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## Contents

<b>Preface</b> .....	9
<b>Beata Bal-Domańska:</b> Convergence of Central and Eastern European regions – spatial aspect.....	11
<b>Barbara Dańska-Borsiak:</b> The determinants of migration outflows from Polish sub-regions in both internal movement and abroad – identification and comparison.....	22
<b>Anna Golejewska:</b> Rethinking regional competitiveness. The role of productivity.....	33
<b>Małgorzata Golińska-Pieszyńska:</b> Intellectual capital as an important element of knowledge management.....	43
<b>Piotr Hajduga:</b> Special economic zones in the Lower Silesia region as a regional development stimulator during the crisis .....	56
<b>Petr Hlaváček:</b> Analysis of the development processes of the city of Ústí nad Labem as an example of the social and economic transformation of cities in the Czech Republic.....	66
<b>Anna Jasińska-Biliczak, Jan Buleca:</b> Participation of economic self-government in the process of the promotion of entrepreneurship – case study of Poland, Germany and Slovakia.....	78
<b>Małgorzata Karczewska:</b> Diversity of the gross expenditure on R&D in GDP by sources of funds in Poland against the background of the European Union .....	89
<b>Artur J. Koźuch, Janusz Sasak, Kamilla Noworól:</b> Target costing and participatory budget in Territorial Self-Government Units.....	97
<b>Alina Kulczyk-Dynowska:</b> National park as an element fostering the sustainable development of the region – the example of the Tatra municipalities.....	108
<b>Iwona Ładysz:</b> The regional dimension of economic security in the age of globalisation using the example of the Lower Silesian Voivodship .....	118
<b>Krzysztof Malik:</b> Smart specialisation and Key Enabling Technologies in the New Regional Development Policy .....	128
<b>Štefan Marsina, Pavol Oravský:</b> Utilization of geothermal energy as a renewable source.....	141
<b>Anna Mazurek-Kusiak, Julia Wojciechowska-Solis:</b> Noticeability and effectiveness of tourism promotion in Lublin province .....	149
<b>Grygorii Monastyrskyyi, Tetyana Monastyrska:</b> Modernization of local self-government in Ukraine.....	160
<b>Alicja Olejnik:</b> Prospects and frontiers of Multidimensional Panel Spatial Autoregressive Models .....	170

<b>Pavol Oravský, Štefan Marsina:</b> Infrastructure of energetics and its diversification .....	180
<b>Alina Piątyszek-Pych:</b> The cluster development policy in Poland .....	190
<b>Zbigniew Piepiora:</b> Occurrence of natural disasters in Africa and international cooperation in the field of counteracting their effects .....	200
<b>Renata Pisarek:</b> The importance of passenger air transport and high-speed rail for regional development.....	210
<b>Małgorzata Rogowska:</b> The quality of public space in the development of urban areas.....	223
<b>Joanna Szafran:</b> Public-private partnership in Poland and the European Union .....	231
<b>Ewelina Szczech:</b> Is there a creative city in Poland? Defining and measuring the concept in Poland .....	242
<b>Andrzej Sztando:</b> Twelve rules for the construction of planning documents prepared by self-government units .....	252
<b>Maciej Turala:</b> Institutional capacity in Polish communes. Strategic, financial and spatial planning dimension .....	264
<b>Alla Vasina:</b> Management of the investment potential of Ukraine's regions in the process of regional structural policy realization .....	275
<b>Svitlana Veleshchuk:</b> Strategic development of the region in the context of the branding concept.....	285
<b>Marcin Bogdański, Wioletta Wierzbicka:</b> Socio-economic potential of Polish voivodship cities.....	295
<b>Marcelina Zapotoczna, Joanna Cymerman:</b> Application of selected synthetic measures in the assessment of the level of satisfied housing needs in Poland.....	306

## Summaries

<b>Beata Bal-Domańska:</b> Konwergencja regionów (NUTS-2) Europy Środkowo-Wschodniej – aspekt przestrzenny .....	21
<b>Barbara Dańska-Borsiak:</b> Determinanty krajowych i zagranicznych odpływów migracyjnych z podregionów – identyfikacja i porównanie .....	31
<b>Anna Golejewska:</b> Rozważania na temat konkurencyjności regionalnej. Rola produktywności.....	42
<b>Małgorzata Golińska-Pieszyńska:</b> Kapitał intelektualny jako ważny element zarządzania wiedzą.....	55
<b>Piotr Hajduga:</b> Specjalne strefy ekonomiczne na Dolnym Śląsku jako stimulator rozwoju regionalnego w dobie kryzysu .....	65

<b>Petr Hlaváček:</b> Analiza procesów rozwojowych miasta Ústí nad Labem jako przykład społecznych i ekonomicznych transformacji zachodzących w miastach Republiki Czeskiej .....	77
<b>Anna Jasińska-Biliczak, Jan Buleca:</b> Partycypacja samorządu gospodarczego w procesie wspierania przedsiębiorczości – analiza przypadku Polski, Niemiec i Słowacji .....	87
<b>Małgorzata Karczewska:</b> Zróżnicowanie udziału wydatków na B+R w PKB w Polsce według źródeł finansowania na tle krajów Unii Europejskiej ....	96
<b>Artur J. Kożuch, Janusz Sasak, Kamilla Noworól:</b> Rachunek kosztów docelowych a budżet partycypacyjny w JST.....	107
<b>Alina Kulczyk-Dynowska:</b> Park narodowy jako element wspierający równowagę rozwoju regionu – przykład gmin tatrzańskich .....	117
<b>Iwona Ładysz:</b> Regionalny wymiar bezpieczeństwa ekonomicznego w dobie globalizacji na przykładzie województwa dolnośląskiego.....	127
<b>Krzysztof Malik:</b> Specjalizacje inteligentne i technologie wiodące w Nowej Polityce Rozwoju Regionalnego .....	140
<b>Štefan Marsina, Pavol Oravský:</b> Utylizacja energii geotermalnej jako źródła odnawialnego.....	148
<b>Anna Mazurek-Kusiak, Julia Wojciechowska-Solis:</b> Zauważalność i skuteczność promocji turystyki w województwie lubelskim .....	159
<b>Grygorii Monastyrskyi, Tetyana Monastyrska:</b> Modernizacja samorządu lokalnego na Ukrainie .....	169
<b>Alicja Olejnik:</b> Perspektywy i ograniczenia panelowego wielowymiarowego autokorekcyjnego modelu przestrzennego .....	179
<b>Pavol Oravský, Štefan Marsina:</b> Infrastruktura energii elektrycznej i jej dywersyfikacja.....	189
<b>Alina Piątyszek-Pych:</b> Polityka rozwoju klastrów w Polsce .....	199
<b>Zbigniew Piepiora:</b> Występowanie katastrof naturalnych w Afryce i międzynarodowa współpraca w zakresie przeciwdziałania ich skutkom .....	209
<b>Renata Pisarek:</b> Znaczenie pasażerskiego transportu lotniczego i kolei dużych prędkości dla rozwoju regionalnego .....	222
<b>Małgorzata Rogowska:</b> Jakość przestrzeni publicznej w rozwoju aglomeracji miejskich.....	230
<b>Joanna Szafran:</b> Partnerstwo publiczno-prywatne w Polsce i w Unii Europejskiej.....	241
<b>Ewelina Szczech:</b> Czy w Polsce istnieje miasto kreatywne? Próba definicji i pomiaru zjawiska w Polsce .....	251
<b>Andrzej Sztando:</b> Dwanaście zasad budowy dokumentów planistycznych jednostek samorządu terytorialnego.....	263
<b>Maciej Turała:</b> Sprawność instytucjonalna polskich gmin. Wymiar planowania strategicznego, finansowego i przestrzennego .....	274

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<b>Alla Vasina:</b> Zarządzanie potencjałem inwestycyjnym regionów Ukrainy w realizacji regionalnej polityki strukturalnej .....	284
<b>Svitlana Veleshchuk:</b> Strategia rozwoju regionu w kontekście koncepcji branding.....	294
<b>Marcin Bogdański, Wioletta Wierzbicka:</b> Potencjał społeczno-gospodarczy miast wojewódzkich w Polsce.....	305
<b>Marcelina Zapotoczna, Joanna Cymerman:</b> Wykorzystanie wybranych miar syntetycznych do oceny zaspokojenia potrzeb mieszkaniowych w Polsce .....	316

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## NOTICEABILITY AND EFFECTIVENESS OF TOURISM PROMOTION IN LUBLIN PROVINCE

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**Summary:** The article deals with the results of a survey conducted in 2011 among 1029 people from Poland and in addition 120 respondents from the Lubelskie region. The study was carried out by means of CAWI. The aim of the research was to present various forms of Lublin province promotion and to evaluate their effectiveness in different regions of Poland. The promotional campaign of Lublin province is recognizable among Polish citizens. It was noticed by 38.28% of the respondents living outside Lublin province and 88.34% of the surveyed people living within the region. The campaign has been welcomed by potential tourists, who are attracted first of all by original commercials in the form of a film plot and romantic soundtrack. Weekend tourism is mainly promoted in Lublin province, which is a good solution because 34.52% of respondents from the outside the province wished to come to Lublin region for a weekend, and 69.17% of Lublin province residents preferred to spend weekends in their own region.

**Keywords:** marketing, tourism promotion, advertising campaign.

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### 1. Introduction

A promotion is a complex of means by which the region communicates with the market, provides information about its activities, products and services, therefore it is an important determinant of regional identity strategy [Stanowicka-Traczyk 2008, p. 125].

The main purpose of a promotion is to create a positive image of the region and the province, compared to other regions, to increase its attractiveness and to improve the position of competing regions, as well as to attract tourists and investors to the region [Szromnik 2007, pp. 22-24]. Territorial marketing is a policy for the development of territory which integrates actions for improving the key assets of that particular territory with planned communication initiatives [Farrell 1999, pp. 9-11]. Considering the problems of territorial cohesion, the situation of a great part of European's rural territories is particularly concerning [Dinis 2004, p. 3]. These territories "are complex economic, natural and cultural locations, which cannot be

characterised by one-dimensional criteria such as population density, agriculture or natural resources” [European Commission 1999, p. 23].

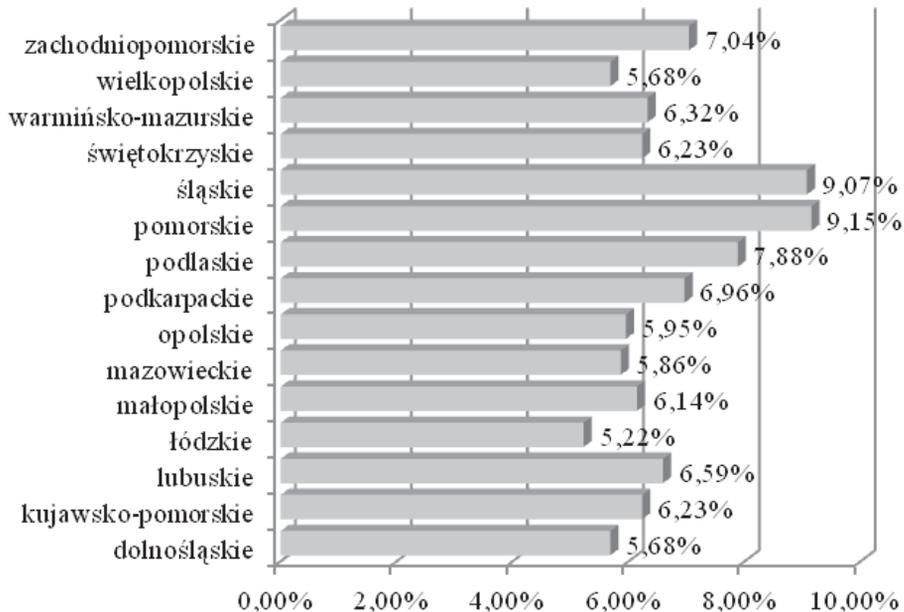
The promotion of regions is a relatively new phenomenon. It began to be used in the 1980s. The marketing rules that were applied in enterprises started to refer to certain territorial units (cities, municipalities, and provinces). This was related to the development and the emergence of more and more competition, which included not only companies or products, but also regions for which the target was to achieve a competitive advantage over other areas. It can be said that a single “big supermarket of places” has been created and their promotion is needed because many places offer the same services [Piechna and Renigier-Biłozor 2009, pp. 77-78]. In each province there are lakes, rivers, forests, natural monuments, and historic monuments, architectural monuments, amusement parks, sports facilities, and cities worth a visit with their rich history and tradition. To distinguish a given province from others, one should ensure the right strategy and the promotion of the region [Prześluga 2009, p. 1].

Creating a recognized image and region brand is possible only if local governments, non-governmental organizations, and all possible social forces are involved in this issue. The relevant local authorities and their bodies deal with the promotion of the region. They are legally obliged to carry out their duties in this regard. However, this promotion must be supported by other entities and organizations, both commercial and those operating on a non-profit basis [Mazurek-Kusiak 2010, pp. 239-240].

## 2. Purpose and methods of study

The aim of this study is to present the forms of promotion of Lublin province and to evaluate their effectiveness in various Polish regions. The study was carried out by means of CAWI (*Computer-Assisted Web Interview*). A total of 1092 respondents from the whole of Poland participated in the survey. The place of residence of individual respondents is presented in Figure 1.

In addition, 120 respondents from Lublin province were subject to the survey. Respondents living in Lublin region were treated as a separate research group due to their different understanding of Lublin province and the promotional activities of their own region as compared with those from other provinces. The survey was conducted from July to September 2011. Additional information was obtained from the Marshall Office of Lublin Province (UMWL), the Lublin Province Promotion Centre in Lublin, and the Lublin Regional Tourist Organization. Furthermore, the available literature and collected documents were analyzed.



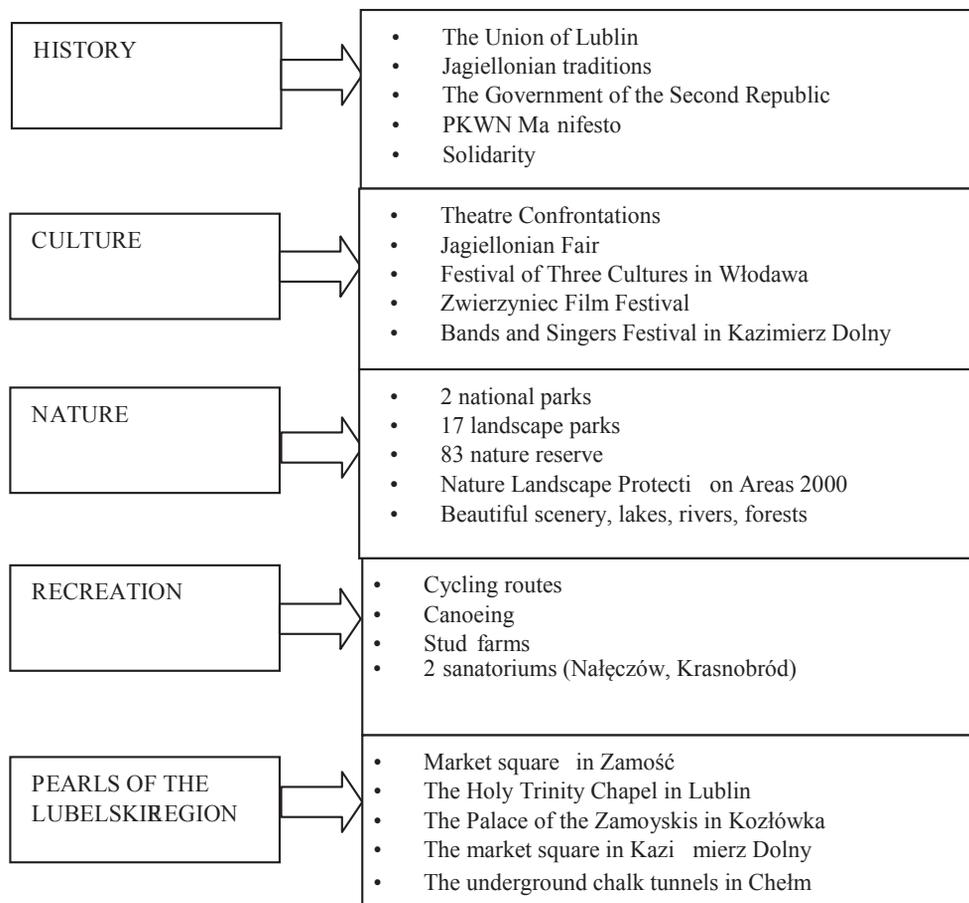
**Figure 1.** Place of residence of the respondents

Source: own study.

### 3. Results

The Department of Promotion and Tourism at the Marshall Office of Lublin Province Promotion is responsible for the promotion of the region. The Department performs its tasks in this field through the Section of Regional Promotion, the Department of Tourism, the Regional Office for Brand “Lubelskie”, and the Center for the Lublin Province Promotion. In addition, the promotion is supported by the Lublin Regional Tourism Organization and the Lublin Tourist and Cultural Information Centre. Also, the Cross-Border Association, the “Euro-region Bug”, “Houses of Europe”, the Regional Office in Brussels, the Lublin Foundation of Development, the Union of Lublin Communes, the Regional Chamber of Commerce, the Association of Polish Cities, representatives of regional business, media, and many more made a significant contribution to the promotion of Lublin region [Rychlicki 2010].

The promotion campaign of tourism and tourist products from Lublin province resulted as a part of these organizations’ activities. The campaign was based on the separation of the key historical, cultural, natural, recreational, and touristic subjects of Lublin province (Figure 2).



**Figure 2.** Key Topics of Lublin Province

Source: the author's compilation based on J. Prześluga, *Prezentacja misji i podstawowych założeń długofalowej strategii promocji Regionu Lubelskiego*, unpublished data from the conference „Marketing Regionu Lubelskiego”, Lublin 2009.

It may be noted that the priority topics for Lublin region consist mainly of the splendor of the Jagiellonian period, multiculturalism, and the tradition of fairs, religious tolerance, as well as the art and architecture of the Renaissance. Moreover, Lublin province stands out from other regions mainly due to the historical and cultural richness of its cities, the creative potential inherent in young people, the ecological potential of food, and the area's spiritual dimension. Therefore, a concept based on three pillars: space, youth, and ecology, has been created. The promotional slogan reads: “Lublin – eco-positive space”. This space, combined with sustainable development and organic food, is the hallmark of the region which creates conditions

for the development of both business, leisure and relaxation, as well as makes possible drawing strength for further endeavours.

The promotional activities organized by the Department of Promotion and Tourism at UMWL can be divided into three categories: advertising campaigns, promoting the Brand Lublin, and other auxiliary promotional activities.

The advertising campaign of tourism in Lublin province is implemented mainly via television, radio, billboards, newspapers and the Internet, and is composed mainly of:

1) The PR campaign “Lublin. Savor the life”, which includes a network of 890 billboards placed throughout the country, television and radio commercials, as well as broadcasting the TV series entitled “Cheerful”, in which Lublin region appears in the form of *product placement*. The cost of the campaign was about 1.1 million PLZ and was realized in 2012.

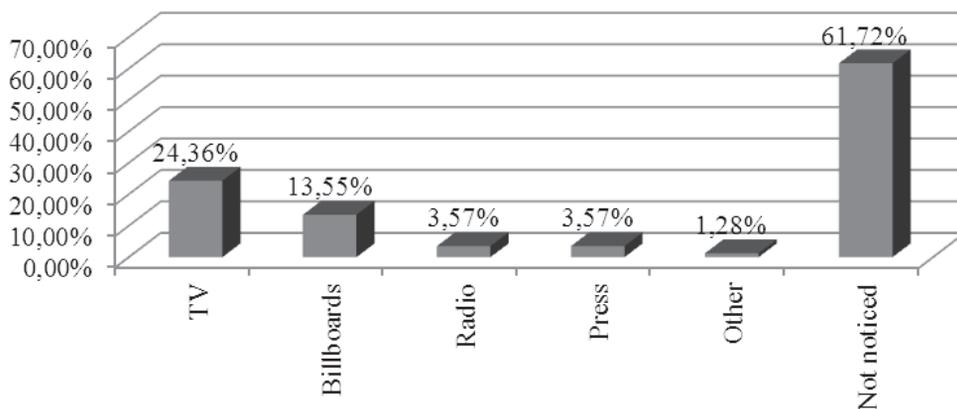
2) The advertising film “Lublin. Let the moment last”, which shows Lublin province as a place where you can enjoy life, enjoy the beauty of nature and its architectural attractions. This spot was shown both on television and in cinemas, and was supported by a series of 12 reports from the Lublin region including Roztocze, Janowskie Forests and Podlaskie Bug Gorge. Moreover, the network of advertising billboards, radio spots, and sponsored articles in press and in magazines as well as tourist websites complemented it. The campaign was carried out mainly in 2010-2011.

3) The outdoor campaign “Lublin – turn off all power, turn on the power”, which consisted of a network of billboards in major Polish cities, online information services, posters in trains, and public relations activities in the form of press conferences and information materials sent out to the leaders of public opinion. The campaign was carried out mainly in 2009 and its cost amounted to about 890 000 PLZ.

4) The television advertising campaign of the Lublin region “Lublin region is great for a weekend”. The TV spots presented – the most interesting tourist destinations in the region, including: Lublin, Zamość, Chełm, Kazimierz Dolny, Nałęczów and Zwierzyniec, and possible modes of active leisure in the Lublin region, e.g. cycling, canoeing, and horse riding. The campaign was conducted mainly in 2008 and its cost amounted to about 440 thousand PLZ [Boguszewski 2005, p. 234].

Brand Lublin is the award for companies that have operated in Lublin province for at least 2 years. There must be a production line in accordance with the principles of sustainable development and the products must be of high quality and innovative. It can be said that brand Lublin is synonymous of quality, concern for the natural environment, and the innovativeness of products bearing this brand. The main objective of the project is to promote the products and services in the Lublin province as those of high quality, promote the increased competitiveness of companies in Lublin region, and the promotion of the region by means of these products [Annex to Resolution nr LXIV/702/07].

Other promotional activities include the participation of employees of the Marshall Office in national and international tourism fairs, the organization of conferences, the annual organization of the nationwide photo contest “Lublin – eco-positive space”, and creating a visualization system for Lublin province.

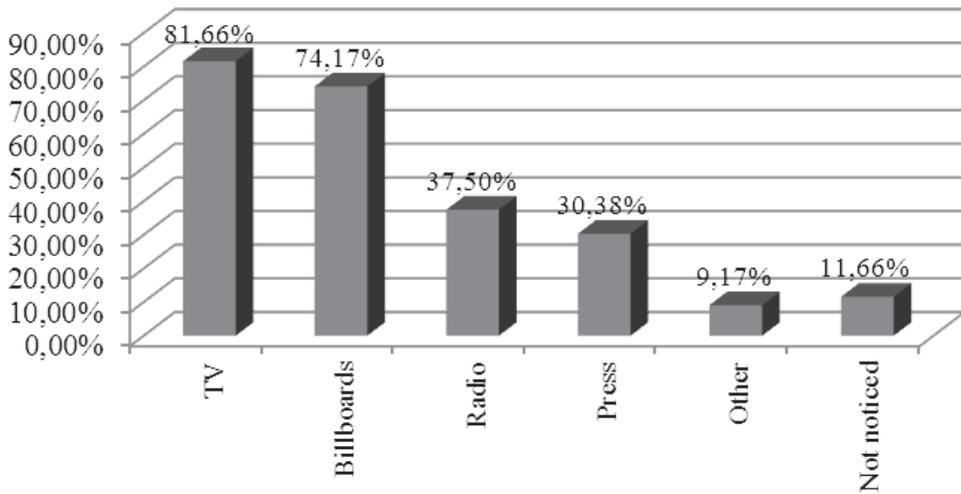


**Figure 3.** Visibility of a promotional campaign among the Polish population with the exception of Lublin province

Source: own study.

The data presented in Figure 3 show that the promotional campaign of Lublin province was noticed by 38.28% of respondents living outside the region of Lublin. Most respondents (24.36%) remembered the spots advertising Lublin province. Respondents indicated that these spots attracted their attention because of their originality, the story and the music, which put the viewer in the right mood. Secondly, the respondents paid attention to the advertising of Lublin province on billboards (13.55%). Here, the most noticeable was the campaign “Lublin province – turn off power, turn on the power”. The radio and press advertising was remembered by 3.57% of the respondents.

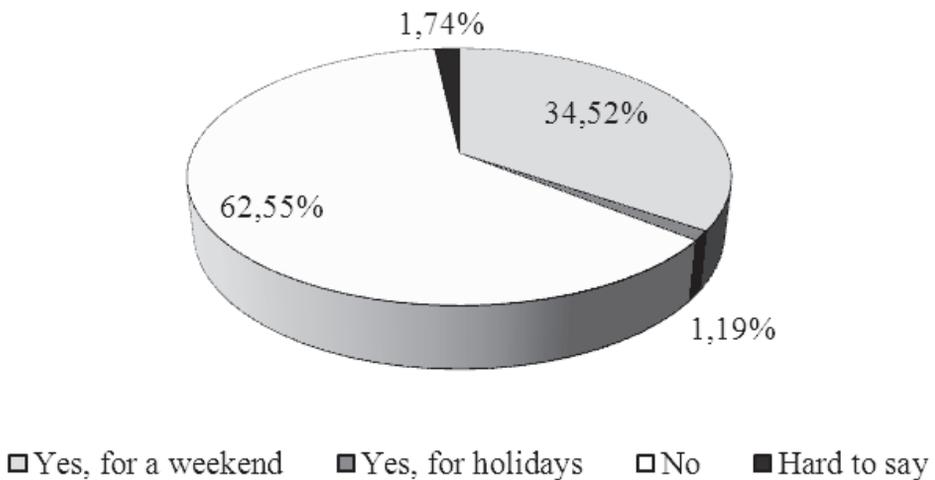
Among the region’s residents, the image campaign of the region was much more noticed than among residents of other provinces. Only 11.66% of respondents did not notice this campaign at all, which is illustrated in Figure 4. Noticeability of various forms of advertising by the region’s residents is similar to that of Poland as a whole. The promotion on television and on billboards was most noticeable for 81.66% and 74.17% respondents respectively. Radio advertising was noticed by 37.50%, and the press campaign by 30.38% of the respondents from Lublin region. More than 9% of the population described the region highlighted by the out-of-advertisement promotion of the region (due to brand Lublin and the participation of representatives of various non-governmental organizations from Lublin province at tourist fairs and conferences, the promotion of the region and tourist products on the website and the organization of the photo contest).



**Figure 4.** Visibility of the promotional campaign among residents of Lublin province

Source: own study.

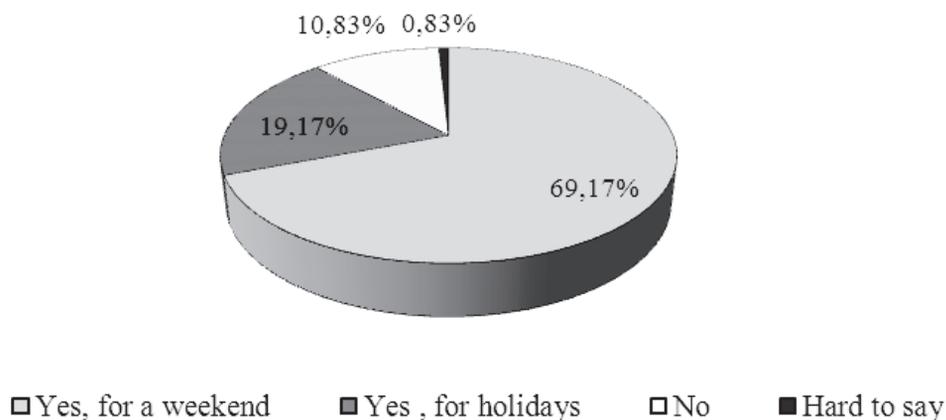
Besides the noticeability of the promotion campaign, an important part is to answer the question whether the campaign has encouraged potential tourists to visit Lublin province (Figure 5).



**Figure 5.** Did the promotional campaign encourage residents of other regions to spend their free time in Lublin province?

Source: own study.

Nearly 35% of respondents believe that the promotional campaign encouraged them to visit Lublin province for the weekend. Most respondents would like to visit Kazimierz Dolny, Zamość, Lublin, and Roztocze. Only 1.19% of respondents chose to spend their summer holidays in Lublin province. Primarily the Włodawsko-Łęczyński Lake District and Roztocze were indicated as the place to stay for a holiday; all the people indicating a wish to spend their holidays in Lublin province came from Mazovia province. Over 62% of respondents did not intend to choose Lublin province as a place of tourist interest. Majority of these people also did not notice the promotional campaign of the region in question.

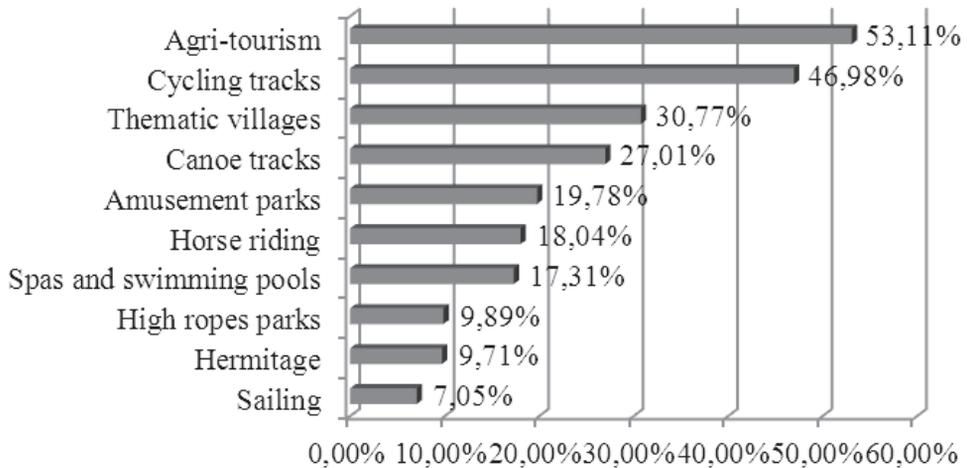


**Figure 6.** Did the promotional campaign encourage residents of Lublin province to spend their free time in their own region?

Source: own study.

This situation is definitely better in the case of the region's residents (Figure 6). The promotional campaign strongly encouraged them to stay in their own region and discover places that they had not yet visited (69.17% of respondents). Summer holidays spent in their own province were planned by 19.17% of respondents, and here, as in the case of the inhabitants of the region, they pointed to Roztocze and Włodawsko-Łęczyński Lake District as places to stay. Nearly 11% of respondents had not been encouraged to spend their free time in the Lublin area.

Another important issue examined are the tourist attractions that are expected by people who come to relax in Lublin province (Figure 7).



**Figure 7.** Attractions expected by residents of other Polish regions during the stay in Lublin province

Source: own study.

Data from Figure 7 show that most people, as many as 53.11% coming from other provinces to Lublin region, want to spend their free time on agro-tourist farms. They hope that the farms will offer organic food and additional attractions, such as the possibility of feeding farm animals, observing the process of food production, and the possibility of recreation. 46.98% of the respondents are interested in cycling, canoeing – 27.01%, riding – 18.04%, and sailing – 7.05%; 30.07% of potential tourists are curious in a visit to the theme villages of Lublin province. However, the main problem is the fact that only organized groups have the opportunity to use all the attractions of a theme village – individual tourists usually cannot take advantage of the full range of such theme villages. Theme parks, spas with swimming pools, and high ropes parks are expected, respectively, by 19.78%, 17.31%, and 9.89% of those surveyed. However, 9.71% of the respondents would like to spend their time alone in a secluded place.

#### 4. Discussion

The up-to-date promotional activity of Lublin province became the focus for researchers. The territorial marketing of the region has significantly increased, as can be seen from the number of studies in recent years.

According to Świeca [2009], “Lublin province has the potential for promoting weekend tourism”. Respondents who prefer to visit the studied region for weekends share the same opinion. Referring to the directions of promotional activities, Sawicki and Franaszek [2012] interject. According to them, “promotional activities should

be mainly directed to tourists from Ukraine and Germany, as well as Lithuania and Russia. (...) Considering the national promotion, promotional activities of a regional and local tourist product should be directed first to the inhabitants of the Mazovia province (Warsaw and vicinity), then Podkarpackie, Silesia, Malopolska, and possibly other provinces". Such an opinion is confirmed by studies in which the respondents believe that Lublin province is most popular among the tourists from Mazovia region.

## 5. Conclusions

The following conclusions were drawn on the basis of the conducted survey:

1. The promotional campaign of Lublin province is recognizable among Polish citizens. It was noticed by 38.28% of the respondents living outside Lublin province and 88.34% of the surveyed people living within the region. The campaign is welcomed by potential tourists, who are attracted first of all by the original commercials in the form of a film plot and romantic soundtrack.

2. Weekend tourism is mainly promoted in Lublin province, which is a good solution because 34.52% of respondents from outside of the province wished to come to Lublin region for a weekend, and 69.17% of Lublin province residents prefer to spend weekends in their own region.

3. Almost 54% of respondents expect that they will spend their free time on a farm in Lublin province, where they will be able to buy organic food and to use additional tourist attractions and recreational facilities. Therefore farms must take care of the quality, innovation, and originality of their products and services offered in order to attract customers.

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## ZAUWAŻALNOŚĆ I SKUTECZNOŚĆ PROMOCJI TURYSTYKI W WOJEWÓDZTWIE LUBELSKIM

**Streszczenie:** Celem badań jest przedstawienie form promocji województwa lubelskiego oraz ocena jej skuteczności w różnych regionach Polski. W badaniu wzięło udział 1092 respondentów z Polski oraz dodatkowo 120 respondentów z województwa lubelskiego. Badania przeprowadzono metodą CAWI. Respondenci mieszkający w województwie lubelskim zostali potraktowani jako oddzielna grupa badawcza, ze względu na inną znajomość województwa lubelskiego oraz działań promocyjnych własnego regionu. Kampania promocyjna województwa lubelskiego jest rozpoznawalna wśród mieszkańców Polski. Zauważyło ją 38,28% respondentów mieszkających poza województwem lubelskim oraz 88,34% ankietowanych osób mieszkających w badanym województwie. W województwie lubelskim promuje się głównie turystykę weekendową, co jest dobrym rozwiązaniem, gdyż 34,52% badanych osób spoza województwa deklaruje przyjazd na Lubelszczyznę właśnie na weekend, a także 69,17% mieszkańców Lubelszczyzny spędza weekendy w omawianym województwie.

**Słowa kluczowe:** marketing, promocja turystyki, kampania reklamowa.