

## RESPONSIBLE TOURISM IN POLAND

Scientific paper

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### **Abstract**

**Purpose** – The purpose of this article is to present the concept of responsible tourism in theory, and present the results of authors' survey on the awareness of responsible tourism in Poland.

**Design** – Development of the tourist industry often has negative effects on wildlife and local communities, and so for these values which are most valuable in attracting tourist to a particular place. Low tourist culture of travelling persons can result in a situation in which tourism may threaten the foundations of its existence. The responsible tourism seems to be an answer to this problem by focusing on fostering the sense of responsibility of a traveller towards the visited place.

**Methodology** – The methodology of the research includes review of the relevant literature allowing to present the relationship between sustainable tourism and responsible tourism, and to discuss the principles of responsible tourism. The awareness of Polish citizens in that sphere was analysed through the questionnaire survey conducted in 2013. The sampling method used in the survey was a simple random selection.

**Approach** – It becomes a necessity to strive for responsible and sustainable development of the tourism industry and the tourists– to ensure such a development so that we can satisfy a need to travel without picking up future generation such possibility. To achieve this, some actions are needed to preserve natural resources and support local communities - both their economy and culture. We do need a responsible tourism which offers a way to minimize ecological impacts, benefit local communities and reduce poverty - a responsible tourism which is reflected in the way the trips are organized and practiced in the economic, environmental and cultural spheres.

**Findings** – Responsible tourism is still a new trend in Poland. Education on the responsible tourism is particularly important, especially when having in mind that tourists are often attracted by "otherness" of the region which they choose. Through sharing the knowledge, building awareness of cultural and ecological diversity, through controlled sightseeing, the environment which is the biggest tourist attraction, can be protected, nurtured and preserved for future generations.

**Originality** – The originality of the model consists on assessing the level of awareness and behaviour of Polish tourists relating to responsible tourism. To achieve this objective, strictly connected with striving to increase activities in the field of responsible tourism, the authors have developed a framework of such behaviour by determining 30 individual indicators in total, divided into 6 groups.

**Keywords** sustainable tourism, responsible tourism, awareness of responsible tourism

### **INTRODUCTION**

Tourism has become an important source of income in many countries - even in those considered as developing ones. Mass tourism, beside financial benefits, however, carry a lot of risks. Especially when realizing that every year 950 million people go on foreign holidays. The effect of the number of tourists on the environment and local communities is not without significance. Therefore, tourist industry more and more

speaks of "responsible tourism", aiming at maintenance of sustainable development, i.e. the balance between the economic, environmental and social spheres.

Tourism in Poland, as throughout the world, belongs to that sectors of economy which develops very dynamically, either in number and in forms. According to recent trends, a growing tourists' interest is observed in various form of active tourism, in that in nature tourism rather than in popular until recently residence mass tourism. Such new forms are more environmentally friendly so local communities realize that in order to attract tourists, and thus to increase their standard of living, a clean environment and attractive natural and landscape values are necessary conditions. In addition, tourism generates increasing revenues not only on global scale but also on the local one. Some of these revenues may be used for the purposes related to the preservation of nature and its better protection against increasing tourist traffic.

The concept of responsible tourism, very closely connected with sustainable development, calls for a search for a compromise, which avoids conflicts between economic development on one hand and the social and natural environment on the other hand. However, achieving harmony between the three above-mentioned pillars of sustainable development requires the determination of their interaction, both in terms of scope and intensity<sup>1</sup>. Among the problems facing tourist regions, we can include: growing traffic, crowded places and popular routes, devastation of the landscape by chaotic development and poorly laid out infrastructure, overexploitation of natural resources, shrinking valuable natural areas, climate change, adverse social changes such as prostitution or begging.

Responsible tourism consists in undertaking such activities that enable achieving growth in a way that either does not destroy the existing environment and protect the culture, history, heritage and achievements of local communities. Under this concept, the increasing emphasize is given to the fact that sustainable management of tourism and its resources will contribute to creating a better quality of tourism products. People can use of the environment and affect it in positive or negative way, but thanks to responsible tourism, this environment can not only be effectively protected but also enriched.

## **1. CONCEPT OF SUSTAINABLE TOURISM AND RESPONSIBLE TOURISM**

Concepts of responsible tourism and sustainable tourism are interrelated, thus there is a clear merging of common assumptions. The concept of sustainable tourism is originated from the responsible tourism idea formulated by Hetzer in 1965. The responsible tourism concept focused on minimization of interference in the natural environment, respect for cultural diversity, maximization of local people participation in providing tourist services, increasing customer satisfaction and satisfaction of

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<sup>1</sup> Śleszyński J., 2010, *Czy możliwy jest trwały rozwój bez wskaźników?*, Geografia. w szkole wydanie specjalne - Gospodarka Świata, 2/2010, Warszawa, s. 4-8.

tourists<sup>2</sup>. As pointed Wheller, tourism should be developed by the local community in a slow and controlled manner, while maintaining a small-scale phenomenon<sup>3</sup>. This approach, in turn, refers to alternative tourism, which is characterized by various forms of small-scale and slow pace of implementation of the program of a tourist trip<sup>4</sup>. Nevertheless, many authors, in that Gaworecki, Kousis and Goodwin, emphasize that it would be a gross simplification to treat sustainable tourism only as a small-scale tourism, or - as a contrary - as a substitute for mass tourism<sup>5</sup>.

According to A. Spenceley, sustainable tourism aims at integration of tourist activities with the protection of nature, as well as development of new ethical attitudes of tourists<sup>6</sup>. Thus, the concept of sustainable development in tourism comes down primarily to two aspects:

- popularization of tourism forms related to the natural environment and society, which do not involve their changes.
- integration of tourism with local communities and socio-economic life of the hosting region.

The connection of tourism with the concept of sustainable development, popularized in the last three decades, resulted in the emergence and dissemination of the "sustainable tourism" concept. Although the term is commonly used in the literature, however it is still a problem with how we define precisely what sustainable tourism really is. According to R. Butler, the problem lies not in the lack of definition, but in their excessive number, resulting in a broad possibilities of its interpretation<sup>7</sup>. The definition cited by Mapjabil and Marzuki, draws attention to three important elements of sustainable tourism: environment, society and economy. According to this author, sustainable tourism should therefore be understood as tourism, which is resilient in economic terms, but does not destroy resources, especially physical environment and the local communities, on which it is in some way dependent and which determine its future development in the area<sup>8</sup>.

In 1993, the World Tourism Organization defined sustainable tourism as this one that meets the needs of modern tourists and regions while protecting and supporting opportunities for future generations. In turn, according to the European Commission's definition, sustainable tourism is a tourism, which is profitable in terms of economic and social development, without harming the environment and the local culture. Thus the sustainable tourism is reflecting in economic success and financial concern for the

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<sup>2</sup> Weeden C., 2013, *Responsible and Ethical Tourist Behaviour*, Routledge, p. 47.

<sup>3</sup> Wheller B., 1993, *Susining the ego*, Journal of Sustainable Tourism, 1, 2, 121-129.

<sup>4</sup> Kowalczyk A. (ed.), 2010, *Turystyka zrównoważona*, PWN, Warszawa.

<sup>5</sup> Gaworecki W., 1998, *Turystyka*, PWN, Warszawa; Kousis M., 2000, *Tourism and the environment. A social movements perspective*, „Annals of Tourism Research”, 7, 2, pp. 468-489; Goodwin H., 2011, *Taking Responsibility for Tourism*, Goodfellow Publishers, Limited.

<sup>6</sup> Spenceley A., 2012, *Responsible Tourism: Critical Issues for Conservation and Development*, Cromwell Press, Trowbridge, p. 17.

<sup>7</sup> Butler R.W., 1999, *Sustainable Tourism: a state of the art review*, Tourism Geographies, 1,1, pp. 7-25

<sup>8</sup> Mapjabil J., Marzuki A., 2012, *The application of sustainable tourism indicators in the development of Taman Rimba Telok Bahang, Penang, Malaysia* [in:] Manhas P. S., *Sustainable And Responsible Tourism: Trends, Practices And Cases*, PHI Learning Pvt. Ltd., New Delhi, pp. 26-41.

environment, its protection and development, and responsible behaviour with respect to society and cultural values - these three elements are interdependent.

In turn, **responsible tourism** - is a reflection of sustainable tourism, but we're talking about it in the context of specific attitudes and behaviour of all parties involved. As professor Harold Goodwin stated: 'Responsible tourism is about taking responsibility for achieving sustainable development through tourism (...), it is about identifying economic, social and environmental issues which matter locally and tackling them.'<sup>9</sup> **The responsible tourism also calls for maximizing the natural, economic, social and cultural benefits of tourism, but looking through the prism of responsibility of the individuals and the organizations.** Responsible tourism recognises the impacts of tourism on a destination and seeks to maximise the positive impacts and minimise the negative impacts. Responsible tourism is a tourism 'that creates better places for people to live in, and better places to visit'<sup>10</sup>. The "responsible tourist" aims to enjoy the culture, the customs, the gastronomical offer and the tradition of the local population in a respectful way and always trying to contribute to the development of responsible and sustainable tourism. Thus, the term responsible tourism focusses on fostering the sense of responsibility of the traveller towards the visited place.

As pointed out by H. Goodwin, responsible tourism is not a separate, isolated form, but it intertwines with all forms of human activity and evolves with the changing needs and attitudes of people<sup>11</sup>. The increased interest in responsible tourism is associated with increasing social sensitivity. Everyday behaviours, such as selecting the garbage, dispensing with plastic bags or care about the origin of food products translate into requirements for tour operators and ourselves as participants in the holiday departure.

## 2. RESPONSIBLE TOURISM PRINCIPLES

Two key codes presenting the principles of responsible tourism are: Global Code of Ethics for Tourism, created by the World Trade Organization (United Nations World Tourism Organization – UNWTO) and the principles of responsible tourism (Declaration of Cape Town, 2002).

The second code is one of the most important documents on the principles of responsible tourism. This document was developed at the conference organized in 2002 by the Partnership for Responsible Tourism and the Western Cape Tourism, as an event preceding the World Summit on Sustainable Development in Johannesburg. The conference was attended by representatives of various interest groups of the tourism industry from around the world, including travel agencies, entrepreneurs from the tourism industry, national parks, government representatives, experts in the field of tourism, NGOs, a group of hoteliers and many others.

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<sup>9</sup> Thett K. K., 2012, *Responsible Tourism in Myanmar: Current Situation and Challenges*, Burma Center Prague.

<sup>10</sup> Goodwin H., 2011, *Taking Responsibility for Tourism*, Goodfellow Publishers, Limited.

<sup>11</sup> Goodwin H., 2011, *Taking Responsibility for Tourism*, Goodfellow Publishers, Limited.

According to the Declaration, Responsible Tourism<sup>12</sup>:

- minimizes negative impacts in the economic, environmental and social spheres,
- generates greater economic benefits for local communities and support the well-being of host communities,
- improves working conditions and access to the tourism industry,
- engage local residents in decisions that will affect their lives and life chances,
- supports the preservation of nature and culture heritage, thus contributing to the preservation of world diversity,
- provides tourists interesting, enjoyable experience thanks to a closer and more meaningful relationships with local residents , tourists and increase understanding of the local culture, society and the environment,
- provides access for people with disabilities,
- is culturally sensitive , generates respect between tourists and host communities, builds local pride.

The signatories of the Declaration call on all parties involved in the organization of tourism to develop uniform practices for the development of responsible tourism. Policy actions are grouped around economic, social and environmental areas:

**Economic Responsibility:**

- Before taking action on the development of tourism, the possible economic impacts should be assessed for selecting those forms of development that will carry benefits for the local community and at the same time reduce the negative impacts on local livelihoods (for example, limiting access to natural resources), having in mind that tourism is not always the best solution leading to the economic development of the community.
- The increase of economic benefits should be achieved while ensuring that local communities are really involved in this process, and these benefits really are allocated to them. Wherever possible, tourism should be used to reduce poverty through the implementation of pro-poor strategies.
- High quality products should be developed, the product that will reflect, complement and highlight the values of the area.
- Tourism should be promoted in a way that reflects natural, cultural and social integrity of the site, as well as encouraging the practicing of appropriate forms of tourism
- The fair business practices should be taken, as well as adequate remuneration and fair fees. The partnerships allowing for sharing and minimization of risk should be developed. The employment rules should take account of international labour standards.
- Appropriate and sufficient support for micro, small and medium-sized enterprises should be provided, to ensure that all companies in the travel industry prosper well.

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<sup>12</sup> CAPE TOWN DECLARATION. Cape Town Conference on Responsible Tourism in Destinations, August 2002.  
[https://www.capetown.gov.za/en/tourism/Documents/Responsible%20Tourism/Toruism\\_RT\\_2002\\_Cape\\_Town\\_Declaration.pdf](https://www.capetown.gov.za/en/tourism/Documents/Responsible%20Tourism/Toruism_RT_2002_Cape_Town_Declaration.pdf)

**Social responsibility:**

- Involvement of the local community in the planning and decision making is necessary, as well as acting so that the active participation of the local community will be fully possible.
- Evaluation of impact in the social sphere should be considered at every stage of tourism projects, starting with their planning so as to enhance positive impacts and reduce negative ones.
- The efforts should be done to make the tourism an integrating social experience, and to ensure access to it for all parties, particularly vulnerable and disadvantaged communities and individuals.
- Tourism should fight the sexual exploitation of people, especially children.
- Tourism activities must be sensitive to local culture, so as to maintain and highlight the social and cultural diversity.
- Management of tourism should be also focused on supporting and improving health and education.

**Environmental responsibility:**

- Evaluation of environmental impacts in the area should be considered at every stage of tourism projects, starting with their planning so as to enhance positive impacts and reduce negative.
- The use of resources should be responsible, aiming to reduce waste and over-consumption.
- The diversity of the natural environment should be managed in a sustainable manner, and where it's necessary – actions for its restoration should be taken. The attention should be paid to the form and size of tourism that the environment can take without damage. The existing ecosystems and protected areas should be treated with respect.
- Education and awareness about sustainable development among all stakeholders should be promoted.
- It is necessary to increase the possibilities of all stakeholders and ensure that they benefit from the best practices, and to this they consult with the experts in the field of environment and nature protection.

Responsible tourism aims to increase the positive and reduce the negative impacts of tourism on the area and the local community. Activities in the area of responsible tourism must be in accordance with national and international law.

### **3. RESPONSIBLE TOURISM IN POLAND**

Polish tourism market is much weaker, more unstable and less varied than in Western European countries. In 2011, 16.4 million Poles have travelled for more than five days (no matter whether for Masuria, or on the other end of the world) - for comparison, in Germany the number of people travelling on such duration exceeded 106 million<sup>13</sup>.

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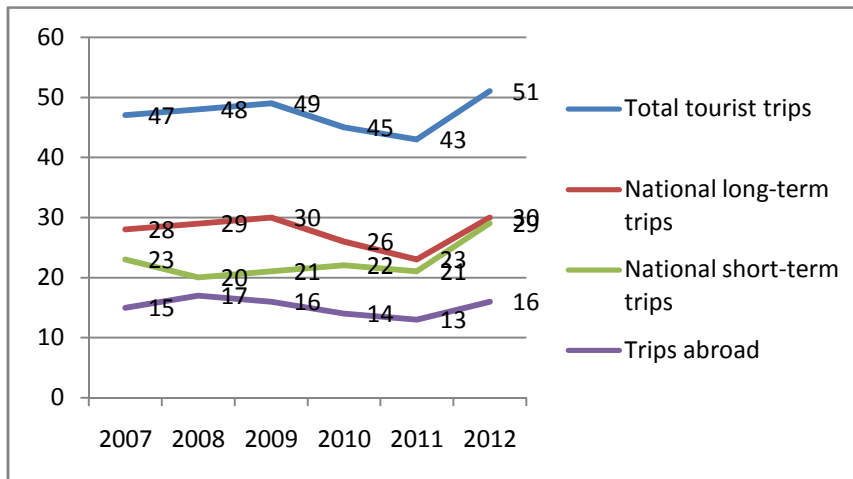
<sup>13</sup> Kulczyk S., *Turystyka - przemysł spełniania marzeń*, <http://odpowiedzialna-turystyka.pl/pl/odpowiedzialna-turystyka/turystyka---przemysl-spełniania-marzen>.

According to the Institute of Tourism, 7.1 million Polish citizens spent at least one night abroad . The most popular tourist sites were the Mediterranean basin and Polish southern and western neighbouring countries. However, every year more and more Poles are choosing exotic trips (fig.1). Holidays in Kenya, the Dominican Republic and Cuba (exotic destinations were most popular in Poland in 2009) turn out to be a great remedy for winter colds in the country<sup>14</sup>.

In 2012, after years of smaller number of tourist trips, Poles showed greater activity. Greater participation, after a period of lower activity in individual cases is justified. Additionally, we can assume that it resulted from the psychological mechanism of taming the crisis. Not without significance is the rationalization of compensation: due to the crisis people cannot afford very large investments or large purchases, but a tourist trip was within their budget. It is interesting that a significant increase was noted in foreign trips: this choice was determined by more reliable conditions of trips despite the relatively high costs.

In 2012, the participation of Poles in tourist trips increased by eight percentage points. In all tourist trips in 2012 attended about 3.4 million Polish citizens more than a year ago. Almost 51% of Polish citizens went on national trips or abroad. This higher rate of participation in total tourist trips resulted from increasing number of national trips - by 6% in long-term trips and by 9% in short-term trips. At the same time, participation in trips abroad increased by 3%.

Figure 1: **Participation of Poles in tourist trips in 2007-2012 (% of the population aged 15 years and older)**



Source: J. Łaciak, *Aktywność turystyczna mieszkańców Polski w wyjazdach turystycznych w 2012 roku*, Instytut Turystyki, Warszawa 2013.

<sup>14</sup> Łaciak J., *Aktywność turystyczna mieszkańców Polski w wyjazdach turystycznych w 2012 roku*, Instytut Turystyki, Warszawa 2013.

Recently, we can observe that the number of small, specialized agencies, which offer journeys to most exceptional destination is growing in unexpected way. The Poznan Logos Tour offers over 100 exotic destinations - including Antarctica. However, the majority of Polish citizens (77% according to the Institute of Tourism), organize trips abroad on their own<sup>15</sup>. At the forum of the biggest Polish globetrotter portal Travelbit, there is registered about 12 thousand participants and the number is steadily growing.

But Polish tourists are still not enough aware of their impact on the places they visit during holiday trips. In Western countries, responsible tourism is becoming increasingly popular and it express concern for poorer countries. In Poland, due to lack of interest among customers, travel agencies offer no ethical trips in fact.

The responsible tourism bases on a balance between the three areas described above: social, economic and environmental. So far, Polish travel agencies do not offer their customers travels based on ethical principles towards local environment, economy and community. An example of a travel agency that promotes responsible tourism is MK Tramping in Krakow. The company has adapted its products to the needs of communities in visited sites. The trips routes are organized in such a way that the environment experience the smallest damage associated with traveling. During the expeditions with MK Tramping, tourists use local resources, transports and accommodation rather than stay in a hotel network. In addition, the travel office provides financial support to a student from Madagascar, coming from a poor family and cooperates with the Foundation for Climate Care, which aims to reduce greenhouse gas emissions through recompensation of losses the environment has incurred as a result of human activity.

What is the reason of so little interest in responsible tourism industry? Polish consumers in their choices still take into account the price. Tourists count for attractive and affordable vacation and do not see what important impact their decisions have on local community. An interesting initiative was taken recently by Polish Airlines LOT together with RDC Aviation. The company has placed on its website a calculator that allows passengers to calculate the CO<sub>2</sub> emissions in the process of air travel and the cost of gas neutralization. In the future, the airlines are planning to introduce the possibility of a voluntary levy paid by the passenger due to producing a certain amount of carbon dioxide.

Recently, in the socially responsible companies (including Polish ones) we can observe a new trend of organizing trips for their employees connected with volunteering. Thanks to such attitude, the employees have the opportunity not only to establish closer, more partnership relations with local community, but also perform useful work for this community. Tourists are also increasingly interested in poorism - sightseeing poverty districts located on the outskirts of major cities in the world (e.g. Mumbai). This way of discovering the world is considered to be quite controversial. Although tourists during such trips usually support the local community with cash, this is considered by some people as a way to deafening remorse. Financial support, though no doubt necessary, will not resolve the problems of inequality and poverty that afflict

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<sup>15</sup> Łaciak J. 2010, *Aktywność turystyczna dzieci i młodzieży w 2010 roku*, Instytut Turystyki, Warszawa.



millions of people around the world. Instead, there is a need for a smart and balanced economic policy should, for human rights and adequate wages for manual workers of large transnational companies .

#### **4. AWARENESS OF RESPONSIBLE TOURISM IN POLAND - RESULTS OF SURVEY**

The survey on awareness of responsible tourism in Poland involves a necessity of defining particular actions within the responsible behaviour of tourist. In this survey, the authors of the paper have focused attention on the factors affecting the behaviour of Polish tourists in the sphere of culture, environment, law and customs, transport, forms of tourism and shopping. The respondents answered the questions relating to these factors, assessing their activities in each sphere on a scale: very well (definitely yes), well (probably yes), bad (probably not), very bad (definitely not), I have no opinion.

The main objective of the survey was to assess the level of awareness and behaviour of Polish tourists relating to responsible tourism. This objective, strictly connected with striving to increase activities in the field of responsible tourism, requires determining the directions and scope of responsible tourism components. The survey results allowed to measure the level of responsible tourism awareness and determine the activities that have most significant impact on the responsible behaviour of Polish tourists.

The sampling method used in the survey is a simple random selection, which means that there was exactly the same probability of selecting each person living in Poland. The sample has been divided according to the following criteria: age, sex and location in provinces. 333 correctly completed questionnaires were received. The survey was conducted in 2013, from October 28th till December 28th.

Characteristics of respondents by gender indicates dominant participation of women in the survey (57.06%). In contrast, men constituted a slightly smaller group (42.94%). People aged 20-25 years were the largest group among the surveyed sample (83.48%), followed by 26-30 years old (5.11%), 30-35 years old (4.20%), 36-40 years old (3.30%), 41-49 years old (3.00%) and more than 50 years (0, 90%). 77.18% of the respondents live in the Pomeranian province, 6.1% in Warmia and Mazury, 5.11% in Mazowieckie, 3.0% in Kujawsko-Pomorskie, 2.40% in West Pomerania, 1.20 % in Lower Silesia, Łódzkie and Śląskie, 0.90% in Podlasie and 0.30% in Lubelskie, Wielkopolskie, Podkarpackie.

The survey shows that 47.45% of respondents had never heard about the responsible tourism term, 36.64% of them met up with this concept but do not know exactly what it is, 3.30% - met up with this concept and knows exactly what it is, while 12.61% of respondents have indicated the answer „do not know/hard to say“. These results indicate a low awareness of Polish tourists about the concept of responsible tourism, which may occur due to the fact that this concept is still relatively young and unknown in Poland. Yet, another reason for such a low awareness of the responsible tourism concept may be the young age of the respondents, as shown in Table 1.

**Table 1: Awareness of the responsible tourism concept – by the age of respondents [%].**

Have you heard about the concept of responsible tourism?	Age of respondents					
	20-25	26-30	30-35	36-40	41-49	50 and more
I have never met with this concept	47,48	58,82	28,57	36,36	60,00	66,67
I met up with this concept, but I do not know exactly what it is	37,05	29,41	42,86	36,36	40,00	0,00
I met up with this concept and I know exactly what it is	2,16	0,00	21,43	9,09	0,00	33,33
Do not know / hard to say	13,31	11,76	7,14	18,18	0,00	0,00
Total	100,00	100,0	100,0	100,00	100,00	100,00

Source: Calculations on the basis of the survey.

Table 1 shows that the highest percentage of respondents aged 20-25 years marked the answer „do not know/hard to say” (47,48% ). 37,05% of them answered that they met up with this concept , but they do not know exactly what it is, 13,31 % answered that they never met with this concept. Only 2,16% of respondents in this age have met with this concept and knows exactly what it is. With increasing age of the respondents, we can observe a greater awareness of the responsible tourism concept, thereby the percentage of responses that demonstrate the ignorance of the responsible tourist concept is decreasing. 21,43% of respondents aged 30-35 years and 33,33% of respondents aged 50 and more met with this concept and knows exactly what it is. It can therefore be concluded that with increasing age, and thus with greater experience in the field of tourism, we can observe growing awareness of Polish tourists as regard to responsible behaviour.

When assessing the responsible behaviour of the tourists, it was necessary to develop a framework of such behaviour. The authors have determined 30 individual indicators in total, divided into 6 groups. Respondents had to answer the question whether taking action associated with separate features of responsible tourism. The results of survey are presented in Table 2.

**Table 2: Activities related to responsible tourism undertaken by respondents [%].**

Activities related to responsible tourism		Definitely yes	Rather yes	Rather no	Definitely no	I have no opinion
<b>I get to know the culture</b>						
1.	I read in the guidebooks and the internet about a place where I go	55,56	38,44	3,90	1,20	0,90
2.	I learn basic phrases in the language of the visited country / region	17,12	45,65	27,03	5,71	4,50
3.	I'm talking to permanent residents of the place I visits, establishing contact with them	9,61	42,64	36,94	7,81	3,00

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4.	I visit also places less known, not described in the guidebooks	27,33	46,55	18,92	2,70	4,50
5.	I am eagle to learn about different views, lifestyles, cultures and religions	56,16	35,74	3,60	1,20	3,30
<b>I respect the environment</b>						
6.	I throw trash to containers, if possible disaggregated	48,35	42,94	6,61	1,80	0,30
7.	I use biodegradable cleaning products	6,91	36,94	30,33	7,81	18,02
8.	I avoid the use of disposable packaging, especially plastic ones	5,41	25,83	49,25	12,91	6,61
9.	I follow the rules of the protected areas	54,95	41,14	2,40	0,90	0,60
10.	Do not scare away wild animals, do not go near them	65,77	28,83	1,80	3,00	0,60
11.	I economically consume water and electricity	16,52	54,95	19,82	6,01	2,70
12.	Considering whether to enter the area of unique natural beauty, will not have a negative impact on it	16,22	47,15	22,52	6,31	7,81
13.	Shall pay all applicable entrance fees to national parks, reserves, etc.	52,25	38,44	3,00	2,40	3,90
<b>I respect the laws and customs</b>						
14.	I try not to break the law in force in the country, acquainted with the basic rules	48,05	45,95	3,90	1,20	0,90
15.	I find out what the local customs are and do not infringe that customs	23,12	64,86	7,81	1,20	3,00
16.	I refer to the local customs and traditions with respect	48,05	48,95	1,20	0,30	1,50
17.	I adapt myself to the rhythm of life of the local community, I'm not trying to impose my rules	30,93	53,75	8,11	1,20	6,01
<b>Opt for eco-friendly transport</b>						
18.	When possible, I travel by public communication, preferably by train	25,53	38,74	23,12	7,21	5,41
19.	On a short distance, I travel by foot or by bike	35,74	45,65	12,91	3,90	1,80
20.	I use a car as little as possible	17,42	29,73	33,63	14,41	4,80
21.	I travel by plain only on very long distances	36,34	29,73	12,91	7,51	13,51
<b>Opt for sustainable forms of tourism</b>						
22.	Instead of the big hotels, I stay in private houses, hostels and agriculture farms	20,72	36,04	24,62	9,01	9,61
23.	I avoid mass trips	30,33	34,83	25,83	4,50	4,50

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24.	I opt for a form of tourism aimed to explore different aspects of the visited region and not only passive recreation	41,14	42,94	10,21	1,50	4,20
25.	I choose the offers of small travel agencies or organize the trips myself	15,32	34,53	24,92	13,21	12,01
<b>Think globally, buy locally</b>						
26.	I buy local products, thus supporting the local community	18,62	48,05	21,92	2,10	9,31
27.	I use the services of local travel agencies and guides	5,71	29,73	41,14	12,91	10,51
28.	I'm not trying to avoid the increased fees for foreigners	7,81	30,03	31,23	12,31	18,62
29.	I do not buy products from poaching	37,54	23,42	13,51	9,31	16,22
30.	I do not buy products from animals and plants threatened with extinction	54,65	18,02	6,31	11,11	9,91

Source: Calculations on the basis of the survey.

The table 2 shows that the respondents (56.16%) definitely take action related to responsible tourism, thus characterizing themselves as open to learning about different views, lifestyles, cultures and religions. 55.56% respondents definitely confirms that they search for information about a place where they were going by reading guidebooks or looking for them in the Internet. 46.55% of respondents rather visit places less known, not described in the guide books, 45.65% of them used to learn basic phrases in the language of the visited country/region while 42,64 % talk to permanent residents of the places they visit and establish contact with them.

**In the environment sphere**, the vast majority of respondents (65.77%) did not scare away wild animals and not approach close to them, they also definitely follow the rules in the protected areas (54.95%), paying any applicable entrance fees to national parks and reserves (52.25%) and throw garbage into the containers - if possible disaggregated (48.35%). 54.95% of respondents rather reduce consumption of water and electricity during their travels. Quite large number of respondents observes the rules of the protected areas (41.14%) and uses biodegradable cleaning products (36.94%). A similar number of respondents rather did use biodegradable cleaning products (30.33%) and did not avoid the use of disposable packaging, especially plastic ones (49.25%).

The vast majority of respondents also respect the laws and customs applicable in the place where they come as a tourist. Almost half of the respondents (48.05%) definitely try not to break the law in force in the country and familiarize themselves with the basic regulations, local customs and traditions. As many as 64.86% respondents finds out what are the local customs and do not violate them, while 53.73% respondents adapt to the rhythm of life of the local community and do not try to impose their rules.

In the sphere of transport, 36.34% of the respondents travel by plain only for a very long route, on short distances 35.74% travel by foot or by bike. On the other hand ,38.74% respondents rather travels by public transport whenever possible, preferably by train.

## CONCLUSIONS

The basic elements of responsible tourism include responding to the needs of both tourists (visitors), as well as host communities, and protecting and enhancing the attractiveness of tourism destinations for future generations, which will thus serve as a support of national economies.

Responsible tourism is still a new trend in Poland. More conscious tourists already see the impact of their consumer decisions on the existence of people living in poorer countries. Terms of responsible tourism are possible to meet, it should be just remembered to maximize the benefits for the residents of the visited country and to minimize losses resulting from the arrival during the vacation.

In Poland, development of policies to promote responsible tourism and its financing can be problematic, however, the cooperation between the private sector and states recently increased, which led to many innovative strategies to facilitate these processes. What's more, an increasing attention was paid to the environment as a core component of international tourism marketing. This is more important that the situations in which tourists behave in an irresponsible manner relating to the environment are not rare (e.g., by the desire to have a unique souvenir or by the destruction / littering the flora and fauna of the place).

The tourist ought to be aware of the fact that every tourist destination does not only consist of earth, water, air, flora and fauna, but also has a specific history, culture and heritage. Responsible tourists should be fully informed about the place to which they are going, so as to have the ability to adapt to its social, cultural and environmental differences. Education on these aspects is particularly important, especially when having in mind that tourists are often attracted by "otherness" of the object or region which they choose, and which may consist of ecosystem, archaeological places, climate, exotic fauna and flora, or culture quite different from domestic one. Through sharing the knowledge, building awareness of cultural and ecological diversity, through controlled sightseeing, the environment which is the biggest tourist attraction, can be protected, nurtured and preserved for future generations.

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