

THE CURRENT CONDITION AND POSSIBILITIES OF DEVELOPMENT OF FESTIVAL TOURISM IN THE LUBLIN REGION

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Abstract

Introduction. The number, range, and diversity of events with a character of festivals have been growing in the Lublin Region over the last several years. The events are organised by various entities and institutions. Information about them is largely dispersed. No study has been conducted so far determining the spatial distribution of festivals at the regional scale, and analysing their offer in the context of possibilities of development of festival tourism. Therefore, a study in the scope was undertaken with consideration of the cultural conditionings of some of the events. **Material and methods.** In periods from July to December 2010 and from September to December 2013, secondary information was analysed (statistics, records, and scientific studies), and original material was collected (field inventory, interview, and diagnostic survey) regarding the current condition of festival tourism in the Lublin Region. **Results.** The collected data on festival tourism offers suggest that the number of festivals in the Lublin Region has been continuously increasing from year to year. According to the obtained data, festivals with a duration of 3 and 5 days are dominant. The majority of festivals are held in summer months, usually on weekends. Music and interdisciplinary festivals with international, national, and regional range are prevalent. Some of them already have a history of 47 years. The analysis of the spatial distribution of the festivals subject to the inventory suggests that the majority of them are organised in the largest cities of the region, namely Lublin, Zamość, and Kazimierz Dolny. **Conclusions.** Due to the very diverse offer of festivals, and the manner of their promotion, they play an important role in the promotion of the Lublin Region. The offer, spatial distribution, and dynamics in the scope of organisation of festivals provide good perspectives for the development of festival tourism in the Lublin Region.

Key words: festivals, festival tourism, Lublin Region

Introduction

Participation in festivals is currently one of popular ways of spending free time [1]. Festivals have also been of high importance for the history of all cultural circles determining the modern understanding of reality and relations with others. The name itself refers to the category of holidays. The general definition of a festival describes it as an unusual activity with religious, social, or political character, related to the natural rhythm and historical past of an area [2].

A definition of a **festival** specifically for the purposes of tourism is provided by Jędrzyśiak: "A festival (*lat. festivus* – cheerful, joyful, festive) is a cycle of artistic events, usually of a single sort (e.g. film, music, theatre), constituting a review of achievements in a given field, organised in a single period of time and under a common name, frequently treated as a competition" [3]. The Anglo-Saxon explanation of the term "festival" is presented by Mika [4]. The term denotes "apart from cultural events, also events organised for entertainment purposes, such as concerts, outdoor shows, picnics, and sports competitions" [4]. In a wider scope, in the context of tourism itself, "a festival denotes cultural events, award presentation ceremonies (in film and music), religious ceremonies, carnivals, parades, concerts, anniversary celebrations, cultural exhibitions, trade shows, sports competitions (professional and amateur), and organised outdoor activities" [5]. According to Gibson and Stewart, an event can be called a festival if "at least

one (preferably more than one) of the following criteria is met: use of the term "festival" in the title of the event; its cyclical or non-cyclical character (irregular/regular, one-off, annual, or biannual event); emphasis on the appreciation, promotion, or discovering of a certain aspect of local culture, or [...] reference to the identification with a specific subculture" [6].

The term "festival" also refers to the English term "event". The term is translated into the Polish language (" impreza" or "wydarzenie"), but is usually encountered in the original form. The meaning of an event is not related to festivity, i.e. the original factor accounting for the importance of mass events [7]. Various interpretations of the term "event" are provided by Ratkowska, among others mentioning the expansion of the scope of use of the term, originally associated with music events [2]. According to Mika, the term "event" in relation to tourism refers to any event with a character of planned gathering – held just once or cyclical – drawing the attention of people from the outside, and becoming a reason for travelling" [4].

In relation to the Lublin Region, cultural events with a character of festivals seem to be the most adequately described by Jędrzyśiak [3]. For the purpose of a fuller analysis of the phenomenon, the definition should be expanded by the elements of cyclical entertainment events, such as: concerts, parades, outdoor shows, and picnics.

According to various classifications, **festival tourism** is recognised as a form of cultural tourism [3, 4, 8, 9]. The role of festival tourism in studies in the scope of tourism geography

was analysed in detail by Cudny [10]. In many cases, definitions of cultural tourism itself emphasise the cognitive aspect and element of meeting the needs and expectations of tourists in the scope of culture through among others participation in cultural events. One of fuller definitions of cultural tourism is proposed by Marciszewska [8], describing it as: “activity of people at their place of tourist stay and during their travel from the place of permanent residence, permitting the cognition or experiencing of various lifestyles of other people, reflecting social customs, religious traditions, intellectual culture, and cultural heritage, and aiming at meeting human needs, desires, and expectations in the scope of culture”. A definition with a similar semantic scope was proposed by Mika [4], emphasising the participation in cultural events, and drawing attention to the importance of tangible and intangible cultural values (cultural heritage tourism). An equally brief definition of cultural tourism was presented by Kowalczyk [9], describing it as “a set of behaviours of tourists related to their authentic interest in cultural heritage (historical monuments, folklore, places related to important events, etc.), and their participation in broadly defined cultural life”. A number of authors explaining the term emphasise the emotional involvement of tourists participating in the discussed form of tourism, e.g. Quinn [11].

Event tourism is related to, and in many elements even the same as festival tourism (among others Mikos von Rohrscheidt [12], Buczkowska [13], Ratkowska [2], Borzyszkowski [14]). Although this form of tourism has existed for several decades [15], an increased interest of researchers in event tourism has been observed since the turn of the 20th and 21st century. Still in 1995, the scientific environment postulated that research should be more focused on any forms of live entertainment [16]. Due to the last approximately dozen years of intensive studies on event tourism, it is currently firmly grounded among subtypes of cultural tourism. It is still questionable, however, whether it should be treated as a separate area of analyses. According to Getz [15], event tourism belongs to the scope of studies on tourism management and event management. According to Ratkowska [2], it is possible to separate a number of specialisations of event tourism, because any type of an organised event can become an objective of travel. One of the fullest definitions of event tourism was presented by Buczkowska [13, 17]. According to the author, event and cultural tourism involves “the participation of tourists in various events in the scope of theatre, film, cinema, festival, carnival, literature, music, dance, photography, concerts, shows, parades, fiestas, picnics, art exhibitions (in museums, galleries, and other spaces), ceremonies of opening and closing of sports events, initiatives accompanying fares, and trade exhibitions themselves, and national celebrations”.

According to the opinions and definitions cited above, festival tourism includes not only participation in events described as festivals (although they constitute the main goal of this form of tourism), but also in many other cultural, entertainment, and sports events. Therefore, this form of tourism modifies the physical, social, and economic aspects of space.

The Anglo-Saxon definition of a “festival” in the context of tourism is not fully applicable to the definition of festival tourism in the Lublin Region due to the too broad range of meaning. It includes a number of types of events not meeting the criteria of the Polish meaning of the term “festival”. The classification of events important for the festival tourism in the Lublin Region, presented further in the article, is particularly based on the definition of festival tourism by Mika [4]. Definitions of event tourism additionally include elements such as: art exhibitions, ceremonies related to sports events, fares, and national celebrations, not meeting the strict criteria of festival tourism adopted in this paper. Each of the events can be classified to a different form of tourism in which it plays a much more substantial role

than in festival tourism. For example, participation in art exhibitions can be treated as a kind of cultural-artistic tourism [9], and participation in fares as a type of fare or business tourism [4].

The increasing popularity of festivals among tourists [10], and their significance for the promotion of regions [18, 19, 20] generate the need for analysing the current condition of festival tourism in the Lublin Region and conditions of its further development. The objective of the article is therefore to present the quantitatively, qualitatively, and spatially varied offer in the scope of cultural events provided to tourists visiting the Lublin Region, and to present the possibilities of development of this form of tourism.

Material and methods

The detailed analysis of the potential of the Lublin Region in the scope of the development of festival tourism was conducted in several stages. At the first stage, secondary information was obtained as a result of the analysis of the subject literature, data available in records and registers, thematic content of websites, programmes of cultural events, and promotional materials. Then, an inventory of festivals was performed (in the periods from July to December 2010 and from September to December 2013), accompanied by observation and interviews with organisers of festivals (among others with employees of the Lublin Regional Tourism Organisation). The study applied the form of a free interview with a standardised list of searched information [21].

The list of cultural events included in the *Cultural Calendar 2013 of the Lublin Region* was compared with lists of events presented in other official sources, such as: the tourist information guide and website www.turystyka.lubelskie.pl, run and prepared by the Department of Promotion and Tourism of the Marshall's Office of the Lublin Region in Lublin, and the website of the Municipal Office of Lublin – www.kultura.lublin.eu [22]. A detailed analysis of the mentioned sources showed that the most complete list of events was presented in the Cultural Calendar. It also included cultural events mentioned in other sources.

The classification of festivals in the Lublin Region was performed based on the definition of terms “festival” [3] and “festival tourism” [4] expanded by the elements of cyclical entertainment events, and excluding the aspect of sports events and events related to sport.

At the next stage, the obtained data were subject to statistical analysis (percent contribution in their total number; their ranges, and the lowest and highest values in the data set). Next, the spatial distribution of festivals in the Lublin Region was presented. The role of festivals in the region's promotion was also analysed, as well as the perspectives of development of the discussed form of tourism.

Features of the Lublin Region

The Lublin Region, diverse in physiographic terms, is currently associated with the Lublin Province. The organisation of many events with a character of festivals is supported by varied environmental and cultural resources.

The region comprises of three distinguishable parts included in landscape belts with an East-West orientation: in the North – Central Polish Plains (South Podlasie Plain, West Polesie, Polesie Wołyńskie), in the middle part – South Polish Uplands (Lublin Upland, Rostocze, Wołyń Upland, Pobuża Basin), and in the South – submontane depressions (Sandomierz Basin) [23, 24]. The analysed region is transformed anthropogenically to a low degree. Areas with unique environmental and cultural values are preserved, contributing to the region's tourism and recreation attractiveness. The natural resources (peculiarities

of flora and fauna, rock outcrops, gullies, gorges, waterfalls, springs, caves, and vantage points) are among others subject to legal protection as: 2 national parks, 17 landscape parks, 85 reserves, and 1504 nature monuments [25, 26].

The Lublin Region, constituting 8.0% of the territory of Poland, was inhabited by 5.6% of Poland's population in 2011. The contribution of urban population in the Lublin Region amounted to 46.5%, whereas for Poland – 60.7%. It is traditionally assumed to be an agricultural region; 38.3% of professionally active people are employed in agriculture and forestry. The value for Poland amounts to 16.3% [25, 26]. The area is distinguished by the co-existence of the West and East Slavic cultures. The immigration of Russian, Jewish, Tatar, Armenian, or German communities contributed to the multicultural landscape of the Lublin Region. The region's historical past and the related heritage preserved in the remains of monuments of tangible culture from various times (from Early Medieval settlements, through architectural complexes associated with aristocratic families, to the post-industrial monuments of the 19th/20th century) develop a cultural group of tourism resources [27, 28]. The region includes one World Heritage Cultural Site (Old Town in Zamość) and three historical monuments (palace and park complex in Kozłówka, Kazimierz Dolny on the Vistula River, and the former urban complex in Lublin) [29, 30, 31]. The region boasts 46 museums, including: 8 regional, 8 historical, 7 interdisciplinary, 5 biographic, 4 artistic, 4 martyrological, and 2 ethnographic. Numerous cultural institutions are also active here: 38 community centres, 123 culture centres, and 15 culture clubs. Moreover, 4 theatres (2 dramatic, 1 puppet, and 1 music theatre), and 1 philharmonic function here [25].

In 2011, 10501 various events were organised in reference to the environmental and cultural heritage, attended by 2.2 million people, including 1.6 million in cities, and 0.6 in the countryside [25].

Results

Potential of the Lublin Region in the scope of festival tourism

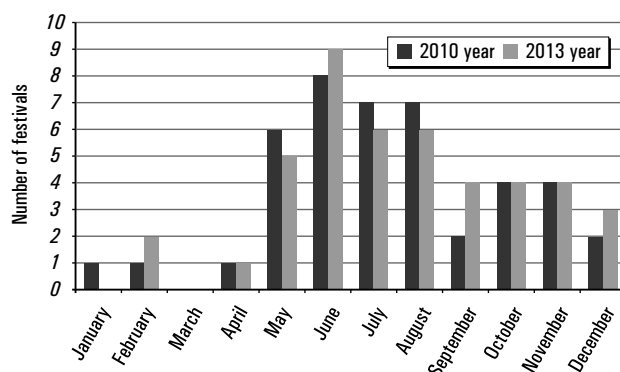
Out of 574 cultural events included in the *Cultural Calendar 2013* (446 in 2010), only 44 events met the definition of a festival according to the adopted classification of festival tourism. The analysis excluded religious events, except for festivals related to religion at an international scale (e.g. 18th International Festival of East Slavic Christmas Carols in Terespol). The subject of the analysis also excluded handicraft workshops, declamatory, art, and photography competitions, vernissages, rallies, library meetings, and celebrations of national holidays, theatre premieres, and single music recitals. Meetings and events concerning only a small potential group of participants and interested parties were also omitted, such as e.g. ritual and rural theatres reviews, or children's theatres with a range of several communes or districts (e.g. Theatre Spring on the Borderland in Biłgoraj), or those assumed to only involve people inhabiting a given village/town and its vicinity (e.g. Family Picnic in Trawniki). This type of events aim at the integration of local communities, supporting their cultural development, presentation of own output, and meeting the needs in the scope of entertainment, and not at drawing tourists.

It is worth mentioning that not every event called a festival is actually a festival. Therefore, the word “festival” in the title of an event is not its strict determinant. Many cultural events with such a title do not meet the definition adopted herein, and have no actual effect on the development of tourism. An example is the Nałęczów Dance Festival. In reality, it is rather a local dance competition combined with workshops. Another example is the Harmony of the Old Town in Lublin, in reality consti-

tuting cyclical monthly concerts held among others in the building of the Crown Tribunal. The concerts are of unquestionable cultural significance and value for the inhabitants of Lublin, but they are not a tourist attraction aimed at drawing tourists from outside the Lublin Region.

This paper classifies 44 festivals according to the following criteria: term and duration, type, range, and number of editions.

In aspect of the **term**, the majority of festivals (59% of the events in 2013, and 65% in 2010) are organised in the Lublin Region in the spring-summer season, from May to August. The highest number of festivals are held in June, July, and August, and the lowest number in the winter season – in January, February, and March. A slight increase in the number of events is also observed in the autumn season in October and November (fig. 1).



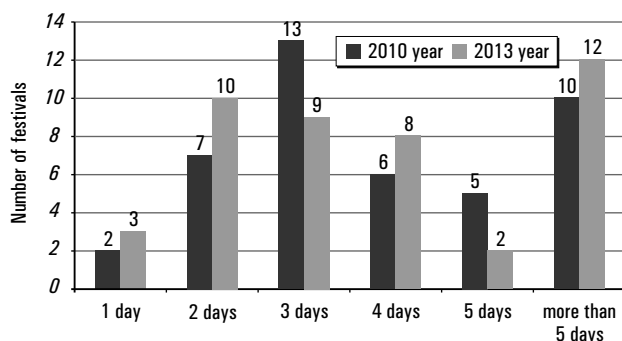
Source: Own elaboration based on [22, 32, 33, 34, 35, 36].

Figure 1. Number of festivals in the Lublin Region in particular months in 2010 and 2013

The variation of the number of festivals at the annual scale results directly from the atmospheric conditions and features of places of organisation of the events. The majority of them are held in the open space when the potential weather conditions are the most favourable. It is also important that in the summer season, many people, including entire families, have more spare time (vacations, holidays) which they can use for practicing tourism. Festivals held in the autumn season are particularly targeted at adults. Such events are largely held in closed objects. Therefore, their organisation is independent of the weather.

According to the analysed data, the contribution of festival days in terms of **duration** is quite high in the Lublin Region. In 2010, festivals were held on approximately 36% of days, and in 2013, 44% of days. The total number of days with events amounts to, respectively: 200 in 2010 and 261 in 2013. Considering the difference between the total number of festival days and the number of days on which several events were held simultaneously, the resulting values are 130 days in 2010 and 162 in 2013. Moreover, a considerable progress is observed in 2013 in relation to 2010 (fig. 1).

Festivals in 2010 were dominated by events with a duration of 3 days (1/3 of the total number of events), and in 2013, the highest number of events lasted for more than 5 days (almost 1/3 of the total number of festivals). The longest events in 2013 included among others the Festival of Art in Public Space “Open City” (30 days), the Lublin Days of Student Culture (29 days), the Zamość Theatre Summer (22 days), the 2nd International Festival Andrzej Nikodemowicz – Time and Sound (15 days), the 19th Polish Meetings of Blacksmiths, the Polish Fairs of Blacksmith Art (13 days), the LandArt Festival (11 days), and the Polish Summer Film Academy in Zwierzyniec (10 days) (fig. 2).

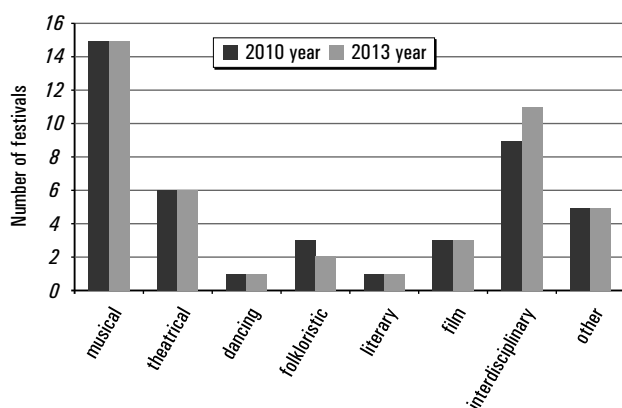


Source: Own elaboration based on [22, 32, 33, 34, 35, 36].

Figure 2. Duration of festivals in the Lublin Region in 2010 and 2013

The adopted classification distinguishes eight **types of festivals**: music, theatre, dance, folklore, literature, film, interdisciplinary, and other (remaining) (fig. 3).

Both in 2010 and 2013, music festivals were dominant, reaching the number of 15 (in both cases). Many among the total number of the events were also of interdisciplinary character (9 in 2010, and 11 in 2013). They involved entertainment in the scope of concerts, theatre, and film, competitions, degustation, and other accompanying attractions. The lowest number of the recorded festivals were organised in the field of dance and literature – only one event each. Such a variation results from a number of reasons. Dance events are usually organised in the form of dance competitions, and are not addressed to artists, but largely to amateurs of dance and people related to dance to a lower or higher degree. Cultural events strictly referring to literature may turn out to be insufficiently attractive in perceptive terms for a potential artist. This type of events or meetings rather appeal to a group of people interested in literature (scientific employees, authors and their readers). Music plays the paramount role in music festivals [37]. Due to its universal character, it becomes a specific link between various communities and cultural systems [3]. Therefore, music events enjoy the most interest among tourists and inhabitants. They constituted 34% of festivals in the Lublin Region in 2013, and 30% in 2010, respectively.



Source: Own elaboration based on [22, 32, 33, 34, 35, 36].

Figure 3. Number of festivals in the Lublin Region in 2010 and 2013 by type

The “other” or “remaining” category includes events such as among others the Archaeological Picnic in Chodlik, the Festival of Art in Public Space “Open City”, the Słowodaję Storyteller Festival, the 18th Polish Meetings of Blacksmiths, and the Polish Fairs of Blacksmith Art, as well as Carnaval Sztuk-Mi-

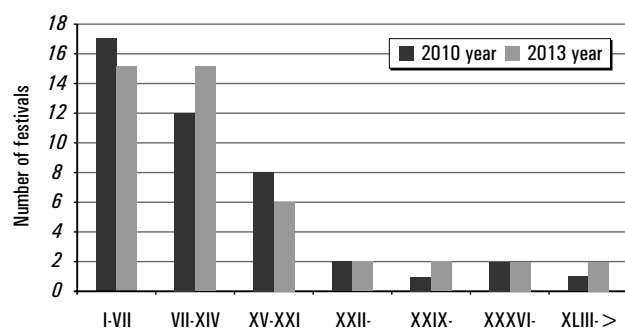
strzów. Each of the events has its unique character exceeding the category specified above. The first event, organised at the site of a medieval settlement in Chodlik, combines concerts, historical reconstructions, handicraft shows, and numerous attractions addressed to visitors at any age [38]. The Festival of Art in Public Space and the Słowodaję Storyteller Festival are innovative cultural undertakings. The former aims at the introduction of elements of art to the public space of the city of Lublin [39]. The latter attempts to restore the tradition of storytelling [40]. The Polish Meetings of Blacksmiths in Wojciechów enjoy high popularity due to their established reputation and workshop character. Carnaval Sztuk-Mistrzów, one of the youngest events (since 2010), is unique at the Polish, or even European scale. It has a form of a carnival with participation of circus artists, jugglers, and acrobats [41].

In terms of **range**, approximately half of the festivals in the Lublin Region are international. The events usually enjoy the most presence in mass media. This directly contributes to their popularity, and draws tourists from abroad. National and regional festivals constitute approximately 25% of the total number of festivals. National events mostly draw tourists from across Poland, and regional ones are an attraction for visitors from the city's vicinity.

The high number of international events suggests the region's considerable potential in the scope of festival tourism. It should be emphasised, however, that not every international festival held in the region is sufficiently known to draw a high number of artists. Some events, in spite of their international character, are not prepared to host a high number of visitors. An example is the Lublin Jazz Festival. As a relatively young event, it still does not have an established reputation, and objects hosting the festival events could not seat a large audience. The festival has a chance of development, however. Every year, it offers a richer programme, encouraging jazz enthusiasts to visit Lublin.

In terms of **number of editions**, the oldest event in the Lublin Region is the Polish Festival of Folklore Bands and Singers (its 47th edition was held in 2013). The youngest events are the Bialski Sękacz Festival and the 2nd International Festival Andrzej Nikodemowicz – Time and Sound. Their first editions were held in 2012.

According to the classification (seven groups by number of editions, fig. 4), the majority of the festival art events in the Lublin Region are relatively young. Most of the festivals (81% of the total number of events held in 2013) are within the first three ranges: from 1 to 21 editions. The remaining 19% of events are distributed over the four remaining ones – from 22 to 44 editions. Each of the editions is held not more than once per year, and annual events prevail in the full classification. This suggests that over the last 21 years, the number of festivals in the Lublin Region has been systematically increasing. The systematic expansion of the offer of events important from the point of view of festival tourism is a positive phenomenon, assuming that their level keeps increasing.



Source: Own elaboration based on [22, 32, 33, 34, 35, 36].

Figure 4. Number of festivals in the Lublin Region in 2010 and 2013 by number of editions

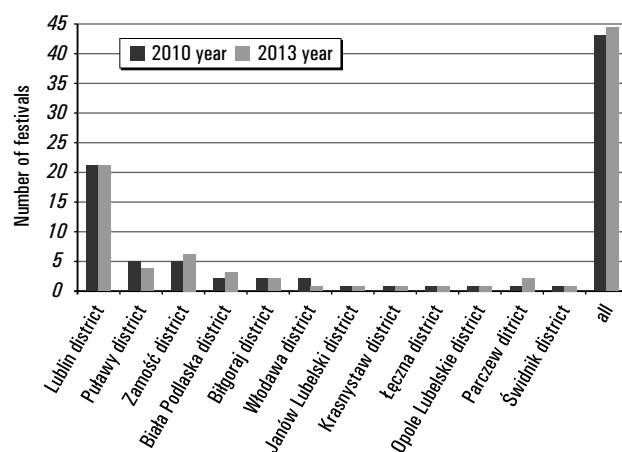
It is interesting that some of the events have been organised in the Lublin Region for 20, 30, and even 40 years. They include: the Polish Festival of Folklore Bands and Singers, the Inter-regional Meeting of Rural Theatre Groups, The Polish Festival of Hop Farmers and Brewmasters, the Zamość Theatre Summer, Jazz on the Borderland, the Polish Meeting of Theatres of the Polish Countryside, the International Festival of Folk Music “Mikołajki Folkowe”, and the Lublin Days of Student Culture. This reflects the long-lasting tradition of festival organisation in the Lublin Region. Four out of eight oldest events are national festivals, two are international, and two regional. Three theatre festivals as well as music, interdisciplinary, and folklore festivals have the longest history. Younger events include festivals of every type and range. This suggests a wide scope of the offer in the region.

Spatial distribution of festivals in the Lublin Region

According to the criteria of classification of festival tourism events, urban areas are more abundant in festivals than rural ones. This is reflected in the spatial distribution of festivals in the Lublin Region.

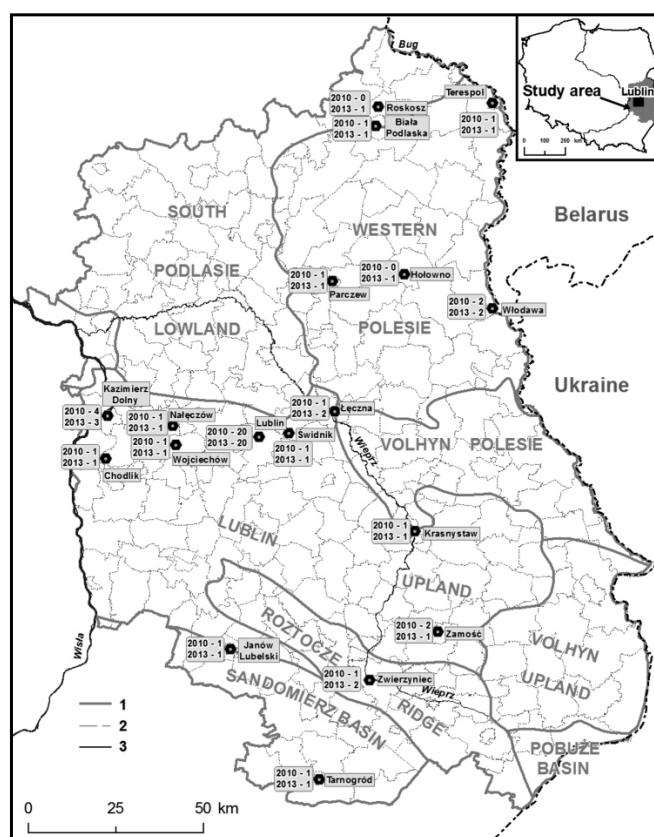
Festivals were held in 12 (in 15 including townships) out of 20 districts of the Lublin Region (20 rural districts and 4 townships). The majority of festivals (approximately 48% of their total number in 2013) were held in the Lublin district (including 20 in the rural areas, and 1 in the township). The second highest number of festivals, although considerably lower, were held in the Zamość (6 events in 2013) and Puławy districts (4 events in 2013). In the remaining districts, only three, two, or single events take place (fig. 5).

The spatial distribution of festival tourism events in particular districts and communes of the Lublin Region is directly related to the cultural resources resulting from the historical past of individual towns. In 2013, the highest number of events (20 festivals of various types – almost half of all of the analysed festivals) were held in the city of Lublin. Four festivals were held in Zamość, three in Kazimierz Dolny, two in Tarnogród and Zwierzyniec, and one in each of the remaining towns (fig. 6).



Source: Own elaboration based on [22, 32, 33, 34, 35, 36].

Figure 5. Number of festivals in particular districts of the Lublin Region in 2010 and 2013



Source: Own elaboration based on [22, 32, 33, 34, 35, 36].

Figure 6. Number of festivals in particular cities/towns of the Lublin Region in 2010 and 2013 on the background of physico-geographical macro-regions [42]

The towns hosting festivals are distinguished in the region in a number of terms. Lublin dominates over the other towns in terms of the number of festivals. The capital of the Lublin province is the largest city in eastern Poland. It has approximately 350 thousand inhabitants, occupying an area of 147 km² [26]. The city has an interesting history dating back to the 11th century. In the 12th and 13th century, a settlement complex and

a castle was constructed. In 1317, Lublin obtained the Magdeburg rights granted by Władysław the Short [43]. The Polish-Lithuanian Union, concluded in 1385, was of key importance for the city's development, locating it at the boundary of three economic zones. This also caused an increase in the city's administrative significance. Another breakthrough in the history of Lublin was the Union of Lublin of 1569, resulting in the establishment of the Polish-Lithuanian Commonwealth. Another important event was the privilege granted by King Stephen Báthory in 1578, establishing the Crown Tribunal. The appearance of the institution as well as gentry and aristocracy resulted in the development of trade, services, and handicraft. In that period, a number of palaces, mansions, and tenement houses were constructed in the city and its vicinity. A Jewish community was also active in Lublin, establishing among others the Talmudic Academy. This and other later events considerably affected the development of the city's cultural heritage [44].

Today, Lublin constitutes not only the administrative centre, but also the largest cultural-educational centre in the region. The academic environment largely contributes to such a situation (5 state universities: the Maria Curie-Skłodowska University, the John Paul II Lublin Catholic University, the Medical University, the Technical University of Lublin, and the University of Life Sciences) due to the activity of numerous research clubs and organisations. The academic environment initiates various cultural events, including the Lublin Days of Student Culture and the Polish Student Theatre Festival "Konstytucja". The capital of the province is also distinguished by the high number of cultural institutions. It includes 12 community and culture centres, including 1 regional and 4 local community centres. All of the 4 theatres located in the Lublin Region are located in Lublin. Moreover, the Philharmonic of Henryk Wieniawski functions in the city [45]. Lublin's current cultural image is also influenced by its multicultural character. For ages, the city has been a place combining the cultural influences from the West and East [34]. The city, located between the two capitals of the Polish-Lithuanian Commonwealth (Cracow and Vilnius), became a place of co-existence of cultures. The national and cultural diversity is reflected among others in the sacred architecture. The city includes Roman-Catholic, Orthodox, and Protestant churches (Evangelical, Mariavite, Polish Catholic, and Adventist) [46].

The city's candidacy for the title of the European Capital of Culture 2016 (along with Gdańsk, Katowice, and Wrocław) was of high importance for its cultural development. In the period of application for the title, the city's funding for the organisation and promotion of events, including the cyclical ones, initiated still before the period, largely increased [45].

Festivals held in Lublin are events of various types: music – 6, interdisciplinary – 5, theatre – 3, other – 3 (Carnaval Sztuk-Mistrzów, Festival of Art in Public Space "Open City", Słowa-dają Storyteller Festival), as well as single dance, literature, and film festivals. As many as 14 out of 20 are international festivals, 2 – national, and 4 – regional. The majority of festivals in Lublin are relatively young (14 events), with the first edition organised within the last 7 years. The oldest ones include the International Festival of Folk Music "Mikołajki Folkowe" and the Lublin Days of Student Culture, held for the 23rd time in 2013.

Among other towns, the highest number of festivals is organised in Zamość and Kazimierz Dolny. The remaining towns – Tarnogród and Zwierzyniec – host single events.

Zamość, called the "Pearl of the Renaissance" or the "Padova of Europe", known for its Renaissance and Baroque monuments, is recognised as a city ideal in terms of urban layout. Today, like in the past, it is an important cultural centre. It hosts numerous festivals: the Zamość Theatre Summer, the International Festival of Folklore Bands Eurofolk-Zamość, Jazz on the Borderland, and the Hetmański Fare – Local Produce Festival.

The two former events are international. During the Zamość Theatre Summer, in the space of the Old Town (the Great Market, Old Town patios, parks, and casemates), plays of classical and avant-garde theatres are presented [47]. The Eurofolk Festival refers to the multicultural character of the city of Zamość which has always been open to various cultures (although initially it was assumed to be inhabited exclusively by Catholics). Folklore groups from across the World participate in the festival. Zamość organises many jazz concerts and events, with Jazz on the Borderland being the most important one. The festival hosts concerts of a number of outstanding artists, such as e.g. Jan Ptaszyn Wróblewski [48]. The Hetmański Fare refers to the tradition of fares and markets held in Zamość in the past [47].

Kazimierz Dolny in the Puławy district is an important town in the "tourist triangle" of the Lublin Region (Kazimierz Dolny-Puławy-Nałęczów). It has long been a favourite town of artists, and particularly painters. In the past, among others J.P. Norblin (1803) and M.E. Androlli (1888) created their works there [49]. Three festivals are currently organised in Kazimierz Dolny: the Film and Art Festival "Two Riversides", the Polish Festival of Folklore Bands and Singers, and the May Music Festival. During the international "Two Riversides" Festival, works of foreign and Polish cinematography are presented. The other one has a national character, and belongs to the oldest festivals in the Lublin Region. The May Music Festival has a regional range.

Discussion

The role of festival tourism events in the promotion of the Lublin Region

Materials promoting the Lublin Region (websites, folders, leaflets, and information guides) present festivals as a separate type of cultural tourism attractions. This suggests their high value for tourism [50], and significant role in the process of tourist promotion of certain cities and the region.

Similarly as other European cities [51], by presenting a number of cultural events in its promotional materials, Lublin promotes itself through its festivals [22]. Zamość also actively advertises its cultural offer. Folders and information guides are partly devoted to cultural events, among others the *Tourist Information Guide 2011* [52].

The values of festivals are also emphasised by folders promoting the entire Lublin Region. For example, the folder issued by the Lublin Regional Tourism Organisation, entitled *Lublin Region. More than Tradition* [53], presents specific places in the region by among others mentioning cultural events related to them.

The region's promotion is supported by festivals with a national and international range, drawing a high number of visitors from outside the region. Such festivals usually host well-known artists, which directly results in the increasing popularity of a given festival, and frequently its prestigious character. A special role in the region's promotion is played by untypical events with a unique character, such as e.g. Carnaval Sztuk-Mistrzów. Due to its specificity, the event gained impressive recognition, although its first edition was organised in 2010. The festival was rewarded in 2011 in the competition "Poland is Becoming More Beautiful" [54] in the region's "promotional product" category.

Sightseeing frequently becomes an important reason for participation in festivals [55]. Therefore, organisers promoting a given event by means of advertisements in the press, radio, television, outdoor advertising or otherwise, also indirectly promote the tourism resources/values/attractions of the city and region hosting a given festival.

Due to the participation in festivals currently becoming one of the most rapidly developing form of cultural tourism, it is

important to keep including this type of events in the city's promotion.

Summary and conclusions

Out of 574 cultural events held in the Lublin Region in 2013, only 44 met the criteria of the definition of a festival adopted in this article. The results of the analysis of festivals by the specified criteria (term, duration, type, range, number of editions, and spatial distribution) suggest the existence of certain patterns.

1. In reference to term, seasonality is observed; the majority of festivals are held in summer months in the form of outdoor events, favoured by good weather conditions. Most of them are held on weekends – from Friday to Sunday.
2. The high potential of the Lublin Region in the scope of development of festival tourism is reflected in long duration of festivals in a year. Festivals lasting for 3 and 5 days reach a high contribution.
3. Festivals are also varied in terms of their type, although music and interdisciplinary events are prevalent. The latter, the most easily approachable by the potential visitor, enjoy particular popularity.
4. Approximately half of the festival offer of the Lublin Region constitutes international events, followed by a slightly lower number of events with the national and regional range.
5. The high dynamics and living tradition of the region in the scope of organisation of festivals is reflected in the number of their editions. The oldest festival in the region has a history of 47 years, and the youngest – 2 years.
6. The largest cities of the region, constituting its cultural centres, are dominant in terms of the spatial distribution of festivals. Smaller towns and villages are distinguished in the region by the organisation of festivals with unique values related to nature and culture (e.g. the "Gryczaki" Groats Festival in Janów Lubelski).

The continuously growing number of events and their diversity are present in the promotion of the Lublin Region, both in the direct (through cultural values), and indirect manner (the promotion of the event itself also promotes the place, city, or region of its organisation).

The diverse offer of cultural events, their spatial distribution, and dynamics in the scope of organisation provide good perspectives for the development of festival tourism in the Lublin Region.

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Submitted: March 20, 2014

Accepted: May 29, 2014