

## ARTICLES

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## TOURIST ACTIVITY: INTERNATIONAL AND DOMESTIC DIVERSIFICATION AND THE PROBLEM OF SOCIAL EXCLUSION

**Abstract:** This article presents the international and domestic diversification of tourist activity. In the former case, it focuses on analyses of the general level of tourist activity, expressed in the 'tourist activity rate', while with regards to the inhabitants of Poland, analyses were conducted on the diversification of tourist activity across various socio-demographic categories. For international comparisons, the wide-ranging research conducted by *EUROSTAT* in 2011 on representative samples of the inhabitants of 32 European countries was used. The diversification of Polish tourist activity in the context of social exclusion, on the other hand, is presented on the basis of the author's research and calculations. Statistical analyses were employed: Kendall's Tau-b rank correlation coefficient and cluster analysis.

**Key words:** tourist activity, international comparisons, social diversification, social exclusion, cluster analysis.

### 1. THE CONCEPT AND SCOPE OF TOURIST ACTIVITY

Tourism is a phenomenon that possesses a large and constantly increasing economic and social significance that is recognized in developing countries as well as in highly developed nations. In developing countries tourism is regarded as one of the best development options since it can positively stimulate not just economic development but also social and cultural development. In developed countries tourism constitutes an important element of consumption and is a specific designator of modernity and prosperity. The phenomenon of tourism is well presented in the famous book 'The Tourist Gaze', where Urry states that "being a tourist is one of the indicators of being modern. Lack of travelling is like not having a car or owning a beautiful house. In modern society tourism has gained symbolic status and is regarded as a condition for maintaining health" (URRY 2007, p. 17).

By the concept of tourist activity we generally ought to understand the actions people take in conjunction with their involvement. Regarding particular trips, this is a process that begins long before the trip in question occurs, and generally lasts for a certain time after the return. Consequently, four basic stages can be identified in this process:

- the creation and recognition of defined needs which, when combined with motives, transform into the aims of journeys, thus generating tourism;

- the collection of information and the making of a decision to engage in tourism;
- participation in tourism (departure – arrival – return);
- certain tourism-related behaviour taking place after the return from a journey.

Here we ought to clearly emphasize that the basic aim of the present work is not to analyze tourism behaviour, only the social phenomenon of tourism itself. We are less investigating the journeys of specific tourists than the tourist activity of society as a whole. As such, we should introduce certain restrictions to our concept and definition, allowing us to identify its **broader and narrower meanings**.

In its first (i.e. **broader**) meaning, this concept pertains to people's general behaviour *vis-a-vis* their participation in various forms of tourism, i.e. voluntary and temporary journeys away from their places of permanent residence, as long as the main goal of these journeys is not financial activity to be remunerated in the location visited. This broader conception of tourism has crucial advantages for theoretical investigations which, unfortunately, are seldom based on empirical research. This springs, on the one hand, from the difficulties generated by the definition itself (particularly when using the rather imprecise term 'general behaviour'), and from the still-

imperfect methodology of tourism research, especially when it comes to statistics. The use of this broader definition encounters particularly large problems when the aim of the research – based on various indicators of tourism participation – is to define the level of tourist activity and to explore social diversification.

From our perspective, the concept of tourism has an evaluative significance, and cannot be reduced merely to the fact of participation. After all, this requires the introduction of additional assumptions on the frequency and character of participation; these are generally disputable and must be decided in an arbitrary fashion. For example – can every person be counted as active in tourism after ‘marking off’ a single trip, or is it necessary that (s)he participate in a greater number of journeys? If so, will two suffice, or must there be more journeys (how many)? Or, to regard someone as active in tourism, need (s)he travel systematically? If so, can we speak of systematic tourism when a given person takes several journeys over the course of a year, or is it enough if (s)he travels once every few years? The duration of the journey could also be essential in how we apprehend tourist activity. Can we say a person is an active tourist if (s)he travels for only a single day (particularly without spending the night), or must (s)he spend longer including accommodation? If so, how long should the trip last? The aim of the journey might also be an important criterion (e.g. rest, exploration, business, family, etc.). We might list many other criteria for tourist activity (e.g. the possession of sport/tourism equipment or belonging to a tourism organization). The matter can be ever more complex if – in accordance with the broader sense of tourist activity – we should like to consider attitudes toward tourism, the depth of contact with the destination environment, behaviour before and after the journey, etc.<sup>1</sup>

For the reasons provided above, the present work deals with the **narrower** understanding of tourist activity, referring simply to participation in various forms of tourism. This notion will therefore concern those who in the defined (research) period participated in tourism, i.e. who took part in journeys outside their everyday surroundings for purposes not directly tied to wage-earning or residence. It would seem, considering the above-mentioned limitations in particular the methodology and scope of the statistical research, that only such an approach makes research possible and guarantees the work will reach its aim: an analysis of international and domestic diversification in levels of tourist activity and a discussion as to whether a lack of participation might be considered a sign of social exclusion. The basic measure of tourist activity thus conceived is the ‘rate of tourism

activity of the population’, understood as the percentage of those taking part in tourism in relation to the entire population studied (LABEAU 1968, p. 43).

## 2. LITERATURE REVIEW

Tourist activity research, which provides diagnosis and partially forecasts the level and character of participation in tourism, constitutes a unique background that supports the functioning of the entire tourism industry (FRECHTLING 2001). Among the best national research into tourist activity, undertaken systematically (usual once a year), are the Spanish ‘*Familitur*’, the German ‘*Reiseanalyse RA*’, the Italian ‘*Le vacanze italiane*’, the Canadian ‘*Travel Activities & Motivation Survey*’, as well as the ‘*American Travel Survey*’ (ALEJZIAK 2008). The results obtained during the course of these studies can constitute a background for more thorough and in-depth analyses (for example: SCHMIDT 2002, PALERMO 2001, POU, ALEGRE 2002). However, for most of the time standard research undertaken by official institutions is often limited to simple analyses and the quantitative presentation of the processes.

Much greater value is attributed to independent studies which are carried out in smaller research centres or even by individual scholars. Such studies employ more advanced methods and research techniques, and provide more effective ways of determining tourist activity (i.e. HUAN, O’LEARY 1999). This especially concerns research which analyzes different processes over longer periods of time (TOIVONEN 2001, 2003), and focus on the selected and precisely determined problems (CORREIA *et al.* 2007, ALEJZIAK 2000). The most valuable research is that which attempts to elaborate various theories pertaining to tourism behaviour (PEARCE 2005, PIZAM, MANSFELD 1999, WOODSIDE, MACDONALD, BURFORD 2004), and creates consumer decision-making models as well as tourist typologies (DERCOP, SNELDERS 2005, LUNDGREN 2004). In summary, research on tourist activity (aside from measuring its level and structure) provides interesting information concerning the causes and scale of the social diversity of tourism, as well as the factors that generate the process of exclusion in tourism participation. Although the problem of disproportion in tourism participation has been studied by many academics, the issue concerning the reasons for a lack of tourism participation is carried out very seldom. This problem has been studied recently in detail by ALEJZIAK (2007), HAUKE-LAND (1990), JORDON (2000).

### 3. INTERNATIONAL DIVERSIFICATION OF TOURIST ACTIVITY: BASED ON RESEARCH INTO TOURISM PARTICIPATION IN 32 EUROPEAN COUNTRIES IN 2010

Contemporary tourism is a phenomenon in which millions of people around the world participate. It should be noted, however, that we still have a great diversity in participation in tourism, which includes the fact that in some social communities tourism is still inaccessible! Here we will take into account not only the inhabitants of underdeveloped countries, but also the more developed parts of the world, such as the European Union, in terms of their economy and development where the level of tourist activity is heavily diversified both on an international scale and within particular countries.

This is confirmed by a wealth of research including the recently conducted *Survey on the Attitudes of Europeans towards Tourism* (EUROSTAT, 2011). This survey was conducted by the Gallup Organization, and commissioned by the European Commission (the General Director of Corporate and Industry Affairs). Its aim was to collect information on European tourism trips in 2008, 2009, and 2010, and their plans for 2011, and to identify the current tendencies and trends on the tourism market. The research covered 30,000 randomly chosen respondents over 15 years of age, in all the 27 member states of the European Union, as well as in Croatia, Turkey, Macedonia, Norway and Iceland.

The research shows that in 2010 around 73% of the EU's inhabitants took at least one trip for private or business purposes, with accommodation somewhere away from their permanent address (in 2009 – 69%, and in 2008 – 71%). The diversification of participation in the investigated countries fluctuated from 89% in Finland to 37% in Turkey. With a value of 67%, Poland was slightly below the average of all the countries. The most important results concerning the diversification of the general level of tourist activity between countries are shown in Fig. 1.

From the point of view of the functioning of the tourism market, the duration and nature of the trip are of vital significance. Two basic types of journeys were identified in the research:

- ‘short private’ trips – journeys requiring 1-3 nights of accommodation, taken for private reasons (not business);

- holiday trips – with the aim of recreation, away from the place of permanent residence, consisting of at least four consecutive nights in paid accommodation or in second homes.

A total of 69% of subjects took part in these kinds of journey: 24% took part on holiday trips alone, 12%

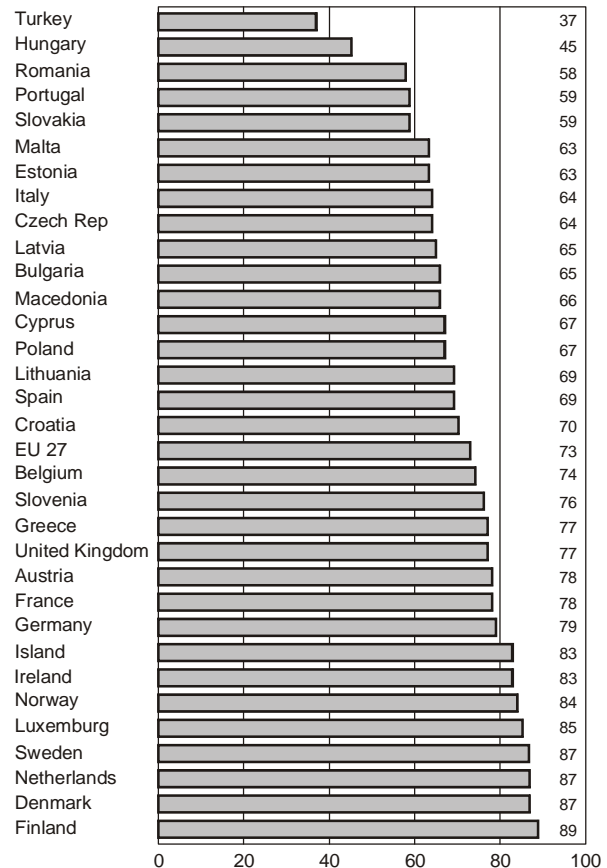


Fig. 1. Proportion of EU citizens who travelled in 2010  
Source: EUROSTAT (2011, p. 8)

in short private trips, and 32% in both. Meanwhile, in 2010, 29% took part in neither kind (in 2009 – 33%, and in 2008 – 32%). The largest figures for those who took no part in tourist activity were found in Turkey (68%), Hungary (60%) and Romania (46%). The smallest in Norway (9%), Finland (10%), Sweden (14%), and Luxembourg, Denmark, and Holland (15% each).

The research revealed a significant disproportion between the residents of the various countries in terms of their participation in various kinds of trip (Fig. 2).

The most active tourists were those who took part in both short private trips and long holidays. The largest percentages were found in the Scandinavian countries: Norway (52%), Finland (50%) and Sweden (44%). The highest participation rate in strictly holiday trips was found in such countries as Cyprus (38%), Denmark (37%), Luxembourg (35%), and Holland and Germany (over 32%). High international diversification was also found in participation in short-term private trips where the percentage participation fluctuated from 21% in Finland to 6% in Cyprus.

It is generally acknowledged that participation in holiday trips is the most decisive for the tourist activity of a society (at least when we consider its

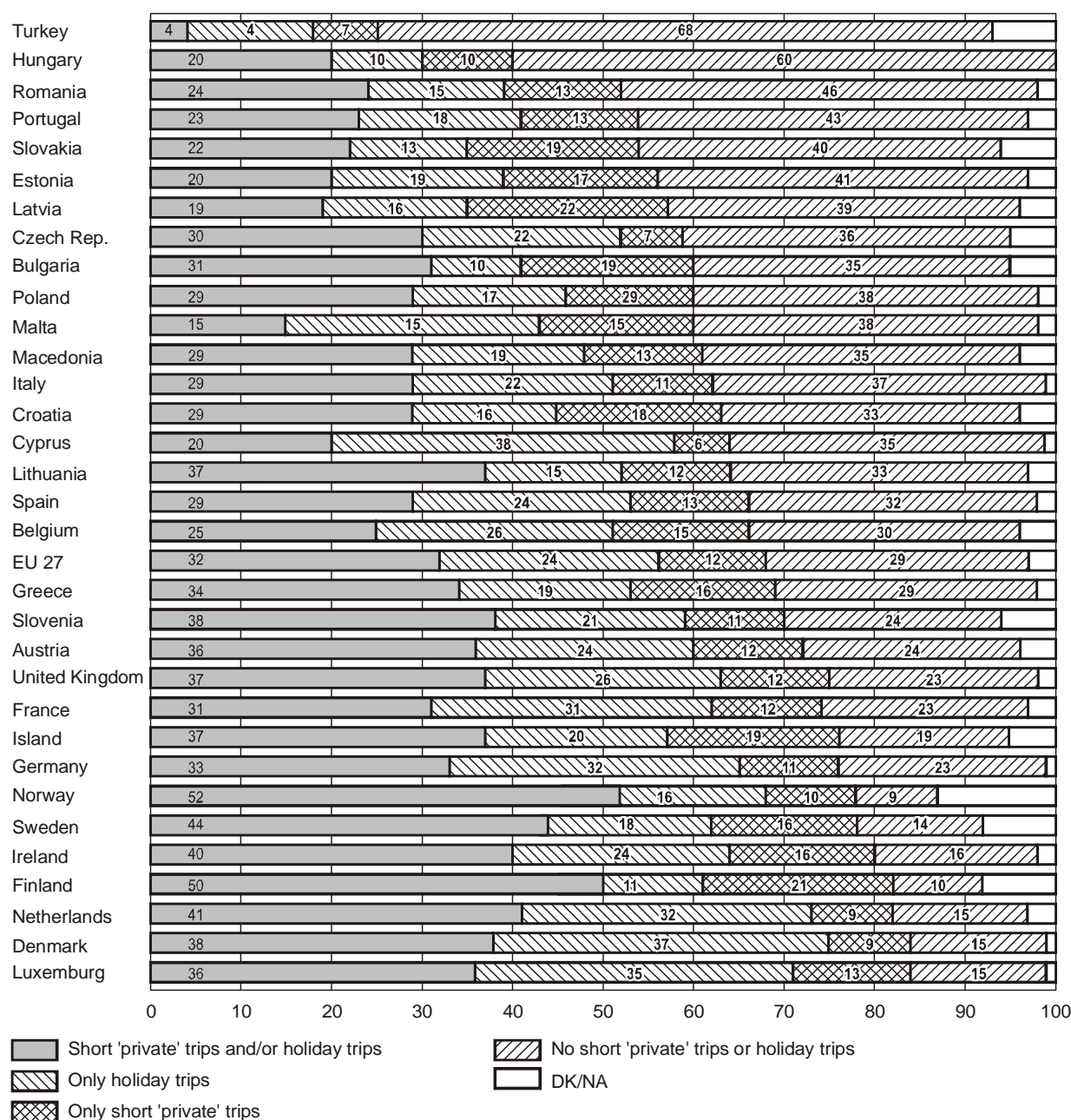


Fig. 2. Short 'private' trips and/or holiday trips in 2010  
Source: EUROSTAT (2011, p. 10)

significance for tourism policy). Among all those surveyed who participated in such trips in 2010, the majority travelled only once (46%). One in four (26%) travelled twice, and one in ten (11%) three times. Around 15% of holiday tourists participated in such trips four times or more. It should be noted, however, that this research demonstrated major disproportions between inhabitants of various countries in terms of frequency of travel, as illustrated by Fig. 3.

International diversification in the frequency of holiday trips, much like other data on tourist activity, is reflected extensively in the results of various

pieces of research on the wealth and quality of life in various European countries. Central-Eastern European countries tend to dominate among those who took only a single holiday trip, as did the countries which aspire to membership of the European Union, where the standard of living is lower than the average for the whole EU. In these countries (i.e. Central-Eastern European) the proportion exceeds or is close to 60% – twice as high as in the Scandinavian countries where multiple departures dominate.

Recapitulating, we should affirm that the research presented revealed substantial diversification between

nations in terms of tourist activity, confirmed the results of earlier research, and the general opinion that Northern and Western Europeans travel decidedly more often than those in the southern and eastern parts of the continent. It also indicates (though it was studied to a lesser degree) that, aside from international diversification, we have significant social disproportion in terms of tourism within the various countries. Significant differences are observable in the level of tourism activity, depending on socio-demographic variables. Unfortunately, the research cited

only takes into account the five basic variables: gender, age, education, occupation, and place of residence. The social diversification in tourist activity in this research essentially finds agreement with current knowledge on this subject. In the majority of cases there was a straight line relationship between the variables researched, and showed a growth of participation in tourism alongside growth (e.g. in education) or decrease (e.g. in age) in the values of particular variables. As such, this research essentially confirmed the 'tourist activity scale' developed by Middleton (1996).

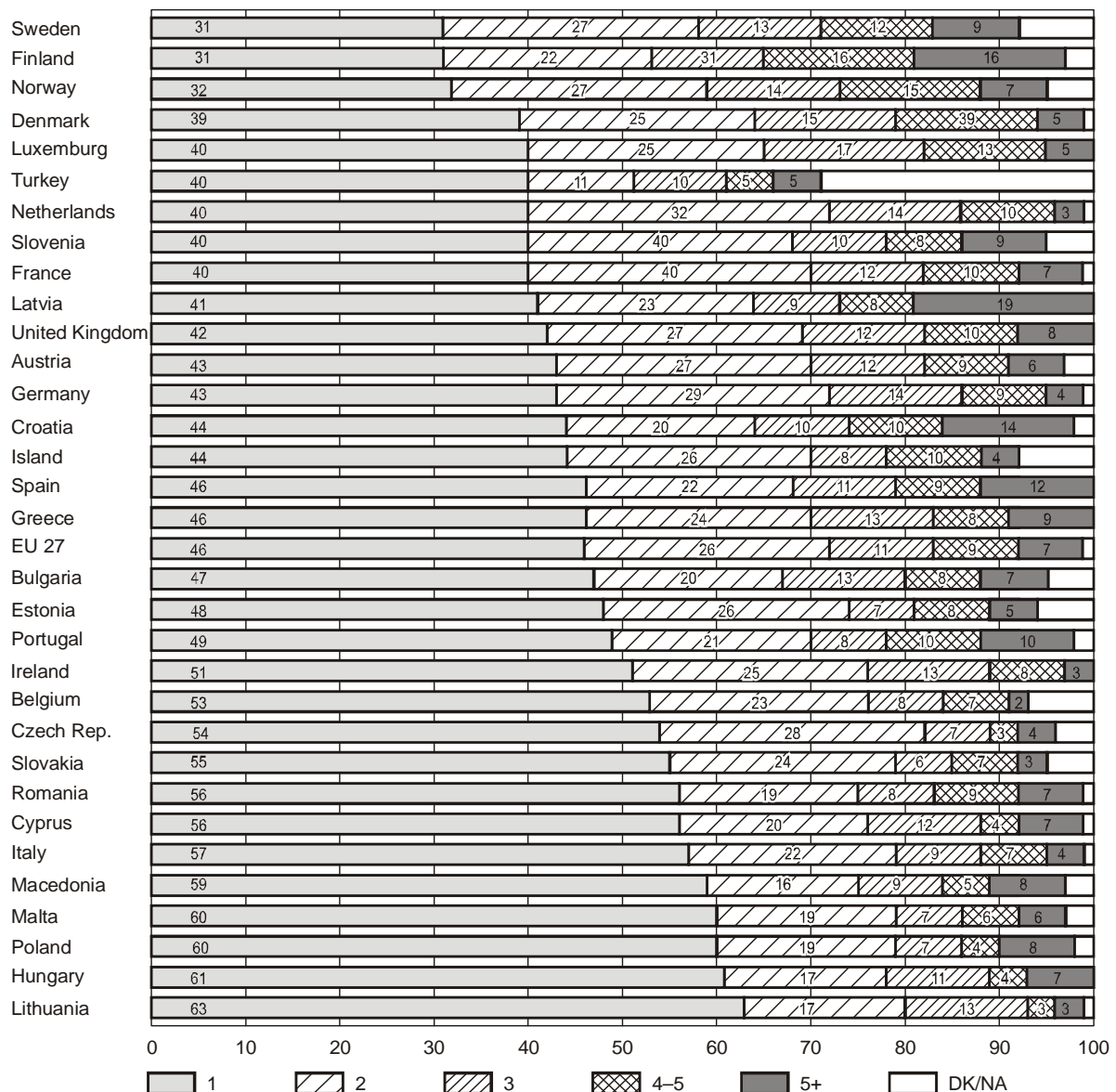


Fig. 3. Number of holiday trips in 2010  
Source: EUROSTAT (2011, p. 14)

#### 4. THE DETERMINANTS OF TOURIST ACTIVITY AND SOCIAL DIVERSIFICATION: RESEARCH ON POLISH PARTICIPATION IN LEISURE TRIPS IN 2005

The foregoing sections of this article present the results of research on tourist activity which not only show the scale of social diversification in this field, but also indicate the power with which various circumstances affect them. The research comes from the author's post-doctoral work entitled 'Social Determinants and Diversity in Tourist Activity' (ALEJZIAK 2009). The main goals of this study are as follows: to identify the most important factors which determine tourist activity as well as assess its strength and impact on 'social disproportion' in terms of participation. Two hypotheses have been posed: the first assumes that the majority of factors studied have a strong impact on the level of participation in terms of the analyzed leisure trips. The second states that there exists a process of inter-relation between the basic determinants of tourist activity and an overlapping of factors that have either positive or negative effects. As a result we find great 'social disproportion' in participation in tourism trips. The research was undertaken in 2005 and 2006 thanks to ongoing collaboration with the Social Opinion Research Centre (SORC). Periodic national studies have been used in this research and '*Actual problems and events (186)*' is the part which pertained to participation in leisure trips. The research was based on the author's calculations. This was done because the author wanted to expand the range of analyses by including techniques which go beyond those employed by the Social Opinion Research Centre (earlier, similar studies were carried out in 2002 when SORC was commissioned to perform certain calculations). Analyses have been undertaken on the basis of a real-time dataset which was purchased by the author from SORC. In this study the author employed a set of selected techniques: independent ( $\chi^2$ ) test, Kendall rank correlation coefficient, and cluster analysis. The study was based on a randomly selected sample of 1026 from the overall Polish population aged 15 or more, fulfilling statistical requirements. In order to ensure that each analytical category will have a statistically valid population, the study results were exposed to a weighting procedure.

This study indicates that the majority of Poles did not participate in leisure trips (67%). Among those who did, 21% went on trips that lasted 7 or more days, and also on much shorter trips (2-4 days), 10% participated in longer lasting trips, and 11% participated only in daily excursions. The study indicates that participation in leisure trips varied greatly across different social categories. Unfortunately the official report from

these studies, posted on the internet (CBOS 2005), displays only an abridged analysis of the social diversity of participation, limited to the presentation of percentage breakdowns of the basic seven variables. The author, however, attempted to utilize all the data gathered from the SORC as well as undertaking his own analyses employing a real-time dataset. This option enabled the number of analyzed variables to be increased three times and also to include other variables, which had not been so far analyzed in tourist activity research (in Poland as well as abroad). These variables include political orientation and religion. The author also decided to use more advanced statistical techniques.

##### 4.1. IMPACT ANALYSIS OF SELECTED FACTORS IN TERMS OF PARTICIPATION IN LEISURE TRIPS: $\chi^2$ TEST AND KENDALL'S TAU-B RANK CORRELATION COEFFICIENT

The principle goal of the analyses undertaken in this part of the study was to discover which factors differentiate participation levels in leisure trips and the strength of their impact. In order to identify possible associations between variables, a  $\chi^2$  independent test was employed, while to determine its strength, Kendall's Tau-b ( $\tau_B$ ) rank correlation coefficient was utilized. This study looked to find a set of dependencies occurring among chosen variables, and participation in leisure trips that last at least one week. Out of 23 variables that have been analyzed, 16 indicate statistically significant dependence in terms of participation in trips that last at least one week. It should be noted that simultaneously they differentiate the level of tourist activity of a particular group. It should be added that the strength of the impact of particular factors varied considerably. Therefore, the author decided to precisely determine the impact of the remaining factors and to establish a specific ranking. In order to achieve this task he employed Kendall's Tau-b rank correlation coefficient.

Based on the analyses undertaken so far, we were able to verify only whether statistically significant dependencies between analyzed factors and trip participation exist. This is because a  $\chi^2$  test measures only the significance of the dependence and does not allow the strength nor the causative character of relations between the variables to be measured. Therefore, the author decided on a more precise examination of identified dependencies. He used a different statistical technique, namely Kendall's Tau-b rank correlation coefficient, which determines correlations between two studied variables. One of the qualities of this test (especially in the version used for this study –  $\tau_B$ ) is that it can be successfully used when we have

Table 1. Leisure trips which last more than a week or shorter (in 2005), including variables – Kendall's Tau-b rank correlation

Variables	Did a person participate in a trip lasting at least one week?			Did a person participate in a trip lasting shorter than a week?		
	Kendall's Tau-b <sup>c</sup>		N	Kendall's Tau-b <sup>c</sup>		N
	rank	value		rank	value	
Sex	13	-0.012	1053	13	-0.016	1053
Age – ↑	6	-0.140 <sup>a</sup>	1053	4	-0.170 <sup>a</sup>	1053
Education – ↑	2	0.232 <sup>a</sup>	1053	2	0.205 <sup>a</sup>	1053
Place of residence – ↑	4	0.179 <sup>a</sup>	1053	5	0.153 <sup>a</sup>	1053
Job (1-full time; 4-no job) – ↓	5	-0.149 <sup>a</sup>	1053	6	-0.120 <sup>a</sup>	1053
Size of economic household – ↑	12	-0.039	1053	11	-0.028	1053
Number of adults in household – ↑	11	-0.048	1053	12	-0.023	1053
Personal income – ↑	6	0.140 <sup>a</sup>	704	8	0.088 <sup>a</sup>	704
Income per one household member – ↑	3	0.210 <sup>a</sup>	725	3	0.175 <sup>a</sup>	725
Opinion on material condition – ↑	1	0.252 <sup>a</sup>	1052	1	0.209 <sup>a</sup>	1052
Opinion on change in material condition – ↑	9	0.073 <sup>b</sup>	1041	7	0.097 <sup>a</sup>	1041
Political orientation – ↓	10	-0.062 <sup>b</sup>	1050	9	-0.054	1050
Religion – ↓	8	0.083 <sup>a</sup>	1050	10	0.045	1050

<sup>a</sup> Correlation is significant bilaterally at the 0.01 level.

<sup>b</sup> Correlation is significant bilaterally at the 0.05 level.

<sup>c</sup> In some cases the table lists values that are higher than the number of people actually surveyed, which results from the aforementioned usage of the procedure for weighting study results.

Source: author including calculations.

a large number of associated ranks (BLALOCK 1997, pp. 357-362). This is true, especially when the number in each of the categories analyzed is at least five. In this study serial and dichotomous variables have been taken into account and their impact analyzed both in terms of longer trips (more than seven days) and shorter trips. The results are presented in Table 1.

The strength of correlation that occurs between analyzed variables is best described by its value, for example, correlation of the factor 'opinion on material conditions' (value: 252) with leisure trips is stronger than the factor 'income per one family member' (value: 210). This study revealed that 10 out of 13 analyzed variables indicate significant correlations with the following question: **'Did you participate in at least a 7-day leisure trip this year?'** It should be mentioned that eight of these variables had a 0.01 significance level and possessed a bilateral character. In the case of trips that lasted less than a week eight such types were identified. On the other hand the variables sex, size of economic household, and number of adults in this household, did not show any correlation with participation. In the case of short-term trips no correlation was detected in terms of political orientation or religion.

Kendall's Tau-b rank correlation coefficient enables the variables analyzed to be ranked according to strength of dependence. This is shown in the column titled 'rank'. The strongest impact on tourist activity (consequently in both types of leisure trips) is associated with education and economic situation.

There is an interesting situation when we look at factors that have not been previously used in tourist activity studies. This pertains to the 'political orientation' and 'religion' factors. They had a greater impact on trip participation (at least 7-day trips) than 'size of economic household' and 'number of adults per household'. The above-mentioned factors are perceived as an essential factor that determines tourist activity.

#### 4.2. INTERDEPENDENCE AND OVERLAPPING ANALYSIS PERTAINING TO THE IMPACT OF INDIVIDUAL FACTORS: CLUSTER ANALYSIS

In the study, an hypothesis has been postulated about considerable interdependency and the specific overlapping of factors that have positive (stimuli) or negative (inhibitors) impact on tourist activity. This hypothesis was to be verified by using cluster analysis, undertaken by grouping k-averages and 'sorting distances' with a constant interval. The analysis included 621 responses and the information on all variables researched was available to them.

In the **first cluster** men were more frequent than women. This cluster affiliated those who were quite young and better educated. The percentage that were married as well as the number per family were close to the average. Those belonging to this cluster most frequently possessed a job, had the highest incomes, and had a very good material situation (were not concerned with risks to it). People in this cluster were



Table 2. Differences between clusters in terms of participating in 7-day (or longer) and shorter leisure trips in the year 2005

		Did a person participate in a trip lasting more than a week?				Total	
		yes		no			
		N	%	N	%	N	%
Cluster	1	80	32,1	169	67,9	249	40,2
	2	20	9,0	203	91,0	223	36,0
	3	14	9,5	134	90,5	148	23,8
Total		114	18,4	506	81,6	620	100,0
chi <sup>2</sup> = 52,38; df = 2; p < 0,001							
		Did a person participate in a trip lasting less than a week?				Total	
		yes		no			
		N	%	N	%	N	%
Cluster	1	78	31,3	171	68,7	249	40,2
	2	15	6,7	208	93,3	223	36,0
	3	16	10,8	132	89,2	148	23,8
Total		109	17,6	511	82,4	620	100,0
chi <sup>2</sup> = 55,30; df = 2; p < 0,001							

Source: author including calculations.

not very religious. The **second cluster** includes mostly men, older than in the first cluster, well educated, and most often married. These worked less often than those in cluster 1, but more often than those in cluster 3. People in this cluster had the highest number in a family and had average personal income among the three clusters, however, income per person was lowest. Those in this cluster had a low assessment of their material situation and were vulnerable to its changing. They were very religious. **Cluster three** consisted mainly of women, the elderly, people with poor education, very often not married and infrequently having a permanent job. People belonging to this cluster had the lowest number per family, and had very low income. The assessment of their material situation was the lowest and they mostly anticipated changes to it. They were rather religious. As can be seen, cluster analysis turned out to be an efficient tool because statistically significant differences between the clusters separated occurred in terms of all variables analyzed. The results are presented in Table 2.

## 5. SOCIAL DIVERSITY OF TOURIST ACTIVITY RELATIVE TO SOCIAL EXCLUSION

Tourist activity reflects the conditions and standard of living. According to Nowakowska, diversity in the level of tourist activity among various social groups is a natural phenomenon and it is unlikely that it could be eliminated (NOWAKOWSKA 1989, p. 41). Social

inequality has been imprinted in humankind from the dawn of time, and has turned out to be a more persistent factor than social diversity in tourism. It should be noted that ways of perceiving social inequalities, especially when we discuss their impact and causes, undergo constant change (FERREIRA 1999). At present social inequality is perceived as an important social problem which is often encountered in the material sphere (high income, living standards, and social and cultural opportunities). However, it should be understood that its consequences are more clearly visible in participation in social life, culture and politics, as well as in various means of spending leisure time. One of the characteristic features of social inequality is the fact that it can rapidly move from one sphere to the next, retaining in harmful consequences from each. Hence to struggle with one type of inequality is of very limited value. We can describe the following example: a person who lives in poverty, is usually unable to gain a proper education, without which he cannot obtain a decent job, which in consequence leads to new material difficulties.

Social inequalities are generated by various factors and subsequently assume different forms and manifestations (BYRNE 1999). Consequently researchers are compelled to assume certain principles that pertain to the definition of social inequality as well as to the means of studying its background. In general it is assumed that discussion of social inequality begins when we have something more than just diversity. It is a common fact that diversity must be accompanied by a hierarchal arrangement which can be explained in such a way that some people have better access to goods and services than others. This is manifested by material inequality, unequal access to power and social prestige as well as participation in various forms of social life.

According to Slaby, tourist activity being a form of consumption, reflects and conditions the level of needs satisfaction, and simultaneously determines the level, quality and dignity of life (SŁABY 2006, p. 180). When we discuss the problem of social inequality we have to remember two things. First, tourism needs are essentially higher-ranked needs. Therefore, tourism consumption, despite its broad access, is often assigned to the field of a so-called 'luxury'. Second, the majority of research analyzes tourism participation in a specifically defined period of time, usually the year prior to the study. On the contrary we are rarely interested in to what extent the lack of participation possesses a durable character. Based on these causes, it seems that recognition of a lack of tourism participation as a demonstration of social exclusion may cause confusion (WSFZ 2004, p. 237). Having said that, the definition of social exclusion in reference to tourist activity is rarely mentioned in the academic literature.



This process is common despite the fact, that the general scheme for analyzing social exclusion in EU countries mentions tourism trips (MEJER 2000, p. 2). In the light of the considerations presented in this work we can probably assume that tourist activity should be discussed in terms of the social diversity of participation in tourism rather than being a cause of social diversity. In other words, both character and level of tourist activity is more of an indicator of social diversity than its cause.

## 6. CONCLUSION

The problem of the diversification of tourist activity is visible worldwide at both national and international levels. The situation in each country shows socially diversified levels of tourist activity, basically caused by the same factors, meaning that a certain segment of society remains regularly or periodically passive in terms of tourism, which – in our era of widespread access to tourism – is regarded, sometimes (but not necessarily justly and correctly) as a sign of social exclusion. The analyses undertaken in this study have verified the hypotheses put forward concerning the impact of the great majority of the factors on participation in leisure trips, as well as social diversity in terms of the level and character of participation in tourism. This study has also confirmed an hypothesis about large interdependency and specific overlapping of the impact of individual determinants of tourist activity. This is one of the principle causes for the social diversity of participation in tourism.

Tourism is a peculiar phenomenon because from the start it has been accompanied by social diversity (AGARWAL, BRUNT 2006). The diversity of the character (i.e. forms and contents) of tourist activity is an obvious and coveted value because it results from individual needs, motives and tourism preferences. On the other hand, social diversity from tourism participation alone (tourism share vs. no participation) constitutes a very important social problem (ALEJZIAK 2007, MARCH, WOODSIDE 2005, WSFZ 2004). From the standpoint of tourism policy and the functioning of the tourism market, it is desirable that social participation in tourism is extensive. It should be mentioned at this point, that tourism, apart from economic functions which are extremely important nationally and for the tourism business, possesses a number of other important goals: leisure, health, educational, cognitive, political etc. Based on this, tourist activity in many countries has ceased to be a matter for individual citizens, and has become an important social issue and a crucial component of tourism policy.

## FOOTNOTE

<sup>1</sup> If so, we can start to put such high demands as J. A. Malinowski, when he states that "The state of authentic participation in tourist-reconnaissance activity appears when there is a personal involvement in the significance of the value arising from taking up the above-stated activity for one's own development, with an accompanying recognition that it partly constitutes one's, it is worth the exertion, albeit costly and risk-laden, the reward does not appear at once, and is often no more than the promise of one's own fulfilment and satisfaction that comes from accomplishing tasks that rise above the personal." (MALINOWSKI 1988, p. 31).

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