

THE IMAGE OF THE CITY IN TERMS OF RELIGIOUS MEGAEVENTS (BY THE EXAMPLE OF WYD 2016)

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Abstract

Purpose – The purpose of the article is to present the image of the city shaped by megaevents, particularly those of religious nature, by the example of the World Youth Day (WYD), which took place in Krakow, in 2016.

Design – The first part of the article presents theoretical questions concerning the image of the place and events, with particular focus on the WYD megaevent. The second part of the article includes the results of primary data which allow realization of the paper's objectives.

Methodology – A diagnostic survey was conducted with the use of a questionnaire survey based on the authors' questionnaires. The study was carried out from June to July 2017 amongst 604 inhabitants of Krakow and 1194 visitors to the city.

Approach – It is presumed that the WYD was the kind of event that made people return to the city, but first of all come to the city for the first time in 2017. It is presumed that the vision of the city does not differ with inhabitants and tourists. The enhancement of the city image caused by the religious megaevent like the WYD is noticeable.

Findings – The role of religious events in creating the image of the host city is significant. It was demonstrated that the participation in the WYD made the inhabitants and visitors to Krakow rank the city higher, and in case of tourists – influence their decision to repeat the visit.

Originality of the research – The originality of the study is represented by the specificity of the event under the study, namely the WYD.

Keywords image of the city, megaevent, World Youth Day, survey, Krakow.

INTRODUCTION

Megaevents are a communication tool of the cities and regions which is more and more frequently used in shaping their image. Thematic multiplicity of megaevents attracts various recipients, who are represented by i.a. inhabitants/residents and tourists. It should be stressed that more and more often the image in the choice of the city and region is of more importance than material resources of a given territory. The importance of its value is proven by i.a. dependencies between the image and the loyalty of a tourist towards a particular tourist destination described in the subject literature by e.g. Chi C. Geng-Qing and H. Qu (2008). The purpose of this article is to present the image of a city shaped by megaevents, particularly those of religious nature. One of such events is the World Youth Day, which took place in Krakow, Poland in 2016.

In order to achieve the main purpose of the paper the following cognitive questions were formulated:

1. Has the image of Krakow changed being affected by the World Youth Day?
2. Has the World Youth Day become a stimulus for visiting Krakow?
3. How is the image of Krakow perceived by the inhabitants after the WYD?

4. How is the image of Krakow perceived and ranked by tourists from the perspective of the WYD a year after the megaevent?
5. Is the assessment of the city image a year after the WYD better amongst the participants compared to non-participants?

The questions allowed formulating the following research hypotheses:

H1: The image of the city a year after the megaevent has clearly improved in the eyes of the inhabitants.

H2: The image of the city a year after the megaevent has clearly improved in the eyes of the tourists.

H3: The assessment of the city image a year after the WYD is similar amongst the tourists and inhabitants.

H4: Participation in the WYD positively affects the assessment of the city image.

Theoretical considerations about the city and its image, marketing communication and megaevents with particular focus on the World Youth Day were used in order to achieve the purpose and verify the hypotheses. The empirical part of the article consists of the results of the field research conducted amongst the inhabitants of Krakow and tourists visiting the capital of Lesser Poland in 2017.

1. CITY, IMAGE OF THE CITY – DEFINITIONS

Modern cities and regions in the face of intense competition are forced to undertake many initiatives to attract attention. The competitors necessitate strong competition for new investments, attracting customers, encouraging new residents to settle, improving the standard of living of local communities. One of the tools used to realize these undertakings is the image of the city, whose creation is based on a number of actions and rests with many actors of regional stage. In this context it should be stressed that amongst the strategic marketing objectives of regional authorities more and more often appears the goal connected with shaping the desired marketing image, and some even claim that the subject of territorial marketing is not the city per se but its image.

Cities play different roles, e.g. housing, investment, tourism, and they are triggered by a rich set of their recipients. Those recipients can be divided into internal and external, the first group includes, e.g. permanent and temporary (students, seasonal workers) residents, local entrepreneurs; and the latter group, e.g. domestic tourists, potential residents, high qualified workforce, specialists (Raszkowski 2012, 83). They are the subject of relevant activities relating to the creation of an image.

In seeking to define the city image, it seems pertinent to quote the most common definition of this term: “place image is the sum of beliefs, ideas and impressions that people have of a place” (Kotler, et al. 1993, 141). In other words image is a mental structure (visual or not) that integrates the elements, the impressions and the values that people have about a specific place; and, it is based on a series of more or less material knowledge of those people, and on a series of perceptions of a more emotional and affective nature. The literature is familiar with J.L. Crompton (1979) and M.D. Reilly’s (1990) view of the phenomenon under study in terms of tourist destination. According

to the authors destination image is the sum of all those emotional qualities like experiences, beliefs, ideas, recollections and impressions that a person has of a destination. Modern attitude towards the phenomenon is promoted by e.g. V. Della Corte and R. Micera (2007) who treat destination image as “the entirety of beliefs, ideas and impressions that a destination can generate in potential and actual tourists’ minds”. On the other hand T.A. Hose and E. Wickens (2004) define location (or destination) images as a visual or written representation of tourism location which is received and may be passed to others. A E. Bigné, M.I. Sánchez and J. Sánchez (2001) define destination image as a subjective interpretation of reality by tourists. More terms to define the subject category are presented by e.g. K. Madden, B. Rashid and N.A. Zainol (2016).

Image can be defined as a perceptual phenomenon that is created through a consumer’s reasoned and emotional interpretation. This phenomenon has both cognitive and affective components, i.e. beliefs and feelings respectively (Konecnik 2004). These components are distinct, but they are sequentially related, yet in a way that affective evaluation depends on cognitive evaluation of objects (Mayo and Jarvis 1981; Woodside and Lysonski 1989). As a result affective components of the image refer mainly to the characteristic features of a place, and cognitive components – to its offer [Dudek-Mańkowska, 2011]. The components in question are formed by stimulus factors and tourists’ characteristic features described in the S. Baloglu and K.W. McCleary’s model (1999, 868-897). However according to Łuczak (2002, 87-88) they should be identified as follows:

- external factors, including: demography (e.g. age, gender, education, nationality and the like), socio-economic factors (e.g. income, social background), socio-cultural factors (e.g. hierarchy of values, norms and cultural patterns);
- internal factors, including elements of personality like: motivation, lifestyle, attitudes, knowledge, experience;
- other factors – external information, yet not directly connected with the person it reaches, e.g. information from media, opinions of other people, and the like.

In the light of the above, it is the information that can be shaped by an appropriate set of measures and activities of marketing communication, thus affecting the image of a destination (Niemczyk 2017).

In the set of various forms of marketing communication, one should mention public relations and one of its instruments, i.e. events and celebrations (Wiktor 2013, 224-247).

2. MEGAEVENTS

2.1. The essence of megaevents

An event is an occasion planned and organized with a particular purpose. This purpose is determined by the type of event, participants, and obviously place, time and necessary means. It is easy to notice that there are many different categories of events. Some interesting typologies are proposed by inter alia: T. Mules and B. Faulkner (1996), C.

Hall (1992, 22), D. Getz (1991; 2008, 411-412), and also by Kolber (Niemczyk 2001, 273-274).

The size of events measured by the number of participants allows the identification of *megaevents*. The major expert on the subject of events as an important motivator of tourism is Getz (2008, 409-411; 2010). He suggests a wider view of the events phenomenon, including in his considerations both the organizers and the consumers. According to his research, "a special event is a one time or infrequently occurring event outside the normal program or activities of the sponsoring or organizing body. To the customer, a special event is an opportunity for leisure, social, or cultural experiences outside the normal range of choices or beyond the everyday experience" (Getz 1991, 44). In the subject literature the size of an event measured by the number of participants is also stressed by H. Burns, J. Hatch and T. Mules, who define a mega-event as "an event that generally attracts a large number of people, for instance more than 100,000, involves significant investments and creates a large demand for a range of associated services" (Burns, Hatch and Mules 1986, 131).

No matter how different the attitude towards the term "event" (megaevent) is, all authors stress the benefits that are revealed in the venue. They indicate economic consequences of this kind of undertakings and the outcome beneficial for the economy of a destination combined with numerous related investments (e.g. Burgan and Mules 2001; Burns, Mules and Hatch 1986; Getz 2000, Preuss 2007). The literature provides examples of positive and negative impacts of megaevents in terms of economy (respectively, e.g. economic benefits in form of tax revenues and increase in local tax (to construct facilities needed for the event)) in the area of infrastructure and physical resources (e.g. new and improved infrastructure and local facilities and on the other hand - infrastructural congestion), in the area of environmental (e.g. preservation of elements of physical landscape and local heritage, and on the other hand - pollution of nature in and around host region), in the area of quality of life for residents (e.g. improved cultural and shopping opportunities for locals, and on the other hand - reduction of quality of life for low-income groups due to inflated goods and services) (Knott, Swart and Visser 2015, 1-16).

2.2. The specificity of the World Youth Day 2016

The World Youth Day organized by the Church was initiated by John Paul II in Rome on Palm Sunday 1984 during the meeting with the youth. The official date of establishing the World Youth Day is 20th December 1985, when John Paul II expressed his wish that every year on Palm Sunday the World Youth Day would be held in local church, and every second or third year it would be held in the universal church as an international meeting, treated collectively (Kiciński 2012).

Over time the World Youth Day shaped its schedule which in the case of international meetings has grown to several days. However, the summit is a few-day youth gathering in the place chosen by the Pope and in his presence. For this time the city turns into the center of the church (Pope Francis 2013).

International WYDs have already taken place in 13 cities, i.a. in Buenos Aires (1987), Santiago de Compostela (1989), Częstochowa (1991), Rio de Janeiro (2013), Krakow (2016).

The 31st World Youth Day and the 13th international WYD, the subject of this considerations, took place in Krakow on 25-31 July 2016. The average number of participants is estimated at 1.55 million people. The characteristic feature of the WYD is a high degree of internationalization. In Krakow visitors officially registered came from 187 countries. The most visitors that confirmed their arrival were from Poland and Italy, the next largest groups were from France and Spain, the USA, Germany, Brazil, the Czech Republic and Portugal.

3. METHOD

3.1. Basic assumptions of the own research

In order to achieve the objective of the work a diagnostic survey was used, and the study tool was the author's questionnaire survey. The respondents were both the inhabitants of Krakow and tourists visiting the city. The size and structure of the first population was determined on the basis of the information obtained from the Local Data Bank, and the second population – from the study of tourist movement conducted in the city a year earlier, which was commissioned by the Town Hall under the supervision of the Lesser Poland Tourism Organization.

While setting the size of the sample the following facts were considered: the minimum population necessary to estimate the structure ratio f on the level of confidence: $1-\alpha$ with the maximum error of estimate not exceeding 4% provided that the size of estimated parameter f is unknown, is $n=600$.

It has been carefully ensured that the results are representative and meet the statistical sampling requirements, not only in terms of size but also its composition. Assuming that the sample is representative, and provided that its structure is the same as the structure of the study population, quota sampling method was used to select the first group. Adopted control variables were: gender and age. The percentage of people from particular sub-groups was set according to proportionality to the actual share in the population. Finally the size of the study population of inhabitants was 604, while the study population of the visitors to Krakow was 1194 – among of them 602 were domestic tourists.

Questionnaire survey was carried out from June to July 2017, and it was executed by means of the traditional method in direct form. The respondents expressed their opinion about the impact of the World Youth Day 2016 on the image of the city, and their evaluation of the image. The questionnaire addressed to the inhabitants consisted of nine questions concerning i.a. participation in the WYD and assessment of the city image after the event. The last part of both questionnaires referred to the profile of respondents. They included questions about the gender, age, place of residence, education, professional status and subjective assessment of financial status.

3.2. Characteristics of the respondents

The population of inhabitants was dominated by women (55.63%). Moreover, the highest percentage in the group of inhabitants included:

- people aged 66 years or older (18.54%), 27-35 (17.55%), 36-45 (16.39%); the least numerous group included individuals aged 18-26 and 46-55 (10.43%);
- people with higher level of education (84.94%);
- white collar workers (1/3 respondents); the lowest percentage constituted stay-at-home persons (1.16%) and the unemployed (4.97%);
- individuals assessing their financial situation as good (46.19%).

Considering the second group, i.e. tourists likewise are dominated by women (55.36%). Furthermore, this population was similar to the one described above in the following terms:

- level of education; 52.26% studied tourists declared higher level of education;
- subjective assessment of own financial situation; good was declared by 44.47% of the respondents.

Both studied groups differed in terms of age – tourists were dominated by people aged 18-26 (40.28%) and 27-35 (25.54%), which should be treated as the effect of the WYD 2016 (regarding the Barcelona effect {Calvita and Ferrar 2004}). Subsequently, in the structure of professional status of the respondents students/pupils dominated (34.25%), which emphasizes the WYD 2016 effect even more (the lowest percentage constituted the unemployed (3.10%) and pensioners (4.94%)).

The empirical data analysis allowed noticing that the tourists under study were equally represented by the residents of different territorial units, from the cities of the population over 500k to rural areas. Half of the population of tourists were the Polish (50.42%); amongst the foreign tourists dominated the British, Germans and Italians. A quarter of responding tourists declared that they very often – more than four times a year, and by 2.68 percentage points less respondents declared tourist activity twice a year; only 6.11% of respondent tourists travelled less than once a year.

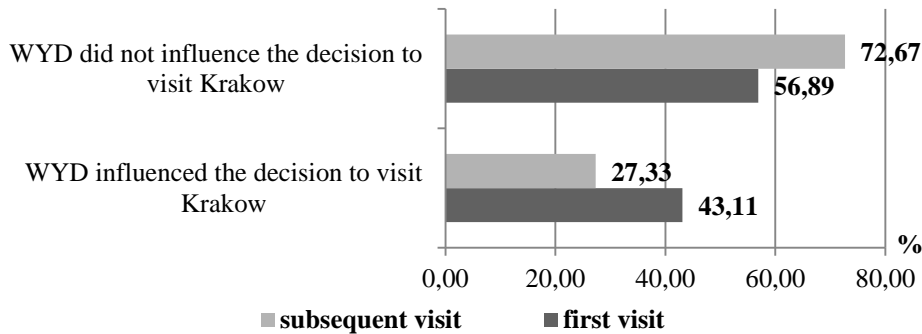
4. ANALYSIS AND RESULTS

Out of the set of tourists under 2017 study visiting Krakow, 1/3 participated in the WYD, 1/5 did not participate in the event, even though they were present in Krakow during the WYD, and the remaining group of respondents (approx. 49%) did not take part in the megaevent. Regarding the inhabitants, the structure was different. In this group equal percentage of people participated in the event and did not participate in the event, despite being present in Krakow (respectively 34.6% and 35.60%). Only 29.8% did not participate in the event at the same time being away of the city.

The analysis of empirical data obtained from the study shows that tourists who visited Krakow a year after the WYD were the tourists visiting the city not for the first time (72.02% records); out of them 31.51% participated in religious megaevent in 2016, and

22.21% did not, despite being present in Krakow at the time. The subsequent visit to the city for vast majority was not the result of the previous-year event. However it was the inspiration for nearly half of the tourists (43.11%) within this group (see: Fig. 1).

Figure 1: The impact of the WYD on the decisions about visiting Krakow in 2017



Source: based on own research

The study allowed the statement that the image of Krakow after the WYD has positively changed both in the eyes of tourists and inhabitants, and what is particularly interesting, the change was more visible (the percentage of records for *slightly and clearly improved* – total) in the latter group (see: Table 1). Both groups equally declared that the image has *clearly improved*, yet larger percentage of declarations in this regard was recorded amongst the participants of the WYD. Lack of impact of the event on the city image (the image *has not changed*) was declared by a larger percentage of tourists (by 15.66 pp. more than of inhabitants), and higher ratios were recorded in the group of non-participants of the WYD. More tourists than inhabitants indicated *clearly and slightly deteriorated*. What is interesting, such declarations were made by inhabitants not participating in the event, yet in the group of tourists these declarations were made by the participants of the WYD.

Table 1: The change of the image of Krakow after the WYD in the opinion of tourists and residents of the city (structure of responses expressed in %)

Evolution of the image	Tourists			Residents		
	A	B	C	A	B	C
clearly deteriorated	0.67	1.30	0.37	0.66	0.48	0.76
slightly deteriorated	2.93	3.63	2.60	1.49	0.96	1.77
has not changed	44.30	26.17	52.97	28.64	13.88	36.46
slightly improved	31.99	37.05	29.58	49.17	50.24	48.61
clearly improved	20.10	31.87	14.48	20.03	34.45	12.40

Key: A – total; B – participants of WYD; C- non-participants of WYD
 Source: based on own research.

When rating Krakow in the image context the high rates prevail (see: Table 2). However, a larger percentage of tourists than inhabitants ranked the city extremely positively (the largest distance – nearly 10 pp. between both groups is recorded in relation to romantic feature rank).

Table 2: Krakow in the opinion of tourists and residents in the context of the WYD (structure of responses expressed in %)

Feature		Rank							Feature
		1	2	3	4	5	6	7	
Cold	T	0.92	1.17	3.35	15.16	23.45	28.06	27.89	friendly
	R	0.83	1.32	3.81	18.05	30.79	25.99	19.21	
Rigid	T	1.26	2.01	5.36	27.64	24.62	21.19	17.92	romantic
	R	1.16	3.64	8.94	36.92	25.83	15.56	7.95	
Old	T	3.27	5.28	11.06	27.38	23.03	17.42	12.56	new
	R	1.99	4.14	12.75	26.66	23.84	18.87	11.75	
Dangerous	T	1.84	3.02	5.03	19.93	22.36	26.71	21.11	safe
	R	0.83	3.48	7.45	23.68	24.50	24.99	15.07	
Dirty	T	2.18	2.60	5.70	19.93	25.54	25.71	18.34	clean
	R	1.66	4.14	12.42	29.96	25.33	17.22	9.27	
Boring	T	1.26	1.34	3.02	14.32	18.59	28.64	32.83	interesting
	R	1.32	1.16	2.48	15.07	26.49	29.80	23.68	
Stagnant	T	1.34	1.09	4.52	16.67	22.53	25.21	28.64	lively
	R	1.32	1.16	4.64	13.91	23.18	30.13	25.66	
Ugly	T	1.51	1.84	1.93	14.99	18.09	27.64	34.00	pretty
	R	1.16	1.00	2.65	15.89	22.35	30.13	26.82	
Artificial	T	0.75	2.43	6.37	21.78	23.20	25.20	20.27	natural
	R	1.99	2.32	6.29	25.33	25.66	22.52	15.89	
full of conflicts	T	1.01	2.43	5.53	22.36	24.20	24.62	19.85	full of harmony
	R	1.00	2.48	5.63	31.79	24.17	21.85	13.08	
tourist-friendly	T	1.59	1.26	2.35	10.72	15.91	26.13	42.04	tourist-hostile
	R	1.32	0.83	2.81	9.44	17.72	34.44	33.44	
Secular	T	0.84	2.68	4.86	28.47	20.94	23.28	18.93	sacral
	R	0.83	1.66	4.80	26.16	27.31	20.53	18.71	
Conservative	T	1.68	3.35	6.53	21.86	23.79	23.86	18.93	progressive
	R	1.32	7.12	9.44	25.83	26.82	20.03	9.44	
Image/Rank		1	2	3	4	5	6	7	
Negative	T	1.26	1.26	1.84	11.31	16.67	27.05	40.61	Positive
	R	0.83	1.32	1.99	13.74	17.38	31.13	33.61	

Key: T – tourists; R – residents.
Source: based on own research

Generally the average value of the assessment of the city varied from 4.61 (rigid/romantic) to 5.78 (tourist-hostile/tourist-friendly) for the inhabitants and from 4.64 (old/new) to 5.85 (tourist-hostile/tourist-friendly) for the guests. Generally the city image was perceived as positive. The average value of this assessment for the inhabitants was 5.73, and for tourists – 5.85.

The structure similarity ratio was applied to measure the structure similarity of the two populations in terms of a studied feature, irrespectively of its type, described by the following formula¹:

$$w_p = \sum_{i=1}^k \min(w_i^{(1)}, w_i^{(2)})$$

where: $w_i^{(1)}$, $w_i^{(2)}$ mean the structure ratios respectively in the first and second population. It was settled that the similarity in the assessment of the city between the studied groups is shaped from the lowest to the highest in the following order: clean/dirty 81.71%, rigid/romantic 84.3%, conservative/progressive 86.32%, cold/friendly 89.16%, tourist-hostile/tourist-friendly 89.42%, boring/interesting 90.13%, full of conflict/full of harmony 90.42%, dangerous/safe 91.23%, ugly/pretty 91.63%, artificial/natural 92.75%, secular/sacral 93.63%, stagnant/lively 94.24%, old/new 96.05%. Very high ratio of structure similarity was revealed in the final assessment of Krakow's image. One might say that both studied groups were similar in this regard, assessing the city image as positive (92.57%), which allowed acknowledging the above content.

CONCLUSION

In the light of the above considerations it is presumed that the events which are organized in the destinations have impact on the image of these destinations created in the mind of both the participants and non-participants; they define future behavior mainly of tourists, but also the inhabitants – both existing and potential, as well as investors.

The results of the study presented in this article allow the statement that the image of Krakow has changed under the influence of the World Youth Day.

On the basis of conducted research the following was concluded:

- the image of the city a year after a megaevent improved (jointly – slight and clear improvement). In order to respond to the hypotheses, however, it should be stated that the highest percentage of indications relating to a change in the image a year after the megaevent referred to the lack of change in the case of tourists, and certain improvement in the case of inhabitants. The percentage of indications of clear improvement in the city image gave way to the aforementioned changes (by 24.2 pp. for tourists and by 29.14 pp. for inhabitants). This entitles to the conclusion that hypothesis 1 and hypothesis 2 were not positively verified;

¹ This ratio meets the condition: $0 < w_p \leq 1$. The closer the value is to one, the more similar both populations are in terms of the studied feature.

- the assessment of the city image a year after the WYD amongst tourists is similar to the one of the inhabitants (structure similarity ratio varied from 81.71% to 96.05%) (hypothesis 3 confirmed);
- participation in the religious megaevent increases the rate of the venue image (hypothesis 4 confirmed).

Moreover, the above considerations allow the conclusion that the World Youth Day occurred to be the incentive for tourists to visit Krakow in 2017.

The events, both religious and sports, as well as cultural or economic, shape the image of destinations. If they finish with success, they are emulated by other, future hosts (benchmarking). Each host strives for an event which will stamp into the memory of recipients positively enough to make some of them visit the destination.

Certainly, the subsequent WYD in Panama in 2019 will be a great challenge for the hosts. It is enough to mention the size of the country with the population of about 4 million people. Assuming that the number of participants will be similar to their number in Brazil in 2013, i.e. 3.7 million people, the event will be a major challenge for the authorities. A lot depends on how they handle this issue, i.a. future behavior of tourists.

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