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## SOCIAL FACTORS CONDITIONING THE TOURIST ACTIVITY AND DESTINATIONS OF CHICAGO POLONIA

**Abstract:** Staying in social groups is inseparably connected with the process of socialization and upbringing. Educational environments play a significant role in shaping human attitudes, including those towards tourist activity. Family and school are part of those educational environments whose impact is of a special nature. The main objective is to present the social factors conditioning tourist activity and destinations among Chicago Polonia. Among these factors, the family situation, family patterns, a lack of family tradition, membership of an organization, an individual desire to discover new places and a lack of free time have been distinguished. The aim is to check whether affiliation to an organization influences a greater frequency of tourist trips of Chicago Polonia and whether it has an impact on the choice of tourist destination.

**Keywords:** social factors, Chicago, Polonia, tourism, tourist activity.

### 1. INTRODUCTION

Tourism constitutes a considerable and still growing area of social and economic importance, perceived in both developing countries (where it is regarded as the best development option since it can positively stimulate not only economic growth but also social and cultural) as well as the developed, where it creates an important element of consumption and is a specific determinant of modernity and prosperity of society.

Tourism is a phenomenon which includes all signs of spatial mobility related to a voluntary change of residence, rhythm and living environment. It is also connected with direct contact to natural, cultural or social environments. Therefore, tourism has a multi-dimensional character and, consequently, it can be considered in the following contexts: psychological, social, economic, spatial and cultural.

The social phenomenon of tourism is understood as a person entering into particular social contacts in which the individual plays various social roles. These are the relationships that occur with organizers, tour guides and the inhabitants of the journey's destination. Tourism is a phenomenon with a very rich and very diversified content where not only its social and economic aspects are taken into account but it should also be recognized as of great importance as

a form of relaxation, learning and regeneration of human physical and psychological strength (GAWO-RECKI 2007). Staying in social groups is inseparably connected with the process of socialization and upbringing. Educational environments play a significant role in shaping human attitudes, including those towards tourist activity. Family and school are part of those educational environments whose impact is of a special nature. Thus, the social factors described in this article, which determine the activity and choice of the tourist destinations of Chicago Polonia, include family situation, family patterns and affiliation to an organization. The research hypotheses, which assume that affiliation to an organization influences a higher frequency of tourist trips and that the choice depends on the respondents' membership, have been presented in the research.

### 2. METHODS AS WELL AS THE TEMPORAL AND SPATIAL RANGE OF EMPIRICAL RESEARCH

The main area of research was Chicago which was chosen by the author because it has the largest population of Poles in the United States. The six

counties comprising Chicago constituted the area of the empirical research conducted by the author: Cook, DuPage, Kane, Lake, McHenry, Will and the city of Chicago situated in Cook County. The research period was 2013 and 2014 and was carried out in two phases in the USA: the first stage took place from 6 to 18 February 2014 and the second from 16 to 29 October 2014. The author applied both qualitative and quantitative methods.

The results of the research constituted the empirical basis in the form of a diagnostic survey applied to a representative sample. There were 1,468 respondents: 1014 CASI survey questionnaires, and an online survey of 347, the so-called (computer assisted self-interviewing) in Polish and English, while the remaining were conducted traditionally in written form, handing the questionnaires personally to the respondents and requesting their completion (ZIÓŁKOWSKA-WEISS 2017).

The Consulate General of the Republic of Poland in Chicago stated that at the end of 2013, according to their data, there were approximately 1,300,000 Poles within the territory of Illinois. These are Poles who have regulated residence status, however, there are many (it is impossible to check how many even by immigration services or representatives of the Polish embassy) who are staying there illegally. The author assumed that she would examine 0.01% from the 1,300,000, which was 1,300. In her research, the author did not include the youngest, i.e. children aged 0-14 as, according to the author, these travel with their parents and for formal reasons they would not be able to complete the questionnaire correctly. Therefore, 1014 questionnaires accounting for 286 people.

To make the examined group representative, data from the Census Bureau from 2013 and the Yearbook of Immigration Statistics from 2013 were applied, and the gender and age structure in relation to the whole population was calculated. The surveys were conducted among respondents ranging from 15 to 60 and over, and were divided into seven subgroups according to age. The first included those aged 15-19, the second 20-24, the third 25-29, the fourth 30-39, the fifth 40-49, the sixth group from 50 to 60 and the seventh older than 60 (Table 1).

Individual interviews (so-called IDI) constituted the second research tool applied, belonging to the qualitative research group. Advocates of the quality trend prefer conducting field research through long-term interviews (SILVERMAN 2007) or participant observation. They are more interested in the answer to the question 'why' than 'how much'. Qualitative research is a leading method in anthropology and is also used in psychology, sociology and organizational theory (KONECKI 2000).

Table 1. Gender and age of respondents

	Age	Women		Men		Total	
		no.	%	no.	%	no.	%
1	15-19	45	3.47	48	3.72	93	7.19
2	20-24	43	3.35	45	3.50	88	6.85
3	25-29	46	3.55	47	3.63	93	7.18
4	30-39	100	7.71	101	7.73	201	15.44
5	40-49	98	7.58	95	7.39	193	14.97
6	50-60	72	5.51	68	5.20	140	10.71
7	Above 60	120	9.20	86	6.61	206	15.81
Total		524	40.37	490	37.78	1,014	78.15

Source: author.

Qualitative research focuses on 'deeper' analysis of a particular phenomenon. In these studies, the main emphasis is on a more precise and better understanding of the analyzed phenomenon using specialized research techniques (GLASER *et al.* 2009).

Among the social factors conditioning the activity and the choice of the tourist destinations of Chicago Polonia, the following aspects have been differentiated:

- family situation,
- family patterns,
- affiliation to an organization,
- individual desire to explore new places,
- lack of free time,
- lack of family tradition.

It has been checked whether affiliation to the respondents' organization is a significant, an important indicator for Chicago Polonia that influences tourist activity and the selection of tourist destinations. Thus, the research hypothesis has been put forward stating that affiliation to an organization has an impact on:

- a higher frequency of tourist trips of Chicago Polonia,
- the choice of tourist destination.

In order to verify whether the determinants of tourist activity and destinations influence each other, the chi-square test of independence, which allows the statistical significance of the relationship between two variables measured on a nominal scale to be determined (i.e. qualitative data), has been used as an attempt to find answers to the hypotheses proposed. The *chi*-square test of independence ( $\chi^2$ ) is based on comparing the number of answers obtained in the tests with those that can be expected assuming there is no relationship between analyzed variables. The basic values calculated are:  $\chi^2$ , degree of freedom (*df*) and level of statistical significance ( $\alpha$ ). The 'alpha' value which determines the probability of obtaining a specific effect in the sample if this effect is not present in the population is of great significance

(BLALOCK 1987). This indicator is applied to evaluate whether the obtained result is statistically significant. In the presented paper, it was assumed, as in most research, that the statistically significant result is one for which the 'alpha' value is less than 0.05, if we have at least one nominal variable (SOJKA 2003). Cramer's V has also been used to examine the strength of the relationship, used if we have at least one nominal variable (SOJKA 2003).

### 3. DETERMINANTS OF TOURIST ACTIVITY AND DESTINATION

Tourist activity is a concept which can be found in various theoretical, economic, sociological, psychological, pedagogical or geographical studies increasingly often. While defining it, numerous difficulties which may result from its interdisciplinary nature are encountered. The concept of tourism itself is ambiguously specified in the subject literature while it is also difficult to define the notion 'activity' which is a very general concept.

B. WŁODARCZYK (1999) understands tourist activity as:

- tourist activity *sensu largo*, including the human ability to go hiking, undertaking tourism, active tourism, acting for tourism;
- tourist activity *sensu stricto*, expressed in undertaking tourism;
- 'unintentional transformation of geographical space' – all signs of tourist activity, leaving no permanent elements of tourism development;
- 'deliberate transformation of geographical space' – including all informal activities (individual or group), aimed at adapting space to its own needs of rest and recreation, e.g. tourist settlement;
- action for tourism – including all institutionalized activities, adapting geographical space to tourism to achieve benefits (social or economic).

The narrower understanding of tourist activity refers to individuals who 'at a particular time participate or participated in tourism', i.e. 'participation itself of the population in various forms of tourism' (GAWORECKI 2007). This understanding of the concept of 'tourist activity' was adopted by the author of this article, which allowed her a relatively easy estimation of its size and structure.

In the Polish subject literature, the notion of destination is quite rare and this term appears more frequently in the jargon of travel agencies. Recently, it has been disseminated from the literature in English (tourism destination) and is used most often in spatial analyses of tourism (domestic and international). In

Poland, other terms determining the direction of tourism are used more often. Notions, such as 'tourism space', 'spatial range', 'travel directions' and 'tourist reception' can be mentioned here (DELEKTA 2013). Most frequently, 'tourism space' is the subject of various studies on the geography of tourism of a problematic, regional and methodological nature, prepared, among others, by J. WARSZYŃSKA & A. JACKOWSKI (1978), T. BARTKOWSKI (1986), S. OSTROWSKI (1988), A. MATCZAK (1992), J. STACHOWSKI (1993), S. LISZEWSKI (2009, 2010 & 2013), and B. WŁODARCZYK (2009, 2010, 2011).

Some researchers, e.g. K. PARZYCH (2011), regard the concept of a tourism destination as a synonym for tourism space, and this is described, among others, by B. WŁODARCZYK (2009) as 'tourism space defined as a part of geographical space, including towns, regions with specific tourist value and reception areas, the place where tourism is implemented'. In this study, a tourism destination is understood as a geographical unit (city, region, country, island, state), a part of tourism space chosen by the tourist as a travel destination.

The author has constructed her own model for tourist activity and destination for the needs of research, divided into external and internal. Knowing the specificity of Polonia living in Chicago, she included a number of factors interacting with each other and influencing the tourist activity and destination of Chicago Polonia. Among internal conditions, she distinguished demographic, social, cultural and economic factors. The external conditions included legal, political and geographical factors and those of the organization of tourism. Economic factors were described in detail by the author in an article that was included in the journal 'Studies of the Industrial Geography Commission of the Polish Geographical Society', 31 (3) published in 2017.

While characterizing both internal and external factors, the author has taken into account numerous indicators that were thoroughly examined and she has determined the extent they influence the tourist activity and destinations of Chicago Polonia. The author included gender, age and size of household as demographic factors. The social factors included family situation, family patterns, membership of an organization and individual desire to travel (getting to know new places, willingness to broaden knowledge regarding a specific place). Cultural factors included a sense of national identity, religious conditions and fashion for a particular tourist destination. The following have been examined as economic factors: level of income, travel expenditure, assessment of financial situation, the respondents' assessment of their professional situation and whether price and cost constitute important indicators regulating activity and tourist destination.

#### 4. SOCIAL FACTORS CONDITIONING THE TOURIST ACTIVITY AND DESTINATIONS OF CHICAGO POLONIA

Tourist activity is shaped through the mediation of the family, schools and social organizations, particularly institutions conducting tourist activities (WARTECKA-WAŻYŃSKA 2005).

The influence of school for developing tourist interests is not without significance. Schools as an intentional educational environment undertake a number of activities aimed at educating students to spend free time in a valuable way through tourist activity. Schools can pursue this goal both during curricular and extra-curricular classes. B. WÓJTOWICZ (2010) emphasizes that through close contact with nature, it is possible to develop and reinforce the relationship of man to the natural world based on non-aggression and partnership. According to her, this contact is guaranteed by school trips, educational and geographical activities. In addition, thanks to trips, children learn about the world around them in an accessible and illustrative manner. Many researchers state that the way students spend their free time has a significant impact on the course of their school career. Possibilities for shaping tourist attitudes through school were investigated, among others, by A. KAMIŃSKI (1965, 1966), E. WOŹNIAK (1996), M. WALCZAK (1996), K. DENEK (2000) and others.

The educational environment is part of the objective human social environment (including its cultural context and natural background). It is created by social groups, people and institutions that perform educational tasks, encouraging groups (children, teenagers and adults) to acquire moral values, social behaviour consistent with values that correspond to the educational ideals of society (KAMIŃSKI 1980, PIĘTA 2004). Due to the intention (purpose) of influencing the human personality in the process of human upbringing and socialization, we can distinguish two types of environments: natural and 'intentional' (WROCZYŃSKI 1966, PIĘTA 2004). The natural educational environment is, for instance, a family, a peer group or a local environment due to place of birth, age range or blood ties. This environment usually influences a person spontaneously and unintentionally. On the other hand, the educational environment is a social environment deliberately appointed to provide educational effects on the personality of the individual in the process of upbringing and socialization (DELEKTA 2013). School constitutes the basic and most important environment of this type. Each person lives and functions in an educational environment (usually in several concurrently) and he or she is

subject to its various influences. These environments influence the individual as a whole (PRZETACZNIK-GIEROWSKA 1998) and, thus, also to the sphere related to free-time activities such as tourism.

A. KAMIŃSKI (1971) repeatedly emphasized that the family provided the focus of free time activity and the example of parents as the factor shaping patterns of spending free time. Parental behaviour significantly determines whether children will be involved in tourism and how. This factor is neglected and often overlooked (RÓŻYCKI 2006). School is an educational establishment providing training. It is also (besides the family) the basic body dealing with free time for children and teenagers. Often, as the most powerful educational facility in the local environment, it should be a specific local centre enabling children and young people to meet their needs and interests. Preparing students for the use of free time constitutes one of its priorities. A school should make every effort to become a creator as well as an assistant in planning free time and allocating it for tourist and recreational activities.

The article presents results which confirm which group of Chicago Polonia travel most often (Fig. 1). Undoubtedly, the family plays a key role here. Over half of the respondents (67.1%), 680 gave this answer. Those in aged 40-49 (72.5%), 50-60 (71.4%) and 30-39 (65.2%) travel with families most frequently, and those aged 25-29 (25.8%) travel with families most rarely. The reason why the results are shaped this way is probably the fact that young people entering adult life do not often have their own families, and travel without parents with a group of friends or with partners. As the research results show, those aged 25-29 usually travel with friends (39.8%). Those aged 40-49 and 30-39 are individuals who often have school-age children who they travel with. The author – asking this question to the respondents – provided one of the answers: 'with those belonging to an organization to which I belong'. In this way, she wanted to check how many people travel thanks to an organization. 16.4% of the respondents marked this answer and the largest age group that provided this answer were those over 60 (29.1%). As the research shows, these were not young people aged 15-19 who, belonging to school organizations, travel and discover new places (only 6.5%).

Affiliation to an organization constitutes an important indicator of the social determinants influencing tourist activity (Fig. 2). In this question, the author wanted to check whether belonging to an organization has an impact on tourist activity and the choice of the tourist destination. Fig. 2 presents affiliation to an organization and tourist activity.

In the questionnaire, the respondents who have replied that they usually travel for tourist purposes

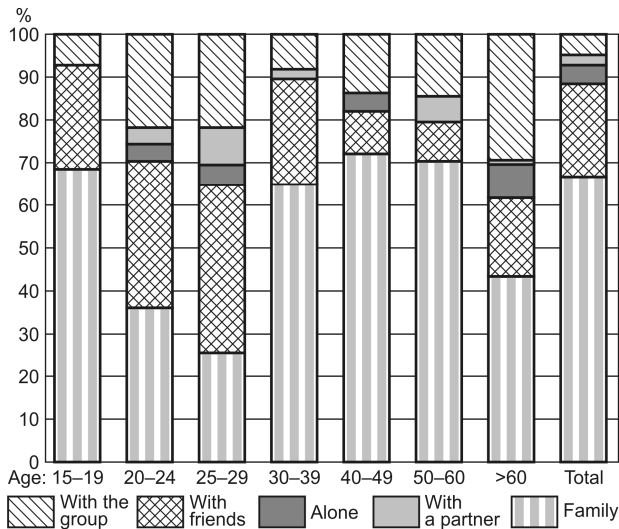


Fig. 1. Who do you most often travel with for tourist purposes (%)  
Source: author

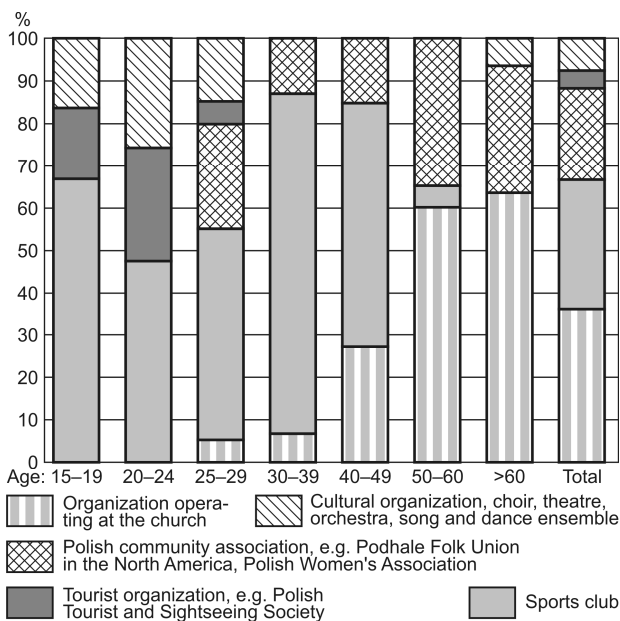


Fig. 2. Affiliation to the organization and tourist activity (%)  
Source: author

with a group within a particular organization were requested to answer this question. The research clearly shows that those aged 40-49, 50-60 and over 60 belong to groups and organizations operating at a church. With age, membership in a church organization clearly increases, of which the largest number are those over 60 (63.3%) and aged 50-60 (60%). No respondent aged 15-19 and 20-24 marked this answer.

Membership in sports clubs is a clearly dominant institution for those aged 30-39 (80%), 15-19 (66.7%) and 40-49 (57.7%). Only one person aged 50-60 provided such an answer and aged over 60, nobody did. The respondents also had the opportunity to indicate their affiliation to Polish community associa-

tions (such as the Podhale Folk Union in North America, or the Polish Women’s Association) influences their tourist activity. The largest number was among those aged 50-60 (35%), over 60 (30.0%) and 25-29 (25.0%). No one marked such an answer aged 15-19. In the younger age groups, answers were a tourist organization, e.g. Polish Tourist and Sightseeing Society, one person aged 15-19, five aged 20-24 and one aged 25-29 provided such an answer.

The answer that an association e.g. choir, theatre, orchestra or song and dance ensemble appeared equally rarely. Only 7.8% of respondents provided such an answer. One person aged 15-19 (0.6%), 5 aged 20-24 (3.1%), one aged 25-29 (0.6%) and four aged over 60 (2.4%). Ms Barbara Lenart, a 32-year-old nurse from Chicago who the author interviewed says: ‘For several years I have been going to the ‘White Eagle’ Motorcycle Club. Whenever it is warm at the weekends, we meet and ride across Illinois, Indiana, Wisconsin, and Michigan. If I did not belong to the Club, I would probably have never visited so many places as I did with my friends, I would not probably have gone with them every weekend for a few hours and I would not be so active’.

Ms Rozalia Swakoń, a 64-year-old cleaning lady, says: ‘It is good that at my Jesuit parish, the fathers organize pilgrimages and trips for us. If it were not for them, I would only be left with cleaning and Saturday shopping. Thanks to them, I go on a pilgrimage at least twice a year. In 2014, I was in the Polish Częstochowa in Pennsylvania and in Indiana. I am in the USA illegally, so I cannot go anywhere else, but I am very grateful to them for organizing such trips’.

One of the hypotheses put forward by the author states that belonging to an organization influences the higher frequency of tourist trips. In order to verify its validity, statistical methods have been applied, illustrated in the table below (Table 2).

Table 2. Affiliation to an organization and frequency of trips in 2014

Affiliation to an organization	Frequency of trips				Total
	Once a year	2-4	5-8	above 8 times	
Organization operating at church	16	38	4	2	60
Sports club	6	27	7	11	51
Polish community association	3	26	5	2	36
Tourist organization	4	2	1	0	7
Cultural organization, choir, theatre	3	6	3	1	13
Total	32	99	20	16	167

Df	df = 12
The statistical value: $\lambda^2$	28.26
The $\chi^2$ critical value is: $\lambda^2$ alfa	21.03

Source: author.

Table 3. Affiliation to an organization and the destination of a tourist trip in 2014

Affiliation to an organization	Destination of a tourist trip				Total
	national trip	foreign trips	foreign trips - only to the Poland	weekends trips	
Organization operating at church	26	20	4	10	60
Sports club	22	0	8	21	51
Polish community association	13	9	0	14	36
Tourist organization	2	0	4	1	7
Cultural organization, choir, theatre	5	2	2	4	13
Total	68	31	18	50	167

<i>Df</i>	<i>df</i> = 12
The statistical value: $\lambda^2$	46.72
The <i>chi</i> <sup>2</sup> critical value is: $\lambda^2$ alfa	21.03

Source: author.

At the alpha significance level = 0.05,  $\lambda^2$  alfa >  $\lambda^2$ , i.e. we reject the null hypothesis. Thus, we can say that there is correlation relationship between affiliation and frequency of tourist trips. Consequently, the posed hypothesis stating that affiliation to an organization influences higher frequency of trips during the year is true.

Therefore, the strength of the relationship using the V-Cramer coefficient was tested and the following was obtained: V = 0.21. This confirms a quite low relationship between the examined features.

The next research hypothesis regarding affiliation states that the choice of the tourist destination depends on the respondents' membership of an organization. Table 3 presents statistical calculations concerning this research hypothesis.

At the alpha significance level = 0.05  $\lambda^2$  alfa >  $\lambda^2$ , i.e. we reject the null hypothesis. Thus, we can say that there is a correlation between affiliation and the destination of a tourist trip. Consequently, the posed hypothesis stating that affiliation influences the choice of destination (domestic trips) is true.

Therefore, the strength of the relationship using the V-Cramer coefficient was tested and the following was obtained: V = 0.26. This confirms a quite low relationship between the examined features.

A social factor influencing tourist activity and the choice of tourist destination is also the desire to discover new places as well as to broaden knowledge about a particular region. Only 76 respondents provided this answer. It turns out that those who are most willing to learn about the place they have chosen are over 60 where 31 gave this answer (5.0%), followed by those aged 50-60 (2.9%) and 40-49 (2.4%). Those who were least interested are aged 25-29 (0.7%), only two individuals along with four aged 20-24 (1.5%).

Fig. 3 presents the results of two social indicators: a desire to broaden knowledge about a specific place and the choice of the same places every year (so-called family patterns).

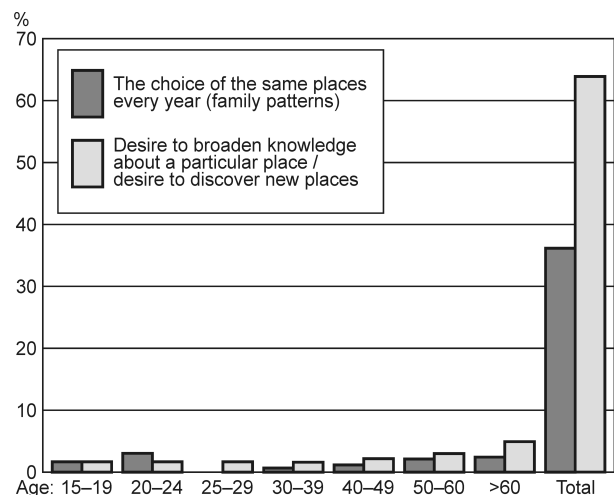


Fig. 3. Answers to two social indicators: desire to broaden knowledge about a particular place and the choice of the same places every year  
Source: author

The author also asked the respondents whether they go to the same places every year. It turns out that this was chosen by only 43 and was 14<sup>th</sup> out of 16 possible answers. Only three (1.1%) aged 15-19, 8 (3%) aged 20-24 marked this answer. No one provided this answer aged 25-29. In the older age groups, this answer was also very rarely selected. Only three (0.5%) aged 30-39, seven (1.2%) aged 40-49, nine (2.1%) aged 50-60 and 13 (2.1%) over 60 gave this answer. As can be seen, family patterns and going to the same well-known place among Chicago Polonia do not play a significant role. The results are presented in Fig. 3.

## 5. SOCIAL INHIBITORS INFLUENCING ACTIVITY AND THE CHOICE OF TOURIST DESTINATION BY THE CHICAGO POLONIA

The family constitutes the first and basic environment in which a child will come across a tourist offer. Parents are responsible for shaping the personalities of their children and depending on their knowledge, try to fill the free time of their offspring. It is well-known that leisure time culture, in which tourism activity should have a permanent place, must be learned from an early age. On the one hand, to acquire permanent positive habits and customs and on the other, to activate free time in each person's life. The special role of the family as an organizer of leisure activities is emphasized by, among others, Z. DĄBROWSKI (1966), M. TYSZKOWA (1990), W. KULESZA (1988), T. WOLAŃSKA (1994), Z. TYSZKA (1994), E. WOŹNIAK (1996), S. TABOŁ (2002).

Patterns, habits and the ability to organize free time of a young person are shaped primarily by the family home (CZAJKOWSKI 1979) mainly using the parental example. Their attitude to work, duties, relaxation and entertainment makes the child realize that spare time is important. Parental duty is to create appropriate conditions for rest, to stimulate the child to tourist activity and take time to spend moments of relaxation together. 'Many parents choose to get rid of their children during their free time or they cannot organize their free time for the common joy and benefit of the whole family. And, yet, spending free time together as a whole family brings it closer and unites it so that children do not treat the family home as a dormitory where they only sleep and eat' (TABOŁ 2002), M. MARCINKOWSKI (2003) notes that the cultural traditions of the family home determine preferences in the field of tourist activity in a special way. Growing in a specific environment, a young person acquires experiences characteristic for this environment and these, in turn, influence later behaviour and interests (GURYCKA 1989).

One of the questions on barriers against tourist activity and the choice of destination from the inhibitors was to mark: 'no family tradition'. It turned out that only 6 gave this answer. Only four (4.3%) aged 15-19 and one (1.1%) aged 25-29 marked this answer with none from other age groups. As the research shows, family patterns and a lack of family tradition do not play a significant role. Fig. 4 shows the inhibitors which, according to the author, may constitute social barriers contributing to a lack of tourist activity.

Family situation and a lack of free time constitute inhibitors which, according to the author, are social

factors. Regarding a family situation which may make travelling difficult, the largest number gave this answer aged 15-19 (12.9%), followed by those over 60 (11.7%) and some aged 50-60 (10.7%). The family situation for those aged 40-49 (0 answers), aged 20-24 (3.4%) and aged 30-35 (3.5%).

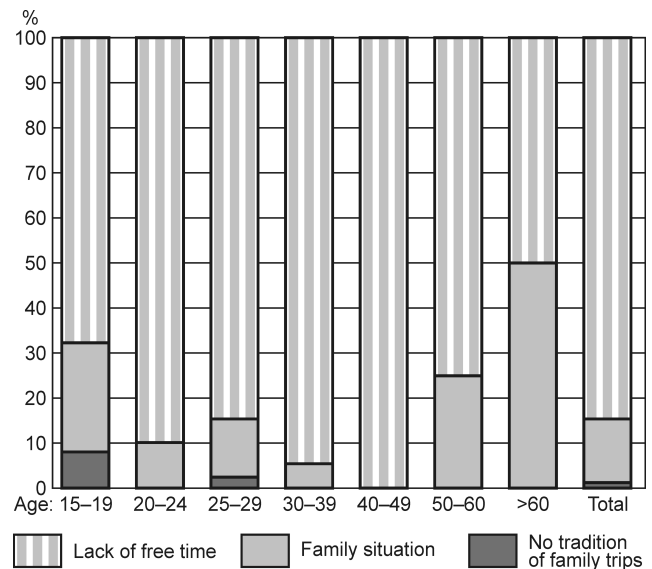


Fig. 4. Social inhibitors influencing activity and choice of tourist destination

Source: author

The situation is completely different with another social inhibitor which in the opinion of respondents regardless of age is the lack of free time (37.6%). This answer was provided by the largest number aged 40-49 (56.5%) and 30-39 (56.2%). These are people who are active and apart from professional work have other important duties giving little free time. The number aged 15-19 giving this answer is striking (35.5%). This number probably indicates that young people, apart from school obligations, have a lot of other extra-curricular activities, e.g. attending a Polish school at weekends as well. Those over 60 gave such an answer most rarely (11.7%).

## 6. SUMMARY

The United States is the country with the best-developed tourist services in the world. This is connected with a high standard of living, a rich tourist infrastructure and well-organised tourist services. It has the largest number of tourist agencies in the world. Various tourist attractions, numerous noteworthy sites, extensive accommodation, excellent roads, and good advertising support the development of foreign tourism into the United States, which is the



third most frequently visited country in the world (BELSKI 2010).

Responding to research hypotheses regarding social factors conditioning the tourist activity and destinations of Chicago Polonia posed in the article, we can present them in the form of the following conclusions:

- Membership of an organization influences the greater frequency of trips.
- Affiliation to an organization influences the choice of destination.

This is particularly visible among those aged 50-60 and over 60 where the respondents declare that their membership in church organizations increases their frequency of trips and those aged 30-39 and 40-49 where the respondents belong to sports organizations with which they travel more frequently, especially at the weekends

According to A. NOWAKOWSKA (1989), the diversity of tourist activity levels in social groups is impossible to eliminate. Tourism is a phenomenon in which social diversity has always been attributed. Taking into account the diversity of the nature of tourist activity, it turns out that it is obvious since it results from individual motives, tourist needs and preferences. Analyzing the social diversity of participation in tourism, it is an important social issue (ALEJZIAK 2007). Looking from the perspective of tourism policy and the functioning of the tourism market, it is important to ensure the widest participation which, apart from economic functions significant both for the state and tourist businesses, also fulfils health, educational, recreational, cognitive, political, ethnic and social functions. Therefore, these factors have influenced the fact that in many countries tourist activity ceased to be a private affair a long time ago, and has become a priority social issue and part of tourism policy.

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