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TOURISM STUDIES ON ŁÓDŹ AND ITS METROPOLITAN AREA

Abstract: This paper is an overview, and its aim is to identify published research works on tourism in Łódź and around the city as well as the tourism trips of the city's inhabitants. This target allowed around 100 articles to be gathered which have been divided into eight thematic groups and analysed for merit. Their names are the titles of subchapters: the city's tourism resources, land use planning, tourism space, the tourism activity of the citizens of Łódź, the tourism product – tourism development strategies, and tourism research of surrounding areas in the metropolitan area of Łódź. In the final part, the author divides the research into stages leading up to an explanation of the current development of research on Łódź and its metropolitan area and then suggests further research directions.

Keywords: tourism research on Łódź, tourism research on the area surrounding Łódź, the metropolitan area of Łódź.

1. INTRODUCTION

Due to its geographical placement and prominently industrial character, Łódź has not been one of the most touristically attractive cities. This was reflected in tourist guides, information leaflets and other promotional materials which contained hardly any information about Łódź. Consequently, tourist visits to Łódź after the first and, even more so, after the Second World War were scarce, despite this being the period of the development of mass tourism.

Because of Łódź's industrial character, a lack of old sacred or secular architecture, no pronounced interest in developing tourism on the part of local authorities as well as the low number of the highly educated (there were no higher education institutions in Łódź until 1945), the city and its surroundings were known for the location of Reymont's 'The Promised Land' but utterly unknown as 'tourism space'.

A separate article (LISZEWSKI 2013) deals with the founding, development and achievements in the fields of tourism geography and tourism. This paper is focused on an overview of the most important outcomes of tourism studies in Łódź and its developing metropolitan area, similar to the 'Łódź Agglomeration' and its surrounding area delimited a number of times by other authors.

This article is an overview and applies to the results of research undertaken by staff of higher education institutions in Łódź (University of Łódź, Łódź University of Technology, the College of Tourism and Hotel Management in Łódź). The author was unable to find any research results on tourism in Łódź and its metropolitan area in other institutions, but it does not mean they do not exist.

Research works that were in text or cartographical form, and were based on materials and empirical sources gathered by an author and then analysed and elaborated with the use of rigorous methods were considered. The list includes theoretical works written in Łódź as well as those in which Łódź and its metropolitan area are used as an illustration of an analysed theory, model etc.

This paper does not include (with minor exceptions) guides, information leaflets, advertisement brochures, etc., which are usually written on the basis of existing information. Unpublished works, such as bachelor or master's degree dissertations, were not analysed here either, even though their value can be significant.

This article describes publications about Łódź and its wider metropolitan area.

2. THE TOURISM RESOURCES OF THE CITY

Using a term featured in a paper written by A. KO-WALCZYK (2000), tourism resources are "objectively present elements of the natural and social environment that have tourism value after the tourist has evaluated them positively". As this definition shows, the term 'resource' comes before the term 'value'.

Firstly, works in which authors presented various tourism resources of Łódź and its surrounding area will be mentioned. These can then be used to create tourism products for the city and its surroundings, promoting and encouraging visits for entertainment and other modern tourism goals.

As mentioned before, due to its geographical location and past, Łódź lacks competitive value or natural attractions that could encourage tourists to visit. Notable publications devoted to the subject of nature include the series of works on parks and public gardens of Łódź. The staff of today's Faculty of Biology and Environmental Protection at the University of Łódź have been researching these spaces as areas that could be interesting to get to know, relax in or use for recreation.

These works were published under the editorship of R. OLACZEK (2006, 2008, 2010, 2012) under the title 'Parks and Gardens of Łódź', with more than a dozen being considered (Bishop Klepacz Park, Źródlika Park, Księży Młyn Gardens, Łódka Gardens, Henryk Sienkiewicz Park and Stanisław Moniuszko Park). The University of Łódź has published an original methodological work about the value of nature in tourism and recreation (KOŻUCHOWSKI 2005).

There is also a work on Łagiewnicki Forest (HAŁKA 1994), the biggest urban forest in Poland and a part of Wzniesień Łódzkie Landscape Park.

Works about the industrial heritage – factory buildings, housing for workers, the villas and palaces of industrialists are much more numerous. The sacred architecture and the main street – Piotrkowska – have also been described along with minor architecture, the urban design of industrial districts and works on the remains of the past, as well as the results of the social and organisational activities of some of the industrialists from Łódź.

Academic interest in the city environment of Łódź in the context of tourism began to grow only in the 1970's when 'Łódź *art nouveau*' was 'discovered' and appreciated, and then at the end of the 20th c. with the decline of industrial Łódź. The quantity, scale and individuality of these human resources from the 19th and 20th c. are significant enough to have become the base for the city's new tourism product.

Research on the human value of Łódź was carried out in the former Department and current Institute of Urban Geography and Tourism Studies at Łódź University in the 1990s and the beginning of the current century and are continued, but less intensively. Notable works include S. KACZMAREK (1987, 1998) dealing with the industrial areas of Łódź, especially the 'water-factory estates' as elements of the city's tourism potential, M. KRONENBERG (2012) about the influence of industrial heritage resources on the tourism appeal of the city, S. LISZEWSKI (1992) describing Łódź as an industrial city and thus a tourist attraction.

J. JAKÓBCZYK-GRYSZKIEWICZ (1998) began researching the tourism value of factory owners' palaces. K. STEFAŃSKI (2013) published an extensive monograph on villas, and E. SZKURŁAT (1998) has dealt with sacred places in Łódź. S. LISZEWSKI wrote a paper based on the use of empirical research as part of thesis preparation, dealing with the material remnants of the wealth of the richest factory owners of Łódź.

Piotrkowska St holds a significant place in geographical tourism research. It is the city's main street and its tourism function has been examined by A. WOLANIUK (1998), while J. ORZECZOWSKA (2009) researched the of the courtyards lying behind Piotrkowska St. The minor architecture of the city centre district and its tourism appeal was presented by J. KAŻMIERCZAK (2010).

These works were written on the basis of source materials gathered in the process of fieldwork and are very valuable as documentary research. The methods applied can be used in research on other large Polish and European cities. It is a pity, however, that there has not been more synthetic research that would capture the dynamics of the appearance, development and then decline or transformation of the tourism resources of Łódź.

The growing interest in cities, including Łódź, is connected to the organisation of single or recurring cultural, academic, entertainment, sports and other events, that attract people from all over Poland and sometimes even from abroad.

More extensive research about the events organized in Łódź did not develop until 2000 and deals with festivals (CUDNY 2006, LISZEWSKI 2014), cultural events (STANISŁAWSKA 2007), international academic conferences (KOTLICKA 2010), and fairs (LATOSIŃSKA & LISZEWSKI 1998), as well as the creation of new tourism products, for example 'Day with Borowiecki' (KRAKOWIAK & WŁODARCZYK 2009). The proposal to organize events connected with the 'Battle of Łódź', which was fought during the First World War, can be included in this category (BOŃCZAK 2013).

Organizing events, especially cultural, sports, academic, trade and others with the use of original human resources, is a new opportunity for the development of this post-socialist city, thus they should be constantly monitored within a programme of research on tourism in Łódź.

3. ŁÓDŹ TOURISM MANAGEMENT

There has been little academic interest in tourism development in Łódź so far, and most has concentrated on an analysis of accommodation and hotels. For many years, Łódź was neglected in terms of hotel investment compared to other big cities due to its highly specialized urban function which since the beginning of the 19th c was concentrated in the hands of several industrialists. Larger scale hotel development began in the 1990s and continues today.

The beginning of research on the Łódź hospitality industry is marked by a doctoral thesis defended in the Faculty of Economics and Sociology at the University of Łódź which was later published (TURKOWSKI 1993). The history of the development of the hospitality industry was discussed by M. MILEWSKA & B. WŁODARCZYK (2004), while the state of the accommodation base was monitored by A. MATCZAK (1998, 2002, 2011) and, in recent years, B. WŁODARCZYK (2014).

The hospitality industry has an individual feature – new facilities are not only built (Cudny 2010) but also created out of revitalised former industrial buildings (CUDNY & ROUBA 2010, CYBULSKA 2011). Hotels founded in revitalised factories, mainly textile, are an asset specific to Łódź.

To finish this overview of the accommodation base, it is worth mentioning that the University of Łódź published the only textbook on the geography of the hospitality industry (KOWALCZYK 2001), written by a lecturer of the University of Warsaw who also worked in the Faculty of Geographical Sciences of the University of Łódź.

Other elements that add to the tourism development of the city or encourage tourists to visit have not been researched thoroughly in Łódź.

The catering base, alongside accommodation, is the most important elements from the tourists' point of view, but so far it has lacked research interest. There is an overview by M. MILEWSKA (2003) on pubs in Łódź that can be considered an interesting contribution to wider understanding of catering development for both local and tourism needs, however, there is not enough research monitoring development and change in the catering industry in post-socialist Łódź.

There was interesting research on the location of travel agencies in the city (GRZELKA 1996, LATOSIŃSKA

2011); a fascinating topic, reflecting the expansion of tourism institutions for the citizens of Łódź and within Łódź city space. It is worth mentioning that there were only a few agencies in those socialist times, and now there are hundreds.

'Penetrating' and getting to know the city requires not only the development of a 'tourism infrastructure' (including its accommodation base, communication network and so on) but also practical (how to sightsee) and evaluatory (what is worth seeing). This kind of information is provided by trails and guides.

This overview concerns only those works written on the basis of research deliberately undertaken in Łódź. Its results were not always appreciated by the city administration, but they are an example of academic research whose results can be practically used.

There are three proposals for tourism trails worth mentioning. Their authors not only validated their setting up methodologically, but also described them and their routes in detail. Those trails, both in name and content, refer either to former residents of Łódź whose activities are well known and respected, or to visions and ideas, artistic for example, that originated here. Studies on new tourist trails include M. WAWRZYŃIAK (2009) on the Julian Tuwim in Łódź trail, M. CHOJNACKA & M. PALUCH (2011) on the trail called 'Fairyland Łódź' and S. SZYMCZAK & J. KACZMAREK (2011) about a proposal for a trail inspired by the modernist art of Kobro and Strzebiński.

Among Łódź tourist guides based on academic work, four that have been published will be mentioned each showing originality.

The oldest geographical guide to Łódź and the surrounding area is by J. DYLIK (1939), published just before the start of WW2 (which resulted in most copies being destroyed). Jan Dylík was born in Łódź and, after graduating in geography and acquiring a doctorate at Adam Mickiewicz University in Poznań, came back to Łódź and began intensive studies on his hometown and its area. The results were published in the work cited here which was for many years the first geographical guide used to get to know the city and its area. It should be mentioned that Jan Dylík was chairman of the Polish Tourist Association (PTTK).

The second original guide to Łódź was written by two architects (SALM & WESOŁOWSKI 1992), lecturers of Łódź University of Technology who used not only their knowledge in the field of the history of architecture but also their draughtsmanship to enrich the work with many original drawings and sketches. This guide's contents refer to the urban development of the city which is a background to showing locations of recognized architectural value.

The two remaining guides (ORZECZOWSKA 2011, KRONENBERG, WAWRZYŃIAK & JONAS 2010) are original

works, exceptional even outside Łódź. The methodological foundation and 'factographic' knowledge on Piotrkowska St courtyards were first exhibited as a master's thesis at the Institute of Urban Geography and Tourism Studies at the University of Łódź. The idea and content of this guide, which shows the cultural diversity of Łódź before the Second World War, as observed from a 'courtyard', is fully original.

The work written by M. KRONENBERG, M. WAWRZYŃIAK & A. JONAS (2010) is devoted to film, one of the most important culture-producing functions of the city in socialist times. The authors provide the reader not only with knowledge about places and institutions connected with the film industry and film education but also show locations that can be found in many Polish films. Both the idea and realisation of this guide are very original.

4. TOURISM SPACE

Łódź is a research centre which has published work significant for the development of theoretical tourism, by dealing with the concept of space in tourism research, its types and models. Papers by S. LISZEWSKI (1995), S. LISZEWSKI & M. BACZWAROW (1998) and B. WŁODARCZYK (2009) determined the direction of geographical studies on tourism, some of which were verified during research on Łódź itself. Works thematically related to tourism space in Łódź can be divided into two groups: the first contain studies on the tourism space of the inhabitants of Łódź ('urban exterior' space) and the second is about tourism space identified within city space ('urban interior' space).

Works from the first group were produced mainly as doctoral theses and deal with various aspects of the tourism space of chosen social or professional groups of Łódź citizens. The first in this series was a work written by J. LATOSIŃSKA (1990) which dealt with the holiday space of University of Łódź employees. The basis for this research, apart from the book, has been a series of articles by J. LATOSIŃSKA (1997, 1998).

The second doctoral thesis was about the holiday space of University of Łódź employees' families and was prepared by J. KOWALCZYK-ANIOŁ (2007). The innovative aspect of this work was the attempt to identify space in its dynamic aspect by studying the holiday habits of three generations: students, their parents and grandparents.

The author of the next paper, M. GUZ (2014), undertook interesting research into the holiday space of those in 'medical circles' in Łódź, and M. MARO-KULCZYCKA (2014) who identified the tourism space of tourism students from all Polish universities, including the University of Łódź. This allowed the author to

show similarities and differences in the tourism spaces of the interviewed students depending on the centre (city) they studied in and their study programme.

Those works are very valuable in a cognitive and methodological way, and present reliable research tools that can be used in further studies and syntheses. Works on the tourism space of the citizens of Łódź also include articles by A. MATCZAK (1993, 1996) which present the results of research on the tourism perception of secondary school students in Łódź.

The 'geographic centre' of Łódź has published works about the tourism space located within the borders of the city ('urban interior' space). Those regarding garden plots within the city should be mentioned (WOLANIUK 1991, SZKUP 2013), the general tourism space of Łódź (LISZEWSKI 1999, WILUŚ 1998) and two types of tourism space: tourism exploration (LISZEWSKI 2009) and tourism penetration (KRONENBERG 2006). The tourism space of Łódź has also been depicted on individual maps in the Łódź City Atlas (*Atlas miasta Łodzi*) written by S. LISZEWSKI (2002) and B. WŁODARCZYK (2012).

5. TOURISM ACTIVITY OF THE RESIDENTS OF ŁÓDŹ

Research on the tourism activity of various social and demographic groups in Łódź is mostly undertaken within preparations for bachelor's and master's degree theses on relatively small sample groups.

One of the first published papers dealing with the holiday activity of the inhabitants of Łódź was the article written by E. DZIEGIEĆ & S. LISZEWSKI (1985) that described not only forms of holiday activity but also places and regions chosen. The article was about the final socialist period which undoubtedly limited possibilities for managing free time during holiday seasons. This paper should be considered from a methodological point of view and its results as an illustration of the state within a specific historic period.

More rigorous papers prepared by the lecturers of the University of Łódź include two original titles written on the basis of carefully prepared empirical material. One deals with annual holidays (KOSTRZEWA 1991) and the other with mushroom picking trips (WILUŚ 1991). Both papers sparked discussion because they dealt with the subject of popular physical activities at a time when it was difficult to research due to lack of reliable source materials.

The paper by J. LATOSIŃSKA & D. LUDWICKA (2010) is more up-to-date and deals with the topic of the holiday activity of students of different Łódź universities. It corresponds with the topic of Łódź inhabitants' tourism space which was mentioned before.

After reading these papers, the conclusion is reached that on the one hand, it is necessary to expand research on the tourism activities of the inhabitants of Łódź and its metropolitan area, and on the other, to organize monitoring of the forms and the spaces of those activities. This could, or even should be, an important indicator of conditions and the standard of living in the city.

6. TOURISM 'MOVEMENTS'

Research on movements of people in tourism is one of the most important but also the most difficult tasks faced by all those who work with tourism. Volume, intensity, seasonality, structure, goal and geographical range are the most important in tourism geography next to research on tourism space.

Difficulties with research on tourism space arise from the lack of an explicit definition of the term 'tourism movements' and from difficulties with precise and complex measurement of 're-locations'.

Łódź research centre published a theoretical work on a model for testing tourism movements (MATCZAK 1999), which sets out many theoretical problems. This paper is still the most important statement by a Polish geographer in discussion on tourism 'movement', and it is used in empirical research.

A. MATCZAK (2002) created a plate entitled 'Tourism in Łódź' which is a part of the Łódź City Atlas (*Atlas miasta Łodzi*). The author used statistical information gathered in the course of research on registered hotel stays in the accommodation base.

Thanks to efforts on the part of the *Regional Tourist Organisation* of the Łódź Voivodship it was possible to undertake well-organized tourism field research within a span of several months. It was mostly questionnaire research and measuring accommodation stays. In 2008 the research was conducted by a team created by the Małopolska Tourism Organization, but since 2009 by the Institute of Urban Geography and Tourism Studies of the University of Łódź. The results along with their statistical, cartographical and descriptive analyses were published in collaborative works under the supervision of S. LISZEWSKI (2010) and B. WŁODARCZYK (2011, 2012).

This was the first research on such a scale conducted with methodological rigour and its results allowed the establishment of the scale of tourist 'movements' in Łódź and its voivodship. Research repeated in the course of four years using the same methods was the basis for evaluating the present condition and to forecast anticipated changes.

Unfortunately, the research has been suspended due to lack of funds which could be interpreted as insufficient interest in tourism development on the part of the city and voivodship authorities.

7. TOURISM PRODUCTS AND TOURISM DEVELOPMENT STRATEGIES

The community of geographers from the Institute of Urban Geography and Tourism Studies of the University of Łódź published the first work on tourism prepared by geographers that has become an academic textbook: *The tourism product* (KACZMAREK, STASIAK & WŁODARCZYK 2010). The originality of this work comes from presenting a geographical way of looking at a previously economically-defined tourism product. This work has been published in several editions, including a Russian translation, which proves its interest.

Apart from this 'flagship' work, it is worth noting that the institute's lecturers have been doing research on tourism in Łódź and its region including 'applied-type' work. At first, they were municipal information leaflets (Inowłódz, Nowe Miasto n. Pilicą) commissioned by local authorities, and then also leaflets (WOJCIECHOWSKA 1992) commissioned by the Department of Physical Culture and Tourism in Warsaw.

Studium wiedzy o regionie łódzkim. Rozwój turystyki w regionie łódzkim (1995) a collaborative work aimed at application, was written by members of the Łódź Group for Tourism Development and inspired and assisted by the Foundation for Promotion of Entrepreneurship in Łódź. It should be noted, that an abridgement of that work was published in several parts in *Dziennik Łódzki* (the oldest daily newspaper in Łódź)

A team of the institute staff (KACZMAREK, LISZEWSKI & WŁODARCZYK 2006) prepared and published a work entitled 'Strategy for tourism development in Łódź'. It was commissioned by Łódź City Council and published by *Łódzkie Towarzystwo Naukowe*. This was written in accordance with the requirements for this kind of work and consisted of seven parts: the idea and methodological assumptions, the tourism value of Łódź, its tourism development, tourism 'movement', organisation and management, tourism promotion and a SWOT analysis. The most important part of the strategy was that devoted to the mission and concept of tourism 'mega-products' that should influence the development of the city's tourism function.

The impression left by contacts between the academic community in Łódź dealing with tourism and the local authorities, is that even when the authorities express interest in matters in the form of commissioning research (measuring tourism movement, tourism development strategies) there is usually no follow up. Łódź authorities have not officially declared (with resolutions made by appropriate committees) any desire or will to develop the tourism function in this part of Poland. Perhaps it is still the industrial city syndrome?

8. OTHER PAPERS

There are a relatively low number of papers on tourism in Łódź that do not fit the list of issues described in this article (according to the assumptions made at the beginning, this article does not mention promotional materials, leaflets, commercials, or guides which summarize previously described information, or bachelors, masters and other theses).

An example of an 'other' research paper dealing with tourism is the article written by J. JAKÓBCZYK-GRYSZKIEWICZ (1993) which presents geographical knowledge and perceptions of Łódź by final year geography of tourism students. Another paper about tourism students and recreation was written by M. MARO-KULCZYCKA (2010). W. Kopeć (2006) chose an interesting topic in his article on tourism changes as presented on Łódź city maps after 1989. This paper corresponds with earlier remarks about the development of tourism in the city.

9. TOURISM RESEARCH ON THE AREA SURROUNDING ŁÓDŹ: THE METROPOLITAN AREA

This chapter's title is about spatial coverage because of the differences between identifying the surrounding area in the 90s and the metropolitan area today.

In general, we can assume that the modern metropolitan area (Zgierz, Brzeziny, East Łódź, Pabianice *powiats*, and some *gminas* of Łask *powiat*) includes the whole area surrounding Łódź. This explanation is important, because some works use the terms variably.

Research on the creation and development of the tourism function, and changes to the area surrounding Łódź caused by tourism, was first undertaken by A. Matczak who defended his doctorate in this subject in 1982. It was one of the first (or maybe even *the* first) paper in Poland with such spatial coverage and scale of the problem researched. Unfortunately, this paper was never published as a whole, only as a series of articles, presenting the most important research results (MATCZAK 1985, 1986, 1987, 1988 and others).

The results of A. Matczak's work became an inspiration to undertake more research in this area. Detailed studies on the shaping of leisure space of the area surrounding Łódź in the western (extended) sector of the zone was researched by A. Matczak's student R. SZKUP (2003) in his published doctoral thesis.

Another doctoral thesis encompassing the northern part of the area, the edge of the upland (*Wzniesienia Łódzkie*), was prepared by B. WŁODARCZYK (1999). The

author made, among other things, an analysis of the development of tourism spaces and presented his research results in the form of a model.

A further doctoral thesis deals with processes of urbanization (MAKOWSKA-ISKIERKA 2011). The author traced such processes in the same villages where A. Marczak had noticed the appearance of second homes 20 years earlier at the beginning of the development of the holiday function.

The outcomes of these four doctoral theses (MATCZAK 1982, SZKUP 2003, WŁODARCZYK 1999, MAKOWSKA-ISKIERKA 2011) undertaken in different parts of the area surrounding Łódź indicates the enormous transformation on the fringes of a large industrial city which, according to L. STRASZEWICZ (1954), was surrounded up to the 1950s by traditional agriculture.

Regardless of the discussed topics, other research conducted in the area surrounding Łódź has dealt with the genesis of tourism settlement (STEJSKAŁ 1992, LISZEWSKI 1987), and the summer resorts that existed in the interwar period (MAKOWSKA-ISKIERKA & WŁODARCZYK 2012).

The new, future-oriented approach to the area surrounding Łódź was described by S. LISZEWSKI (2005) in his paper on the 'metropolitan holiday region' of Łódź.

Research conducted on the area surrounding Łódź in the course of the last 40-50 years has revealed intense transformation processes caused directly by the holiday function, and created by the inhabitants of this large, monofunctional industrial city. Monitoring those changes helped to identify processes and regularities, and the researched area has become the most thoroughly studied.

10. CONCLUSION

The aim of the article is to identify academic papers that deal with tourism in Łódź and its surrounding areas, and the inhabitants' tourism activity outside the city borders, its presentation and evaluation. Presented works have been assigned to one of eight thematic groups. This is a required division, but according to the author, reflects the subjects and directions of tourism research undertaken at the Łódź academic centre. This thematic and methodological overview has resulted in several general reflections.

Łódź was founded and developed as a typical, mono-functional industrial city, and thus was deemed 'non-touristic'. This opinion was spread by specialist publications and the mainstream media. Łódź was also deprived of higher education until 1945 which resulted in a lack of serious academic research dealing with the city, its inhabitants and its presentation on the national and international arena.

Academic research in Łódź coincided with the beginning of the decline of socialism, which caused an unprecedented crisis in the history of the city. This was the time when the textile industry, the base and driving force of the city for over 150 years, collapsed. This place and time determined the topics of tourism research in Łódź. In the beginning, research was mostly on holiday trips outside the city, the development of the tourism function of the surrounding area and its significance as recreational space. Those works were basic in character but were built upon thorough field research. This theme from that first period is still being researched and expanded.

The second phase is characterised by the publishing of important theoretical works. It is connected with the development and maturing of 'academia' and the need to support empirical studies with theoretical and methodological background. At that time, researchers in Łódź created models of tourism 'movements', spaces, urbanization, products and functions.

The next phase is connected with the search for local resources, both existing already or appearing due to the collapse of industry, that could become attractions and add tourism value to the city under new conditions. That was when researchers started to give value to gardens, parks, Łagiewniki Forest, post-industrial areas and urban patterns, the revitalisation of former factories, palaces and villas, as well as Piotrkowska St and cultural, sports and academic events. The range of the search for new value and spaces expanded and created a base for the formulation of the first tourism development strategies in this post-industrial and post-socialist city.

The current state of redevelopment and transformation should also be reflected in research topics. It seems that research output and potential predestine new challenges both in theory and practice. The main research goal should be, on the one hand, to point to documented tourism products that should take part in the development of Łódź in the coming years, and on the other, to provide arguments for the necessity of developing the tourism activity of its inhabitants, which is an important indicator of contemporary conditions and standards of living.

Realisation of even such a generally defined objective requires source materials that are up-to-date. To achieve that in the current state of Polish statistics, it is necessary to establish constant, well-functioning monitoring on tourism, cultural, academic and sporting events, new tourism spaces and other elements of the tourism resources of Łódź and its surrounding area.

Translated by Katarzyna Zielińska

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