monuments and sites and preserve cultural areas in all their variety and details, both as part of cultural heritage and identity and as an element in the overall environment and resource management.
Pollution Control Act	The Act aims to protect the outdoor environment from damage, reduce existing pollution and the quantity of waste, and promote better waste management.

Table 1  
*Laws and regulations...* (cont.)

Act	Description
Outdoor Recreation Act	This Act aims to protect the natural basis for outdoor recreation and guarantee the public's right of access to the countryside, including passage through it and spending time there. This ensures opportunities for outdoor recreation as a healthy, environmentally sound, and well-being-giving leisure activity is preserved and promoted.
Environmental Information Act	The Act aims to provide public access to environmental information, making it easier for individuals to contribute to the protection of the environment, safeguard themselves from environmental damage, and influence public and private decision-makers in ecological matters.

Source: Government.no, 2023.

The Norwegian government has also implemented policies to promote sustainable tourism practices and to preserve the environment, such as the “Leave No Trace” principle, which encourages visitors to minimize their impact on natural areas by packing out all trash and respecting wildlife.

Norway is renowned for its natural landscapes, from the fjords to the mountains, forests, and wilderness areas. As a result, Norwegian ecotourism offers a diverse range of activities, from hiking and camping to kayaking, whale watching, bird watching, and more. Some of the most popular ecotourism destinations in Norway are Svalbard, the Lofoten Islands, and the Jotunheimen National Park. Another aspect of Norway's ecotourism industry is the various organizations and certifications that promote and recognize sustainable tourism practices, such as Eco-Lighthouse, Green Key, and Nordic Swan Ecolabel.

For instance, Green Travel certifies tourism businesses in Norway that meet specific standards, rules, and guidelines for environmental sustainability, social responsibility, and sustainable development. These include, among other things, waste reduction, encouraging regional growth, the use of renewable energy sources, the efficient use of water resources, and implementing energy efficiency measures. Tourism companies that obtain Green Travel accreditation can use it as a powerful marketing tool to promote their services as socially and environmentally responsible. Tourists can also rely on Green Travel accreditation as a standard when choosing a destination in Norway, knowing that their tour will be both environmentally friendly and beneficial to the area's long-term development. Certification programs like Green Travel lead to economic growth in ecotourism by attracting investors interested in environmentally beneficial and sustainable initiatives. Additionally, they can stimulate the development of local communities, as certified tourism businesses often collaborate with local suppliers and offer programs that allow tourists to learn about the culture and traditions of locals.

In general, there are various organizations that certify and set criteria for ecotourism. For example, Green Globe Certification and EarthCheck are the organizations that certify hotels, resorts, and other travel-related enterprises worldwide for their environmental and social policies. Similarly, the Rainforest Alliance accredits travel agencies located in protected zones in more than 70 countries. These certifications encompass the criteria for culture preservation, social responsibility, economic viability, and nature conservation, similar to how the Global Sustainable Tourism Council (GSTC) operates.

Overall, Norwegian ecotourism provides a sustainable way to experience the natural beauty of Norway while also encouraging environmental stewardship and responsibility. In contrast, in Ukraine ecotourism is still a relatively new concept, and its presence is not yet as developed as in Norway. However, rich and diverse natural environments, including unique landscapes, nature reserves, and wildlife, offer great potential for ecotourism development.

Some of the possibilities of ecotourism in Ukraine include its biodiversity. Ecotourists can visit nature reserves, national parks, and wildlife sanctuaries to observe and learn about an immense variety of wild animals, including brown bears, wolves, lynxes, rare bird species, and more. Moreover, Ukraine has an array of natural landscapes, such as the steppes, the Black Sea coast, and the Carpathian Mountains. Hiking, horseback riding, birdwatching, and photography are just a few activities that can be done in these locations. As Ukraine has a rich cultural heritage with many historical towns, castles, and religious sites, this cultural richness can also be a compelling argument for developing ecotourism in the region.

While Ukraine has a great potential for ecotourism, it also faces challenges that should be overcome to develop this industry. One of the most significant barriers to ecotourism in Ukraine is the lack of infrastructure. Several ecotourism sites are located in rural areas where basic infrastructure such as roads, electricity, and water supply are often absent. It is also related to limited access to financing, as many ecotourism enterprises in Ukraine struggle to obtain funding for operations and expansion. This includes accommodation, transportation, communication, and informational centers where tourists can acquire the details required.

Another issue is that policymakers and the general public may not be informed enough about the potential of Ukrainian ecotourism. As a result, ecotourism activities might endure lack of promotion, funding, and support. There is also lack of coordination among government agencies, ecotourism businesses, and local communities (Britchenko & Saienko, 2017). Due to lack of regulations and guidelines for ecotourism, unscrupulous operators may exploit the environment and local communities for their profit. If uncontrolled ecotourism operations are not adequately controlled, they risk causing environmental degrada-

tion. Unrestricted use of resources and unauthorized access to natural areas may endanger local species and delicate ecosystems.

Additionally, the Russian-Ukrainian full-scale war has resulted in considerable damage to natural areas and ecosystems, impacting the availability and attractiveness of ecotourism destinations in Ukraine. The hostilities in the territory of Ukraine have caused insecurity, instability, and a significant decrease in the number of tourists visiting Ukraine. As a result of the full-scale war, there are fewer transportation and lodging options in the affected regions, which deters many potential tourists (Warsaw Institute Review, 2022). We must point out that many nations that attempt to encourage ecotourism face similar difficulties. These are not exclusive to Ukraine. To overcome these challenges, stakeholders — including the government, the commercial sector, and local communities — will need to collaborate to establish an ecotourism sector in Ukraine that is sustainable and ethical to unlock the full potential of its ecotourism industry.

### **Ways to promote ecotourism through online marketing**

Depending on the target market, location, and objectives of the marketing effort, ecotourism is promoted in various ways. In the early days of ecotourism, promotion was typically conducted through travel brochures, travel magazines, and travel agencies. These commercials highlighted the distinctive and unspoiled qualities of ecotourism locations and how they provided a platform for experiencing nature's sustainability and responsibility.

With the introduction of the Internet and social media, ecotourism has been promoted via numerous online platforms. Websites, blogs, social media platforms, and online travel providers are all examples. Now, let us examine current Internet-based strategies for promoting ecotourism:

- Online platforms. Promoting ecotourism can be accomplished with the help of websites such as TripAdvisor, Booking.com, and Airbnb. They provide the opportunity to promote eco-friendly products and tourist hotspots and can also be used to attract potential clients (Zhou et al., 2019);
- Social media. Social media can be an effective tool for marketing ecotourism, especially in conjunction with hashtags, to create some curious and informative content that piques the attention of potential clients. Social media platforms such as Facebook, Instagram, YouTube, and Twitter can be used to promote an ecotourism destination's sustainability activities and natural beauty;
- Content marketing. Various forms of content, such as blog posts and videos, can be used for storytelling to showcase a destination's unique features and sustainable tourism initiatives. Such content can be disseminated through

the destination's website and various social media channels, serving as an effective means of attracting potential ecotourists;

- Search engine optimization (SEO). Improving a destination's website for search engine optimization (SEO) can increase its visibility and ranking in search results, especially when users search for ecotourism-associated keywords. As a result, the destination's website will receive more organic traffic, increasing its exposure and potential for attracting visitors interested in sustainable tourism. Search engine marketing has emerged as a thriving industry in the digital world, allowing destinations to gain a deeper understanding of their foreign clientele and identify which type of ecotourism destination should be promoted (Clark et al., 2019).

In addition, collaborating with social media influencers can be helpful in promoting ecotourism to a targeted audience, particularly those who express interest in environmentally conscious travel and have a large following on social media platforms. Working together with ecotourism bloggers may help promote the benefits of ecotourism and encourage tourists to choose more sustainable practices, such as collaborating with tourism companies, organizations, and even governments. Several marketing strategies can be applied to promote ecotourism, and it is important to use a variety of tactics in order to effectively reach the target audience and showcase the distinctive aspects and sustainability endeavors of the destination (Khan et al., 2022). The aforementioned methods are just a few examples of the many existing promotional tools.

While showcasing attractive images and videos of natural surroundings, unique wildlife and local cultural experiences on social media can be helpful, it is not enough. An effective ecotourism marketing strategy typically includes emphasizing the distinctive and sustainable characteristics of a destination or tour package while targeting the environmentally conscious and socially responsible travel market. One of the most important aspects of an effective ecotourism marketing strategy is focusing on reaching travelers who prioritize sustainability, nature, and cultural experiences, and highlighting the positive environmental impact of choosing ecotourism, such as conservation efforts, supporting local economies, and reducing carbon footprint. To reach a larger audience and tap into an existing network of sustainable travelers, we need to use online travel agents (OTAs).

In recent times, there has been a shift in the ecotourism industry towards experiential marketing, which entails creating immersive experiences for potential ecotourists to sample before making a booking. Advertisers are focused on virtual reality experiences, interactive web content, and social media campaigns, encouraging users to generate content. The appliance of virtual reality technology offers an opportunity to experience a destination or activity before booking, increasing potential ecotourists' interest and ultimately leading to higher bookings.

### *Lessons from Iceland*

Generally, ecotourism is marketed by emphasizing natural, cultural, educational, and unique aspects, which can be experienced while emphasizing the significance of responsible and sustainable travel. Marketing strategies will almost always focus on the country's natural beauty, rich wildlife, and various outdoor activities. Yet the organizers of such marketing campaigns may significantly vary depending on the level of ecotourism development in a specific country. It is well known that countries with a long-standing tradition of nature conservation and sustainable tourism have implemented regulations and policies to protect the environment and natural resources. Furthermore, such countries' governments have collaborated with tourism industry stakeholders to promote ecotourism initiatives. The Icelandic Tourism Cluster, for example, is a collaboration between the government and private sector stakeholders in the tourism industry to promote sustainable tourism development and innovation.

The Icelandic Tourism Cluster was established in 2011 and has expanded to encompass more than 170 members from various sectors of the Icelandic tourism industry, such as tour operators, accommodation providers, transportation companies, and more. Its primary objective is to endorse Iceland as a sustainable tourism destination and assist its members in adopting sustainable tourism practices. To accomplish this, the cluster provides several resources and services, including education and training initiatives, research and analysis, networking events, and marketing assistance.

In addition, the Icelandic government has implemented regulations and policies to protect the environment and natural resources. For example, the Environment Agency of Iceland is responsible for monitoring and enforcing laws related to protected areas, wildlife, and natural resources. The government has also implemented a carbon neutral strategy, aimed to make Iceland carbon neutral by 2040, and has invested in renewable energy sources such as geothermal ones and hydropower.

Iceland's focus on renewable energy has allowed it to position itself as a front-runner in sustainable development and environmental responsibility. The tourism industry in Iceland reflects this commitment to sustainability, as many ecotourism activities, such as visiting geothermal areas and glaciers, are powered by renewable energy sources. This emphasis on renewable energy further emphasizes Iceland's position as a champion of sustainable development and has contributed to the country's appeal as an ecotourism destination. The Icelandic Tourism Board, responsible for promoting Iceland as a tourist destination, was also established by the government with this purpose in mind.

Iceland offers a notable case study of done-right ecotourism, providing valuable lessons that can be applied to Ukraine's emerging ecotourism industry. Thoroughly examining Iceland's successes in implementing sustainable tourism

techniques into practice, Ukraine can gain essential methodologies and opportunities to foster the growth of its own ecotourism activities.

The following essential lessons from Iceland's prosperous ecotourism business should help Ukraine's ecotourism industry:

1. **Emphasis on sustainability:** Iceland's ecotourism industry is firmly grounded in sustainable principles, encompassing strategies to minimize environmental impact and support local communities. This sustainability-focused approach has contributed to Iceland's popularity as an ecotourism destination and can serve as a guiding model for Ukraine. By adopting a similar strategy, Ukraine can effectively manage the development of its own ecotourism industry. This might include initiatives such as waste reduction, utilization of renewable energy sources, and promotion of responsible wildlife viewing practices.
2. **Infrastructure development:** Iceland has made significant investments in infrastructure related to ecotourism, including the setting up of roads, trails, and visitor centers. Investments in the infrastructure have made it easier for tourists to visit Iceland's natural features while ensuring that the sector runs responsibly. Similarly, Ukraine may prioritize funding for ecotourism facilities like well-maintained trails, educational and visitor facilities. These initiatives will not just improve travelers' experiences but will also support environmentally friendly management techniques.
3. **Collaborate with Local Communities:** By closely collaborating with regional communities, Iceland's ecotourism sector develops. Through this collaboration, locals may profit from tourism while also preserving the environment. In order to strengthen its ecotourism industry, Ukraine also might benefit from emulating Iceland's strategy and encouraging partnerships with local populations. This could include activities like providing financial aid to neighborhood companies, giving local residents a say in tourism development choices, and making sure that everyone in the neighborhood shares equally in the positive effects of tourism.
4. **Establish a Sustainable Tourism Certification System:** Iceland has implemented a certification program for sustainable tourism businesses, ensuring that enterprises promoting themselves as ecotourism operators meet responsible tourism standards. Ukraine could consider developing a comparable certification program or engaging with existing ones to ensure the credibility and authenticity of its ecotourism offerings. This would enhance transparency, instill confidence in tourists, and foster responsible practices within the industry.

#### *Lessons from Norway*

The Norwegian government also works with local communities and tour operators to develop sustainable tourism practices and provides funding and sup-



port for eco-friendly tourism projects. In addition, Norway's tourism industry is encouraged to obtain eco-certifications, such as the Nordic Swan Ecolabel or the Eco-Lighthouse certification. The certification program, Eco-Lighthouse, is a widely recognized standard for environmental management in the tourism industry in Norway, presented by the Norwegian Ecotourism Association, a membership-based organization established in 2003.

The Norwegian Ecotourism Association offers its members various resources and support services, including marketing and networking opportunities, training and certification programs, as well as access to industry research and best practices. It represents a network of Norwegian ecotourism companies, ranging from small family businesses to large corporations. In addition to supporting its members, the Norwegian Ecotourism Association also aims to increase awareness about sustainable tourism practices and promote Norway as a destination for environmentally responsible travel. The association collaborates with other organizations and stakeholders in the tourism industry, and even government agencies to advocate for policies and ecotourism initiatives.

Another initiative of the Norwegian Ecotourism Association is the development of the Norwegian Ecotourism Strategy, which outlines a number of goals and objectives to guide the sustainable development of ecotourism in Norway. The Norwegian Ecotourism Strategy has several main goals, one of which is to promote sustainable tourism in rural and remote areas of Norway, focusing on supporting the establishment of locally owned and operated ecotourism enterprises. Another significant goal is to encourage responsible tourist behavior, which includes promoting low-carbon transportation options, minimizing waste and energy use, and respecting local cultures and environments.

Eco-certified Norwegian travel providers (Eco-Lighthouse/Miljofyrtn) encourage sustainable and responsible travel practices that minimize tourists' carbon footprint. They accomplish this by maximizing the use of existing public transport systems, offering guided tours that involve walking, biking, or using public trains and electric fjord cruise boats, instead of relying on fleets of tour buses. These companies consistently promote the importance of everyone's participation in environmental conservation. By choosing eco-certified travel providers, tourists can contribute to ecotourism while enjoying their travel experiences.

In Norway, electric car and bike rentals have become popular options for transportation, with companies such as Greenmobile and eMobility offering e-car rental services. These companies operate an extensive network of charging stations, numbering more than 10,000, and are located throughout the country. The availability of electric rental vehicles and charging infrastructure promotes low-carbon transportation and contributes to Norway's overall efforts toward sustainable tourism.

Tourism in Norway is also characterized by a strong emphasis on green initiatives, as reflected in its Powered By Nature tagline. Accommodations in Norway adhere to stricter environmental standards than those mandated by European laws, focusing on low energy consumption and sustainable practices, including innovative food waste and leftover management. These hotels and inns rely heavily on sustainable energy sources such as windmills, solar panels, and connections to local hydropower providers. For instance, the Svart Hotel, located near the Svartisen Glacier in Holandfjorden, is the first energy-positive hotel in the world: it generates more energy than it consumes through sustainable means, and any excess energy returns to the national energy grid.

Ukraine can benefit from Norway's substantial expertise in a variety of ecotourism-related fields, particularly in the following crucial areas:

1. **Education and Training:** A variety of education and training programs are made available to operators within Norway's ecotourism sector. These programs play a decisive role in providing operators with the information and skills required to manage their businesses sustainably and responsibly. For instance, the Norwegian nonprofit organization, the Ecotourism Academy, offers a range of ecotourism training and workshops. The academy's courses cover a wide range of subjects, such as environmentally responsible tourism or company growth. Ukraine has the opportunity to learn from Norway's educational and training programs, enabling its ecotourism providers to uphold best practices and moral principles.
2. **Monitoring and evaluation (M&E):** This is an essential part of any ecotourism program. Norway's ecotourism initiatives undergo monitoring and evaluation through a sophisticated system. This system uses a variety of instruments, including questionnaires, interviews, and environmental monitoring. These tools collect data to monitor program development, identify issues, and make necessary corrections (Yasynska et al., 2022). For instance, The International Ecotourism Society (TIES) is a global organization that provides ecotourism professionals with information and support. The society offers a toolbox and a training course as part of its monitoring and evaluation resources. Another organization that supports environmental sustainability is the United Nations Environment Program (UNEP). The UNEP provides monitoring and evaluation resources, including a guidebook and toolkit. By adopting Norway's well-structured system and basing it on the available resources from organizations like TIES and the UNEP, Ukraine can cultivate a culture of transparency and accountability in its own ecotourism endeavors.
3. **Embrace Innovation:** Norway's ecotourism sector continually embraces innovation as a strategy, attracting visitors while preserving the environment. For example, the country has recently introduced several ecotourism experiences, focused on sustainable fishing and farming. Ukraine has an oppor-

tunity to follow Norway's lead by fostering a culture of innovation and creativity within its ecotourism approach. Exploring novel strategies, sustainable technologies, and immersive activities can enhance Ukraine's attractiveness as an eco-friendly destination, appealing to contemporary eco-conscious travelers.

Overall, while Norway has a well-established ecotourism industry and embodies the motto "Nature does not belong to us, we belong to nature" by Abhijit Naskar, Ukraine is still in the early stages of developing its own ecotourism sector. To get support from the Ukrainian government for ecotourism promotion, a comprehensive marketing strategy should be devised. It should highlight the benefits of ecotourism for Ukraine and its potential to contribute to the national economy. It should encompass a delineation of the target demographic, a list of prospective ecotourism areas in Ukraine, and a budget for the marketing effort.

#### *Applicability to Ukraine*

The target audience for the ecotourism marketing campaign in Ukraine is environmentally conscious travelers aged between 25 and 45 years old who are interested in sustainable travel experiences. This audience is characterized by a high education level and above-average income and searches for unique travel experiences that contribute positively to both the environment and local communities.

Potential ecotourism destinations in Ukraine are the Carpathian Mountains, the Danube Delta, the Black Sea coast, Kamianets-Podilskyi, Shatskyi National Nature Park, Oleshky Sands, and Askania-Nova biosphere reserve. The approximate cost of marketing channels may include the following components: Social Media Advertising (20,000 USD); Influencer Marketing (15,000 USD); Content Marketing (15,000 USD); Search Engine Marketing (15,000 USD); Events and Sponsorships (20,000 USD); Press Releases and Media Relations (15,000 USD).

The expected budget for this marketing campaign is 100,000 USD. It should be allocated across various marketing channels, including digital advertising, social media campaigns, email marketing, and content creation. This campaign should help attract a significant number of sustainable travelers to Ukraine. The specified budget for digital advertising is intended for creating and launching ads on popular online platforms such as Google and Facebook that are targeted at the relevant audience. The social media campaigns should include the creation and promotion of content on various social media platforms such as Instagram, YouTube, and Twitter. The content creation process involves producing engaging and informative blog posts, videos, and photos that showcase the allure and advantages of ecotourism destinations in Ukraine.

Ukraine has a growing community of travel bloggers who are passionate about promoting sustainable tourism in the country. These bloggers share their

experiences and insights about eco-friendly travel, highlighting the country's natural beauty and unique cultural heritage. They could collaborate with local businesses and organizations to support sustainable tourism initiatives and promote responsible travel practices. Some notable Ukrainian travel bloggers are Anton Ptushkin (@ptuxermann), who has 5.63 million subscribers on his YouTube channel (as of February 2023), Vlad Khilchenko (@OdnoyPravoy), who has 179 thousand subscribers (as of February 2023), Max Uzol and Olya Manko (@uzolimanko), who have 162 thousand subscribers (as of February 2023), and Ukrainian-language travel project Blog 360 (@Blog360channel) with 26.9 thousand subscribers on YouTube (as of February 2023).

Collaboration with stakeholders and policymakers is also essential. It may encourage a sense of ownership and responsibility for the initiative, resulting in a stronger commitment and dedication to achieving the stated objectives. One of the most important aspects of promoting ecotourism is emphasizing its sustainable nature and responsible tourism practices, which can garner support from politicians who prioritize sustainable development. This approach emphasizes the importance of promoting environmentally-friendly tourism that preserves the natural surroundings or local communities. This can also help receive support from stakeholders who recognize sustainable tourism as a means to support economic growth while protecting the environment.

An illustrative example of advertising suitable for online promotion on multiple social media platforms is provided below:

Are you an eco-conscious traveler in search of your next eco-friendly adventure? Take a look at Ukraine! From the Carpathian Mountains to the Danube Delta, our beautiful country has an array of breathtaking ecotourism destinations. Immerse yourself in nature's pristine beauty while contributing to local communities with sustainable travel practices. Join us in preserving Ukraine's natural beauty for generations to come. #EcotourismUkraine #SustainableTravel #ResponsibleTourism (Manifest, 2023).

The following steps listed above can help convince the Ukrainian government to support ecotourism through marketing. A crucial aspect of ensuring success is continual monitoring and evaluation of the impact of the marketing campaign, making necessary adjustments to its strategies.

## Discussion

Utilizing social media for promoting ecotourism is crucial in today's digital age, given that the majority of travelers use the Internet to research and plan their trips. Following a survey conducted by Expedia in 2019, 57% of global travelers used the Internet to research and plan their trips (Sadiku, 2022). However, this percentage has likely increased since 2019, as the COVID-19 pandemic ex-

pedited the shift towards digital and online travel planning. In recent years, social media has become a powerful tool for influencing modern tourists' decision-making processes and shaping their ecotourism behavior. Social media platforms such as Instagram, Facebook, YouTube, and Twitter have enabled ecotourism destinations and operators to reach a wider audience and showcase their sustainable tourism products and services. Through social media, they can share photos, videos, and stories about their ecotourism experiences, providing potential visitors with an immersive and authentic preview of what they can expect.

Tourists use social media platforms during various stages of their trip, i.e. before, during, and after. During the pre-trip phase, social media is often used to research and plan the trip. Using social media platforms such as TripAdvisor, Yelp, or travel blogs, travelers can find information about their destination, such as attractions, accommodation, and activities. They can also use social media to get recommendations and advice from friends, family, or influencers (Hysa et al., 2022). During the on-site phase of their trip, social media can be used to share the experiences in real-time. Many tourists document their travels on social media by posting photos, videos, and stories about their adventures. This can contain sharing their interactions with nature, wildlife, and local communities. Some travelers also use social media to connect with locals and other travelers, enhancing their experience.

In the post-trip phase, tourists often turn to social media to reflect on their experiences and share their impressions with others (Holod et al., 2020). They may provide valuable feedback to ecotourism destinations and operators by leaving reviews and comments on social media platforms, which can influence other travelers' decision-making, encouraging sustainable tourism practices. Additionally, sharing their experiences on social media might invoke feelings of nostalgia, inspiring them to plan future trips and revisit ecotourism destinations. Furthermore, social media platforms allow ecotourism destinations and operators to collect helpful feedback from their customers and promptly respond to any concerns or criticisms. They can enhance customer relationships and demonstrate their commitment to sustainable tourism practices by engaging with an audience on social media.

Social media platforms also provide a forum for ecotourists to share their experiences, exchange travel tips, and interact with other like-minded individuals. This creates a sense of togetherness around ecotourism, with travelers sharing their experiences and encouraging others to visit these unique destinations. Connecting with fellow ecotourists, travelers may acquire a deeper appreciation for the natural environment and learn how to travel more sustainably. According to the International Telecommunication Union's report, as of 2020, the number of Internet users in Ukraine was approximately 25 million (International Telecommunication Union, 2020). This figure corresponds to a penetration rate of

around 58%, which is relatively low compared to other European countries. Despite this, the number of Internet users in Ukraine has been steadily rising in recent years, and it is projected to continue increasing as access to the Internet becomes more prevalent.

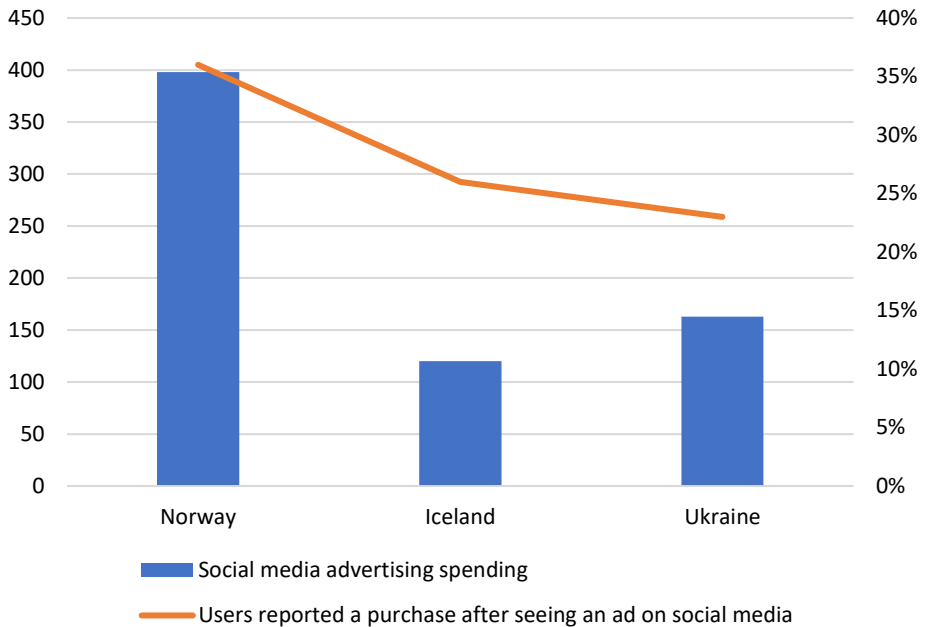
Social media advertising is an effective tool to reach a wider audience and increase ecotourism awareness. Norway, Iceland, and Ukraine all have different levels of social network advertising interest. The projection for 2021 indicates an increase in social media advertising spending in Ukraine, reaching 163 million USD compared to the previous years. Likewise, social media advertising expenditure in Norway is expected to reach 398 million USD, while in Iceland, it is anticipated to attain 120 million USD in 2021 (Degenhard, 2022). The rise in popularity of social media advertising in these countries can be attributed to a growing user base on social media platforms. Nonetheless, the level of popularity may vary depending on factors such as population size, level of digitalization, and competition in the market.

In Ukraine, social media advertising has become increasingly popular in recent years, and it has already proven its effectiveness in reaching a younger demographic that is more likely to be active on social media platforms. According to a survey conducted by Statista in 2021, around 23% of social media users in Ukraine reported a purchasing activity after seeing an advertisement on social media (Degenhard, 2022). In Norway, approximately 36% of social media users reported making a purchase after seeing a social media advertisement, while in Iceland, this figure was about 26% (Wheel & Anchor, 2020).

A visual comparison between the social media advertising budget and the proportion of users who reported completing a purchase after seeing an advertisement on social media is presented in Figure 1.

Given that this comparison is displayed graphically, the connection between advertising expenditure and customer response on social media platforms can be easily understood and conveyed.

The effectiveness of social media advertising can also depend on the specific social media platform used, as different platforms may have different user demographics and preferences (Levchenko et al., 2021). Also, the advertising's content and quality, the targeting strategy, and the overall campaign goals can impact its effectiveness. With the emergence of social media platforms, the tourism industry has experienced significant transformation in recent years. Social media has become an essential tool for tourists to explore and plan their trips, especially in the context of ecotourism. Social media has also grown in popularity as a platform for tourists to share their ecotourism experiences with others. Social media has helped create a sense of togetherness among ecotourism enthusiasts, allowing them to connect with others who share their passion for sustainable tourism.



*Figure 1*

Comparison of Social Media Advertising Budget and Purchase Conversion Rates

Furthermore, social media has become an essential marketing tool for ecotourism destinations and operators, enabling them to promote their offerings to a global audience. Targeting social media advertising at specific demographics and interests ensures that the right message reaches the right audience. This can result in increased brand awareness, customer engagement, and ultimately more bookings for ecotourism destinations and experiences. In conclusion, social media has become an integral part of the tourism industry, especially in the context of ecotourism. Not only does it provide a platform for travelers to research, plan, and share their experiences but it also functions as a potent marketing instrument for ecotourism destinations and operators.

## Conclusion

Social media can assist ecotourism by increasing the visibility and accessibility of ecotourism destinations and activities to a wider audience. Ecotourism destinations can effectively showcase their unique natural resources, local cultures, and sustainable practices using social media platforms such as Instagram, Facebook, Twitter, and YouTube. Incorporating social media into the marketing

strategy of ecotourism destinations and operators can have a significant impact on promoting sustainable travel. By sharing captivating photos, engaging videos, and inspiring stories on various social media platforms, potential visitors can be attracted, and sustainable travel can be advocated.

Besides attracting visitors, social media can also help develop a sense of togetherness around ecotourism, with travelers sharing their experiences and inspiring others to explore these unique destinations. Therefore, leveraging social media platforms can be a cost-effective way to market ecotourism and reach a larger audience. However, social media also can have some disadvantages. If not managed responsibly, it can lead to overtourism and damage to delicate ecosystems. Visitors may have unrealistic expectations as a result of social media, leading to disappointment when they arrive and discover that the reality does not match their expectations.

Overall, social media has a positive impact on ecotourism by raising awareness and attracting visitors. However, the responsible use of it is critical to ensure the sustainability of ecotourism benefits over the long term. Showcasing an ecosystem, species, or landscape to ecotourists with marketing can generate value, which can be used to promote the funding for the protection and preservation of these natural resources. The Norwegian and Icelandic governments actively support the development of ecotourism due to its alignment with their overarching objectives for sustainable development and economic growth. Both countries have unique natural landscapes and wildlife that serve as major attractions for tourists. Ecotourism provides a way to showcase these resources while minimizing negative impact on the environment to which Ukraine can be equal.

In addition, ecotourism can provide economic benefits for local communities while helping preserve cultural heritage through the encouragement of traditional ways of life. By lending their support to ecotourism, the Norwegian and Icelandic governments promote responsible tourism practices that protect the environment and respect the rights and needs of local communities. In Ukraine, ecotourism is a developing industry that has gained attention and focus in recent years. Compared to countries like Norway, ecotourism promotion in Ukraine is still in its early stages. However, there have been efforts to promote ecotourism in the country, particularly highlighting its natural and cultural heritage along with rural areas. The marketing strategies typically focus on the country's diverse flora and fauna and the unique experiences tourists can gain.

Despite the ongoing war in Ukraine, it is crucial to continue developing and promoting ecotourism not only within the country but also on a global scale. The Russian-Ukrainian full-scale war has decreased tourism in Ukraine, deterring many potential visitors from traveling to the country. However, it is essential to continue efforts to promote ecotourism, as it has the potential to contribute to



economic growth, environmental conservation, and cultural preservation. By promoting Ukraine's unique natural and cultural heritage and encouraging sustainable tourism practices, ecotourism can become a driver of the country's tourism industry and attract visitors from all over the world regardless of the ongoing challenges.

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## BRANDING OF TOURISM IN RAJGIR AS GREEN TOURISM: VISITORS' PERCEPTIONS

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### Branding turystyki w Rajgirze jako zielonej turystyki: punkt widzenia turystów

#### Streszczenie

Turystyka to szybko rozwijająca się branża; tworzenie marki narodowej może być częścią skutecznej strategii zarządzania krajowym rozwojem turystyki. Rajgir to miasto historyczne i religijne. Istnieje tam wiele miejsc związanych z hinduizmem, dżinizmem i buddyzmem, ale dzisiejszy rząd stworzył w Rajgirze wiele obiektów zielonej turystyki i zdefiniował Rajgir jako miejsce docelowe zielonej turystyki. Ponieważ rozwój zielonej turystyki w Rajgirze jest na wczesnym etapie, niniejsza praca ma na celu zbadanie postrzegania zielonej turystyki w Rajgirze przez turystów. W badaniu wykorzystującym ankietę przeprowadzoną wśród turystów zidentyfikowano i przetestowano elementy i cechy marki zielonego miasta. W badaniu wykorzystano metody ilościowe, przeprowadzając ankietę wśród 332 gości, aby poznać postrzeganie Rajgiru jako miejsca zielonego. Odwiedzający pozytywnie oceniają zielone zasoby Rajgiru, co można zaobserwować, biorąc pod uwagę ogólne średnie wyniki, ponieważ zielone zasoby mają stosunkowo wyższe średnie wyniki w odniesieniu do większości badanych czynników. Z informacji tych mogą skorzystać także marketerzy destynacji i menedżerowie marek, których miasta dysponują atrakcyjnymi ekologicznymi zasobami i cechami oraz schematami rozwoju ekologicznych marek.

**Słowa kluczowe:** zielona turystyka, Rajgir, zielone krajobrazy, dziedzictwo, parki.

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## Abstract

Tourism is a fast-growing industry; creating a national brand can be part of an effective strategy for managing the national growth of tourism. Rajgir is a historical and religious city. There are many destinations related to Hindu, Jain and Buddhist religions, but the present-day government has developed many green tourism sites in Rajgir and the government branding Rajgir as a destination of green tourism. As the development of green tourism in Rajgir is in the early stage, this paper aims to investigate tourist perception of green tourism in Rajgir. A study utilizing a questionnaire survey with tourists identified and tested the components and characteristics of a green city brand. The study used quantitative methods by surveying a total of 332 visitors to know the perception of Rajgir as a green destination. The visitors have a favourable opinion of Rajgir's green resources based on observations of the overall mean scores since they have relatively higher average scores across most of the examined factors. These findings also benefit destination marketers and brand managers whose cities have attractive green resources and qualities with a framework for developing green brands.

**Keywords:** green tourism, Rajgir, green landscapes, heritage, parks.

## Introduction

Tourism has grown to become the world's greatest industry, producing riches and employment while also exposing visitors and tourists to other cultures. India is showing signs of becoming one of the world's burgeoning tourist giants. Regarding long-term (10-year) development, India's travel and tourism industry is predicted to be the world's second-largest employer by 2019 (World Economic Forum, 2019). India's tourism industry is essential to the country's economy and is quickly expanding. According to the World Travel and Tourism Council, 42.673 million jobs, or 8.1 percent of all employment in the country were generated by tourism in 2018, and this industry also contributed 16.91 lakh crore (US\$240 billion) to India's GDP (Council, 2019).

Green tourism, also known as sustainable or ecotourism, is becoming increasingly important as concerns about climate change and the impact of tourism on the environment grow. Green tourism encourages responsible travel practices that conserve natural resources like water, energy, and biodiversity. This can help reduce tourism's impact on the environment (Tosun, 2001) and preserve these resources for upcoming generations. According to a report by the UNWTO (United Nations World Tourism Organization), sustainable tourism can help reduce greenhouse gas emissions, protect biodiversity and ecosystems, and conserve natural resources (Niedziolka, 2014). By promoting responsible travel practices, green tourism can help achieve these goals. Green tourism can also provide economic benefits to local communities by supporting small businesses, creating jobs, and promoting cultural heritage. According to the Global Sustainable Tourism Council, sustainable tourism can reduce poverty, improve

the quality of life expectancy for local communities, and encourage social equivalence (*Global Sustainable Tourism Council, 2023*).

By staying in locally-owned hotels, eating at local restaurants, and buying locally-made products, travellers can support the local economy and help create sustainable livelihoods for residents. This can help reduce poverty and promote sustainable economic growth. Green tourism also promotes the preservation of cultural heritage by encouraging travellers to learn about and respect local customs and traditions. By participating in cultural activities and supporting local artisans, travellers can help preserve cultural heritage and promote cross-cultural understanding. According to a report by the United Nations Environment Programme, sustainable tourism can help promote cultural diversity and heritage preservation. By respecting local cultures and traditions, green tourism can help promote social harmony and prevent the erosion of cultural heritage. Green tourism promotes sustainable development (Lu et al., 2021) by encouraging responsible travel practices that lessen the environmental damage caused by tourism and local communities. This can create a more sustainable future for the tourism industry and ensure that it can help local communities by bringing in money while preserving natural and cultural resources. According to the WTTC, sustainable tourism can help ensure long-term economic growth and job creation in the tourism industry. By promoting sustainable development, green tourism can help create a more resilient and sustainable tourism industry (Mathew, 2022).

India is a country in South Asia with a land size of 3.287 million square kilometres, with historical and urban settlements dating back to more than 5000 BCE; the country has one of the world's oldest continuous significant civilizations. It is rich in human history and contains many archaeological sites (Harappa Civilization). India has thousands of historical sites, many of which have yet to be found. There are now 40 World Heritage Sites in India. 32 meet natural and cultural requirements according to the organization's selection standards, while 7 meet natural requirements (UNESCO, 2021). India has the world's sixth-largest number of sites. India is a cultural crossroads. Hinduism, Sikhism, Jainism, and Buddhism are all Indian religions that have spread worldwide. India is the greatest popular religious destination worldwide.

Small-scale tourism, or "green tourism," entails visiting natural regions with as little negative influence as possible on the environment. To put it briefly, this kind of tourism aims to reduce and counteract the harmful consequences of travel. Being an ecologically conscious traveller or offering environmentally conscious travel services are the main definitions of green tourism (Hasan, 2014).

Due to the rising number of tourists visiting different parts of the world, green tourism is now preferred and required in some places. The best way to preserve natural ecosystems and peaceful surroundings is to forbid travellers

from entering them entirely. However, many places' local economies heavily rely on tourism (Rinzin et al., 2007). Green, sustainable tourism provides the best of both worlds by preserving an area's nature while maintaining nearby businesses. Green tourism does not have to include roughing it on a trip with little or no luxuries. Contrarily, a lot of individuals think it may be an amazing trip. There are eco-lodges and eco-resorts for practically every type and preference. There are many possibilities for vacationing, ranging from tents on platforms that resemble tree houses with a canopy of rainforest to recycling and grey water systems. Simple steps can make a big difference in "greening up" a typical vacation, like following designated pathways, eating at restaurants that serve locally grown food, and visiting cultural sites rather than traditional tourist attractions.

## **Review of Literature**

Understanding and addressing the expectations of distinct tourist groups is a key goal of city branding (Ashworth & Kavaratzis, 2009). The branding process is effective when the projected city image fulfils the expectations of visitors to the city. One of the most important studied and debated topics in contemporary tourism is destination image (Aziz & Zainol, 2011; Lalicic et al., 2021; Milman, 2012; Sio et al., 2021; White, 2004). The term "image" has been defined in many ways, including a person's beliefs, opinions, and impressions about a particular object, consideration of all the information obtained through various sources, or a mental connotation a person has about something that goes beyond physical perception (Aksoy & Kiyici, 2011). Since its inception as a marketing idea in the 1940s, branding has become crucial in promoting goods across all industries (Dudek-Mańkowska & Grochowski, 2019). The concept of brand image has only lately been applied to destinations (Hankinson, 2005; Lalicic et al., 2021; Pereira et al., 2012) as marketers have realized that tourist destinations are made up of both tangible and intangible components that may be perceived as a brand when combined (Hanna & Rowley, 2011; Peters et al., 2006).

Any mismatch between the location's reality and visitors' perceptions might alienate the brand's target market and eventually reduce the efficacy of any branding efforts. Green tourism offers a chance to appreciate the environment (Lennon et al., 2017). In addition to a wide range of other urban aspects (e.g., history, culture, heritage, modernity, and major events), green resources can be used to build a brand image that increases the genuine appeal of cities (Hussain & Waheed, 2016). In a city, green surroundings such as landscapes, public parks, trees, and other green spaces are considered visible, accessible, and green resources (Curson et al., 1995). The phrase "green resource brand" will be used



here to refer to the primary emphasis, which has been tailored to encompass the green resources found within cities. Trees or other vegetation are essential to green spaces because they contribute to the city's image and brand creation (Klingmann, 2010). This is why several multipurpose facilities, such as public parks, include trees or other vegetation as a key component.

Consumer perception of a brand's name is closely related to the psychological characteristics that allow us to construct meaning (Keller, 1998). Because different stakeholder groups are involved in branding cities (Atzori et al., 2018; Clemente et al., 2020), branding cities and branding commodities are different things (Ashworth & Kavaratzis, 2009). According to (Sun, 2016), branding is an effective tactic for (re)creating a location's image and boosting its competitiveness. Visitors' impressions are predicated on their awareness and understanding of the environmental issues and difficulties that the globe has been facing, such as climate change. Understanding how visitors feel about climate change and how they respond to it influences how they behave regarding environmental degradation in the vacation industry sector (Sun, 2016). Their actions, therefore, have a beneficial impact on their intention to choose ethical and environmentally friendly travel routes. "Building brand equity, or value, preference, and loyalty to a city in the eyes of tourists, is one of the key goals of city branding" (Kavaratzis, 2004). According to (Hwang et al., 2005), such city loyalty is linked to a favourable association between green areas and place attachment. This amplifies the case for the research of value formation by branding city green incomes.

Table 1  
*Components of green tourism*

Construct	Statement	Reference
Green Landscape	Provision of parks in Rajgir	
	Pleasant experiences in parks	
	The city's greenery is beautiful.	
	Landscape and hillside beauty	(Biljana, 2017)
Safety & Quality of Parks	Ample green sites	(Budiasa et al., 2019)
	The overall quality of parks is good.	(Chan & Marafa, 2014)
	Park accessibility	(Chan & Marafa, 2016)
	In parks, it is easy to find rare animals and plant species.	(Font & Tribe, 2001)
	The parks' amenities are of high quality.	(Ibnou-Laaroussi et al., 2020)
	Maintenance of green sites	(Jesus, 2013)
	Safe to visit parks	(Line et al., 2018)
	Citizens are supportive of city greening.	(Petrevska & Cingoski, 2017)
	People care about the environment and the environment's resources.	

Table 1  
*Components of green tourism (cont.)*

Construct	Statement	Reference
Green Policy	The Bihar government is renowned for its progressive green policies.	(Biljana, 2017) (Budiasa et al., 2019) (Chan & Marafa, 2014) (Chan & Marafa, 2016) (Font & Tribe, 2001) (Ibnou-Laaroussi et al., 2020) (Jesus, 2013) (Line et al., 2018) (Petrevska & Cingoski, 2017)
	The city represents green tourism.	
	The Bihar government values sustainability in urban planning.	
	Bihar government is famous for park provision.	
Green Experiences & Heritage	Easy to discover valuable animals and plant species in parks	
	Easy to locate the valuable old green site	
	Sufficient recreation opportunities in the park	
	Improvement of the quality of life by green environment	

## Methodology

The trustworthy strategy for gathering data for this study is a survey (Thomas et al., 2017). A collection of five-point Likert's statements was created using the specified 21 items in Table 1 as a guideline. These claims were included in a questionnaire in both Hindi and English. They used a scale from 1 (very unsatisfied) to 5 (very satisfied). The invitation that respondents based their responses on their "feelings and experiences in Rajgir" suggested that they were permitted to submit ratings regardless of their prior experience. The visitor's demographic and socioeconomic information, such as gender, education, age, occupation(s), and country of origin were also gathered.

The primary on-site survey was done between September 2022 and February 2023 to gather enough responses and to cover both the summer and winter seasons after a pilot study that verified the questions and rating system. In Rajgir, interviews were held in several locations. Because the samples at each site were considered heterogeneous, random cluster sampling was used. The survey locations cover major tourism destinations for various categories of tourists. At each location, respondents (visitors) were chosen at random for interviews.

## Study Area

Rajgir (historically known as Rajagriha), which means "House of the Kings" or "King's Adobe," is an old city and municipal council in the Magadh area of

Bihar, India. According to (Gautam, Rai, Spatial, et al., 2018), the town's latitudinal and longitudinal boundaries range from 25° 02' N and 85° 25' E to 25° 03' N and 85° 42' E. Plains and hills physically separate the city. The five hills are Vaibhara, Vipula, Ratnagiri, Sona, and Udaygiri. The city has a 50 km<sup>2</sup> size, and its average height is 73 m above mean sea level. Rajgir's hills rise to a maximum elevation of 338 metres above mean sea level.

The city is home to the 2,500-year-old Cyclopean Wall (Kusumgar et al., 1963). Magadha's density capital was Rajgir. Rajgir is a significant Jain and Buddhist pilgrimage site; Rajgir is consistently famous for Hindu, Buddhist, Jain and Muslims. The favourite places of the Hindu religion are Jarasandha Akhara, where Rajgir was the capital of King Jarasandh, mentioned in the Mahabharata fight with the Pandava brother and their alias Krishana. Buddhist famous places are Venu Van, a woodland monastery given in exchange for his discourse by King Bimbisara to Buddha and Buddha stayed 4 rainy seasons in this Forest, the Japanese temple, World Peace Pagoda and Gridhra Kutta (Hills of the Vultures), where Buddha spent several months. Buddha delivered his famous Atanatiya Sutra in Rajgir. Rajgir is the most important place in the Buddhist religion because Buddha spent most of his life in Rajgir. King Ajatashatru organized the first Buddhist council in Rajgir. Rajgir is the most important Jain religious destination in the sense of Jain religion. There are 12 Jain temples in Rajgir, 10 on the mountain and 2 at its foot.

There is also a historic temple dedicated to Munisuvrat Bhagwan, which is roughly 1200 years old. Four of Bhagwan Munisuvratnath's Kalyanakas are housed in this temple. The fourteen years of Mahavira's life – the 24<sup>th</sup> Tirthankara's – were spent in Rajgir and Nalanda, where he was a chairman (four months of the rainy season). Mahavira delivered their first speech in Rajgir. The 20<sup>th</sup> Jain Tirthankar Munisuvrata was born there. Muslim saint Makhdum Shah was a Sufi Saint who spent twelve years in the woods of Rajgir. There is a small Pond name Makhdum Kund or Makhdoom Kund, where the dargah of Makhdum Shah is located. Around Guru Nanak's arrival in the town during one of his pilgrimages, the story of the Sikh faith in Rajgir is woven. Because there were hot springs all around the city, there was no access to cold drinking water. People dug a hole, and water began to spill out due to the Guru's pointing. Afterwards, the area became known as Nanak Kund, where a Gurudwara was later constructed. Rajgir has many heritage sites like Swarn Bhandar, Bimbisar Jail, Cyclopean Wall, Saptaparni caves, Maniyar Math, Chariot wheel marks, and Ajatshatru Fort.

## **Green Resources in Rajgir**

Several tourist destinations are associated with the Hindu, Jain, and Buddhist religions today. The government is concentrating on developing tourist

destinations in Rajgir and the surrounding areas. The first entirely green energy towns in India will be Rajgir and Bodh Gaya. The towns would start receiving solar energy through a pioneering renewable energy project in 2023. Tourists come to Rajgir for religious reasons and to appreciate the natural beauty.

In the present scenario, the government has developed many green tourist destinations. Some of these are mentioned below.

**Ghora Katora Lake:** The lake was made accessible to the general public on January 29, 2011. In November 2018, a 70 feet-high Buddha statue was dedicated to the place. It is located 7.5 miles (or 12 km) from Rajgir. A route through a forest stretches 6.5 kilometres (4.0 miles) from Rajgir to Ghora Katora. The area is surrounded by low hills on three sides and the 70 feet statute of the god Buddha can be admired there. It has natural beauty with historical background. It is believed to be where the stable of King Jarasandha (Mahabharat epic) horses used to drink water. The lake's form resembles a horse encircled on three sides by the mountains (Kumar & Prabhat, 2013). The World Peace Pagoda is nearby. Surrounded by hills, the lake looks picturesque and makes for an ideal trip. Horse carts or tongas and bicycles help tourists reach them. Motor vehicles are prohibited near the lake. One can enjoy boating here. It is a very relaxing place, and all one can hear is the sound of wind and water. During the winter, the lake draws migratory birds from Siberia and central Asia.

**Rajgir Zoo Safari:** Zoo safari is currently being built in Rajgir, Bihar, India. The Rajgir Zoo safari is spread over 480 acres of land (TNN, 2021). The animals will not be kept in cages here; instead, they will be permitted to walk freely around a forest, with guests being able to observe them from a safe, environmentally friendly vehicle. It will be in a forested location between the mountains of Vaibhigiri and Songiri. A tiny telescope would be installed atop Vaibhigiri Mountain to see the Zoo Safari from above. It will be located in the current forest area and divided into five large zones, one for each animal type: tiger, lion, bear, leopard, herbivores, a small butterfly park and an aviary zone for birds. It will include a shooting range, bicycle path, mobile café, orientation, information centre, bamboo hut where visitors may stay overnight, and rock-climbing area.

**Nature Safari:** 1250 acres comprise a nature safari (PTI, 2021). Because it is set in a natural setting, it is known as a "nature safari." The Nature Safari offers a variety of recreational facilities, a rock-climbing wall, zip lines, including a suspension bridge, a wrestling area, an archery range, a kids' park and a watch tower. The centrepiece of the Nature Safari is a glass bridge that is 200 feet tall and 85 feet long (Farrukh Nadim, 2021).

**Pandu Pokhar:** A nature park spread across 22 acres (Pandu Pokhar, 2016) of land parallel to the foothills of Rajhara Hills in Rajgir. A wellness centre with replicas of Lord Buddha to unwind after a long day or to take a stroll in a beautiful rose garden, a fern garden, or a herbal garden is a leisure attraction and

a lovely spot for everyone to see and enjoy. A “Residential Camping Pitch” is located inside Pandu Pokhar.

**Venu Van:** King Bimbisara offered a thin forest to Lord Buddha (David Geary, 2016). Near Rajgir’s centre, there is a lovely artificial forest called Venu Van. Even now, this park remains serene, with a tiny pond in the middle and tall trees along the walkways.

**Hot Springs:** A stairway ascends to the numerous temples at the foot of Vaibhava Hill. Men and women have their own designated areas for bathing, and the water is dispensed by spouts from the Saptadhara (Gautam, Rai, & Shekhar, 2018), the seven streams that are thought to originate in the hills below the “Saptarni Caves.” The Brahmakund Spring, which has a temperature of 45 degrees Celsius, is the hottest of the springs.

**Ropeway:** Rajgir ropeway was funded by Japanese philanthropist FUJI Guruji. The foundation stone for the chairlift ropeway was set in 1965, and it is the oldest ropeway in India. Treat yourself to the scenic views of Rajgir city when you are enjoying the ropeway ride (Batra, 2003). The 7.5-minute ride has a beautiful view of Rajgir’s hills and goes one way.

**Pant Wildlife Sanctuary:** Pant Wildlife Sanctuary is located near the Bimbisara Jail in Rajgir. There are five mountains on the premises of the Pant Wildlife Sanctuary, namely Ratnagiri, Vipulgiri, Vaibhargiri, Songiri, and Udaygiri. Numerous ecosystem services, such as different types of flora and fauna, are provided to the surrounding landscape by this sanctuary. The forests cover the area of 35.84 km<sup>2</sup>. The thick forests at the foothills of Rajgir are home to a wide variety of species, both flora and fauna, e.g. the wild boar, Nilgai, red jungle fowl, Golden Jackal, Indian python, etc.

**Jai Prakash Udhyan:** This is an attractive lush green garden on the side of National Highway 82, Rajgir. A small hill surrounds the park, adding more charm to its beauty.

## Results and Discussion

The questionnaire survey results in Table 2 indicate that more male tourists (77.4%) than females responded to the study, and 21.7% were below 20 years old, with 33.1% between 20 and 40 years old, 38% between 40 to 60 and 7.2% over the age of 60. 69.3% were married, and 30.7% were single. In terms of annual household income, 47% of the sample earned monthly Rs 60000 and above, 39.5% made between Rs 40000 and Rs 60000, 10.5% earned between Rs 20000 to Rs 40000 and 3% earned below Rs 20000. For the highest education level completed, 30.4% of the respondents were below the 10<sup>th</sup> level, 29.8% passed the 12<sup>th</sup> level, 26.8% reached graduation, and 13% achieved other degrees. Re-

garding occupation, 50.3% of the respondents had their own business, 31% had government jobs, and 18.7% had not done any job yet. Domestic tourists (91.9%) significantly outnumbered foreign tourists, and 68.1% described themselves as tourists and 31.9% as pilgrims. The purposes of travelling are predominantly rest and relaxation (47.3%), culture & heritage (20.5%), visiting eco-tourism zones (16.9%) and religious reasons (15.4%). Many respondents (41.3%) got information about Rajgir through the internet/website.

Table 2  
*Demographic profile of the respondents*

Variable	Frequency	%	Variable	Frequency	%
<b>Citizenship</b>			<b>Education Level</b>		
Indian	305	91.9	Below 10 <sup>th</sup>	101	30.4
Non-Indian	27	8.10	12 <sup>th</sup>	99	29.8
<b>Gender</b>			Graduation	89	26.8
Male	257	77.4	Other	43	13.0
female	75	22.6	<b>Household Income (Rs)</b>		
<b>Marital Status</b>			Below 20000	10	3.0
Married	230	69.3	20000–40000	35	10.5
Single	102	30.7	40000–60000	131	39.5
<b>Occupation</b>			60000 and above	156	47.0
Business	167	50.3	<b>Age</b>		
Government Job	103	31.0	Under 20 years	72	21.7
Unemployed	162	18.7	20–40	110	33.1
			40–60	126	38.0
			60 years & above	24	7.2

In this study, the visitor's view of Rajgir's green city was broken down using principle component analysis (PCA). The reliability of visitors' replies was evaluated using Cronbach's alpha. The construct's Cronbach's coefficients varied in value from .725 to .886 and showed good dependability for future data analysis.

Table 3  
*Construct reliability alpha result*

Construct	Alpha
Green landscape	.886
Safety & Quality of Parks	.821
Green Policy	.725
Green Experience & Heritage	.845

Due to the results of the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy, the KMO and Bartlett's test also demonstrated that the analysis was significant and valid. The number 903 revealed a nearly 90.0% common variance, which may have been brought on by the analyses' underlying causes. Additionally, Bartlett's test of sphericity's probability is 0.000 or  $p < 0.01$ , which shows that the original variables have statistically significant relationships. Thus, factor analysis can be used in this situation.

Table 4  
*KMO and Bartlett's Test*

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.903
Bartlett's Test of Sphericity	Approx.	3725.474
	Chi-Square	
	df	210
	Sig.	0

Hair et al. (2006) proposed that percentage of variance explained, eigenvalues and item communalities be used to establish how many factors need to be retrieved. Significant factors are those with eigenvalues greater or equal to 1.0. Hair et al. (2006) recommend a factor loading of 0.35 or higher, but a factor loading of 0.6 has been used instead for practical purposes (Hair et al., 2006). In this table, all statements have more than 0.6 loadings (.615-.850). The results are given in Table 5.

Table 5  
*Principle component analysis of visitors' perception (Factor loading > 0.5)*

Construct	Variables	Factor Loading	Communalities (%)
Green Landscape	PGL1	.849	17.3
	PGL2	.831	
	PGL3	.837	
	PGL4	.620	
	PGL5	.772	
Safety & Quality of Parks	PSQ1	.780	34.5
	PSQ2	.665	
	PSQ3	.693	
	PSQ4	.776	
	PSQ5	.795	
	PSQ6	.631	
	PSQ7	.670	
	PSQ8	.665	

Table 5  
*Principle component analysis of visitors' perception... (cont.)*

Construct	Variables	Factor Loading	Communalities (%)
Green Policy	PGP1	.699	49.1
	PGP2	.735	
	PGP3	.644	
	PGP4	.615	
Green Experiences & Heritage	PGH1	.850	63.1
	PGH2	.810	
	PGH3	.818	
	PGH4	.721	

As noted, the questionnaire was divided into five sections. Section I included 5 questions defining the green landscape ( $\alpha = .886$ , mean = 18.67, S. D = 4.440). Among the investigated aspects, the top three items of green landscape perceived by the visitors are PGL3 (3.92), PGL1 (3.91), and PGL (3.89). Section II comprised 8 statements defining the Safety and Quality of Parks ( $\alpha = .821$ , mean = 23.39, S. D = 7.370). The visitors prioritised PSQ8 (mean = 3.99, S. D = 1.124) while visiting Rajgir. Section III has four statements to define green policy ( $\alpha = .725$ , mean = 14.57, S. D = 3.614). There is a variety of initiatives that the government implemented in Rajgir to make it more green. The visitors' perception is the most positive in relation to two statements, i.e. PGP2 (mean = 3.77 S.D = 1.106) and PGP3 (mean = 3.74 S.D = 1.194). Section IV with its four statements defines the visitors' green experience and Heritage ( $\alpha = .845$ , mean = 15.88, S. D = 3.612) in Rajgir. The visitors that picked the statements PGH2 (mean = 4.11 S. D = .999) and PGH1 (mean = 4.06 S. D = 1.105) recognized Rajgir as a green and heritage destination.

The visitors have a favourable opinion of Rajgir's green resources based on observations of the overall mean scores which have relatively higher average scores across most of the examined factors. The visitors to Rajgir believed that the safety and quality of parks were most relevant in Rajgir (mean = 23.39, S.D = 7.370). The visitors also positively viewed the green landscape (mean = 18.67, 4.440). The visitors had a bigger preference for PGH2 (mean = 23.39, S. D = 7.370) and PGH1 (mean = 4.06, S. D = 1.105) within the green experience and heritage construct.

Several trends are easily visible. The items connected with the green city image (mean varied from 2.60 to 3.99), the items related to green policy (mean ranged from 3.50 to 3.77), and those pertaining to safety and park quality, are among the aspects with the lowest scores. These findings indicate an unbalanced image of the green brand, although visitors awarded the „green poten-



tial" element excellent marks. This variety suggests that Rajgir's green city brand has variously perceived advantages and disadvantages.

Table 6  
*The visitors' perception of green city resources*

Construct	Variable	Mean	Standard deviation	
Green Landscape	PGL1	3.91	18.67	.926
	PGL2	3.89		1.028
	PGL3	3.92		1.009
	PGL4	3.10		1.357
	PGL5	3.86		.981
Safety & Quality of Parks	PSQ1	2.69	23.39	1.302
	PSQ2	2.94		1.575
	PSQ3	2.98		1.628
	PSQ4	2.75		1.298
	PSQ5	2.60		1.769
	PSQ6	3.71		1.020
	PSQ7	3.72		1.167
	PSQ8	3.99		1.124
Green Policy	PGP1	3.50	14.57	1.274
	PGP2	3.77		1.106
	PGP3	3.74		1.194
	PGP4	3.56		1.300
Green Experiences & Heritage	PGH1	4.06	15.88	1.105
	PGH2	4.11		.997
	PGH3	3.95		1.070
	PGH4	3.77		1.191

## Conclusion

Tourists strongly declare that Rajgir is a green destination. Regarding its distinctive character and green offers, they have a very good symbolic impression of Rajgir as a destination for green tourism. A brand or sub-brand that emphasizes a city's green resources might draw more visitors or discourage visitors from frequenting traveller's or tourist's viewpoint. The primary focus of this attraction should be on exhibiting Rajgir as a green and historical location. Based on a city's true strengths, successful city branding should be implemented instead of artificially highlighting its flaws (Parkerson & Saunders, 2005). There-

fore, when evaluating the potential for using green resources in city branding, it is important to consider both the rating of each component of the green brand and its dimensional association. Green experience and heritage are perceived as the strongest aspects of green tourism. On the other hand, Rajgir's reputation as a green city, the government's greening efforts, and its ecological assets are less well known. Unfortunately, some of these factors contribute to how visitors perceive the brand of green resources. The study's findings should assist Rajgir's destination managers in enhancing their marketing strategies to meet tourists' needs and preferences better while also maintaining and creating opportunities for those who are more interested during their trip.

### **Limitation of the study**

The study's findings have certain limits, so further theoretical and practical advancements might be made.

1. It used a rather narrow set of metrics to determine how "green" Rajgir was. Additional investigations could be conducted by adding more standards for evaluating the implementation of green policies and safety and security initiatives.
2. The chosen respondents only represent one interest group. Thus, other stakeholders (such as locals, hotel and tourist stakeholders, etc.) may be included in further studies. A more thorough perspective might be achieved by merging and comparing comments.
3. The evaluation is based on a tiny sample of tourists, which raises questions about how well the results represent the nation. Various models and theories relating to green branding may be used in further studies.

However, the study might help better understand the potential for branding Rajgir as a tourist destination that offers green tourism, which could then be the basis for particular communication strategies. Overall, the study yields helpful conclusions and suggests insightful lines of inquiry for more research in tourist branding.

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#### **STATEMENT OF ETHICS**

This study titled *Branding of Tourism in Rajgir as Green Tourism: Visitors' Perceptions* was conducted in accordance with the World Medical Association Declaration of Helsinki. The study protocol was reviewed and approved by the School of Hotel Management & Tourism, Lovely Professional University, Phagwara, Punjab, India. The participants of the study are hereby providing consent to participate in this study.

### DECLARATION OF CONFLICTING INTERESTS

The authors declared no potential conflicts of interests with respect to the research, authorship, and/or publication of the article *Branding of Tourism in Rajgir as Green Tourism: Visitors' Perceptions*.

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