



## Tourist attractiveness of Western Norway in the opinion of tourists

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**A** - Study Design; **B** - Data collection;  
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<b>Abstract:</b>	Introduction: Norway is considered one of the most attractive tourist countries in Europe. This region is popular mainly for its richness in natural values, but also its distinctive cultural values deserve attention. The western part of Norway is characterized by a unique fjord landscape, and the country itself is meeting with increasing interest from tourists. It can be observed here that one of the main pillars of tourism development are the environmental values of the fjord coastline. They are conducive to both leisure tourism and undertaking various forms of active tourism. Aim: The aim of the study was to determine, based on the opinions of tourists, the most popular and most attractive tourist destinations located in Western Norway, as well as to analyze tourist trips undertaken in this region. Material and methods: The research was conducted using an online questionnaire in December-April 2019. 105 respondents took part in the survey. Research results: The results of the study show that tourists consider Norway an attractive tourist destination and declare their willingness to visit it again. Tourists usually travel to Western Norway to visit natural tourist attractions, and Geirangerfjorden is considered the most attractive tourist destination in this region. Conclusions: The answers obtained in the research lead to the conclusion that the tourist attractiveness of the country may be determined by its unique natural values, and the natural attractions of Western Norway may be important for the development of tourism in this region.			
<b>Keywords:</b>	tourist attractiveness, Norway			

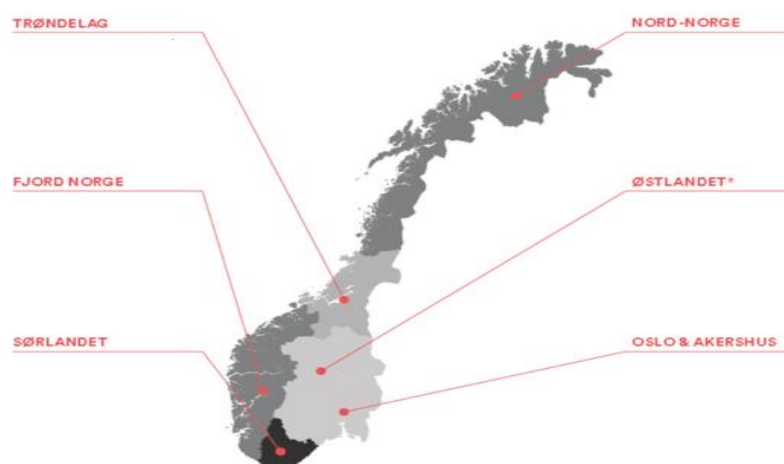
### Introduction

Norway is a country that is part of Northern Europe together with Denmark, Finland, Iceland, Ireland, Sweden and the United Kingdom. This division was made by the World Tourism Organization, but it is treated as controversial due to significant cultural differences and different natural conditions of countries [Kruczek 2008]. The Scandinavian region is becoming more and more popular among tourists, especially from other European countries. Its attractiveness is due to unique natural values, such as Norwegian fjords or Icelandic volcanoes. Thanks to advantages such as natural conditions, Norway is considered one of the most attractive tourist countries in Europe, and the above-mentioned fjords attract foreign tourists [Jędrusik 2010]. However, the attractiveness of this country is not only influenced by natural values. Noteworthy are also numerous cultural aspects such as: the oldest cities with historic buildings, stave churches, places commemorating the Vikings (e.g. the Viking Ship Museum in Oslo) [Zawilińska 2012].

According to data from Norway's official travel guide website "Visit Norway" [Visit Norway 2019], the 10 most popular tourist destinations in Norway are: Bergen, Oslo, Tromsø, Svalbard, Lofoten, Flåm, Ålesund and Sunnmøre, Stavanger, Sognefjorden and Geirangerfjorden. The data shows that six of the ten places identified as the most popular are located in the western part of Norway (Fjord Norge). This proves undoubtedly the great tourist attractiveness of the region [Innovasjon Norge 2018].

To date, many scientific reports indicate the great popularity of Norway, and in particular Western Norway, among tourists from all over the world, as well as its great development in terms of tourism. Recently, many scientific articles have been written about

tourism and the attractiveness of this region. In the work Korsan [2013], it was stated that nature in Western Norway is undoubtedly a characteristic feature of this country, because it is the only place in Europe, and even in the world, where there is a visible combination of a long chain of vast mountains overgrown with lush greenery with smoothed rocks, azure fjords and the sea surrounding them. Another work showed that the tourist offer in Western Norway is not based mainly on high-level ski slopes, fjords, glaciers, rushing rivers, mountain trails, but also a rich culinary heritage, including a large selection of organic, traditional and regional products [Nowak 2019]. Western Norway is also the Svalbard archipelago. Maciejowski [2007] in his work stated that the uniqueness of this region is primarily influenced by the distinctive natural values, the shape of the surface. The high mountain ranges also attract crowds of mountain trekking and cross-country skiing enthusiasts. However, in this region there are often unfavorable climatic and bioclimatic conditions, including primarily low temperatures, high cloudiness, fog, strong winds. Nevertheless, there is a group of people who are not only not deterred by such harsh conditions, but even attracted [Maciejowski, 2007]. In Jaskólski's research, there is information that on the list of cultural monuments in the Svalbard archipelago you can find as many as 920 objects. These monuments include mainly trapper huts, relict animal traps, fish oil smelting furnaces, as well as a whaling boat wreck. On the island you can also find ruins of trapper, industrial and construction buildings [Jaskólski 2017].



**Figure 1.**  
Division of Norway into tourist regions.  
Source: <https://www.business.visitnorway.com>  
(Accessed: 23 March 2019)

## The aim of the study

The aim of this paper is to determine, based on the opinions of tourists, the most popular and most attractive tourist destinations located in Western Norway and to analyze tourist trips undertaken in this region. The sites were selected based on information from the official website run by the Norwegian State Unit for Promoting the Country as an Interesting Tourist Destination, and the analysis was carried out using the opinions of tourists visiting this part of Norway.

The research questions posed in this work are:

- Is Norway an attractive tourist destination in the opinion of tourists?
- Which of the selected places do tourists consider the most attractive?
- How do the tourist attractions of Western Norway affect the tourist journeys undertaken?

## Material and method

In order to collect the results, the author of the work used the method of diagnostic survey. The technique was a survey, and the research tool was a questionnaire created in the form of an online form. The questionnaire contained several closed questions. Responses were received from 105 people. The study was conducted over a four-month period: from December 2019 to April 2020.

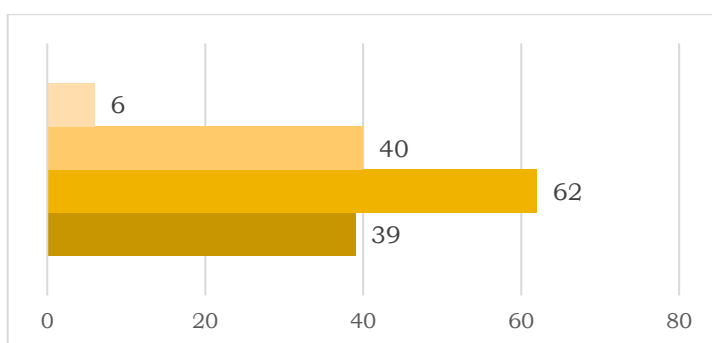
## Results

The study was predominantly women, with 75 out of 105 females. Among the respondents, the age group of 30-39 years was the most numerous, and the youngest age group, i.e. under 20 years of age, had the least representatives. Most respondents came from cities with a population of between 50,000 and 200,000. When asked about their financial situation, respondents most often gave the answer "good", and only 3.8% of respondents said that their financial situation is bad.

When asked about the number of visits, more than half of the respondents, i.e. 57 people, visited Norway more than three times. The answers show that only once in this country were about a third of respondents, i.e. 34 participants in the study. The fewest people visited Norway twice, accounting for only 13% of all respondents.

The next question in the questionnaire was whether the respondents had visited other regions of Norway besides Western Norway. The vast majority of respondents, as many as 84% of them, said that Western Norway was not the only part of the country to which they went. Only Western Norway was visited by 16% of respondents.

The question was then addressed to respondents who answered yes to the previous question, i.e. to visit other regions of Norway. They were asked to indicate what parts of the country they were. It was a multiple-choice question, so the sum of the answers exceeds the number of people answering it. The most frequently chosen answer by the respondents was South-Eastern Norway. This region was indicated by 62 respondents, of which 23 people selected only this option. Northern Norway received 39 responses, of which 14 respondents chose only this part of the country. Central Norway received a similar number of indications as Northern Norway. Respondents marked this region 40 times, but only 6 of them chose only this option. The South-Eastern and Central regions were quite a common set of answers – apart from Western Norway, 12 respondents visited them. However, all the options mentioned in the question have been selected 15 times. In response to "other", respondents indicated the island of Svalbard and Southern Norway as separate regions (Figure 1).



**Figure 1.**  
Regions of Norway visited by respondents  
Source: Own research

Almost all respondents – 104 out of 105 respondents agreed that Norway is an attractive tourist destination. Only one person disagreed.

In the next question, concerning the factors of choosing Western Norway as a tourist destination, the respondents indicated that they most often chose Western Norway as their

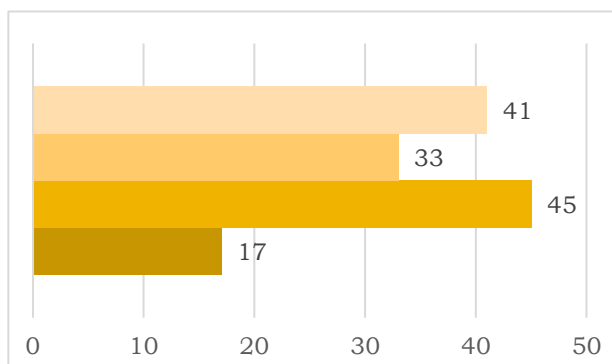
tourist destination because of seeing photographs of attractive tourist places in this region. This option was ticked 71 times, and for 22 respondents it was the sole reason why they decided to visit Western Norway. A lot of influence was also influenced by articles or books about Norway read on the Internet and the opinions of relatives or friends who have already visited this part of the country. None of the respondents were encouraged to go to the Western Norway region by the offer of a travel agency, but the most frequently marked set of options were photos of attractive places and articles or books about Norway – in the opinion of 26 respondents, they were the most important factors that influenced their decision to choose Western Norway as a tourist destination. The respondents also answered that the decision to go to this destination was influenced by interests, m.in philological and literature.

The next question concerned the source of information about Western Norway used by respondents. The Internet was the most popular source of information about Western Norway by the respondents. This option appeared in 90 responses, and for 33 people it was the sole place to get news about it. The respondents also gained knowledge from friends and relatives who had previously visited the region and from tourist guides. One person indicated that they also got information from a Norwegian tourist association.

When asked about the destinations of tourist trips to Western Norway, it was recommended to visit natural tourist attractions the most times. This option was selected by 87 people, of which 35 respondents were the sole purpose of a tourist trip to this part of the country. In second place was visiting cultural tourist attractions. This purpose of the trip was indicated by the respondents 42 times, most often together with visiting natural tourist attractions – this answer was given by 30 respondents. A visit to relatives or friends appeared in the answers 20 times, and business matters were marked by 10 people. Among other destinations to Western Norway, respondents mentioned those related to interests, i.e. language practice, visiting places from novels by Norwegian authors and fishing.

The respondents were also asked about what form of travel they used during the trip. The vast majority of respondents took individual trips, i.e. independently planned and organized. This option was selected by 98 people, and among them 95 indicated that it was the only form of travel they used when going to Western Norway. An organized trip, i.e. with a travel agency, appeared in the answers asked only 5 times, and only for 2 respondents it was the only form of travel during the trip. The mixed form was selected by 6 respondents, of which 5 decided only on this type of trip.

When asked with whom respondents travel to Western Norway, the most frequently indicated option by respondents was a trip for two. It was marked 45 times, and 31 participants declared that they had traveled to Western Norway only in such company. Not much less, because 41 indications, obtained a family trip, of which 28 people went on a trip only in such a group. A trip with a group of friends was also very popular among the respondents, which appeared 33 times in the respondents' answers. The least frequently chosen option was solo travel, which was chosen by 17 respondents, of whom 7 traveled only alone (Figure 2).



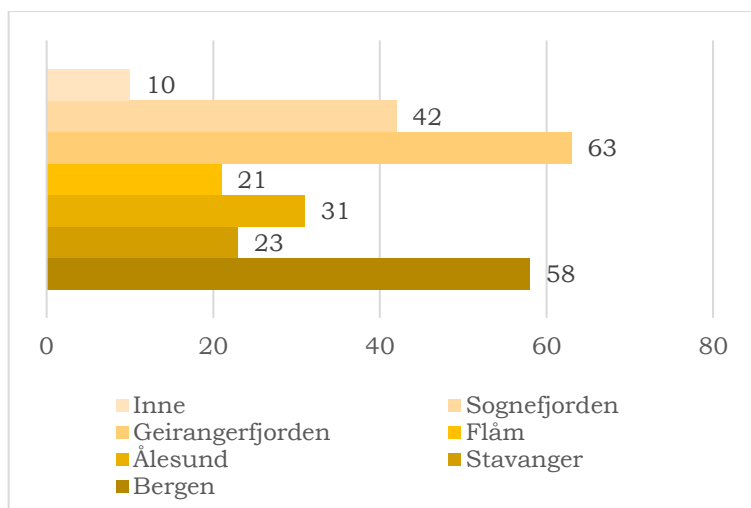
**Figure 2.** Persons accompanying respondents on the journey.  
Source: Own research

The next question concerned the time of year when respondents went to Western Norway. The answers show that this region was most often visited in the summer. This time of year was indicated by 84 respondents. In Western Norway, there were 41 respondents in the summer alone, which was the most common answer in this question. Other seasons were chosen much less frequently. In second place was spring, which was marked by 42 participants of the study, while only in this period 11 people traveled. Autumn collected 38 indications, and the next season one less. Only three of those interviewed visited Western Norway only in winter. In contrast, 21 respondents marked all seasons. The next question concerned the time of year when respondents went to Western Norway. The answers show that this region was most often visited in the summer. This time of year was indicated by 84 respondents. In Western Norway, there were 41 respondents in the summer alone, which was the most common answer in this question. Other seasons were chosen much less frequently. In second place was spring, which was marked by 42 participants of the study, while only in this period 11 people traveled. Autumn collected 38 indications, and the next season one less. Only three of those interviewed visited Western Norway only in winter. In contrast, 21 respondents marked all seasons.

The questionnaire also included a question about the average length of stay of respondents in the western part of Norway. In the respondents' answers, it can be noted that both short trips lasting less than a week and longer trips lasting more than 14 days enjoyed similar popularity. However, a slight advantage was obtained by journeys during which the respondents stayed in Western Norway between 7 and 14 days. This answer was given by 38 respondents. Trips during which the participants of the study spent more than two weeks in the region of Western Norway were declared by 32 people. On the other hand, trips lasting less than a week were indicated by 31 respondents. Among the answers "other", given by 4 respondents, there were such time units as weekend and over a month.

When asked about the accommodation facilities used by respondents during their stay in Western Norway, they answered that campsites and campsites were the most popular among the respondents. This option was selected by 48 people, among whom 20 stayed exclusively in such a place. Many respondents also decided to spend the night with friends or family. This solution was chosen by a total of 38 respondents, of whom 16 spent the night only in this way. Next in terms of the number of indications were hotels, whose services were used by 33 respondents, followed by guesthouses in which 20 respondents stayed. Participants of the study also pointed to other accommodation facilities, such as holiday cottages (so-called "hytter") common in this part of Norway. They also decided to rent apartments via the AirBnB service, spend the night in their own adapted cars and "in the wild in nature".

When asked about the most attractive places in Western Norway, respondents said that they were Geirangerfjorden and Bergen, which were most often marked. Geirangerfjorden was indicated by 63 respondents, and Bergen was chosen by 58 people. The third place was taken by Sognefjorden, which was chosen as the most attractive place in the region by 42 respondents. The other mentioned attractions, i.e. Stavanger, Ålesund, Flåm, were indicated by the participants of the study much less frequently. Stavanger was considered the most attractive place in Western Norway by 23 respondents, Ålesund – 31 people, and Flåm – 21 respondents. Respondents also mentioned several completely different places: Lysefjorden (fjord), Preikstolen (cliff), Folgefonna (glacier) or the towns of Voss and Haugesund and Lofthus. Among the answers, there was none clearly dominant over the others. The "Sognefjorden" option was the least frequently marked as the only attractive tourist destination in Western Norway (Figure 3).



**Figure 3.**  
The most attractive places in West Norway in the opinion of respondents.  
Source: Own research

In the last question included in the survey questionnaire, respondents were asked whether they would be willing to visit Norway again. Respondents almost unanimously stated that they liked the country so much that they would like to visit it again. This was the opinion of 104 people, only one person did not want to visit Norway again.

## Discussion

This work aims to determine which places in the region of Western Norway are in the opinion of tourists the most popular and attractive for tourists and to examine the trips undertaken to this part of the country. There were 105 responses over four months, i.e. between December 2019 and April 2020. On their basis, an analysis of tourist trips to Western Norway was made. Preliminary results show that tourists consider Norway an attractive country for tourists and declare their willingness to visit it again. In the studied region, tourists most often travel to visit natural tourist attractions, and Geirangerfjorden is considered the most attractive tourist destination in Western Norway.

The first part of the survey consisted of questions aimed at a brief description of the respondents, and the question starting the questionnaire concerned the gender of the participants. In the GUS research from 2018, regarding tourism in Poland, it can be noted that in the gender structure of residents of Polish aged 15 or more participating in travels, there is a slight predominance of women (52.6%) in relation to men (47.4%) [POT 2018], while the survey conducted by the author of this work shows that much more women (71.4%) travel to Western Norway than men (28.6%). The reason for the discrepancy may be the imperfection of the research tool used, which consists in the fact that women are generally more willing to complete online surveys than men [Smith 2008]. This may explain the significant gender disproportion in the results of own research and the difference between them and those appearing in the publication of the Central Statistical Office.

According to the Central Statistical Office, among the residents of Polish participating in travel in 2018, the largest groups were people aged 25 – 44 (32.2%) and aged 45 – 64 (32.3%) [Łysoń 2019]. In their own research, the largest age group was respondents between 30 and 39 years of age – 31.4%, and the share of the age group 40 years and more was 30.5%. Due to the use of different age ranges, it is not possible to completely compare the results obtained, but there is a certain similarity: older adults and people of mature age most often decide to go on tourist trips. The reason for this state of affairs may be the already developed stable financial situation, enabling expenses related to travel and still relatively good health, allowing for undertaking tourist activity.

Another issue raised was the place of residence of the respondents. The publication of the Central Statistical Office from 2018 shows that urban residents (55.2%), more often

than residents of rural areas (44.8%), participate in journeys [Łysoń 2019]. The people developing this study did not divide cities according to their size, which was decided by the author of this work. In the obtained results of own research, the share of rural residents in tourist trips to Western Norway was much lower and amounted to 20%. A significant difference may result from the "digital exclusion" of certain social groups, which leads to an overrepresentation of people living in cities, among which the percentage of Internet users is higher [Siuda 2016]. Another reason may be financial – city dwellers are generally wealthier, and traveling to Western Norway is rather expensive.

The financial situation is a demographic and social feature that significantly affects the level of participation in tourist trips. In his research on the tourist activity of Polish residents for the Institute of Tourism, Łaciak focused on the participation of Poles in tourist trips according to their financial situation. The publication shows that among those going abroad for tourist purposes, the largest number were people who considered their financial situation to be average – about 52%. 39% declared a good financial situation, and 9% said that their financial situation is bad [Łaciak 2013]. However, in own research, the most frequently indicated answer was a good financial situation – 72.4%. 23.8% of respondents described their financial situation as very good, and 3.8% of respondents were in a bad one. Despite the use of various adjectives to assess the material situation, it can be noted that the common denominator is the low level of participation in tourist trips of people who describe their financial situation as bad. This may be due to the fact that poorer people are unlikely to undertake expensive tourist trips, which are not a product of first need, and allocate their budget to cover the costs of living. On the other hand, a high percentage of people whose financial situation is good or very good may result from the overrepresentation of wealthy people in online surveys, which are more common among Internet users [Siuda 2016]. The subjectivity of one's own assessment of one's financial situation may also be a problem.

More than half of those surveyed (54%) said they had been to Norway three or more times. Such a high percentage of people visiting Norway several times may be due to the fact that the study was conducted in discussion groups related to traveling to this country. Therefore, a large part of people who belonged to them, are interested in this subject, and thus – often choose this country as the destination of their tourist trips. It was not possible to find a similar question in other studies, although in the report of the Foreign Centre of the Polish Tourist Organization (ZOPOT) in Stockholm for 2018, one can come across a statement that Nordics are rather conservative in choosing holiday destinations. This means that they are eager to return to places previously visited [POT 2018], so you can expect that the number of visits to countries that are popular tourist destinations for Scandinavian residents will be more than one.

Most of the participants in their own research, in addition to Western Norway, also visited other regions of this country. South-Eastern Norway was very popular among them. This part of the country is the capital, which may explain the popularity of this region, resulting, for example, from better transport accessibility – many Polish cities have an air connection with Oslo [POT 2018]. In the publication of the Central Statistical Office, in which the authors describe tourism in Poland in 2018, the most visited in the domestic tourist traffic were the following voivodships: Pomorskie, Małopolskie and Mazowieckie [Łysoń 2019]. Most likely, this is due to the natural and cultural values of these administrative areas, which include: coastal areas, mountain regions and cities rich in monuments, such as Gdańsk, Krakow and Warsaw.

In their own research, the respondents agreed that Norway is an attractive tourist country. Such an opinion of the interviewed tourists may result from the richness of Norway's natural values, affecting the perception of the country as an attractive tourist destination. In the ZOPOT report in Stockholm for 2018, the authors describe the attractiveness of Eastern European countries on the Norwegian market. Their analysis shows that the Czech Republic is perceived favorably, and the biggest attractions are the capital of the country, Prague, and wine and beer routes. Poland, on the other hand, is

considered to be a country that does not arouse interest in terms of tourism [POT 2018]. Perhaps the reason for such an image of the Polish is ineffective promotional activities.

The choice of Western Norway as a tourist destination by the participants of their own research was mainly due to photographs of attractive places located in this region. Articles and books about this place were also of great importance. Attention should be paid to the purpose of the respondents' trip, which for most of them was to visit natural tourist attractions. However, according to the ZOPOT report in Stockholm for 2018, the factors that play an important role in the choice of tourist destination by the inhabitants of the Nordic countries are, m.in, the availability of low-budget connections and climate. The hostile weather conditions prevailing in Scandinavia make the Nordics pay attention to the fact that at the destination of their trip, the climate is warm and the weather is sunny [POT 2018]. It seems that the factors that are important for the choice of a tourist destination are closely related to the purpose of the trip.

Our own research showed that the most popular source of information about Western Norway was the Internet. In turn, according to the ZOPOT report in Stockholm for 2018, the preferred sources of information used by Norwegian tourists when making decisions about going abroad were acquaintances and friends, as well as to some extent the media [POT 2018]. In our own research, "word-of-mouth marketing" was in second place, but this option recorded much fewer responses than the Internet. It should be taken into account that the population in Poland is more than 7 times larger than in Norway. Although the Central Statistical Office lists Norway as a popular tourist destination for Polish residents in 2018 [Łysoń 2019], still a lot of Poles may not know anyone who has been to Western Norway to be able to get reliable information about this place from such people. In addition, cultural differences between the compared groups and the overrepresentation of Internet users in the online survey questionnaire [Siuda 2016], which was a tool used in own research, may play an important role.

The purpose of the tourist trip of the participants of their own research was usually – as already mentioned – to visit natural tourist attractions. Most likely, this is related to the unique environmental values for which Western Norway is known, which attract tourists to this region. In the CSO publication on tourism in Poland in 2018, it can be noted that the inhabitants of Polish mostly traveled abroad for leisure and leisure purposes (56% of all foreign trips) [Łysoń 2019]. In the ZOPOT report in Stockholm for 2018, you can read that a significant part of Norway's inhabitants prefer to get to know new places in a relaxed way during foreign tourist trips [POT 2018].

The vast majority of participants in their own research took individual trips, i.e. independently planned and organized. A 2018 report by ZOPOT in Stockholm shows that Norwegian tourists also preferred to organize foreign trips and make reservations on their own [POT 2018]. According to the authors of the report of the Foreign Centre of the Polish Tourist Organisation in Paris for 2018, individually organised travel was also the most popular form of outbound tourism among the French [POT 2018]. This may be related to the increasing access to the Internet and the ability to use new technologies that make it possible to organize travel independently. The advantages of such a solution may be lower travel costs (reduced by the margin for the tourist office) and maximum adjustment of it to your needs and preferences, which makes it very popular among tourists. In addition, the offer of Polish travel agencies regarding trips to Western Norway seems to be modest and unattractive, as it did not encourage any of the respondents of their own research to undertake a tourist trip to this region, which may also be important for choosing the form of departure.

Among the participants of their own research, the most popular was a trip for two – this option received 45 responses. A little less, 41 people, decided to travel with their families. Research by K. Ziółkowska-Weiss and E. Haras on the tourist activity of the Argentinian Polish community shows that this group most often travels with family (46%), while tourist trips with a partner were made by 10% of respondents [Haras, Ziółkowska 2020]. The differences may be due to the age structure of the respondents. In their own



research, young adults (up to 29 years of age) constituted a higher percentage (38.1%) than in the Ziolkowska-Weiss and Haras surveys, in which people under 30 accounted for 18% of respondents. The age of starting a family plays an important role – according to the Central Statistical Office, in 2018 the median age of women giving birth to a child was 30 years [Cierniak-Piotrowska 2019], so young people do not yet travel with their families.

Own research shows that tourists are most likely to visit the region of Western Norway in summer. According to GUS data, in 2018 the most foreign trips were made by Polish residents in August (15.3%) and July (12.9%) [Łysoń 2019], i.e. the summer months, as well as participants of their own research. This is most likely related to the holiday season – among the respondents of their own research, a lot of people left with their families. Another reason may be the relatively high temperatures, which are conducive to tourist activity. In this paper it was mentioned that some tourist attractions are seasonal and their availability depends on the season, which can also affect the decision on when to take a tourist trip. Our own research shows that the purpose of the tourist trip to Western Norway was not skiing or other winter sports, but to visit natural tourist attractions, which in winter may be out of reach of tourists. The most popular forms of sightseeing, such as hiking or cruises on cruise ships, may be difficult at other times of the year due to the inclement weather that may prevail in this region (relatively low temperatures or a large amount of precipitation).

Among the participants of their own research, stays lasting up to two weeks on average had a slight advantage (36%). The CSO publication shows that among the foreign trips of Polish residents in 2018, long-term trips dominated (80.2%) [Łysoń 2019]. However, according to the ZOPOT study in Stockholm from 2018, the average duration of tourist trips of foreign residents of Norway is 4 – 14 days, and the length of stay is closely related to the purpose of the trip. Summer holidays can be extended to three weeks, and the so-called "city breaks" do not last longer than 5 days. Not without significance for the variation in the length of stay in Western Norway could be the opportunities offered to tourists by this part of the country. The purpose of the trip could be both visiting an attractive city like Bergen, which has a good air connection with Polish cities [POT 2018], which is conducive to short-term trips, so-called "city breaks", as well as visiting many tourist attractions that occur in this region, which requires organizing a longer trip.

According to the results of their own research, the respondents most willingly spent the night on campsites and in campsites, with family or friends and in guesthouses. According to information prepared by ZOPOT in Stockholm, hotel accommodation prevails among Norwegian tourists who travel abroad [POT 2018], and GUS data show that in 2018 Polish residents most often stayed in hotel facilities (49.9%) and relatives or friends (34.2%) [Łysoń 2019]. The reasons for the relatively low popularity of hotels among the participants of their own research may be: relatively high prices for accommodation offered by these facilities in Norway for Polish tourists – according to NHO, in 2019 the average price of a hotel room per night was NOK 984, a well-developed network of alternative forms of accommodation in this country (DNT has a database of over 500 houses, the so-called "hytter"), legal solutions (it is allowed to pitch a tent practically anywhere with a distance of 150 m from buildings, as well as the time of year when Western Norway was visited – summer, with relatively high temperatures, creates greater opportunities for sleeping in different conditions [NHO Reiseliv 2020].

The authors' research shows that the most attractive tourist place in Western Norway is Geirangerfjorden. This is not surprising, given that they most often traveled to this region to visit natural tourist attractions. The analysis of inquiries about Poland, presented in the ZOPOT report in Paris for 2018, shows that the cities of Krakow (33%) and Warsaw (23%) enjoyed the greatest interest among French tourists, which is also related to the preferences of the French regarding arrivals to Poland. French tourists focus on urban tourism in Poland [POT 2018]. It can therefore be seen that the attractiveness or interest in a given place is closely related to the purpose of the tourist's arrival and his attitude towards the visited region.

In their own research, almost all respondents declared their willingness to visit Norway again – only one person did not express interest in another trip to this country. It is worth recalling here that the participants of their own research almost unanimously stated that Norway is an attractive tourist country. In the ZOPOT Paris report for 2018, the authors describe that more than half of the French who sought tourist information in ZOPOT are tourists who have already visited Poland and organized another trip to it. The publication notes that the positive experiences from the previous trip had an impact on the re-selection of Poland as a tourist destination [POT 2018]. In both cases, therefore, the tendency of tourists to go once again to a place that made a good impression on them is visible, which should not be surprising.

## **Conclusion**

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Based on the results of own research, it can be said that Norway is an attractive tourist country in the opinion of tourists. The conclusion is that it is positively received by tourists thanks to the occurrence of unique natural values, such as m.in fjords on the west coast or the phenomenon of aurora borealis in the northern regions.

In the opinion of tourists, the most attractive place in Western Norway is Geirangerfjorden, inscribed on the UNESCO World Heritage List. This leads to the conclusion that natural attractions, characteristic of the west coast of Norway, are the most interesting for tourists, and the presence of the fjord on the UNESCO List may additionally contribute to the desire to visit this place. It can be assumed that the peculiarities of the landscape contribute significantly to the development of tourism in the region, which can be used, for example, in conducting effective promotional activities aimed at encouraging tourists to visit this tourist destination.

The tourist attractions of Western Norway, which include primarily natural attractions associated with a unique landscape, significantly influenced the travel of tourists. They were of great importance for making the decision to leave in general, because as factors influencing the intention to go on a trip to this region and as the purpose of their trip, tourists most often pointed to natural attractions. This can be a valuable tip helpful in preparing offers of tourist events that will meet with interest from tourists.

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