



Tourist traffic in palace and castle facilities in Podkarpackie Voivodeship

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Abstract:	The study analyses tourism traffic in selected palace and castle facilities located in the Podkarpackie Voivodeship. The individual chapters provide information on these objects and the development of tourist traffic in the last decade: 2010-2019. The aim of the study was to determine the structures and dynamics of tourist traffic at the studied facilities. Comparisons were also made with other similar tourist destinations in the country and off the country. A qualitative and quantitative method was used in the study. The research tool used is a content analysis and the data provided by the surveyed units. The data obtained were analysed and presented in the form of graphs. As a result of the analysis of the data, it can be concluded that the castle sites included in the study generate quite a lot of tourist traffic during the year. However, a comparison with similar sites in the country shows still untapped potential.			
Keywords:	castles, palaces, tourism, Podkarpacie			

Introduction

Tourism is a complex phenomenon. There is an element of travel, a temporary change of location, a voluntary decision. Tourism is not generally associated with work and emigration. The definition of the World Tourism Organisation (WTO) is: 'Tourism is the activities of persons travelling for leisure, business or other purposes and remaining outside their usual environment for no more than one year'. [Gaworecki 2010].

Nowadays, there has been an enormous development and diversification of the forms of tourism, a lot of ways of spending free time. There are many different types of tourism: sightseeing tourism: getting to know the country and its various values; geotourism: getting to know geological attractions such as caves; active tourism: hiking, water tourism, cycling, and others. sports tourism: connected with active tourism; leisure tourism: the "3 s" (sun, sea, sand), usually relaxing by the sea; medical tourism: health tourism - sanatorium or spa; ecotourism: relaxing in a clean, unpolluted environment [Krupa 2010]; agro-tourism: a form of rural tourism, integration with the rural environment; business tourism: this type of tourism is at odds with its simple definition, but is nevertheless the most profitable segment of tourism; congress and conference tourism: usually in large, attractive cities; cultural tourism: trips to cultural events [Jędrysiak 2017]; leisure tourism: leisure centres, water parks, golf courses; educational tourism: trips to study, courses, language schools [Różycki 2009].

Cultural tourism is a relatively recent development. This phenomenon was recognised as a tourism product rather late, in the eighth decade of the 20th century, even though learning about other cultures had already been a goal of many travellers much earlier. Cultural tourism has been defined by some researchers as a tourist market for people who are open to the world, other people and science. Those who combine tourism

with their lifestyle and often deep interests. Otherwise, this type of tourism is following cultural attractions, often exotic, far from home [Petroman, 2013].

M. Rohrscheidt [2018] defines cultural tourism as a kind of "excursion of a touristic nature". During which there is an encounter between the participants of the trip with events and objects classified as culture, both high and popular. It serves the cognition and personal development of the tourist. The latter aspect is often decisive for an individual's decision to participate in a particular trip and event. In English-language literature, visitor attractions are most often referred to as: "visitor attractions" They do not necessarily have to be attractive to the local community. If one has something next door at one's fingertips it becomes familiarised, dated, sometimes even boring [Edelheim 2015].

Swarbrooke [2002] considers tourist attractions to be objects, places, small areas - which are generally accessible and motivate large numbers of people to take a journey to visit and explore them. This is done at leisure and has time constraints. The attraction itself should be separated in space and managed, not necessarily directly.

A tourist attraction refers to a larger space, whereas the term 'tourist attraction' refers to specific objects. These are objects and events that arouse interest and attract tourist traffic. The increased importance of culture in tourism its broadest sense has meant that a castle - but also a football match or a ski jumping competition - can be a tourist attraction. Tourist attractions include, inter alia: palaces and castles, historical buildings, ruins of ancient cities or other sites, places of historic battles, natural monuments, mountain peaks. In addition to these "concrete" objects, tourist attractions include: sports events, cultural events, festivals or outdoor events [Kurek 2011].

Tourist traffic is defined by specific characteristics: size, structure, spatial distribution, temporal rhythm (seasonality). Seasonality of tourist traffic means its uneven intensity per year, month or week [Kurek 2011].

Tourist traffic in relation to a specific country is divided into: intranational, inbound: foreign inbound tourism, outbound: foreign outbound tourism [Kurek 2011].

The subject of tourism is the tourist. The United Nations introduced the term 'visitor'. Visitors are divided into two groups: tourists - visitors who stay in a particular place for at least 24 hours, excursionists - visitors who stay in a particular place for less than 24 hours, i.e. the so-called "one-day tourists".

Tourist traffic on the example of large cities (Warsaw, Gdansk, Krakow, Wroclaw) and regions (e.g. Podhale) is generated by many factors, both cultural and natural. A phenomenon is Krakow, where the number of tourists approaches 8 million [Żuk 2017].

In smaller centres, the volume of tourist traffic is often determined by one specific object - a so-called tourist attraction. It is the key element generating tourist traffic, generating interest in making a trip to a particular place. Castles and palaces are a magnet for tourists, creating demand for other tourist services at the same time [Kruczek 2014].

Defence structures including castles, are used in tourism in many ways. They themselves attract tourists with their uniqueness, resulting mainly from their architecture, turbulent history and often legends. Tourists are also attracted by the artefacts, works of art found there, and time to time by the tombs in the underground [Cynarski 2012].

In general, tourism has been increasing in our country in recent years. One of the main reasons for this phenomenon is the improved economic situation of society. This is illustrated by the examples given below. For example, Lublin, which is full of historical monuments, has seen an increase in tourists of almost 45% over the last few years (2014 - 2017). This was influenced by a much better hotel base than just a few years earlier. Between 2010 and 2017, the number of accommodation facilities in Lublin increased by 56%. [Lublin Tourism Barometer 2018].

The provincial Kurozwęki, located in the Świętokrzyskie Voivodeship, is also breaking popularity records. The palace complex in this village was visited by 85,000 tourists in 2014, almost 60% of whom came from other provinces and partly from abroad (Czech Republic, USA, Sweden) [Zieliński, Janeczko 2016].

A 2014 study by Z. Kruczek shows that the year before, the Wawel Castle in Krakow was visited by 1.25 million people. The Royal Castle in Warsaw came second with 600,000, while the Teutonic Castle in Malbork was visited by 418,000 tourists [Kruczek 2014]. Based on statistics provided by B. Rosicka, a total of 3,551,878 tourists visited the Książ Castle between 2001 and 2016, but this figure is without hotel guests, who have the option of visiting the building individually in the price of their room.

Overseas, on the other hand, according to a study by the Themed Entertainment Association, in 2014 the biggest museum attraction was the former royal palace in Paris - the Louvre. It was visited by 9.3 million tourists, making it number one in the ranking. It was immediately followed by the National Museum of China in Beijing with 7.6million visitors [www.TEAconnect.org 2020].

Material and method

This study uses both qualitative and quantitative methods. The research tool used to assess the problem presented is content analysis, which consists of a qualitative evaluation of the collected literature, and desk-research, i.e. the analysis of found data made available by the organisational units of the palace and castle facilities concerned. The study included a search of the Polish literature. Statistical data on the number of tourists and the number of participants in events were obtained. Statistical data from the castle in Krasieczyn and 2010 statistics from the Dzieduszycki Palace in Zarzecze were not obtained.

Results

The data made available by the Łańcut Castle Museum, presented in Figure 1, shows the volume of tourist traffic over 10 years. Between 2010 and 2015, the number of tourists remained at a similar level between 300,000 and 350,000. The following years saw an increase to 400,000 and above. A lower number of tourists was recorded in 2019 due to ongoing construction works.

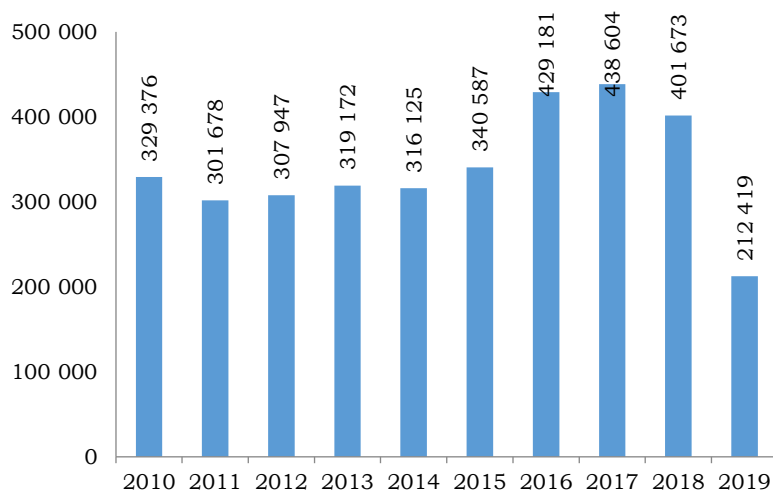


Figure 1.
Number of tourists in the castle in Łańcut over the years.
Source: Own analysis based on statistics from the Castle in Łańcut.

The data made available by the Castle in Baranów Sandomierski, presented in Chart 2, show the volume of tourist traffic over 10 years. Since 2010, the number of tourists visiting the castle in Baranów Sandomierski has been steadily increasing. The exception was 2017 where the number of tourists decreased compared to 2016.

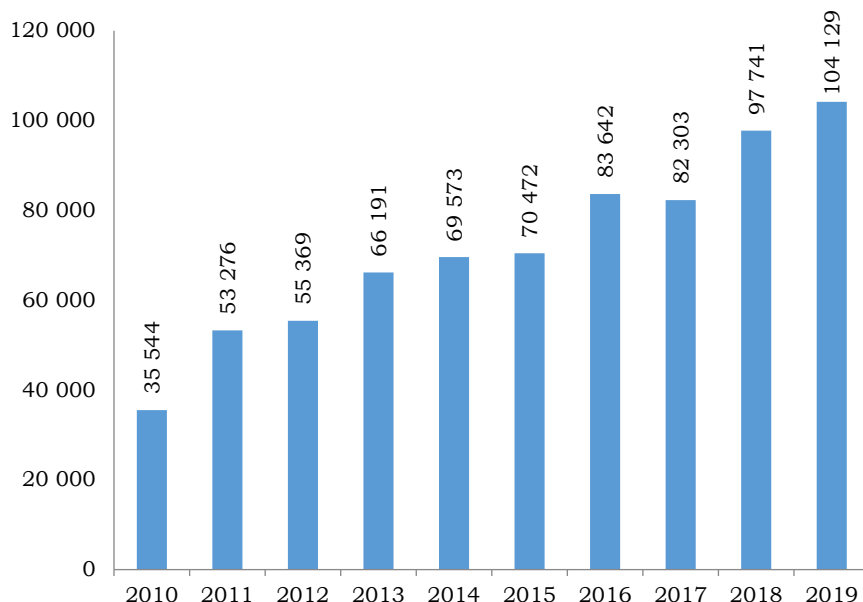


Figure 2. Number of tourists in the castle in Baranów Sandomierski over the years. Source: Own analysis based on statistical data from the castle in Baranów Sandomierski.

The data made available by the Palace Museum in Dukla, presented in Chart 3, show the volume of tourist traffic over 10 years. The number of tourists visiting the Dukla Palace has been steadily decreasing since 2010, reaching its lowest value in 2015. From the following year, there was a rapid and systematic increase, reaching a peak in tourist traffic in 2019.

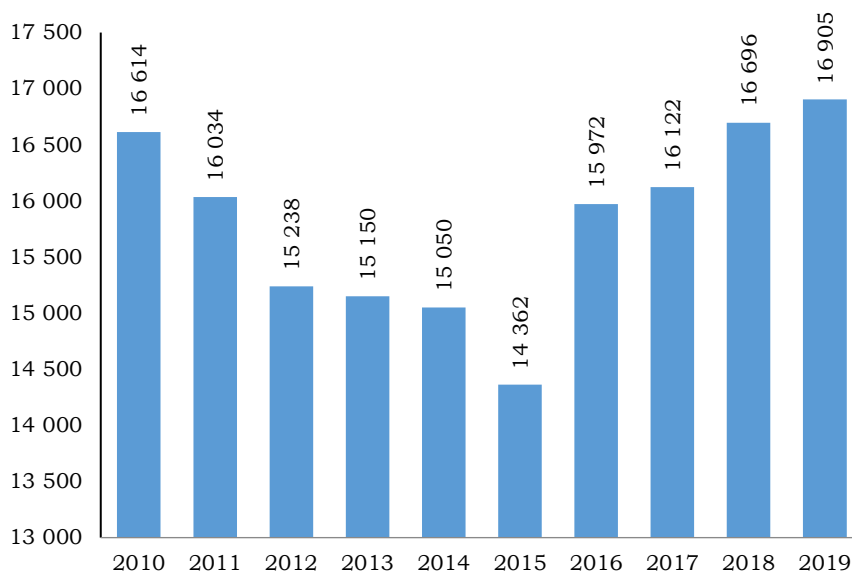


Figure 3. Number of tourists at Dukla Palace over the years. Source: Own analysis based on statistical data of the Palace in Dukla.

The data shown in Chart 5 shows the volume of tourist traffic over the years at the Przeworsk Palace. Tourist traffic at Przeworsk Palace reached a peak in 2010-2011, followed by a decline. Since 2015, it has remained at a similar level of around 8,000 people per year.

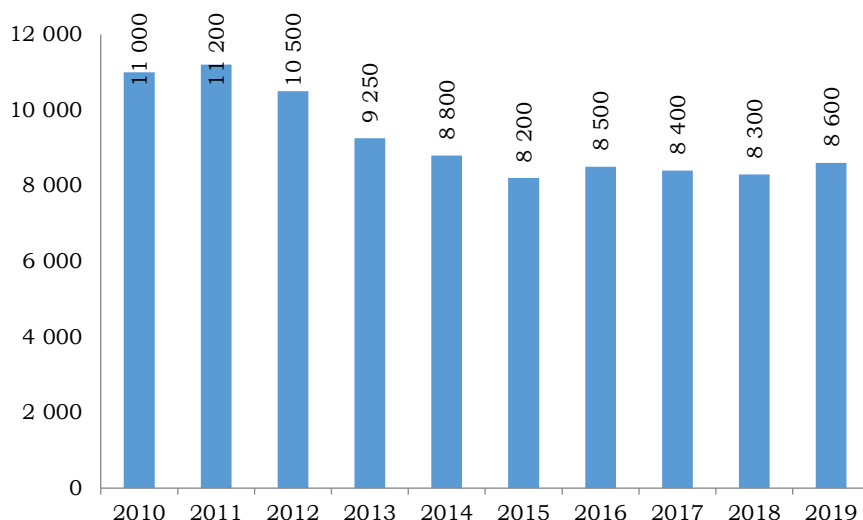


Figure 4. Number of tourists at the Przeworsk Palace over the years. Source: Own analysis based on statistical data of the Przeworsk Palace.

There was an increase in tourists at the Dzieduszycki Palace in Zarzecze between 2011 and 2013. In 2014 there was a decrease. One year later there was an increase. In the following years, the number of tourists decreased. Since 2018 there has been a significant increase in the number of tourists. The peak of tourist traffic here in the period under review was in 2013 and 2019.

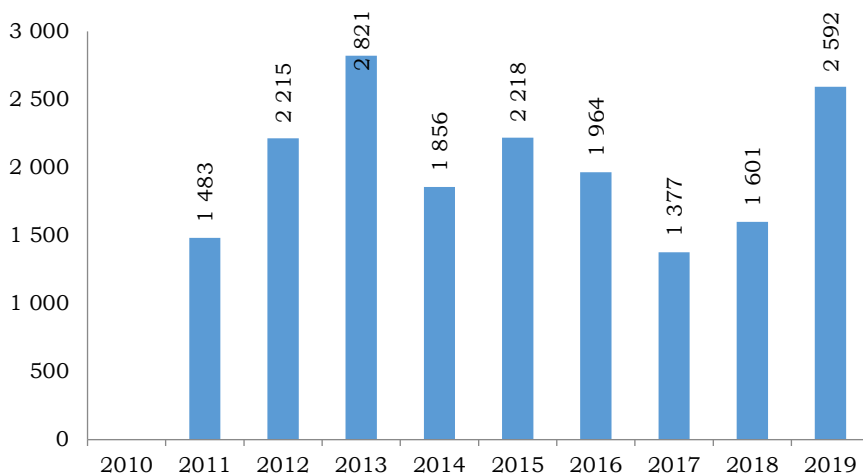


Figure 5. Number of tourists at Zarzecze Palace over the years. Source: Own analysis based on statistical data of Zarzecze Palace.

Between 2010 and 2015, the number of participants in additional events organised at the Dukla Palace oscillated around the figure of one thousand. In the following years, there was a decrease of almost 50%. The year 2019 proved to be a landmark and record-breaking year, when the number of participants in ancillary events reached almost 1,400 people.

Since 2010, there has been an increase in the number of participants in additional events. In 2013, a record of more than 2,500 participants was set. In the following years there was a decrease of more than 50%. There was an increase in 2017, while 2018 saw a record of almost 3,000. Unfortunately, there was a halving in 2019.

Between 2011 and 2013, there was an increase in the number of attendees at events at Zarzecze Palace, up to 400 people in 2013. In 2014, the number halved compared to the year before and the year before that. The next two years saw a significant decline. As of 2018, there is again an increase in the number of participants.

The growth rate of tourist traffic between 2010 and 2019 is higher for the castle in Baranów Sandomierski. During the period in question, the number of tourists there increased by 192%. Leap increases were recorded in 2011. - by 49%, in 2016 - by 37%, in

2018. - o 43%. The number of tourists in Łańcut increased by 33% between 2010 and 2017 (after several years of decline). There was a slight decline in 2018, a significant drop to 64% of the starting position was recorded in 2019. - this was due to renovations.

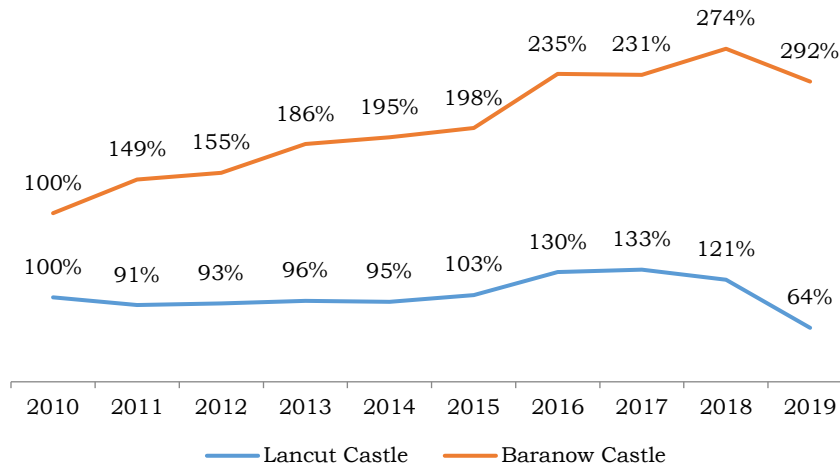


Figure 6. Comparison of the number of tourists in the castles. Source: Own analysis based on statistical data of Łańcut Castle and Baranów Sandomierski Castle.

The number of visitors to the castle in Dukla remained at a similar level. In 2019, it was 2% higher than in 2010. A decrease of 14% was recorded in 2015. Przeworsk Palace recorded a decrease in the number of tourists, the largest in 2015. - o 26%. In 2019, the number of tourists there was 22% lower than in 2010. Zarzeczce Palace recorded spikes in the number of tourists. The highest number - 90% more than in 2010. - was in 2013. The least in 2017. - 8% less than in 2010.

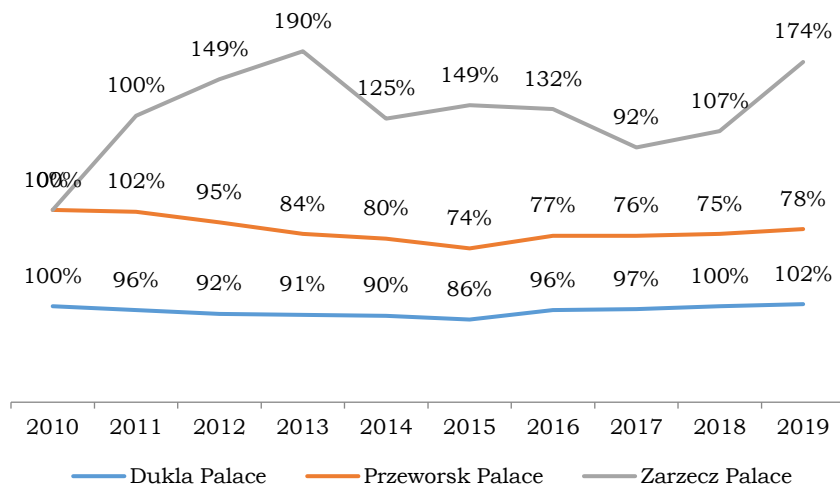


Figure 7. Comparison of the number of tourists in the palaces. Source: Own analysis based on statistical data of the Palaces in Dukla, Przeworsk and Zarzeczce.

The number of attendees at ancillary events is highly variable. The palace in Dukla reached its peak in 2019. The fewest visitors were recorded in 2016. Przeworsk Palace peaked in 2013, with the fewest visitors in 2014. Zarzeczce Palace recorded the fewest attendees for additional events in 2016 and 2017. In contrast, it hosted four times as many visitors in 2013 and 2015 as in the starting year 2010 and 2015.

Between 2010 and 2019, the largest increase in tourists was recorded in Baranów Sandomierski - by 192%. Zarzeczce Palace recorded an increase of 74%, although it reached its peak in 2013(an increase of 90%). The castle in Łańcut recorded growth until 2017, after which there was a decline due to renovations. Dukla Palace has maintained a similar level throughout the decade with a 7% increase. The palace in Przeworsk recorded a systematic decline in tourists, with the fewest arrivals in 2014.

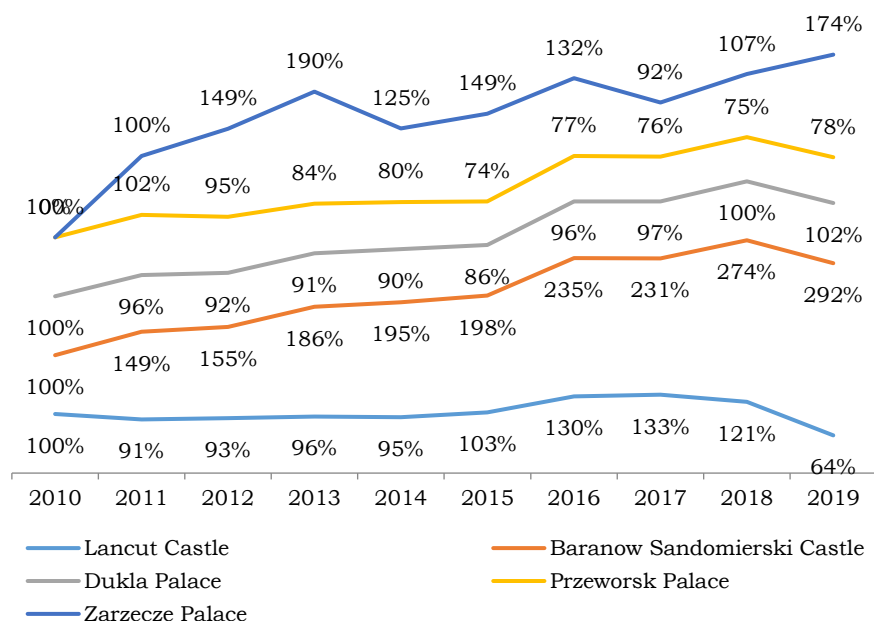


Figure 8. Comparison of the number of tourists at the sites
Source: Own analysis based on statistical data of Castles (Łańcut, Baranów Sandomierski) and Palaces (Dukla, Przeworsk, Zarzecze).

Discussion

Podkarpacie is an attractive region for tourism, but its potential is still not fully exploited. The regions' tourist attractiveness is determined by its natural assets, the presence of cultural and national heritage assets, preparation of the area for tourism and recreation, communication infrastructure. Natural assets and the presence of important cultural assets are Podkarpackie's strengths.

The tourism density index in 2012 was 40.9 for Podkarpackie voivodeship. Museum visitors per 1,000 population - 474.5, while for Poland - 693.1. Tourist routes per 100 km²: Podkarpackie - 13 km., Poland - 23.5 km. [Kruczek 2014].

In 2018, the tourism density index (overnight visitors per 1 km²) for Podkarpackie: 70.8; for Poland: 108.4. Number of museum visitors per 1,000 inhabitants: 592.3; for Poland: 992.5. Podkarpackie voivodeship has the lowest density of delineated tourist routes in the country, at 12.8/100 km²; when for the country: 25.3 km/100 km²; and for the neighbouring Małopolskie voivodeship: 62.1/100 km². So we can see, in five years, this indicator improved for the country by 1.8 km; for Podkarpacie it decreased by 0.2 km [CSO 2019].

As can be seen, some indicators have improved, others have remained in place. In general, the situation of Podkarpackie on the tourist map of Poland has not changed much over the last few years.

Tourist traffic in Podkarpackie voivodeship is generated mainly by:

- Bieszczady and Beskidy mountains
- health resorts: Rymanów, Horyniec, Polańczyk and Iwonicz,
- churches and Orthodox churches from the UNESCO world list
- castles, palaces, open-air museums and churches from the entire province, including the sites in Łańcut, Baranów Sandomierski, Krasiczyn, Dukla, Przeworsk and Zarzecze.

The described castle and palace facilities generated tourist traffic of just under 400,000 tourists in 2010. In 2018, it was around 530,000 tourists, an increase of more than 30%. Generally, these are day tourists who combine a visit to a particular site with other attractions. There are plenty of other attractions in the vicinity of each of the

castles/palaces described. For example, in the vicinity of the palace in Dukla there is :the Bernardine church and monastery, the town hall and the old town, the reserves in Nowa Wieś and on Cergowa Góra, the spa in Iwonicz, the Maria Konopnicka Museum in Żarnowiec, the Museum of Oil Industry in Bóbrka, museums in Krosno [Kuśnierz-Krupa, Figurska-Dudek, Malczewska 2019, Kruczek 2014].

The attractiveness of a destination is determined by its architecture and history, as well as the monuments located there. For Krakow, the most important place that attracts tourists is Wawel with its castle and cathedral. For Łańcut, Baranów Sandomierski, Krasiczyn, Dukla, Zarzecze and Przeworsk, it is the castles and palaces located in these destinations [Kruczek 2014].

The castle in Łańcut is one of the leading tourist destinations in the country. It can be compared with the largest ones: Wawel Castle in Kraków, the Royal Castle in Warsaw, castles in Malbork and Książ. In 2013. - according to Z. Kruczek - Wawel was visited by 1.25 million tourists, the Royal Castle in Warsaw by 600,000 and Malbork by 418,000 people. For comparison, in 2013. Łańcut Castle was visited by 320 thousand tourists. In 2016, Łańcut reached the level of Malbork, when 430 thousand visitors had already appeared there [Kruczek 2014].

For comparison, according to B. Rosicka [2017] - in the same year - 2013 - Książ castle was visited by 404,598 tourists which was an increase of 40.74% on the previous year. The castle in Łańcut then saw an increase of 27% to the previous year and the castle in Baranów Sandomierski was an increase of 37%. The castle in Łańcut can be compared with the largest ones. Wawel Castle, Wilanów (over 2 million), Łazienki in Warsaw (over 2 million) and the Royal Castle in Warsaw are out of reach, with similar numbers of tourists at Malbork and Książ.

Analysing the number of tourists at the castle in Baranów Sandomierski between 2014 and 2017, an increase of 36% can be seen. In the same period, the neighbouring provincial city of Lublin saw a 45% increase in the number of tourists at the castle. In the case of Lublin, this is due to an increase in the amount of accommodation at any given time. In the case of Baranów Sandomierski, there has been an upward trend in the last decade, which may be due to good management, promotion and an increase in the wealth of the population [Lublin Tourism Barometer 2018].

Among other things, tourists are attracted by the country's brand. France, Spain and Italy are certainly in the first league on the tourism map not only of Europe, but of the whole world. According to the United Nations World Tourism Organisation report for 2019. France ranked first (90.2 million tourists), Spain second (83.8 million) and Italy fifth (64.6 million). In this ranking, Poland was ranked 19th with 21.4 million foreign tourists [www.turystyka.rp.pl 2020].

In individual countries, the biggest magnets are often the largest attractive cities: Paris, Rome, Venice, Barcelona or Madrid. In Poland, Krakow is certainly such a city. In turn, in these cities the biggest attractions are often castles and palaces e.g.: Louvre, Wawel Castle, Hradczany in Prague or Hofburg in Vienna. The attractiveness of a destination is determined by its architecture and history, as well as the movable monuments located there. Among the castles surveyed, the largest number of tourists was recorded in 2017 at Łańcut Castle - 438 604 people, while in neighbouring Czech Republic, Hradczany Castle set a record in 2018, when the number of tourists exceeded 2million people. In comparison, the Palais Royal in Paris-the famous Louvre-was visited by 9.3million tourists in 2014 [www.praguecitytourism.cz/(...) 2020, www.TEAconnect.org 2020].

The other sites described in this study can be compared with similarly sized sites in Chęciny, Ogrodzieniec, Kurnik, Inowłódz or Kurozwęki. Especially the latter site lends itself to comparisons with palaces in Dukla, Przeworsk and Zarzecze.

The palace in Kurozwęki was visited by as many as 85,000 tourists in 2014. There were years when the palace complex was visited by more than 100,000 people - 2009. Kurozwęki - just like Dukla or Zarzecze - is a small village located in the south of the Świętokrzyskie Voivodeship. The palace itself is the organiser of many of the activities that cause such a large number of tourists [Zieliński 2012].

For comparison, in 2014 the palace in Dukla was visited by 15,000 people, the palace in Przeworsk by 9,000, and the palace in Zarzecze by around 1,800 tourists. Comparable places and objects, so the question arises why such a difference. The answer is simple - in people's actions, which in the case of Kurozwęki deserve special praise. The palace with a hotel part is not the only attraction of this village. There is also a historic church and - above all - a mini zoo, a unique "Bizon safari" with a breeding farm of American bison, a maze in corn - an original and great attraction especially for children. This comprehensive offer results in a commercial success and thus keeps the palace in very good condition [Zieliński 2012].

In addition to the sheer number of tourists visiting a site, the number of participants in so-called additional events is important. These events include, for example, "Night of the Museums", unticketed regional events, historical lessons, concerts, etc. , non-ticketed regional events, historical lessons, concerts, etc. It should be assumed that the majority of tourists are visitors from other locations. Attendees at ancillary events, on the other hand, are mostly local people. It could be argued that the more participants in ancillary events, the more people from the local community attend social and cultural events - which in itself is a positive phenomenon. The question is whether the two numbers - tourists and participants in side events - are somehow related.

For the venues surveyed, the number of tourists and event participants is as follows: 16 614 tourists and 1 035 participants in additional events were recorded at Dukla Palace in 2010. The number of event participants in relation to the number of tourists was 6.2%. In 2019, the same facility recorded 16,905 tourists and 1,350 event participants. The number of event participants relative to the number of tourists was then 8%. At Przeworsk Palace, the number of event participants in relation to the number of tourists in 2010 was 13.6%, while in 2019 it was already 16.3%. In Zarzecze in 2011 - no data from 2010 available - the number of participants in events at the palace in relation to the number of tourists was 6.7%, while in 2019 the number of participants in events was 9.96% in relation to the number of tourists.

In the last decade, an increase in the number of participants in ancillary events in relation to the number of tourists can be observed at the studied establishments. In Dukla from 6.2% to 8%, in Zarzecze from 6.7% to almost 10%. The values for both destinations are similar. The best performance is in Przeworsk where the ratio has increased from 13.6% to 16.3% over the decade. This may indicate a better approach of the Przeworsk palace managers to social; educational and cultural issues.

In comparison, elsewhere in the country, e.g. the Castle Museum in Pszczyna was visited by 139,621 tourists in 2013, with 22,416 people attending additional events[45]. The numbers look impressive, but the ratio of event attendees to tourists is 16.05% and is similar to the results of the Przeworsk Palace. In Kurozwęki, on the other hand, participants of various outdoor events account for several percent of the total (e.g. 17% in 2009) of visitors to the site, plus nearly 10% of participants of family and business events [Zieliński 2012].

A record result can be boasted by the Zamoyski Palace-Museum in Kozłówka. In 2015, it welcomed 209 988 tourists. Ancillary events attracted 79,874 people. The ratio of the latter to tourists was 38%. Such a result is certainly facilitated by the proximity to a large city - Lublin, but the decisive factor is always the work and commitment of the employees and managers of this museum [Zamoyski Museum in Kozłówka. Annual Report 2015].

Conclusion

The tourism potential of the Podkarpackie Voivodeship is not fully exploited. Also the potential of the palace and castle facilities described in the study. A greater number of tourists brings about a material effect, while the intangible dimension of tourism, consisting of experiences and impressions of tourists, is equally important. Tourism is also about leisure, for some it may be a trip to the mountains and for others it may be admiring architecture and works of art.

In the last decade (2010 - 2019), the number of tourists at the palace and castle sites described in the paper has increased by more than 30 per cent. This is all due to an increase in the affluence of society and, consequently, a desire to experience culture and learn more about history and tradition.

The castles in Łańcut and Baranów Sandomierski attract the largest number of tourists annually. This is due to the rich museum offer, occasional events, e.g. the Music Festival organised at the castle in Łańcut and the presence of other attractions located within the area of these facilities or within a short distance. These include e.g. the castle parks, the orchid garden at Łańcut castle, the accommodation and conference offer in the case of Baranów Sandomierski and Krasiczyn. Promotion in their case is quite good - they are known on a national scale.

The palaces in question do not use their full potential. Tourist traffic in them is not stable and has fluctuated in the last decade. This is important for the local community, especially in municipalities "living" from tourism. This may be due to insufficient promotion, underestimation of culture and tourism at the local level and lack of additional attractions to attract tourists.

The biggest castles (Łańcut, Krasiczyn, Baranów) should remain the attractions of Subcarpathian tourism, enriched by the surrounding offer, e.g. for children. Perhaps the Lubomirski Castle in Rzeszów, which is to change its current use, will join this trio.

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