

The City Assessed by Residents and Tourists a Year after a Religious Mega-Event (Study Case: World Youth Day in Cracow, Poland)

Agata Niemczyk

Cracow University of Economics, Poland

Abstract

The purpose of this article is to recognize the assessment of Cracow from the perspective of the residents and tourists a year after a religious event, the 2016 World Youth Day (2016WYD). Bearing in mind that the image of a city is created by an individual and their socio-demographic features, ones that differentiate the assessment of the city were identified and their direction and strength were highlighted. It was also checked whether the assessment of the city declared by tourists (the experimental group) was different from the assessment of the residents (the control group). Analogically, significant differences were recognized between the tourists and residents who took part in 2016WYD; tourists who participated and did not participate in 2016WYD, and also the residents who participated and did not participate in 2016WYD. Theoretical considerations relating to the city, its recipients and mega-events were conducted on the basis of subject literature review. In the statistical part non-parametric tests and Spearman's rank correlation coefficient were used in order to achieve the assumed objectives. The results allowed us to observe how the improvement of the city image a year after the mega-event is more often declared by the inhabitants than by tourists and out of socio-demographic features of an individual, gender (both in the case of inhabitants and tourists) determines the assessment of the city image to the greatest extent.

Keywords: World Youth Day in Cracow, survey, image of the city

JEL: Z12, Z32

Introduction

A city is a spatial unit offering a range of products to satisfy the needs of its multiple recipients, including tourists and residents, who are the addressees of marketing activities conducted also in the field of promotions with the use of a number of tools. One of such tools are events. They are the ventures which are supposed to create a positive image of a territorial unit. The purpose of this article is to recognize the assessment of Cracow from the perspective of the residents and tourists a year after the religious event, 2016 World Youth Day (2016WYD). Bearing in mind that the image of a city is created by an individual and their socio-demographic features, those that differentiate the assessment of the city were identified and their direction and strength were highlighted.

In order to achieve the main goal of the study, the following cognitive questions were formulated:

- Has the image of Cracow improved a year after the religious mega-event?
- Has the image of Cracow declared by tourists differed from the one declared by inhabitants?
- Does the fact of participation in 2016WYD increase significant differences in the assessment of city image between the inhabitants and tourists?
- Considering the socio-demographic features of an individual, are age and education the most significant determinants of the assessment of the city image?

E-mail addresses of the authors

Agata Niemczyk: niemczya@uek.krakow.pl

The questions allow us to formulate the following research hypotheses:

- H1: The improvement in the assessment of the city image a year after the mega-event is more often declared by tourists than inhabitants.
- H2: Age affects the assessment of the city image to a greater extent in the case of tourists than in the case of inhabitants.
- H3: Education affects the assessment of the city image to a greater extent in the case of tourists than in the case of inhabitants.
- H4: The greatest number of significant differences in the assessment of the city image is recorded between the participants and non-participants of 2016WYD, yet fewer differences are recorded between the event participants themselves (tourists or inhabitants) or non-participants (tourists or inhabitants).

The review of subject literature describing the city, its addressees, image and events was used to achieve the purpose of the article. The empirical part of the work included the results of primary research carried out amongst tourists and inhabitants of Cracow a year after 2016WYD. Appropriate statistical analyses on primary data were conducted on the basis of non-parametric tests and correlation coefficients.

1 City, image of the city, events — basic terms

According to Markowski (1997) a city is defined as a mega-product — i.e., a set of benefits, consumption of which is strictly connected with a particular place. The product in question plays different roles (e.g., housing, investment, tourism and this results from the rich set of its recipients). Those recipients can be divided into internal and external. The first group consists of permanent and temporary inhabitants (students, seasonal workers) and local entrepreneurs, and the latter group — domestic and foreign tourists, highly-qualified workforce and specialists (Raszkowski 2012, 83). They are the subject of relevant activities relating to the creation of an image. Among those activities one increasingly popular might be indicated: event marketing. “It is defined as marketing activities which aim at affecting recipients via emotions, experiences and impressions formed during the events organized for various needs, mainly with regard to shaping the image of something or somebody” (Zatwarnicka-Madura 2013, 148). These events may be classified in terms of scale and effect, which allows separation of mega-events, and the example of such is World Youth Day (Dowson 2017), which like other events shape the image of the place (Niemczyk 2017).

The image of a place is “a mental construction or approach taken on the basis of a small number of the entirety of impressions selected in the creative process in the course of which particular impressions are processed “colored and ordered” (Lee, Lee, and Lee 2005). Kotler et. al. (1999) associate the image with cognitive category, which describes subjective associations, knowledge, judgments and emotions connected with the place. Therefore, if an individual has enough knowledge about a given region and feels positive about it, they will be willing to choose it among others (Florek and Żymkowski 2002; Gartner 1993).

The image is something secondary compared to the region’s identity, which is the basis of its creation. Identity is understood as a set of basic attributes differentiating a given place/region from other market players, notably close competitors (Altkorn 2002). If identity for a region is an internal thing, its image is external. The subject category is defined by the features of the buyers and their subjective perception of a given place (Kim, Morrison 2005). In this regard the place image is a function of its identity and its recipient’s identity (Zdon-Korzeniowska 2009). Subject literature is familiar with the opinion of (for example) Kim and Morrison (2005) regarding the impact of socio-demographic features of an individual on the assessment of the place image. They particularly stress the impact of education, thus proving that people with higher education perceive the place better than people with lower or poor education, and the impact of age, as they claim that the place image is being improved mainly in the opinion of young people (20-year-olds), whereas the opinion of older people (over 50 years old) remains unchanged.

The actions of city authorities focused on creating positive image of the place seems necessary regarding the fact that image plays a significant role in the decision-making process of the buyer

(e.g., Dann 1996; Milman and Pizam 1995). From the tourist perspective a positive image may lead to the loyalty effect towards the place of tourism reception, which is revealed in the cognitive and emotional theory of tourist satisfaction (Chia and Qu 2008). It is also significant from the perspective of the current inhabitants, and particularly potential ones. The way they perceive their current or potential place of living depends on their mobility. This is important considering today's adverse demographic changes leading to urban depopulation, which in turn may lead to depriving a given type city of its status resulting in the loss of many profits (Krysiński 2013).

2 Research methodology

The study was conducted in Cracow in 2017 among 604 inhabitants (quota sampling was used; control variables in the sample were age and gender) and 1 194 tourists. Size and structure of the population was determined on the basis of tourist traffic conducted in the city a year earlier, commissioned by the Town Hall under the supervision of the Małopolska Tourism Organization.¹ The questionnaire survey carried out for the purpose of this article was conducted by using a diagnostic survey, and the study tool was the author's questionnaires (for tourist and inhabitants separately).

The population of inhabitants was dominated by women (55,63%).² Moreover, in the group of inhabitants the largest share belonged to the following:

- people aged 66 years and more (18,54%)
- people with higher education (84,94%)
- white-collar workers (33,33% of respondents)
- individuals assessing their financial situation as good (46,19%)

On the other hand, half of the population of tourists was represented by domestic tourists. It was dominated by women (55,36%), young people aged 18–26 years old (40,28%) and 27–35 years old (25,54%), which shall be treated as the effect of 2016WYD—regarding the Barcelona effect (Calvita and Ferrar 2004)—students/pupils (34,25%), which emphasizes the 2016WYD effect even more, people with higher education, individuals assessing their financial situation as good.

3 The evolution of the city image after 2016WYD

The analysis of data obtained from the study showed that out of the set of tourists under study 1/3 participated in 2016WYD, 1/5 even though present in Cracow during 2016WYD, did not participate in the event, and the remaining group of respondents (approximately 49%) did not take part in the mega event. Regarding the inhabitants, an equal percentage of people participated in the event and did not participate in the event, although being present in Cracow (respectively 34,6% and 35,6%). Only 29,8% did not participate in the event at the same time being away from the city.

The image of the city a year after the religious mega-event has improved, but mostly in the opinion of inhabitants (fig. 1). Clear improvement was declared equally by tourists and inhabitants (about 1/5 records). On the other hand, if half of the inhabitants noticed a slight improvement of the image, nearly half of the tourists under study did not notice any changes relating to the event.

In the light of the presented data it is pertinent to state that the religious mega-event has clearly improved the image of the city (jointly—slightly and clearly improved declared by 52% of tourists and 69% of inhabitants). Even though the group of tourists gave more or less the same number of responses declaring the improvement of the image and the lack of changes in this regard relating to the event, they ranked highly the image of Cracow as such (tab. 1). Positive assessment—level 7—was declared by 40,61% of tourists responding, whereas there were by 7 percentage points fewer inhabitants who declared the same.

1. See: Ruch turystyczny w Krakowie w 2016 roku. Monografia [Tourism Traffic in Krakow in 2016]. By K. Borkowski (ed.) et al., Małopolska Organizacja Turystyczna, Kraków, grudzień 2016 – maj 2017, page 88, [[:] <http://www.mot.krakow.pl/media/badanie-ruchu-turystycznego/badania-ruchu-turystycznego-w-krakowie-2016.pdf>.

2. [In the journal European practice of number notation is followed—for example, 36 333,33 (European style) = 36 333.33 (Canadian style) = 36,333.33 (US and British style).—Ed.]

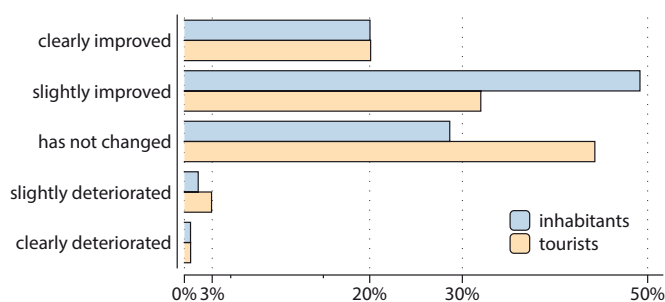


Fig. 1. The image of Cracow evolution from the perspective of tourists and inhabitants of the city a year after 2016WYD

Tab. 1. The image of Cracow in the opinion of tourists and inhabitants in relations to 2016WYD (structure of responses expressed in %)

Group	negative		← assessment →			positive	
	1	2	3	4	5	6	7
Tourists	1,26	1,26	1,84	11,31	16,67	27,05	40,61
Inhabitants	0,83	1,32	1,99	13,74	17,38	31,13	33,61

4 Determinants of the image and the power of their impact

In order to study the impact of socio-demographic features of the inhabitants and tourists in Cracow, such as: gender, age, education, professional status, financial situation, (size of the place of living and nationality only in the case of tourists) —on the change of image and its assessment in relation to the religious event, relevant statistical analyses were carried out with the use of the following tests: U Mann-Whitney and ANOVA Kruskal-Wallis rank test. Relevant calculations showed the significant impact on the examined phenomenon of the majority of the socio-demographic features in the case of tourists as compared to the inhabitants. The detailed data are presented in tables 2 and 3.

After the analysis of the change of image after 2016WYD and the assessment of the image (positive/negative) of Cracow a year after the mega-event it is concluded that:

- in the group of tourists (tab. 2)
 - age, gender, professional status and financial situation determine the assessment of the city image, and
 - none of the socio-demographic features has significant impact on the change of image;
- in the group of inhabitants (tab. 3)
 - age, gender and professional status determine the assessment image of the city, and
 - professional status determines the change of image after the religious event.

The education in both groups of respondents has no impact on the phenomena under study. The strength of the aforementioned determinants impact on the studied issues was determined by the correlation coefficients compiled in table 4. The obtained data allow us to formulate the conclusion that the older the tourist is, the more negative the assessment of the image of Cracow is. In the remaining cases the dependencies are of a positive character. What is important is that the inhabitants' assessment of the city image was more determined by gender, age and professional status than the tourists' assessment.

In order to achieve the purpose of the article the question if and to what extent the change of image and the assessment of the city image from the perspective of tourists (S1, experimental group) differed from the change of image and the assessment of the city image from the perspective of (S2, control group).³ In order to verify the research problem of such content the U Mann-Whitney test was applied. Two research hypotheses were formulated at the same time: H_0 —the change of

3. Analogical comparison was made between the participants of 2016WYD—tourists (S1) and inhabitants (S2); between tourists—participants of 2016WYD (S1), and non-participants of 2016WYD (S2); between inhabitants—participants of 2016WYD (S1), and non-participants of 2016WYD (S2).

Tab. 2. The levels of significance (p -levels) in tests for dependencies between the change of image and the assessment of the image of Cracow from tourist perspective by their socio-demographic features

	U Mann-Whitney			ANOVA Kruskal-Wallis			
	Gender	Home/Abroad	Age	Edu. ^a	Profession	Financ. ^b	Size ^c
change of image after 2016WYD	0,085	0,170	0,776	0,066	0,420	0,656	0,579
Image of the city							
cold / friendly	< 0,001	0,003	0,004	< 0,001	0,060	0,001	0,001
rigid / romantic	0,007	0,007	0,339	0,044	0,291	0,297	0,007
old / new	0,105	0,714	0,956	0,099	0,601	0,417	0,070
dangerous / safe	0,153	0,574	0,125	0,007	0,636	0,143	< 0,001
dirty / clean	0,019	0,208	0,043	0,019	0,396	0,040	< 0,001
boring / interesting	0,005	0,013	0,021	0,002	0,003	0,024	0,001
stagnant / lively	0,001	0,205	0,053	0,028	0,014	0,425	0,384
ugly / pretty	< 0,001	< 0,001	0,710	< 0,001	0,042	0,012	0,102
artificial / natural	0,007	0,096	0,371	0,012	0,061	0,074	0,730
antagonistic / harmonious	0,512	0,012	0,022	0,472	0,010	< 0,001	0,004
unfriendly / friendly	0,001	0,023	0,108	0,005	0,001	0,007	0,013
secular / sacra.	0,925	< 0,001	0,079	< 0,001	0,319	0,009	0,419
conservative / progressive.	0,039	0,030	0,850	0,001	0,464	0,481	0,303
Image assessment							
negative / positive	0,001	< 0,001	0,299	0,001	0,008	0,173	0,159

^aeducation; ^bfinancial situation; ^csize of the place of living

Tab. 3. The levels of significance (p -values) in tests for dependencies between the change of image and the assessment of the image of Cracow from inhabitant perspective by their socio-demographic features

	U Mann-Whitney		ANOVA Kruskal-Wallis		
	Gender	Age	Education	Profession	Financial situation
change of image after 2016WYD	0,290	0,115	0,934	0,015	0,672
Image of the city					
cold / friendly	0,013	0,016	0,261	0,560	0,083
rigid / romantic	0,021	0,031	0,681	0,438	0,862
old / new	0,008	0,033	0,252	0,706	0,760
dangerous / safe	0,184	0,163	0,218	0,432	0,753
dirty / clean	0,545	0,039	0,195	0,120	0,900
boring / interesting	0,011	0,136	0,335	0,040	0,075
stagnant / lively	0,002	0,089	0,275	0,080	0,283
ugly / pretty	0,010	0,420	0,313	0,669	0,742
artificial / natural	0,092	0,101	0,900	0,638	0,451
antagonistic / harmonious	0,386	0,169	0,659	0,448	0,287
unfriendly / friendly	0,001	0,002	0,959	0,497	0,318
secular / sacra.	0,047	0,574	0,106	0,541	0,467
conservative / progressive.	0,005	0,124	0,194	0,586	0,773
Image assessment					
negative / positive	0,005	<0,001	0,398	0,023	0,105

image (and the assessment of the city image) from the perspective of tourists (S1) was the same as the change of image (and the assessment of the city image) from the perspective of inhabitants (S2) and H_1 — the assessments of the two groups of respondents (S1 and S2) differed significantly. The obtained data was compiled in table 5. They give the grounds to state the following:

Tab. 4. Correlation coefficient for statistically significant determinants of the change of image and the assessment of the city image in relation to 2016WYD among tourists and inhabitants of Cracow

		V Cramér's coefficient		Spearman's rank coefficient	
		Gender	Profession	Age	Financial situation
Change of image after 2016WYD	inhabitants	–	0,110	–	–
	tourists	–	–	–	–
Image negative/positive	inhabitants	0,143	0,140	0,127	–
	tourists	0,098	0,096	–0,066	0,050

Tab. 5. The levels of significance (*p*-levels) in the U Mann-Whitney test of differences between tourists and inhabitants in the change of image and assessment of the image in relation to the religious event in 2016

	S1 T & S2 I	S1 T part.WYD & S2 I part.WYD	S1 T part.WYD & S2 T not.part.WYD	S1 I part.WYD & S2 I not.part.WYD
change of image after 2016WYD	< 0,001	0,006	< 0,001	< 0,001
Image of the city				
cold / friendly	< 0,001	< 0,001	< 0,001	< 0,001
rigid / romantic	< 0,001	< 0,001	< 0,001	< 0,001
old / new	0,587	0,218	< 0,001	< 0,001
dangerous / safe	0,001	0,219	< 0,001	< 0,001
dirty / clean	< 0,001	< 0,001	< 0,001	0,001
boring / interesting	0,001	0,202	< 0,001	< 0,001
stagnant / lively	0,091	0,316	< 0,001	< 0,001
ugly / pretty	0,018	0,285	< 0,001	< 0,001
artificial / natural	0,005	0,053	< 0,001	< 0,001
antagonistic / harmonious	< 0,001	0,111	< 0,001	< 0,001
unfriendly / friendly	0,045	0,482	< 0,001	< 0,001
secular / sacra	0,798	0,393	< 0,001	< 0,001
conservative / progressive	< 0,001	< 0,001	< 0,001	0,003
Image assessment				
negative / positive	0,017	0,256	<0,001	<0,001

Note: S1—experimental group; S2—control group; I—inhabitants; T—tourists; part.WYD—participating in 2016WYD; not.part.WYD—not participating in 2016WYD

- Significant differences in the change of image and the assessment of the city image were revealed between the participants and non-participants of 2016WYD inside the groups of respondents (i.e., tourists and inhabitants; internally these groups are not homogenous in this respect).
- There are fewer significant differences and more similarities between the tourists and inhabitants, particularly those who participated in 2016WYD.

Conclusions

The issues discussed in this article show that the image of Cracow has changed a year after the religious mega-event. On the basis of the conducted analyses the following is concluded:

- the improvement of the city image a year after the mega-event is more often declared by the inhabitants than by tourists (hypothesis 1 rejected)
- age affects the assessment of the city image to a greater extent in the case of tourists than in the case of inhabitants (hypothesis 2 confirmed)
- education does not affect the assessment of the city image (hypothesis 3 rejected)
- the greatest number of significant differences in the assessment of the city image is recorded between the participants and non-participants of 2016WYD, yet fewer differences are recorded

between the event participants themselves (tourists or inhabitants) or event non-participants (tourists or inhabitants) (hypothesis 2 confirmed)

Moreover, the following was observed:

- participation in WYD makes the assessment of the city image similar in the case of both tourist and inhabitant perspectives
- gender, professional status and financial situation shape the city image in a significant way
- out of socio-demographic features of an individual, gender (both in the case of inhabitants and of tourists) determines the assessment of the city image to the greatest extent

Summing up, it is pertinent to state that mega-events shape the image of cities. Making sure that they are organized properly, and above all creating a positive atmosphere/ambience, which is also vastly dependent on some factors beyond organizers' control, are the key premises of the venture success achieved by the capital of Małopolska (Rudnicki 2018, 135ff.; Sala 2018, 114).

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