

HEALTH AND ITS DETERMINANTS

CHAPTER V

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Motives of tourist activity and recreation students of Tourism and Recreation AWF in Krakow and AGH in Krakow - a comparative study

**Motywy aktywności turystycznej i rekreacyjnej studentów
kierunku Turystyka i Rekreacja AWF w Krakowie
i AGH w Krakowie - studium porównawcze**

Key words: motives tourist activity, recreational activity, the development of tourism

Słowa kluczowe: motywy aktywności turystycznej, aktywność rekreacyjna, rozwój turystyki

INTRODUCTION

Motives tourist activity and recreation are the most important determinants of for tourism and recreation. Psychology tourism and recreation is actually a separate issue and significant research department of psychology. However, special attention should be paid motives tourist activity. In the era changing fast-paced world, the world of tourism should follow the interests, needs and motives of tourist especially the younger generation. The results will be a very good predictor of the structure and volume of tourist traffic in the future. Thus, such activities constitute a special direction for the product management of tourism and recreation. The fact that people have tourism, determines a number of factors. Throughout history changed determinants tourist activity. But what interests us the most, that is, the current conditions of participation in tourism, tend to be relatively stable. As mentioned, it is usually a combination of factors, which encourage and enable practicing tourism. Among them a prominent place occupied motives. It must be emphasized that the type of tourism is primarily shaped by interests and motives for tourism, and quality of services provides mainly the purchasing power of the population and the level of prices.

The aim of the study is to demonstrate the motives are characterized by students of Tourism and Recreation taking tourist activity. Determination of which motifs are the most important, and which are marginalized. The results will help in the future to determine how it will be shaped tourism and likely will be able to determine which forms of tourism will dominate.

RESEARCH QUESTIONS

1. Which motives are hiking for students of Tourism and Recreation most important?
2. Are the motives for tourism decide to a large extent on making tourist activity?
3. Is it possible to determine on the basis of similarity groups of motives, interest in specific forms of tourism?

MATERIAL AND METHODS

Students as young academic can be defined in terms of biological, psychological and socio – cultural. The biological significance young, the people who are in the stage of physical development, which lasts until the end of puberty to the growth process, i.e. depending on the sex of from about 14-16 and 20 -25 years of age. Modern university students is characterized by early ripening in the field of biological, psychological and social. This is due to the prevailing current economic situation, as well as greater and easier access to information about the world. As a result, young people can quickly achieve the "mature stage potential", where the subject thinks he can decide for himself. However, its entry in the "mature stage of true" is delayed. The reason for the late achieve true independence, which manifests itself in full

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responsibility for themselves and their families, longer lasting time to adjust to independent living. This follows even the desire to continuing education.

The research material in this study are students of the first year of intramural and extramural direction of Tourism and Recreation studying in the University of Science and Technology (AGH) – 50 students (daily studies) and at the Academy of Physical Education in Krakow (AWF) - 100 students (50 people daily studies and 50 people - extramural studies). Research - the continuous research conducted in the years 2015- 2017 among first-year students.

The research themes appropriate for tourism and recreation were preceded by preliminary pilot studies. They were used to verify the usefulness and value of diagnostic of research tools. After the pilot studies in three groups of the dean has undergone preliminary validation. The method of diagnostic survey using a research tool in the form of a questionnaire [1].

When making a the main study, it was assumed that the results to be representative of the total number of students of both universities Krakow. The research was carried out in groups of the dean, during the exercise of the Fundamentals of Tourism. The surveyed students filled out an anonymous questionnaire concerning the motivation of the tourist activity. In this study the degree of realization of the assumed attempts was relatively high and amounted to: 94.5% of the selected population.

RESULTS

Among the many conditions for the development of tourism the most important are psychological factors, including motives. As previously mentioned it is extremely important to examine the interests and motivations of young people, especially people in the future will be professionally deal with tourism. They not only need to know the motivations of tourists, but also they should actively participate in tourism. The respondents have the opportunity to choose from a number of motivation, it did not restrict the number of possible of elections.

Table 1. Motives hiking time students the faculty of Tourism and Recreation AWF Krakow

Motives of tourist activity	The test results at%
Knowing the new cultures and sights	71,00%
Knowing the nature	25,80%
Meeting new people	67,70%
Entertainment (fun)	71,00%
Improving the health	12,90%

Motives of tourist activity	The test results at%
Tourism for relaxation - (3s)	80,64%
Visiting relatives and friends	32,25%
Science (courses)	9,70%
Pilgrimages (encounter with God)	6,50%
The practice of sport	48,40%
Objectives earning	16,10%
Objectives creative, including volunteering	9,70%
The desire to free themselves from domestic responsibilities or school	35,50%
The desire to break away from parental control	22,60%
The desire to spend time with someone outside their place of residence	67,70%
The desire to impress someone	9,70%
The desire for adventure or risk	54,80%

The study (Table. 1) shows that the most important motive for tourism for full-time students the faculty of Tourism and Recreation in the AWF is tourism for relaxation, identified with the "3s" - sun, sand, sea. Very important is also entertainment and learning about new cultures and monuments. Are the dominant motifs. Just behind them invest to meet new people and the desire to be with someone for example, a person beloved outside of their hometowns. It is worth emphasizing that sport for almost half of the respondents is important. This may be due to the profile of the university.

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Table 2. Motives activity tourist time students the faculty of Tourism and Recreation AGH Krakow

Motives of tourist activity	The test results at%
Knowing the new cultures and sights	73,30%
Knowing the nature	53,30%
Meeting new people	66,70%
Entertainment (fun)	73,30%
Improving the health	26,70%
Tourism for relaxation - (3s)	66,70%
Visiting relatives and friends	33,30%
Science (courses)	33,30%
Pilgrimages (encounter with God)	20,00%
The practice of sport	60,00%
Objectives earning	33,30%
Objectives creative, including volunteering	20,00%
The desire to free themselves from domestic responsibilities or school	60,00%
The desire to break away from parental control	20,00%
The desire to spend time with someone outside their place of residence	60,00%
The desire to impress someone	13,30%
The desire for adventure or risk	93,30%

Students of Tourism and Recreation in AGH (table 2) usually driven by motive of adventure or risk. The motive chosen until more than 90% of respondents. In second place just like students AWF they chose the theme of entertainment and learning about new cultures and monuments. Tourism "3s" - area was in fourth place. This reflects the larger interests of exploratory and perhaps emotional students.

Table 3. Motives of tourist activity extramural students the faculty of Tourism and Recreation AWF Krakow

Motives of tourist activity	The test results at%
Knowing the new cultures and sights	68,40%
Knowing the nature	31,60%
Meeting new people	52,60%
Entertainment (fun)	63,20%
Improving the health	5,30%
Tourism for relaxation - (3s)	63,20%
Visiting relatives and friends	8,30%
Science (courses)	10,50%
Pilgrimages (encounter with God)	5,30%
The practice of sport	36,80%
Objectives earning	26,30%
Objectives creative, including volunteering	0,00%
The desire to free themselves from domestic responsibilities or school	36,80%
The desire to break away from parental control	15,80%
The desire to spend time with someone outside their place of residence	47,40%
The desire to impress someone	5,30%
The desire for adventure or risk	52,60%

Students extramural studies from the Krakow Academy of Physical Education (AWF) - tab. 3 are usually slightly older people, who work. However, their motivations only slightly different from the motives of full-time students. Usually they choose motive experience new cultures and monuments, secondly guided by motives recreational and entertainment. They are not too big differences. To sum up, you will notice significant similarities in recitals hiking studied three groups of two students of Krakow universities studying tourism and recreation. This shows a similar trend in this age group and you can predict that in the future these interests and motivations will be implemented in a similar way.

DISCUSSION

One of the important factors determining the behavior and decisions of tourists are the motives for tourism. By motive can be understood as "psychological factor defining behavior in a given situation." By binding motifs of human needs, it can be assumed that the "theme is a mechanism or a set of internal mechanisms that cause and organize human activities due to meeting the needs" [3, p. 40).

One of the important factors determining the behavior and decisions of tourists are the motives for tourism. By motive can be understood as "psychological factor defining behavior in a given situation." By binding motifs of human needs, it can be assumed that the "motive is a mechanism or a set of internal mechanisms that cause and organize human activities due to meeting the needs" [3, p.40]. A large variety of theories of motivation does not mean that they are radically different. About practicing tourism therefore they decide the motives for tourism. In the literature you can find many divisions and classification of tourist motivation. The following are the most characteristic and casting an almost exhaustively motives decision about having tourism. Belongs also have in mind the fact that the reasons are cultural background and are characteristic for specific environments, societies and cultures.

Classification motives by Bocheńska and Bujak [4] :

- 1) Motive departure associated with the desire to go to a particular country or locality in order to: know the culture, nature and social life
- 2) Motive departure associated with the desire to leave temporarily his place of residence in order to: leave the degraded environment, leaving the work environment or education or leaving the social environment in the broad sense.
- 3) Motive departure associated with the desire to be with someone outside their place of residence: it can be traveled with family traveled with a group of friends, traveled with a close relative, loved.
- 4) Motive departure associated with the desire to make new friends, meet new people.
- 5) Motive departure associated with a desire to remain in harmony with the stereotypes and norms applicable in a given environment.
- 6) Motive departure associated with meeting the needs of aesthetic and emotional.
- 7) Motive departure associated with meeting the needs of the creative.
- 8) Motive departure associated with meeting the needs of biological medicinal trip, traveled area.
- 9) Motive departure related to the practice of tourism in the broad sense of the word, for example.science, business, commerce, sports, congresses, conferences, pilgrimages, visits to relatives and friends.

There are many classifications motives for tourism and recreation. Among the interesting concept of motivation of Western literature and Polish worth mentioning the following groups of motives Mayo and Jarvis [5]:

- 1) Motive education culture
 - To see how they live, work and play people in other countries understand better what they heard on the news, participate in special events.
- 2) Motive of relaxation and pleasure
 - Break away from daily routine, enjoy your time, get some sexual or romantic experiences.
- 3) Motive ethnic heritage
 - Visit places where he comes from the family, to visit places where they arrived the family or friends.
- 4) Other motives: weather, health, sports, economics, adventure, compliance with the customs, participation in history, sociology, the desire to acquire knowledge about the world.

World literature every year is enriched with new groups of motifs in recreational activity, especially that in the rapidly changing world and the changing face of tourism.

OTHER CONDITIONS OF THE DEVELOPMENT OF TOURISM

Apart from motives, and so psychological factors, there are plenty of other determinants of tourism. Below we present are the most important determinants of modern tourism, that determine the face of tourism in the macro and micro scale.

- Time off from school or work

During the last hundred years almost radically changed the proportions of free time and busy in the societies of Western civilization. Even in the nineteenth and early twentieth century free time did not play a significant role in the development of tourist activity in the second half of the twentieth and early twenty-first century is one of the most important factors affecting their ability to participate in tourism. In many, especially the developed countries, people acquire their high income for their work do not need to take additional courses or long run. They have a relatively large amount of free time, which creates a variety of opportunities to spend that time. One possibility is that tourist trips. Prolonged weekends are undoubtedly an opportunity to leave, the more that offer contemporary practice various forms of tourism is very broad. During the year, there are also possibilities of trips, even multiple trips, for short, eg. Weekly holidays, as the high-speed transport is real, even if distant destinations. For children, school children and students free time it is an opportunity to get to know the neighborhood and the world. Often, even people adults recall youthful years when they had a relatively long time, they had no obligations to the family, they have not yet had their own children. Therefore, time studies in spite of his

many duties related to science allows more frequently tourist activity, at least not on a large distance from the place of residence.

- The prices of tourist services and the purchasing power of the population

Leisure time from work or school increases the demand for goods and tourism services, but important factor in demand realized, not only remaining in the realm of dreams is the purchasing power of the population [2]. Thus the possibility of consumption of goods and tourism services largely determine the economic conditions of the potential tourist. It must be emphasized that the practice of tourism does not have to involve huge costs. Of course, that distant destinations, high standard of service, length of stay influence the cost of departure. The price is for tourists one of the most important factors determining the selection of the offer. Depending on the level of affluence of the population factor plays a greater or lesser role. For the countries and societies poorer Price can play a decisive role, while the wealthy people attach more importance to the quality standard tenders, and less importance is the price of services.

- The development of technology including of transport means and urbanization

Large development of tourism contributed to the development of technology and, above all, the possibility of rapid movement. Almost every year brings technical innovations. Develops communication. Not only arrives means of transport used in tourism, not only increases the quality and comfort, but due to the high demand created more and more airplanes, cruise ships and other means of transport. Many countries have improved the transport infrastructure, built airports, new terminals, highways.

- Qualities and tourist attractions

Nature and culture are factors that attract tourists. Natural and cultural values are the basis for goods decisive for the development of tourism. They provide a the importance of attraction, and as a result, the appropriate development and availability of, the tourist attractiveness of a particular place. Man to function properly it is necessary to surrounding nature, a certain harmony causing recuperation, relaxation. There are also people who are resting in contact with the culture, led or dominated motives cognitive geared to survival-related works created by man.

- Tourist infrastructure

Complement the tourist attractions of the tourism infrastructure, through which created a tourism product. City becomes a tourist attraction and purpose of tourist arrivals. Keep in mind that without proper "package" and sell assets it would be difficult to talk about a significant tourist destination. With no roads, hotels or nutritional base could result in a total lack of interest in the territory.

- The state policy in the field of tourism

Among the aforementioned factors in the development of modern tourism occupies an important place state policy. Today, there are three basic reasons for government involvement in tourism. These are:

- Causes political (governments care about the overall image in the international arena, this can be done through tourism. State policy covers the border crossing procedures, as well as all sorts of facilitating and promoting on the markets of emission)
- Environmental causes (the state should take care of their own values, which are the basis for the development of tourism, has instruments to preserve the natural and cultural heritage, cares for sustainable development of tourism, which does not lead to environmental degradation)
- Economic reasons (they stem from the fact that tourism brings huge income to the budget, the greater the share of income from tourism (GDP) gross domestic product, including greater involvement in tourism, also the lower level of economic development of the country, including the involvement of the government is greater).
- Promotion and advertisement tourism

It is not without significance for the proper functioning of tourism is properly prepared and conducted widely understood promotion of the tourist product. The promotion, which is to inform, and it tends to convince the buyer to purchase the tourism product. Of great importance is each of the five tools of promotion. They are: advertising, personal selling, sales promotion, propaganda, economic, or public relations and, publicity (publicity).

- Geographical factors demographic and social

This is a very complex conditions, are composed of the place of residence, place and manner of purchasing, age, sex, marital status, education, number of family members, race, nationality, occupation, and social origin, association with a formal and informal groups social way of spending leisure time, etc. Always and in recent years, especially in the tourist activity is highly influenced by war, terrorism and political situation in different parts of the globe. Often these phenomena are closely related. An additional concern may raise unexpectedly occurring cataclysms and natural disasters, associated sometimes with weather anomalies. Summing up conditions of tourism need to replace a significant and ever-increasing power and influence of the media, primarily the Internet and television. Therefore, activity tourist societies in the test group of students of Krakow university decides a lot of and combination of a factors.

CONCLUSIONS

1. In the studies noted the similarity of motivation making tourist activity among students the faculty of Tourism and Recreation students at AGH in Krakow and in AWF. Most Popular motifs of tourist activities include: hiking area "3s", entertainment, and learning about new cultures and monuments.
2. Motives for tourism are important determinants of tourist activity, but in Polish conditions is highly influenced by the financial status and prices of tourist services.
3. Motives for tourism give grounds for identifying and create tourism products, which can now and in the future will benefit the participants of tourism. The same can likely determine which types of tourism will inspire the greatest interest.

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ABSTRACT

Research activity tourist motives are an excellent predictor of material indicating that tourism products should be developed and currently what is particularly important in the future. Thus it can be concluded that will soon cultivated types of tourism. This information is extremely valuable to the tourism industry, also for the segment of the hotel industry and tourist infrastructure. Particularly important research motives for tourism and recreation by young people, including students. In this study were presented results of studies students the faculty of Tourism and Recreation Krakow's two universities: the University of Science and Technology (AGH) and the Academy of Physical Education (AWF). The study was conducted in laboratory conditions, were examined comparable group of people (50 students AGH - daily studies, 50 students of Physical Education - daily studies and 50 students AWF - extramural studies). The results obtained testify to similar interests, with minor differences. However, among the most popular motives in the top three most popular

among the eighteen listed were: theme hiking resort "3s" (sun, sand, see), entertainment, and learning about new cultures and monuments. This allows you to say that in the future this group of people will be guided by similar motives and will be practiced to types of tourism. Equally interesting is the entire structure of student motivation (the results in article). It seems that this type of research should be carried out systematically, which in turn will allow the monitoring motives for tourism by students, other universities and faculties.

STRESZCZENIE

Badania motywów uprawiania turystyki są doskonałym materiałem prognostycznym wskazującym jakie produkty turystyczne powinny rozwijać się aktualnie oraz, co ma szczególnie duże znaczenie, w przyszłości. Tym samym można wnioskować jakie będą w najbliższym czasie uprawiane rodzaje turystyki. Te informacje są niezwykle cenne dla branży turystycznej, również dla segmentu hotelarstwa oraz infrastruktury turystycznej. Szczególnie istotne są badania motywów uprawiania turystyki i rekreacji przez młodzież, w tym studentów. W tym opracowaniu przedstawione zostały wyniki badań studentów kierunku Turystyka i Rekreacja dwóch krakowskich uczelni: Akademii Górniczo-Hutniczej (AGH) oraz Akademii Wychowania Fizycznego (AWF). Badania przeprowadzono w warunkach laboratoryjnych, przebadano porównywalne grupy osób (50 studentów AGH – studia dzienne, 50 studentów AWF – studia dzienne i 50 studentów AWF – studia niestacjonarne). Uzyskano wyniki świadczą o podobnych zainteresowaniach, z niewielkimi różnicami. Jednak wśród najczęściej wybieranych motywów w pierwszej trójce najczęściej wybieranych spośród osiemnastu wymienionych znalazły się: motyw uprawiania turystyki wypoczynkowej "3s" (sun, sand, see), rozrywka oraz poznawanie nowych kultur i zabytków. Pozwala to twierdzić, iż w przyszłości ta grupa osób będzie kierowała się podobnymi motywami i będzie uprawiała określone rodzaje turystyki. Równie interesująco przedstawia się cała struktura motywacji studentów (wyniki w artykule). Wydaje się, iż tego typu badania powinny być prowadzone systematycznie, co z kolei pozwoli na monitorowanie motywów uprawiania turystyki przez studentów, także innych uczelni i kierunków studiów.

Artykuł zawiera 25544 znaki ze spacjami