

FRANCISZEK MRÓZ

Pedagogical University of Krakow, Poland

ALFRED KROGMANN

Constantine the Philosopher University in Nitra, Slovakia

MAGDALÉNA NEMČÍKOVÁ

Constantine the Philosopher University in Nitra, Slovakia

DAŠA OREMUSOVÁ

Constantine the Philosopher University in Nitra, Slovakia

Religious and museum tourism to Museum of the Holy Father John Paul II Family Home in Wadowice (Poland)

Abstract: The research was aimed at identifying changes in tourist traffic – religious tourism and museum tourism to the Museum of the Holy Father John Paul II Family Home in Wadowice in 1996–2019. The museum was opened in 1984 in the house where Karol Wojtyła, Pope John Paul II, was born in 1920. The thorough reconstruction between 2010 and 2014 resulted in the establishment of a museum with a modern multimedia narrative exhibition. In recent years, the museum has been visited by more than 200 thousand tourists a year, including 40 thousand foreigners from more than 100 countries worldwide. During the years 1996–2019 the number of international tourists rose more than twice. The greatest boom in the visits to the museum was noted in 2005 and was associated with the disease, death, funeral, and increasing worship of Pope John Paul II. Following decreased interest in visits to the museum during the period of 2010–2014, which was due to the museum renovation, a revival and increase in visits to the museum was observed again. Changes that were observed in the museum during the last twenty-five years were identified, among other things, thanks to field research involving observations and interviews with museum curators and staff. Analyses of tourist visits to the museum were based on detailed data provided by the museum managers. In the elaboration of the collected research results descriptive-analytical, dynamic-comparative and cartographic methods were used.

Keywords: Museum of the Holy Father John Paul II Family Home; museum tourism; pilgrimage; religious tourism

Received: 2 September 2021

Accepted: 2 November 2021

Suggested citation:

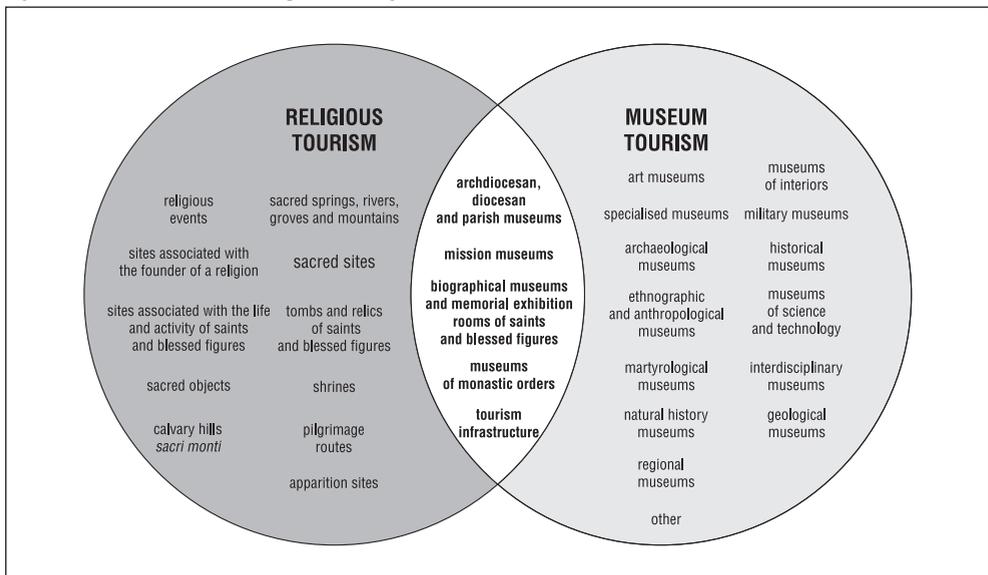
Mróz, F., Krogmann, A., Nemčíková, M., Oremusová, D. (2021). Religious and museum tourism to Museum of the Holy Father John Paul II Family Home in Wadowice (Poland). *Prace Komisji Geografii Przemysłu Polskiego Towarzystwa Geograficznego* [Studies of the Industrial Geography Commission of the Polish Geographical Society], 35(4), 145–162. doi: <https://doi.org/10.24917/20801653.354.9>

INTRODUCTION

One of the latest trends in global tourism is increased interest in cultural tourism, including its two types: museum tourism and religious tourism (Hodorowicz, Mróz,

2010; Kolasińska, 2020; Krogmann, 2007; Krogmann et al., 2017; Sobocińska, 2019; Wyszowska, Jędrzyak, 2017). The growing popularity of travels focused on religious or religious and cognitive motifs (religious tourism) is affected by a range of social, cultural, demographic, religious, historical, political and geographic conditions (Mróz, 2019). Despite the fact that religious tourists visit sacred sites where they participate in the acts of worship, the visiting of sacred sites, sites associated with a founder of a religion or sites related to the life and activity of the saint or the blessed come to the forefront (Jackowski, 1991; Ostrowski, 2020). Such places include biographical museums which are collections of objects related to the life and activity of outstanding personalities, including saint and blessed figures (incl. the Museum of St. Maksymilian Maria Kolbe in Niepokalanów, the Museum of St. Mother Teresa of Calcutta in Skopje, the Museum of St. Padre Pio in San Giovanni Rotondo, Museum of the Holy Father John Paul II Family Home in Wadowice, Museum of St. John Paul II in Krakow, Museum of John Paul II and the Primate Wyszyński at the Temple of Divine Providence in Warsaw). During the last two decades, museums were transformed into multi-functional institutions which integrate education, relaxation, entertainment, and social importance by collecting, protecting and presenting functions of the cultural and spiritual heritage (Nowacki, 2007: 298; Shao et al., 2019). Museum tourism is an important element which demonstrates the exceptional characteristics of culture and history of cities and regions (Chen, Li, Zhang, 2012; Gil et al., 2019). It is a source of personal experience of tourists. It develops the cultural and historical awareness of the community, and emphasises the uniqueness of culture and history of cities/towns/villages, regions and countries (Carey, Davidson, Sahli, 2012; Jęmczyk, Sammek, 2013). Religious tourism and museum tourism are spatial phenomena with two common elements – these are diocesan museums, mission museums, parish museums, biographical museums of saints and the blessed, museums of monastic orders and tourist infrastructure (Niemczyk, Seweryn, 2015) (Figure 1).

Figure 1. Elements of tourism space of religious tourism and museum tourism



Source: developed by the Authors (2020)

Poland has more than 130 Catholic ecclesiastical museums (Błażejczyk, Grabowski, 2019). They are general museums (of archdioceses, dioceses, and parishes), mission museums, museums and memorial exhibition rooms of monastic orders, biographical museums and memorial exhibition rooms of the saints and blessed figures (Błażejczyk, Grabowski, 2019). One of the examples from the last group is the Family Home of John Paul II Museum in Wadowice.

The proclamation of Cardinal Karol Wojtyła, the Metropolitan Bishop of Krakow, as Pope (16 October 1978) caused that Wadowice, a town in the Pogórze Śląskie region, on the Skawa River in the Małopolska Voivodeship, with a population of 18,000, became known worldwide. It was the place where Karol Wojtyła was born a century ago, on 18 May 1920. “[...] it all began here, in Wadowice. Life began. School began. Studies began. Theatre began. And my priesthood began” (John Paul II, 1999). These memorable words uttered by John Paul II on 16 June 1999 during his last meeting on the Wadowice market square with the town’s inhabitants reflect the bond of the Polish Pope with his home town. It was beyond any doubt that John Paul II’s relationship with the town contributed to the development and increased importance of Wadowice.

Currently, Wadowice belongs to a group of pilgrimage centres of international importance. Sites associated with young Karol Wojtyła can be encountered anywhere in Wadowice. Pilgrims and tourists who come to this papal town most frequently visit the Basilica of the Presentation of the Blessed Virgin Mary, the Shrine of St. Joseph and the Family Home of John Paul II Museum (Mróz, 2007). After the complete renovation in 2010–2014, thanks to its modern multimedia narrative exhibition, the Family Home of John Paul II Museum in Wadowice is currently one of the most modern museums in Poland.

RESEARCH OBJECTIVES AND METHODS

The objective of the research was to identify changes occurring in tourist traffic to the Museum of the Holy Father John Paul II Family Home in Wadowice during the period of 1996–2019. Thanks to field research involving observations and interviews with museum curators and staff, it was possible to identify changes that have occurred in religious tourism and museum tourism in the museum over the last 25 years. A detailed analysis of visits to the museum was based on in-depth interviews with museum staff, especially based on the exact records of tourist groups and individual tourists visiting the museum. Registration was started in 1996 by the Sisters of the Holy Family of Nazareth who curated the museum at the time. However, it should be emphasised that until reconstruction, the Family Home of John Paul II was closed on all Mondays.

The materials and statistical data collected during the research was systematised and collated in tabular and graphic form. Cartographic presentation methods (thematic maps and choropleth maps) have been used when working on both quantitative and qualitative data. The comparative method as well as descriptive and analytical methods have been used to present research results.

MUSEUM OF THE HOLY FATHER JOHN PAUL II FAMILY HOME IN WADOWICE – ORIGINS, EXTENSION AND EXHIBITION AREAS

The examination of the functioning, transformation and importance of the Family Home of John Paul II Museum requires an analysis of its historical context. Therefore, let us first present a historical outline of this institution and flip through calendar pages to the interwar period – until 1920, where everything began for the museum.

The parents of Karola Wojtyła, Emilia Kaczorowska and Karol Wojtyła, with their thirteen-year-old son Edmund moved from Krakow to Wadowice in 1919. They started to live in a tenement house at 2 Market Square in Wadowice (today's address: 7 Kościelna Street) which was built around 1870. At the time, the tenement house was owned by Chaim Bałamuth – head of the Jewish commune, town councillor and merchant who kept a store selling glass products and crystals. The Wojtyła family occupied two rooms with a kitchen on the first floor of the building. Entrance to the flat was from the porch or balcony. It was in that flat where their second son, Karol Józef Wojtyła (who later became pope), was born on 18 May 1920 at around 5:00 p.m. (Pietruszka, 2019).

Karol Wojtyła lived in Wadowice until 1938, when he left town together with his father to start living in Krakow and commence studies at the Jagiellonian University. After they had moved out, the Putyra family lived in the same flat until the early 1980s. New tenants made considerable adaptations to the former Wojtyła family's flat. For example, two windows were walled up from the side of the church and they were replaced by one window. Wooden board floor was replaced by parquet. Balcony door was incorporated in the room and door between two rooms in a suite near the windows was moved to the middle of the walls (Muzeum Dom Rodzinny..., 2021a).

The idea to establish the Museum of the Holy Father John Paul II Family Home in Wadowice came from the parish priest from Wadowice, Rev. Edward Zacher, and from the Metropolitan Bishop of Krakow, Cardinal Franciszek Macharski. One of the first steps to establish the museum was to provide new flats to the then residents of the tenement house. After the majority of tenants had moved out, the house underwent renovation. The museum known as "The Family Home of John Paul II" was officially opened on 18 May 1984 thanks to the efforts of the Metropolitan Curia in Krakow and the Parish Church of the Presentation of the Blessed Virgin Mary in Wadowice. The then Metropolitan Bishop of Krakow, Cardinal Franciszek Macharski, entrusted the management of the pope's former home to the Sisters of the Holy Family of Nazareth (Mróz, 2007).

The museum includes the former flat of the Wojtyła family, with two rooms in a suite, a kitchen and adjacent rooms. The main objective of the exhibition prepared by Professor Marek Rostworowski was to illustrate and commemorate the life and activity of Karol Wojtyła before his election as Pope. Museum visitors could see few preserved relics of the former furnishings of the Wojtyła home, e.g. a tiled stove, several dishes, a laundry basket, family portraits and the personal items of John Paul II. Also, manuscripts of poems, dramas and theological writings, as well as a collection of commemorative coins and medals cast in honour of John Paul II were in permanent museum exhibition. The museum also exhibited an extensive collection of photographs taken during Karol Wojtyła's childhood, school years and the period of his service as a bishop and metropolitan bishop of Krakow (Mróz, 2007). In 1998, two rooms were added to the permanent exhibition to feature a collection of photographs of John Paul II's three visits to his home town (Muzeum Dom Rodzinny..., 2021a).

The increasing pilgrimage and tourism traffic to Wadowice was one of the factors affecting the extension of the museum. In March 2006, the tenement house where the museum was housed was purchased by Ryszard Krauze's Foundation from Ron Bałamuth, an heir of pre-war owners of the building. The Foundation donated the building to the Archdiocese of Krakow. On 16 October 2009, Bogdan Zdrojewski, the Minister of Culture and National Heritage; Leszek Zegzda, the Vice Governor of the Małopolska Voivodeship; Cardinal Stanisław Dziwisz, the Metropolitan Bishop of Krakow; and Ewa Filipiak, the Mayor of Wadowice, signed a letter of intent in which they approved of the establishment of a new museum – Family Home of Holy Father John Paul II Museum in Wadowice (Muzeum Dom Rodzinny..., 2021b). During the period of 2010–2014 the tenement house in which Karol Wojtyła was born underwent renovation and reconstruction. A new museum was actually established there based on the design by Barbara and Jarosław Kłaput, renown architects who had designed, for example, the concept of the Warsaw Uprising Museum. The chief assumption of architects was to use such means of expression in the museum which would mainly convey the philosophy of John Paul II – the secrets of his life, the details of his heritage, and the process of dying and farewell to the world (Pietruszka, 2019). Thanks to the adaptation of cellars and the attic, the exhibition area increased from 200 sqm to more than 1,200 sqm on four storeys of the building.

The official opening of a new exhibition was held on 9 April 2014. Thanks to the application of modern multimedia presentation and display methods, museum visitors could learn about the life and heritage of St. John Paul II (Przybylska, Sołjan, 2015). The mission of the museum is to commemorate and popularise knowledge about the life and teaching of the Polish Pope.

The Museum of the Family Home of John Paul II thanks to the modern audiovisual and *genius loci* means perfectly fits the requirements of a modern narrative museum. Numerous conversations with tourists visiting the facility confirm that the story of the life of St. John Paul II falls deeply into consciousness – he reaches the heart and mind equally (Sobczyk, 2014).

In accordance with its Charter, the Museum of the Holy Father John Paul II Family Home in Wadowice is entered in the register of cultural institutions maintained by the Małopolska Voivodeship and it has legal personality. Funds necessary for keeping, managing and developing the museum are provided by the Minister of Culture and National Heritage, the Małopolska Voivodeship, the Archdiocese of Krakow, and the Municipality of Wadowice.

The Museum is divided into sixteen zones which present narratives referring to selected stages in the life of Karol Wojtyła. The zones have been designed and structured by topics and chronology. Thanks to this, visitors can discover subsequent stages in the life of Karol Wojtyła step by step. The permanent museum exhibition includes a total of almost 200 genuine memorabilia associated with St. John Paul II and his family, and 140 archival photos (Pietruszka, 2019). The reconstructed three-room flat of the Wojtyła family is at the heart of the museum.

The museum arranges exhibitions, events and cultural events to popularise the works by St. John Paul II. It is also involved in educational activities (theme workshops for children and teenagers) and publishing activities to popularise the teachings of the Polish Pope (Muzeum Dom Rodzinny..., 2021b).

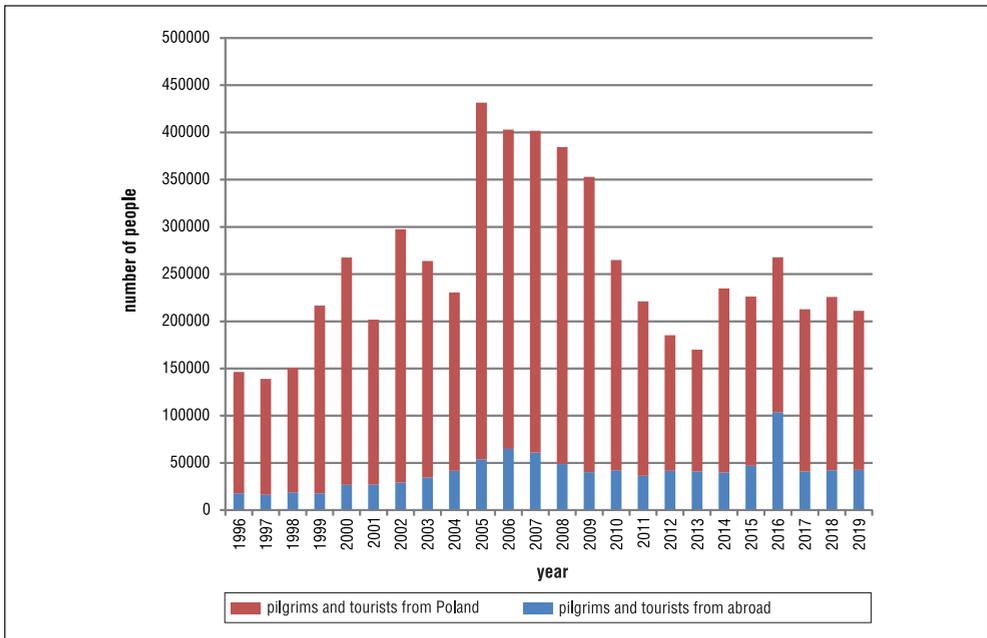
RESULTS

Tourist Visits to Museum of the Holy Father John Paul II Family Home in Wadowice During the Period of 1996–2019

Several stages of the intensity of museum visits can be distinguished during the analysed period (Figure 2).

The period of 1996–2004 were the last years of the Pontificate of John Paul II marked by increased visits to the museum between 1996 and 2000 and in 2002. This was due to the last pilgrimages of John Paul II to Poland (1999 and 2002) and celebrations of the Great Jubilee of Christianity in 2000. In 2000, the record number of tourists in the 20th century was registered in the books of visitors to the museum: over 267 thousand people, including 26.8 thousand tourists from abroad. In 2001, both the number of organised groups of museum visitors and the number of individual visitors dropped significantly to the level of 201,811. A high increase in the number of visitors to the museum in 2002 (297,455 people) was the result of the last pilgrimage of John Paul II to Poland (16–19 August 2002). When returning from Kalwaria Zebrzydowska to Krakow, John Paul II flew a helicopter over his home town and greeted its residents and pilgrims gathered in the market square in Wadowice. During the several weeks following the papal pilgrimage, the Family Home of John Paul II in Wadowice was visited by 5–10 thousand people daily. This immense tourism and pilgrimage movement to Wadowice did not decrease until late autumn of 2002. In the following years (2003 and 2004), a noticeable decrease in tourism was observed (Mróz, 2007).

Figure 2. Tourist visits to the Museum of the Holy Father John Paul II Family Home in Wadowice during the years 1996–2019



Source: developed by the Authors (2020)

The greatest development of tourism in the history of the functioning of the Family Home of John Paul II Museum in Wadowice occurred during the period from 2005 to 2010. The year 2005 marked the record number of visitors in the history of the museum – 431,391 tourists, including 53,850 people from abroad (Figure 2). It should also be recalled that Pope John Paul II was sick and died in 2005 (2 April 2005), and his funeral was organised during the same year (8 April 2005). It was also a period of unprecedented religious revival of Polish society after the death of John Paul II. Immediately after the death of the Pope, millions of Poles gathered in churches, schools, squares, and stadiums to express their attachment to John Paul II and his teachings (Przybylska, Czepczyński, 2017). The months which followed the death of St. John Paul II were marked by a distinct increase in pilgrimages to shrines associated with the Polish Pope and on Papal Routes (Mróz, 2014). The same trend was visible in the Family Home of John Paul II in Wadowice. In May and June of 2005, the museum was visited by a total of more than 140 thousand people.

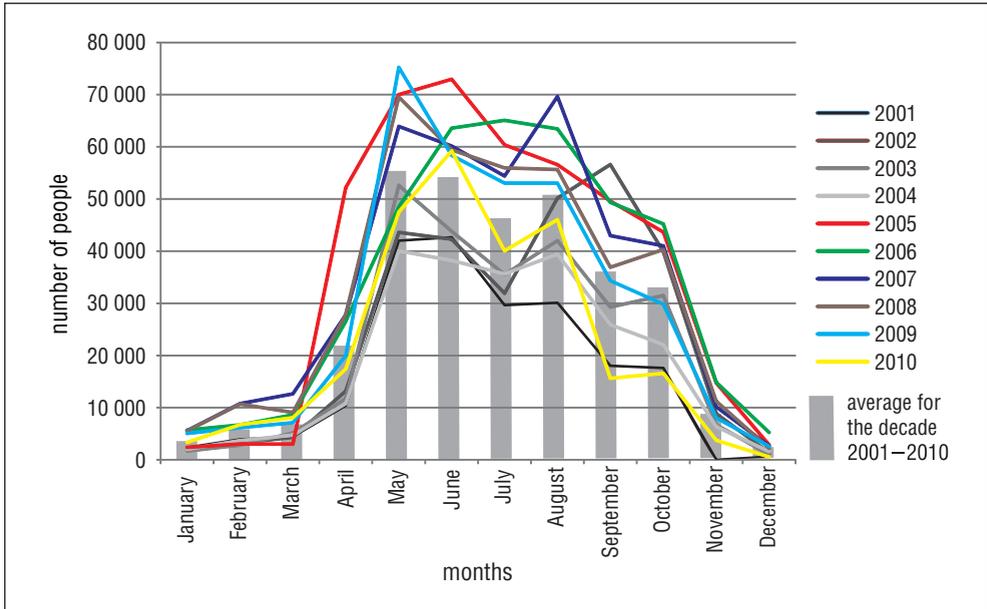
On 13 September 2010, the renovation, or actually the comprehensive reconstruction of the building, began. During the construction works, the permanent exhibition was moved from the Family Home to the golden room of the Catholic House of the Church of the Presentation of the Blessed Virgin Mary in Wadowice. As mentioned earlier, construction works in the Family Home of John Paul II took more than three years. During the same period, the greatest decrease was noted in the number of museum visitors – 221,087 in 2011, 185,330 in 2012, whereas 2013 had the lowest number of visitors in the 21st century, i.e. 169,990 people (Figure 2).

The reopening of the Family Home of Holy Father John Paul II Museum on 9 April 2014 marked a new stage in the functioning of the institution. In the last five years (2014–2019), the museum had more than 200 thousand visitors a year, including approx. 40 thousand foreigners (42,572 in 2019). A distinct increase in tours to the museum was noted in 2016, with 267,753 visitors, including 103,744 foreign ones. The increased number of visitors to the museum was associated with visits to the papal town of young people participating in the World Youth Day in Krakow.

Tourism to the papal museum in Wadowice is definitely seasonal. High tourist traffic begins in April (usually after Easter) and finishes towards the end of October (Figure 3). It should be noted that in the last two decades the intensity of tourism in individual months changed. In the first decade of the 21st century, i.e. from 1 January 2001 to 31 December 2010, the greatest number of visitors to the Family Home of John Paul II was recorded in May and in June, with an average number for the decade amounting to 55,293 for May and 54,068 for June (Figure 3). The record monthly number of museum visitors was noted in May 2009 (75,213) (Figure 3).

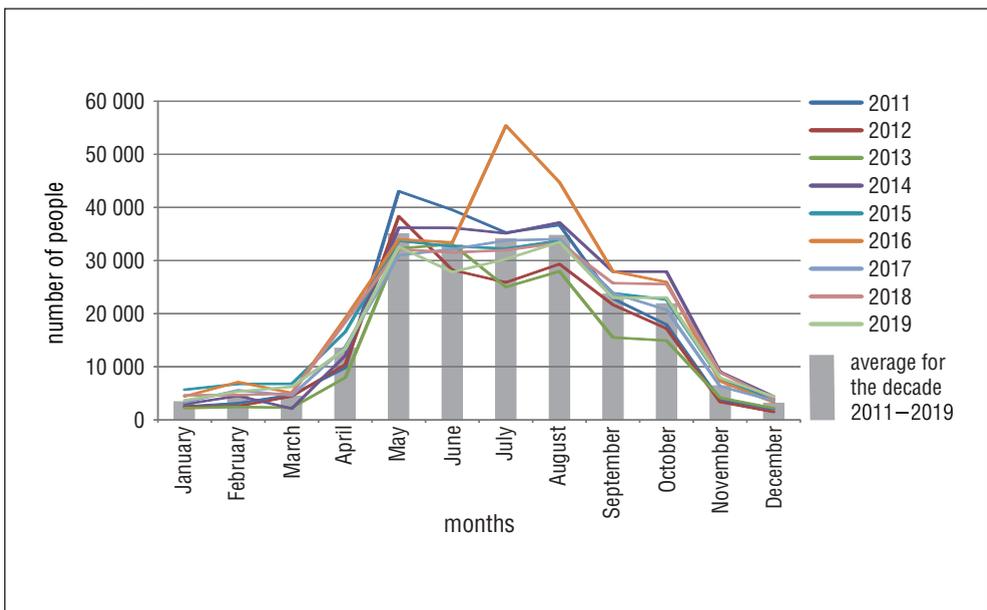
Although in the last decade (2011–2019) the highest number of tourists was noted in May (an average number for the period amounted to 34,799), the share of visitors considerably increased in July and August – 33,881 and 34,497, respectively (Figure 4). However, it should be emphasised that an average number of visitors for July during the years 2011–2019 was higher due to a large number of museum visitors in July 2016 (55,418 visitors), when – as emphasised before – the papal town of Wadowice was visited by thousands of young people who took part in the World Youth Day “KRAKÓW 2016” (Figure 4).

Figure 3. Tourist visits to the Museum of the Holy Father John Paul II Family Home in Wadowice in individual months during the period of 2001–2010



Source: developed by the Authors (2020)

Figure 4. Tourist visits to the Museum of the Holy Father John Paul II Family Home in Wadowice in individual months during the period of 2011–2019



Source: developed by the Authors (2020)

A distinct decrease in visits to the museum is noted in November (during the recent years, an average of approx. 6.5 thousand visitors) and the lowest number of visitors to the museum is observed in winter months (from December to March). During the period of 2011–2019, an average for these months amounted to 3,252 in December, 3,536 in January; 4,680 in February, and 4574 in March.

It should also be emphasised that the seasonality of tourism looks different for tourists from Poland and visitors from abroad. The highest number of Poles is noted in the museum in May whereas the highest number of foreign tourists is noted in August.

The greatest number of groups in the museum are recorded on the anniversary of the birth of St. John Paul II (18 May), an anniversary of the Pope's death (2 April) and an anniversary of the election of Cardinal Karol Wojtyła as Pope (16 October). In recent years, we have noted an increase in individual tourism, mainly of families which travel on pilgrimages along the route of St. John Paul II and visit family theme parks in Inwałd and Zator.

Among the organised groups from Poland which have visited the Family Home of John Paul II Museum in Wadowice in recent years, the largest number are parish groups, tours organised by travel agencies, groups of children preparing for the first communion (especially in May and June), and school groups.

Changes in the spatial impact of the museum

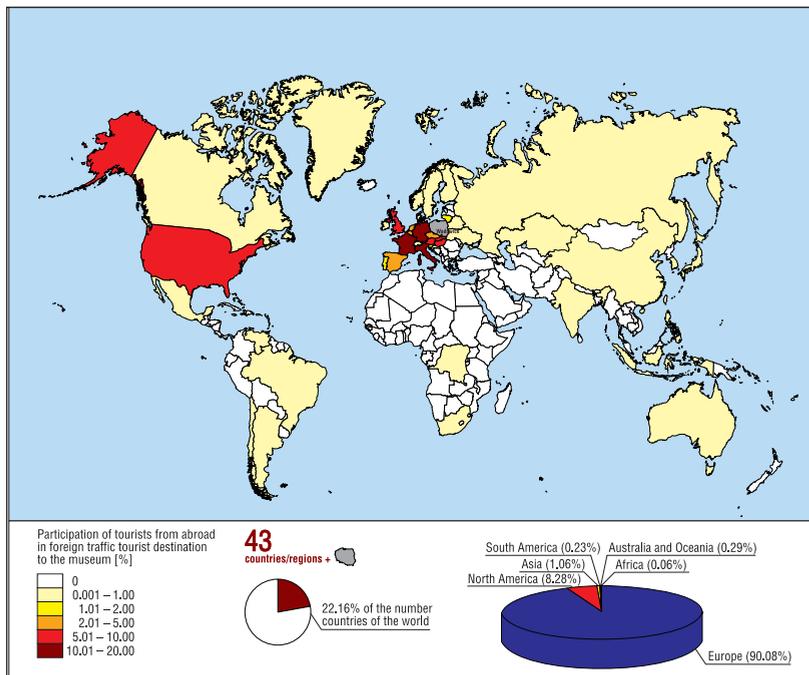
We also need to stress one of the key elements which distinguishes the Family Home of John Paul II Museum in Wadowice from a network of biographical museums in Poland and worldwide: the spatial range of the museum's impact. Foreign tourists currently account for approximately 20% of all museum visitors (Figure 2). The largest share of foreign tourists in the general tourism was noted in 2016 when it amounted to almost 39% – it was mainly related to the tourist traffic of young people participating in the World Youth Day “KRAKÓW 2016”. It should also be emphasised that during the years 1996–2019 the number of international tourists rose more than twice (from 17,852 in 1996 to 42,572 in 2019) (Figure 2). In recent years (since the opening after reconstruction), visitors from more than 100 countries worldwide have been recorded in the museum – in 2017 visitors from 109 countries. In comparison, the Sisters of the Holy Family of Nazareth recorded in their book of visitors tourists from 43 different countries in 1996 (Figure 5), from 60 different countries in 2000 (Figure 6), from 96 different countries in 2005 (Figure 7), and from 127 different countries in 2015 (Figure 8).

The spatial range of impact of the Wadowice museum and of the papal town is one of the greatest globally. To compare, one can quote numbers for the Jasna Góra shrine where pilgrims and tourists from 84 countries were recorded in 2019 (www.jasnagora.com/wydarzenie-13533), or Marian pilgrimage centres in Lourdes and Fatima with visitors from more than 70 countries (Mróz, 2021b).

All continents are represented but the greatest number of foreign tourists come from Europe. Yet, the share of our continent in the general global tourism considerably decreased during the analysed period as in 1996 it amounted to 90.1%, in 2000 to 86.4%, in 2005 to 82.3%, and in 2015 to 77.3% (Figure 5–8).

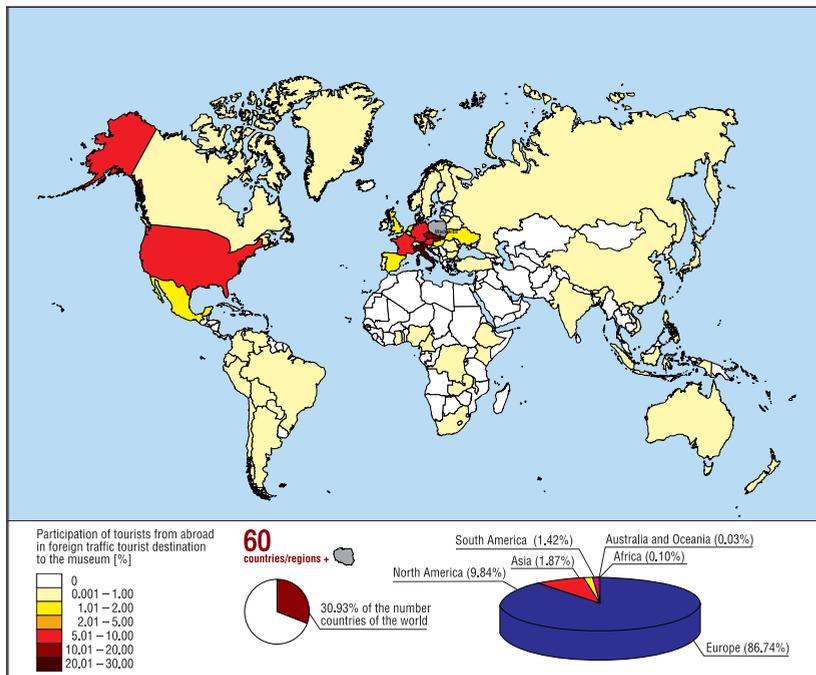
The most populous group among foreign visitors are Italians (13,727 visitors from Italy were recorded in the museum in 2015, i.e. 29.2% of all foreign visitors; in 2017

Figure 5. Foreign visitors to the Museum of the Holy Father John Paul II Family Home in Wadowice in 1996



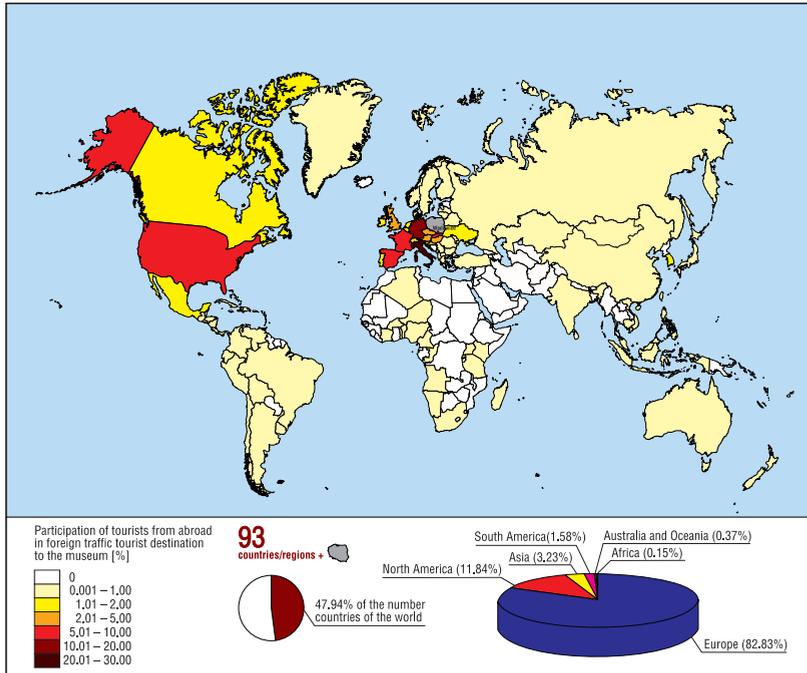
Source: developed by the Authors (2020)

Figure 6. Foreign visitors to the Museum of the Holy Father John Paul II Family Home in Wadowice in 2000



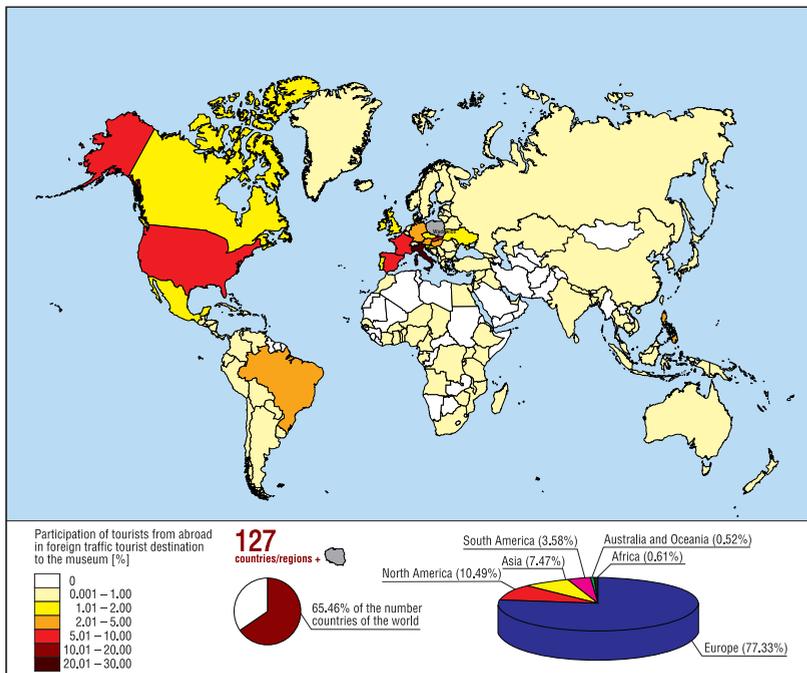
Source: developed by the Authors (2020)

Figure 7. Foreign visitors to the Museum of the Holy Father John Paul II Family Home in Wadowice in 2005



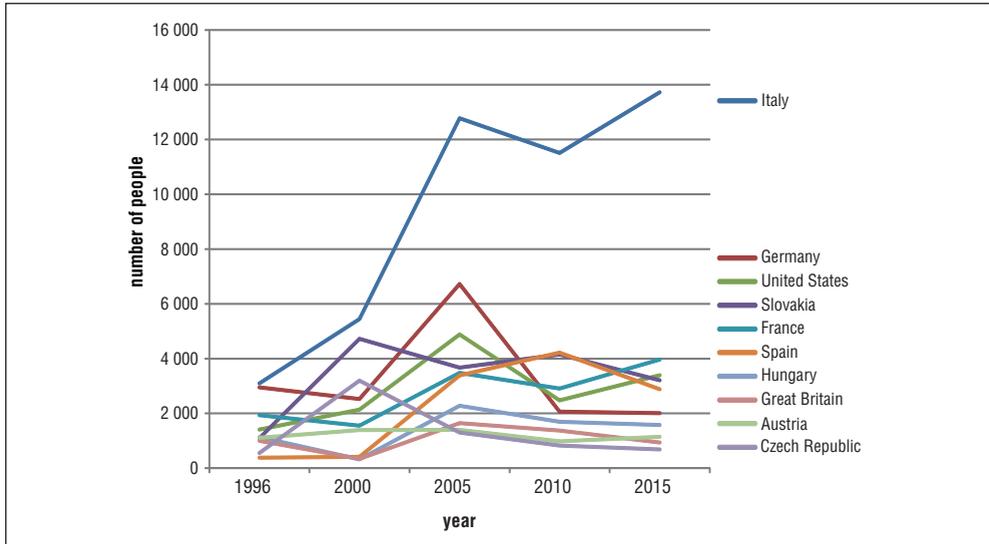
Source: developed by the Authors (2020)

Figure 8. Foreign visitors to the Museum of the Holy Father John Paul II Family Home in Wadowice in 2015



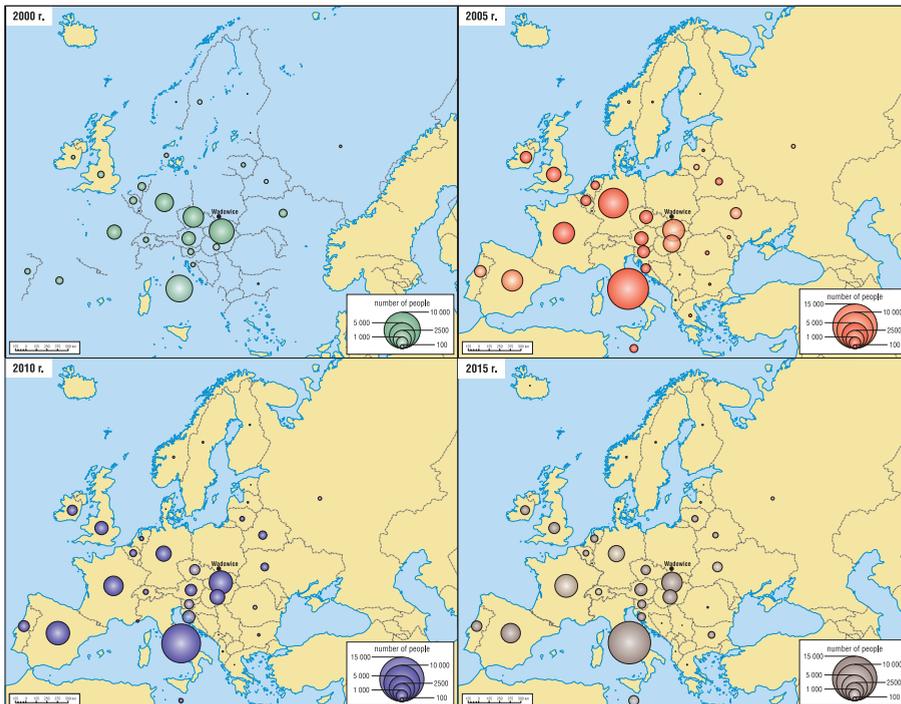
Source: developed by the Authors (2020)

Figure 9. Tourists arrivals coming to the Museum of the Holy Father John Paul II Family Home in Wadowice from Italy, Germany, United States, Slovakia, France, Spain, Hungary, Great Britain, Austria and Czech Republic in 1996, 2000, 2005, 2010, and 2015



Source: developed by the Authors (2020)

Figure 10. Tourist visits from European countries to the Museum of the Holy Father John Paul II Family Home in Wadowice in 2000, 2005, 2010, and 2015



Source: developed by the Authors (2020)

– 9,944 visitors, i.e. 24.4% of all foreigners). It should also be emphasised that the number of tourists coming to the museum from Italy rose six times during the period of 1996–2015 (Figure 9 and 10). Apart from Italy, other European countries with a large number of visitors include France, Slovakia, Spain, Germany and Hungary (Figure 9 and 10). When it comes to tourists from non-European countries, visitors from North and South America are definitely a large group; there are tourists mainly from the United States (3,391 people in 2015, i.e. more than 7% of the total number), and from Brazil, Mexico and Canada. The Filipinos (955 visitors in 2015), tourists from South Korea, India, Japan, and Vietnam are the largest groups of Asian visitors.

DISCUSSION AND CONCLUSIONS

The appointment of the Metropolitan Bishop of Krakow, Cardinal Karol Wojtyła, as Pope (on 16 October 1978) was a breakthrough event in the history of Poland and of the Catholic Church (Mróz, 2021a). John Paul II was known all around the world and had a significant impact on politics. His influence on the fall of totalitarian regimes in Central and Eastern European countries and on their return to democracy was undeniable. For this reason, from the perspective of religious and museum tourism, Wadowice, as the birthplace of John Paul II, is an important element of tourism and pilgrimage space, not only in the Małopolska Voivodeship but also in Poland.

The conducted research showed that the Museum of the Holy Father John Paul II Family Home in Wadowice, after the building's general renovation which resulted in the establishment of a state-of-the-art multimedia narrative exhibition, that the museum belongs to the most modern museums in Poland. The museum constitutes a key element of the pilgrimage space of the town of Wadowice, which, in terms of the spatial range of its impact, belongs to leading international pilgrimage centres for Christians globally. The greatest boom in the visits to the museum was noted in 2005 and was associated with the disease, death, funeral, and increasing worship of Pope John Paul II. Following decreased interest in visits to the museum during the period of 2010–2014, which was due to the museum renovation, a revival and increase in visits to the museum was observed again, with the number of visitors exceeding 200 thousand in recent years, including approximately 40 thousand foreigners.

Field research we have conducted in Poland in various tourism facilities, shrines and religious sites associated with Saint John Paul II shows that with the passing of time since the death of the Polish Pope the number of visitors to these centres has been generally decreasing (but there are exceptions here – internationally renowned shrines such as Jasna Góra or Kalwaria Zebrzydowska). With respect to the Museum of the Holy Father John Paul II Family Home in Wadowice, which is analysed in this paper, tourism has been stable in recent years, with more than 200 thousand visitors per year. In order to keep high attendance rates at the Museum of the Holy Father John Paul II Family Home in Wadowice, further development of skills and entrepreneurial competence of the Museum heads and staff, as well as the development of cultural offering and cooperation with mass media for the purposes of museum promotion will be required. Caring about visitors' satisfaction and the guarantee of the highest quality of tourism service at the museum are necessary. All actions taken in order to increase the number of visitors with the museum must mostly comply with the museum mission which is about the remembrance and popularisation of knowledge about the life and teachings of John Paul

II. The projects aimed at commemorating John Paul II implemented at the Museum of the Holy Father John Paul II Family Home in Wadowice should be primarily addressed to people born towards the end of the pontificate of John Paul II and after his death, so to people who have not personally experienced an encounter with the Polish Pope (Borutka, 2016). There is an immense potential in this respect in Poland, especially if one takes into account the fact that more than 1,200 schools are named after John Paul II (Przybylska, Sołjan, 2015). Thus, it seems necessary to continue developing an educational and cultural offering of the museum addressed to children and teenagers. The museum staff and executives already have extensive experience in this scope, which is proven by modern multi-sensory workshops and inter-cultural workshops organised at the museum. Obviously, the museum's promotional activities aimed at encouraging visits at the museum should not be addressed to people born in the 21st century. It seems that people of the "John Paul II Generation" ("JPII Generation", "78 Generation" – Radkiewicz, 2006) can be potentially most interested in visiting (or revisiting) the museum. According to A. Borutka, the term "JPII Generation" means "a specific phenomenon of Catholics who lived and functioned in the Church during the pontificate of John Paul II" (Borutka, 2016: 13). The emotional attachment of the people of the "JPII Generation" to the figure of St. John Paul II is obvious. Based on the emotions shared by these people also with the Museum of the Holy Father John Paul II Family Home in Wadowice, their loyalty to the museum should be created and developed (Zheng et al., 2021). The constant extension of the group of Museum development supporters will be the consequence of the building of emotional loyalty among tourists.

Even greater openness to disabled tourists is also indispensable. The Museum of the Holy Father John Paul II Family Home in Wadowice is a modern museum fully adapted to the needs of visitors with hearing and visual impairments. It should be noted that according to Mesquita and Carneiro (2016), there are more than 250 million blind people worldwide. Therefore, this segment of visitors may be a potentially significant source of museum visitors.

The analyses the authors have made in this paper indicate the international importance of the Museum of the Holy Father John Paul II Family Home in Wadowice, which is the result of numerous factors. This rank is determined by a number of factors, the most important of which are, of course, the relationship with St. John Paul II, and also: a modern, multimedia narrative exhibition, promotion of the museum in mass media, up-to-date museum website, an entrepreneurial attitude and activities of the Director and staff of the Museum, professional staff involved in serving pilgrims and tourists, constantly expanded cultural offering of the museum, including lectures, presentations, poetry evenings, concerts, etc., organisation of workshops for children and teenagers, a friendly attitude of state, local government and church authorities, very good cooperation with the media and media publishers, a VR application available on Google Play platforms (Android), which allows for virtual walks around the museum in the footsteps of John Paul II, promotion of the town and of the Małopolska Voivodeship, the Year of Saint John Paul II (established by the Parliament of the Republic of Poland), celebrated in 2020 on the hundredth anniversary of John Paul II's birth, the location of Wadowice near pilgrimage and cultural routes (the Papal Route, the Beskid Way of St. James, the Marian Route "Light from the East"), the location of Wadowice near an extended network of tourist pedestrian and bicycle routes and landscape beauty of the surrounding areas, especially the Beskids mountain and the picturesque Skawa Valley.

Conflicts of Interests: The author declares no conflict of interest.

We would like to thank the late Rev. Jacek Pietruszka – Director of the Family Home of John Paul II Museum in Wadowice during the period of 2014–2019, Ms. Beata Wilk-Woderska – Deputy Director for Organisation, and Mr. Tomasz Bagiński and Mr. Waldemar Lenik for making available the data related to tourist visits to the museum and graphic materials, and for valuable consultations and interviews.

References

- Biuro Prasowe Jasnej Góry. (2019). *Sprawozdanie z jasnogórskiego sanktuarium w Roku Pańskim 2019*. Retrieved from <http://www.jasnagora.com/wydarzenie-13533>
- Błażejczyk, N., Grabowski, T. (2019). Muzealnictwo i kolekcjonerstwo Kościoła rzymskokatolickiego w Polsce. Przegląd zbiorów. In: N. Błażejczyk, P. Majewski (eds.), *Muzea kościelne wobec nowych wyzwań*. Warszawa: Narodowy Instytut Muzealnictwa i Ochrony Zbiorów, 167–214.
- Borutka, T. (2016). Pokolenie Jana Pawła II. Kim są ci ludzie i jaka jest ich rola w Kościele? *Studia Socialia Cracoviensia* 8(1), 11–25. doi: <http://dx.doi.org/10.15633/ssc.1871>
- Carey S., Davidson L., Sahli, M. (2012). Capital City Museums and Tourism Flows. An Empirical Study of the Museum of New Zealand Te Papa Tongarewa. *International Journal of Tourism Research*, 15(6), 554–569.
- Chen, Q., Li, J., Zhang, S. (2012). A review of museum tourism research at home and abroad. *Human Geography*, 27, 24–30.
- Gil, S.M., Ritchie, Brent, J.R., Almeida-Santana, A. (2019). Museum tourism in Canary Islands. Assessing image perception of Directors and Visitors. *Museum Management and Curatorship*, 34, 501–520.
- Hodorowicz, I., Mróz, F. (2010). Turystyka muzealna na przykładzie wybranych muzeów pożarnictwa w Polsce. In: J. Wrzesiński, A.M. Wyrwa (eds.), *Przeszłość dla przyszłości – problemy edukacji muzealnej. Materiały Konferencji z okazji Jubileuszu 40-lecia Muzeum Pierwszych Piastów na Lednicy, Lednica 11–13 września 2009 r.* Lednogóra: Muzeum Pierwszych Piastów na Lednicy, 219–229.
- Fręś, J. (1999). *Karol Wojtyła – opowieść o świętości*. Katowice: Videograf II.
- Jackowski, A. (1991). *Pielgrzymki i turystyka religijna w Polsce*. Warszawa: Instytut Turystyki.
- John Paul II. (1999). *Eucharistic Celebration Homily of His Holiness John Paul II, Wadowice, Wednesday, 16 June 1999*. Retrieved from https://www.vatican.va/content/john-paul-ii/en/homilies/1999/documents/hf_jp-ii_hom_19990616_wadowice.html (Accessed on 5.11.2021)
- Jęmczyk, A., Sammek, A. (2013). Turystyka muzealna. *Turystyka i Rekreacja*, 10, 21–27.
- Lukáč, M. (2018). Pozícia geografa v slovenských muzeach. *Muzeológia a kultúrne dedičstvo*, 6, 161–165.
- Kolasińska, A. (2020). Wykorzystanie e-usług w udostępnianiu dziedzictwa kulturowego na przykładzie krakowskich muzeów. *Annales Universitatis Paedagogicae Cracoviensis. Studia Geographica*, 15, 40–49. doi: 10.24917/20845456.15.3
- Krogmann, A. (2007). *Religiózný cestovný ruch v Nitrianskom kraji*. Nitra: Univ. Konštantína Filozofa v Nitre.
- Krogmann, A., Nemčíková, M., Oremusová, D., Ambrosio, V., Mróz, F. (2017). Religiozita a jej reflexia v cestovnom ruchu na Slovensku. *Konštantínove listy*, 10(2), 178–190.
- Mesquita, S., Carneiro, M.J. (2016). Accessibility of European museums to visitors with visual impairments. *Disability & Society*, 31(3), 373–388. doi: <https://doi.org/10.1080/09687599.2016.1167671>
- Mróz, F. (2007). Tu, w tym mieście, w Wadowicach, wszystko się zaczęło... Pielgrzymowanie i turystyka religijna do miasta rodzinnego Karola Wojtyły. *Peregrinus Cracoviensis*, 18, 77–96.

- Mróz, F. (2014). Pielgrzymki i turystyka religijna w Polsce po transformacji ustrojowej 1989 r. *Geografické Informácie*, 18(2), 124–137.
- Mróz, F. (2019). Changes in religious tourism in Poland at the beginning of the 21st century. *Turyzm*, 29/2, 95–103. doi: <https://doi.org/10.18778/0867-5856.29.2.09>
- Mróz, F. (2021a). Shrines and Pilgrimages in Poland as an Element of the “Geography” of Faith and Piety of the People of God in the Age of Vatican II (c. 1948–1998). *Religions*, 12(7), 525. doi: <https://doi.org/10.3390/rel12070525>
- Mróz, F. (2021b). The impact of COVID-19 on pilgrimages and religious tourism in Europe during the first six months of the pandemic. *Journal of Religion and Health*, 60, 625–664. doi: <https://doi.org/10.1007/s10943-021-01201-0>
- Muzeum Dom Rodzinny Ojca Świętego Jana Pawła II w Wadowicach. (2021a, 2 December). *Historia*. Retrieved from <https://domjp2.pl/o-muzeum/historia/>
- Muzeum Dom Rodzinny Ojca Świętego Jana Pawła II w Wadowicach. (2021b, 2 December). *Statut*. Retrieved from <https://domjp2.pl/o-muzeum/statut/>
- Niemczyk, A., Seweryn, R. (eds.) (2015). *Turystyka muzealna. Przypadek Muzeum Narodowego w Krakowie*. Kraków: Wydawnictwo Proksenia.
- Nowacki, M. (2007). Museums and Related Institutions in Poland Following Political Transformation. *Museum Management and Curatorship*, 22, 287–302.
- Ostrowski, M. (2020). *Duszpasterstwo w świecie turystyki*. Kraków: Wydawnictwo Naukowe Uniwersytetu Papieskiego Jana Pawła II.
- Pietruszka, J. (2019). *Muzeum Dom Rodzinny Ojca Świętego Jana Pawła II w Wadowicach – Dom Świętego*. W: N. Błażejczyk, P. Majewski (eds.), *Muzea kościelne wobec nowych wyzwań*. Warszawa: Narodowy Instytut Muzealnictwa i Ochrony Zbiorów, 215–225.
- Przybylska, L., Sołjan, I. (2015). ‘John-Paul-the-Second-isation’ of cultural landscape in Poland. *Geographia Polonica*, 88(4), 669–686. doi: <http://dx.doi.org/10.7163/GPol.0039>
- Przybylska, L., Czepczyński, M. (2017). Landscape Sacralisation in Post-communist Poland. *Scottish Geographical Journal*, 133(1), 21–41. doi: 10.1080/14702541.2016.1215111
- Radkiewicz, A. (2006). Pokolenie JP II. Poczucie tożsamości czy kreacja medialna? In: P. Ruszkowski, J. Bieliński, A. Figiel (eds.), *JP II. Pokolenie czy mozaika wartości?* Poznań: Zysk i S-ka; Warszawa: Collegium Civitas, 180–182.
- Shao, J., Ying, Q., Shu, S., Morrison, A., Booth, E. (2019). Museum Tourism 2.0. Experiences and Satisfaction with Shopping at the National Gallery in London. *Sustainability*, 11, 7108.
- Sobczyk, U. (2014). Przeszość re(konstruowana). Edukacja historyczna w muzeum narracyjnym [The past (re)constructed. Historical Education in the narrative museum]. *Ogrody Nauk i Sztuk [Gardens of Science and Art]*, 4, 297–305.
- Sobocińska, M. (2019). Turystyka muzealna jako forma uczestnictwa w kulturze. In: A. Suwalska-Kołecka, (ed.) *W drodze/On the Road. Perspektywy badawcze*. Płock: Wydawnictwo Naukowe Mazowieckiej Uczelni Publicznej w Płocku, 94–106.
- Wyszowska, I., Jędrzyśiak, T. (2017). *Turystyka muzealna*. Warszawa: Polskie Wydawnictwo Ekonomiczne.
- Zheng, J.J., Shen, H., Chau K.Y., Liu, T., Long Li, E. (2021). Factors Influencing Conative Loyalty in Anthropology Museum Tourism. *Tourism & Management Studies*, 17(2), 29–40. doi: <https://doi.org/10.18089/tms.2021.170203>

Franciszek Mróz, PhD, Pedagogical University of Krakow, Institute of Geography, Department of Tourism and Regional Studies in Krakow. Socio-economic geographer born in 1975 in Przeworsk, an academic (assistant professor) at the Department of Tourism and Regional Research of the Institute of Geography at the Pedagogical University of Krakow. Consultant in the Migration, Tourism and Pilgrimage Council of the Polish Episcopal Conference. Instructor of Polish cultural and regional studies. His present research interests are concentrated on, for example, issues related to pilgrimages, religious and cultural tourism in Poland, origins and functioning of pilgrimage centres in Europe, and European cultural routes, especially *Camino de Santiago* – the Way of St. James. He is the author of more than 120 publications and more than 80 popular science publications from this field, as well as an editor of 15 collaborative publications. Since 2008, he has been the co-organiser of annual international scientific conferences devoted to the history and functioning of the Way of St. James in Europe.

ORCID: <https://orcid.org/0000-0001-6380-387X>

Address:

Pedagogical University of Krakow
Institute of Geography
Department of Tourism and Regional Studies
ul. Podchorążych 2
30-084 Kraków, Poland
e-mail: franciszek.mroz@up.krakow.pl

Alfred Krogmann, doc., RNDr., PhD, Constantine the Philosopher University in Nitra, Faculty of Natural Sciences, Department of Geography and Regional Development, he works as associate professor at the Department of Geography and Regional Development of the Constantine the Philosopher University in Nitra and at the Department of Travel and Tourism at the College of Polytechnics in Jihlava. He focuses on geography of tourism (pilgrimage tourism, shopping tourism etc.). He teaches Geography of tourism and Political Geography. His publications are connected to said topics. He is a co-worker in several Slovak national projects (VEGA, KEGA) and international project – Visegrad fund and APVV. He is a member of the Slovak Geographical Society and the Regional Committee of the Geographical Olympiad for the Trenčín Region.

ORCID: <https://orcid.org/0000-0002-1032-6157>

Address:

Constantine the Philosopher University in Nitra
Faculty of Natural Sciences
Department of Geography and Regional Development
Tr. A. Hlinku 1
94974 Nitra, Slovakia
e-mail: akrogmann@ukf.sk

Magdaléna Nemčíková, PhD, Constantine the Philosopher University in Nitra, Faculty of Natural Sciences, Department of Geography and Regional Development, a scientific and pedagogical worker at the Department of Geography and Regional Development, Faculty of Natural Sciences, Constantine the Philosopher University in Nitra. Her research mainly deals with the didactics of geography, territory identity, tourism and regional development at various spatial scales. Her pedagogical work is focused on didactics of geography, physical geography of Slovakia, and biogeography. She is an author and co-author of several didactic publications for elementary and secondary schools as well as universities. Moreover, she solved several projects and she is a member of the Slovak Geographical Society and Regional Committee of the Geographical Olympiad for the Nitra Region.

ORCID: <https://orcid.org/0000-0001-5705-8746>

Address:

Constantine the Philosopher University in Nitra
Faculty of Natural Sciences
Department of Geography and Regional Development
Tr. A. Hlinku 1
94974 Nitra, Slovakia
e-mail: mnemcikova@ukf.sk

Daša Oremusová PhD, Constantine the Philosopher University in Nitra, Faculty of Natural Sciences, Department of Geography and Regional Development, works as an assistant professor at the Department of Geography and Regional Development, Faculty of Natural Sciences, Constantine the Philosopher University in Nitra. Her area of interest and research are regional geography and regional development, microgeography, tourism and environmental geography. She conducts lectures on environmental geography, regional geography of Europe, landscape science. She is an author and co-author of several monographs, original scientific studies or research studies intended for practice. Also important are her activities in academic projects, particularly in national ones (KEGA, VEGA, APVV). She is a member of the Slovak Geographical Society and member of the Slovak Commission of Geography Olympiad for the Trenčín Region.

ORCID: <https://orcid.org/0000-0002-3204-7829>

Address:

Constantine the Philosopher University in Nitra
Faculty of Natural Sciences
Department of Geography and Regional Development
Tr. A. Hlinku 1
94974 Nitra, Slovakia
e-mail: doremusova@ukf.sk