

INTRODUCTION

In the process of socio-economic transformations, the financial resources of households are increasing, which is essentially making it more and more possible to use tourist services. Along with the development of tourism activity, various forms of services appear, referring to the needs of the society and the changing taste for places and forms of rest. Therefore, an important issue in this regard is to discern the specific tourist needs and to ensure that those can be met. This affects the emergence of new offers and forms of tourism activities which aim at maintaining and broadening the existing markets, as well as at developing new ones.

In this respect, activities that emerge lead to the integration of various forms of tourism activity in the form of clusters which can lead to the activation and development of cooperation in trans-border areas (I. Pirozhnik). Important in the development of tourism is the activity of local authorities who take steps to make the local services more and more attractive, with a particular focus on local water resources, mainly lakes and rivers. They allow to offer new forms of tourism services and to present local tourist product such as fishing, which is gaining popularity among tourists (D. Szostak).

In Slovakia, the processes of concentration of industrial activity have led to the integration and acquisition of pre-existing breweries and their markets by global beer producers. In order to mitigate these negative effects, many small craft breweries emerged which produce, basing on local traditions, competitive beer with new properties and a specific taste. A factor strengthening their development is the emerging movement in tourism – the so-called beer routes, designated by new local breweries (A. Krogmann et al.). The development of cultural activities also influences the development of new forms of tourism such as film tourism, which to some extent expands the tourist base of many cities. Film tourism in Krakow provides great opportunities in this regard (A. Kolasińska).

Changes in the European space and the development of new regional systems offer great opportunities for the development of tourism activities as seen in the Visegrad countries. New elements of its infrastructure management create opportunities for increased tourist traffic which can be an important factor in the development of many cities and social integration of residents (M. Tracz, M. Bajgier-Kowalska). The organisation of tourism and internal traffic flows is influenced by the level and quality of transport development and, against this, the possibility of shaping alternative urban transport using different means of individual transport (A.I. Szymańska). To some extent they also condition the behaviour of young consumers in choosing centres as places to use commercial and service offerings (A.I. Szymańska, M. Płaziak). In many areas there are still local resources for tourism development that are poorly capitalised on. An example of this is Podgórze – a Krakow district which, although it has numerous valuable monuments, attractive places and objects, still remains overshadowed by the oldest, historic part of Krakow – the Old Town and Kazimierz (M. Siwek).

Tourism activities also constitute an important source of income and affect the economic potential of many countries. This is illustrated by the classification of countries based on the relation of tourism revenue and the value of gross domestic product (O. Korol, V. Krul), and the level of tourism saturation in the island countries of the Caribbean region (M. Jasiński). An important element of economic activity development is the possibility for revitalisation and reuse of former industrial facilities present within the city structure. Among the numerous ways of their reapplication is using them for new purposes, e.g. housing, cultural activities or tourist facilities. In particular, the conversion into modern loft hotels makes the city tourist offer more appealing (K. Sala).

Interesting considerations are presented by representatives of the Irkutsk Scientific Centre associated with professor Anatol Jakobson, who, in their article, discuss the important direction of structure transformation of regional systems of the area, also discussing revitalisation activities and the growing attention to the quality of natural environment and raising the standard of living of residents. They point out that in those transformation processes, the importance of ecological awareness is increasing, as reflected in the social attitude of the people towards the protection of Baikal natural resources and the pursuit of eradicating the disruptive industry (N. Batsiun, A. Jakobson, Y. Jakobson). In Kazakhstan, on the other hand, it is assumed that the most crucial factor of economic growth is the development of modern and innovative industry. It is to be environmentally-friendly, influence the socio-economic transformations of the country, and serve to improve the standard of living (G. Nyussupova et al.).

The present issue is concluded with the analysis of financial results of companies operating in Polish special economic zones, the relationship between the value of their profit and the level of social responsibility (M. Kozaczka) and the assessment of selected elements of the standard and quality of life of the Polish diaspora in the Greater Toronto Area taking into account the objective (standard of living) and subjective (quality of life) factors (K. Ziółkowska-Weiss).

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