CONTEMPORARY SOURCES OF INFORMATION CONTAINED AND THEIR USE FOR THE NEEDS OF CULTURAL TOURISM

Mariusz Kaczor[1]

[1] Management Department, Cracow University of Economics, Poland

ABSTRACT

Tourists in search of information about the hotel, ticket prices or recommended restaurants for a long time reached for travel guides or were dependent on the opinions of their friends. Some consumers used the services of travel agents and information provided by businesses. However, nowadays tourists have at their disposal new and better sources of tourist information. Currently, the most popular source of information search is the Internet. Since the time when it was created, the amount of information available in it has been increasing constantly. Nowadays, when establishing a company in the tourism industry, websites and company profiles are created on social networks along with it. The Internet is a place to promote your offer for service providers, on the other hand, it is a huge catalog of current tourist products available to every consumer. The purpose of the article is to present the use of modern technology to convey tourist information and promote tourist distillation. The first part presents the definition of information and its importance in the tourism sector. In addition, the article shows contemporary ways to reach tourists from the so-called information society. The article uses Polish studies on tourist information, as well as source materials in the form of selected video guides.

Keywords: Information, Social Media, Tourist guides, Cultural tourism.

I. INTRODUCTION

Continuous development of the tourist market is undoubtedly possible thanks to tourist information. This information is the driving force for the entire tourism industry. "The role of information in the modern world is growing and companies must treat information as another important, if not the most important resource and factor of competitiveness in a dynamically changing economy. Due to the increase in the role and importance of information, many enterprises begin to pay special attention to the proper management of information resources, taking into account their effective use, efficient processing for the purposes of rational management" [1]. However, enterprises must also pay attention to the security of the data they collect. "Ensuring information security at an appropriate level can only be achieved through a system solution, i.e. the Information Security Management System (ISMS)" [2]. Acquiring information eliminates the feeling of uncertainty that arises during the decision-making process. Elements of the decision-making process for making travel-related decisions are:

- feeling of need to travel - the desire to travel is revealed after satisfying a number of basic needs by identifying internal and / or external stimuli by the consumer (e.g. watching a movie promoting a destination),

- seeking information - at this stage, the tourist searches and collects information on the destination of travel, accommodation, transport. Nowadays, tourists usually choose the Internet to obtain information,
- assessment of options and choice to meet the tourist needs - in order to limit the choice to several options, the consumer must assess issues related to with place of stay, price of the offer, quality of services,
- the final decision regarding the choice - actual travel - due to the specificity of the tourist product, making a decision about its purchase is difficult, especially among family members. The importance of individual people forming a family results - in relation to decisions - from the different roles they play.
- sensation after satisfying the tourist needs - sensations after the journey - the consumer submits a comprehensive evaluation of the tourist product. Tourist's positive behavior depends on the tourist's positive or negative feelings (e.g. he will recommend the accommodation to his friends, visit the destination again, write a negative comment on the website of the tourism organizer [3].

The demand for tourist information occurs both before, during and after a tourist trip. The need for tourist information is expressed in the demand for paid and free information necessary to make decisions about the place, time and type, conditions and program of a tourist trip, for orientation in the field and efficient organization of stay and migration [4] . W. Kurek defines "the concept of tourist information should be understood not only as a transfer of information, but also a set of activities contributing to the efficient movement of tourists in time and space, facilitating the optimal use of cognitive and recreational tourist values, as well as tourist and paraturistic tourism facilities and services "[5]. The simplest division of tourist information consists in the separation of free tourist information from that for which you will have to pay a fee (payable information). Information and communication technologies have been constantly developing for over a dozen years. The beginning of the revolution in this field can be considered the year 1980, when the first personal computers for consumers appeared on the market. Further events such as the creation and development of the Internet (1969) and mobile phones (1973) further enhanced the opportunities that have appeared for tourists. The above-mentioned improvements available to tourists have made traveling become:

- more accessible to a wider group of people,
- more secure,
- cheaper,
- faster.

The development in the field of technology also affects the selection of tourist information sources by tourists. In the era of personal computers and smartphones, the most popular source of obtaining information necessary for travel is the Internet. Modern technologies appearing on the market make everyday activities simpler and faster to perform. People using modern tools available create information societies. "Society becomes informative when the degree of complication of socio-economic development forces the use of tools without which it is no longer possible to gather, process and use huge" information ", controlling information noise only using the brain and traditional media and communication tools." [6]. Research shows that in Poland the Internet is becoming more available, and the number of electronic devices used is increasing every year. In Poland, 75% of households report using the Internet. However, thanks to the development of technology, the Internet is not only available stationary in homes or internet cafes, but also

on mobile devices. As shown by research conducted in 2017 by the Central Statistical Office - Central Statistical Office - in Poland, nearly 60% of people have a smartphone [http://stat.gov.pl/obszary-tematyczne/nauka-i-technika-spoleczenstwo-informacyjne/spoleczenstwo-informacyjne/how-use-to-internet-2017,5,8.html 02/03/2019]. "The information society is prepared to receive information, is able to select and use information from various sources, and also use multimedia intensively in all aspects of individual and collective life" [7]. The basic features of mobile technologies include:

- directness - the ability to use them at any time,
- ease of quick connection,
- location - the ability to quickly determine the exact location,
- data portability - an opportunity for many different data,
- uniqueness - the ability to personalize the device to meet the needs of the user,
- pro-client attitude - meeting the needs of users.

The above-mentioned features of mobile technologies testify to their usefulness for tourists. The fact is that many benefits result from the possibility of using programs using mobile phones. smartphones. They allow you to easily and quickly search for information from anywhere in the world. Kalecińska includes on the list of these programs: geotagging, Google Goggles, 3D guides, travel translator [8]. Mobile applications are used by tourists at all stages of travel. These stages are classified in three phases, such as: imagined, real, remembered [9]. Thanks to the applications, tourists plan their travel, have the opportunity to book accommodation, airline, train and bus tickets. Another possibility created by mobile applications is access to weather information regarding tourist attractions and food outlets, as well as the possibility of using maps. When traveling, mobile applications become even more useful for tourists. Finding a route from the airport to the hotel, booking a place to stay, checking reviews on a gastronomic point, ordering a taxi or access to information on public transport or tourist attractions is, thanks to the applications, easy, fast and available to tourists at any time. In addition, thanks to mobile versions of fulfillment media such as Facebook, Instagram and Snapchat, sharing travel stories with friends is simple and quick.

II. WEBSITES

Almost every business entity operating in the tourism industry has its own website. It is a place where the message sent by the sender (business entity) is received by the recipient (consumer). A website is a source of reliable and complete information about a particular entity. "The Internet, as numerous studies show, is an increasingly used source of information on tourist services. This is confirmed by the research cited in the work of Nalazek [10], which shows that in 2000 the Internet was a source of information for 22% of tourists leaving the USA to overseas countries, while in 2008 this share was already over 40%. " [11]. The technological achievements are used not only by tourists seeking information or entrepreneurs promoting their activities, but also tourism-related organizations that create information and tourism platforms. An example of such a platform is the National Tourist Portal run by the Polish Tourist Organization, which can be found at www.polska.travel.pl. Many organizations whose goal is to promote tourism and specific destinations reach for modern technological solutions to fulfill their tasks. "The purpose of marketing activities undertaken within a given local government unit (e.g.

a city or a commune) is to influence the opinions, attitudes and behavior of specific groups, as well as to increase the competitiveness of a separate, developed space" [12]. The Hong Kong Tourism Board - the state-owned Hong Kong equivalent of the Polish Tourist Organization (Polish Tourist Organization) on its website www.discoverhongkong.com promotes getting to know your country through short video guides. These films show local destinations, local people, local regional cuisine and products specific to those regions. Video productions are prepared especially for tourists, contain selected tourist information and are available to any person who has the option of using the Internet. Many economic entities simultaneously benefit from promoting tourism in a given area. "Effective promotion and information translating into the knowledge, recognition and popularity of many niche tourism products (...) is the key to their market success" [13]. Developing cities, caring for continuous development of the tourism sector, achieve many benefits in the future. Tourists visiting cities, using local service providers leave money that indirectly through the tax flows into the state budget. "The city, as the evolving space of flows, should not only precisely define the function that urban tourism is to fulfill in the adopted city development plan, but also constantly monitor changes and flows occurring in the economic, socio-cultural and technological environment so as to be able to effectively use opportunities offered by the use of modern tools to promote urban tourism, such as e.g. the city portal or social media "[14]. Also local commune self-governments deal with promoting tourists by providing information for potential tourists on the final websites of communes or on specially created www addresses. As research shows on the use of the Internet as a tourist information tool in the municipalities of the West Pomeranian Voivodship "the vast majority of the websites of municipalities contain information on tourist attractions in the commune and its accommodation facilities [15]. Various Internet, state, local government or non-governmental organizations providing tourist information can be classified as publicly available sources. However, these forms of obtaining information will be more interested in novice cultural tourists seeking general information.

III. FACEBOOK

Nowadays, an important mobile source of tourist information is Facebook. It is a platform that can be a virtual meeting place of a consumer with a producer of goods or a service provider. Almost every company operating in the tourism industry has its social profile on this portal. This allows you to advertise your products to a selected group of recipients, easy and quick contact with clients, as well as free presentation of your offer. Bloggers also operate on this platform who, traveling around the world, can easily report the course of a tourist trip. They do this in the form of short video recordings or notes that they later share publicly. They share tourist information with a wide range of recipients who can forward this information (the "share" function on Facebook) or use it in the future. You should also mention the possibilities that Facebook gives to every user. Facebook's often used option is to create social groups. Anyone who has an account on this website can do this. Thanks to such possibilities, people with similar interests can exchange valuable information. There are many groups on budget travel, ticket sales, catering services and extreme sports. Another way to get tourist information on Facebook is to be able to rate and comment on service providers' profiles.

A person seeking information about a specific hotel facility does not need to directly know the person who used the hotel to obtain information about that facility. Facebook lets you see the hotel offer, which the owner has placed on the Internet, but also gives you the opportunity to see how this offer was evaluated by previous consumers of this product. An important function from the point of view of obtaining tourist information is the ability to present someone else's content to your friends. With the help of the "share" function mentioned above, every user of the portal is able to give their friends information published by other users. Also for the tourism industry, the functioning of the process described above is not without significance. Mass sharing of posts about cheating by travel agents can be a strong disruption to a company's reputation, and to consumers a warning before buying a product. Information about terrorist attacks or other threats published in the form of posts and then massively made available also includes tourist information. Another Facebook function is related to the safety of tourists. Facebook users who have been in places affected by disasters or terrorist attacks are automatically sent a message asking about their security. The answer to this question provides information for the family and all friends about the current situation in which the tourist is. The Facebook application provides valuable organizational information for various tourist entities. It can be used to organize a tourist trip, but it is a source of information on one of the most popular tourist attractions.

IV.   YOUTUBE

A modern way to inform tourists about the tourist qualities of distillation is to use the YouTube platform. The most-published videos on YouTube are several minutes of video recording lasting from several to several dozen minutes. This length is affordable for the recipient, because it does not force him to plan his free time to read this publication. However, longer materials, despite the interest in receiving the subject of the material, require him to reserve time to become familiar with this production, which may affect the reception of the film. The Polish vlogger Krzysztof Gonciarz uses a few minutes video form. He deals with professional video shooting, he is a co-owner of a Japanese company that works in the film industry. It has already gathered over 625,000 viewers on its YouTube channel. For over a year he has been running a series of films in the daily vlog format. The specificity of Krzysztof Gonciarz's work and lifestyle mean that during this time he traveled to 10 countries (including Taiwan, Israel, Poland, New York), and daily logs out of Japan. Thanks to this, it provides tourist information to a wide range of recipients. These messages are free, easy to access and public. The essence of daily vlog consists in reporting daily events from your life. The author of vlogs, showing the surrounding reality, people and their behaviors, cultural customs and traditional dishes, gives a diverse set of tourist information on the presented destination. Films shot in Japan contain a huge amount of comments about recommended gastronomic points, ways of spending free time, cultural events, ticket prices, means of communication. On the YouTube channel, there are reports from everyday life in Japan, but also videos from traditional Japanese rites or Halloween, which is celebrated in a great bang in that culture. Productions from countries other than Japan present the Author as a tourist, thanks to which the recipient of the content is easier to play the role of the hero of the film. In this type of productions, the Author also shares tips on means of transport, accommodation, restaurants, tourist attractions. On an ongoing basis, it assesses tourist services and products, e.g. meals in a restaurant, cleanliness in a hotel room. It shows the destination in which it is located, monuments of the local area, tourist attractions and residents and their

behavior. The author shares his own thoughts on the place where I am, talks about monuments, comments on the surrounding reality. On his channel, the author also runs a series called "Tokyo Guide". These are movies created for tourists traveling to Japan. One production concerns one district of Tokyo. The film contains information such as the exact location, where the vlog was filmed, what attractions are available in this area, where to eat and what are the prices in the catering outlets. All this is presented on the one hand by a few-year-old inhabitant of Japan who knows the traditions of this country, and at the same time a person who plays the role of a tourist seeking attractions. In addition, this information is presented using a professionally prepared film with well-selected music. The film called "Hidden Treasure of Tokyo" lasts less than fifteen minutes, was shot in one of the districts of Tokyo called "Yanesen". In addition, while filming the "Hidden Treasure of Tokyo" guide, the author used a second camera with 360 degrees technology. As a result, a separate film was made in this destination, which allows you to get acquainted with the local architecture, filmed inhabitants and the landscape in detail. The viewer, by moving the phone while watching a movie, also causes the picture to change. Using this technology, the recipient of the film has another tool to familiarize themselves with a particular destination before making a decision to leave. In the first minutes of the film, Krzysztof Gonciarz presents some of the most important information about the place where he is. The name of the district and a brief geographical and historical outline are given (information on joining three districts into one district, of which the film is concerned). Beautiful shots of the area, shot with a drone, and those that depict the daily life of the inhabitants are presented. Further tourist information that is included in this production is information on gastronomy. The author shows a specific dish in one of the small restaurants in this part of the city, giving its name and price. As the discussed material shows - traditional Japanese hospitality, i.e. "Omotenashi" is much easier to present in a movie than on paper pages of a guide. The author, leaving the restaurant, received small gifts from the owner of the place where he stopped for a meal. Thanks to this form of presenting tourist data in an easy way recordings from the food preparation process. The information provided is made available to a wide audience thanks to the Internet and YouTube, or via the YouTube mobile application on mobile phones. While recording movies in Israel, the Author promoted the destination using additional applications (e.g. snapchat, instagram), thanks to which the project's range has significantly expanded. Combining multiple technologies and using available communication opportunities results in the most effective results in promoting tourism. Krzysztof Gonciarz's film entitled "The most epic museum in the world!" Is another example of the promotion of tourist distillation using modern technology. The author visits a modern art exhibition at the Museum of Modern Art, which is the most famous museum in New York. The first minutes of the film are full of shots from the exhibition, then the author describes his impressions after visiting the museum, thanks to which he recommends (or discourages) visiting this place. He also talks about the specifics of the operation of most museums in New York, adding interesting facts about the district in which it is located. The author visits subsequent museums, documenting some of the exhibitions they contain. They are presented alternately with street shots, where we can see the real life of the inhabitants, buildings and street art. The author of the film shares with viewers information about the application, which may prove useful for tourists who are in New York. With this application you can quickly get a list of current exhibitions in museums with their descriptions, sometimes discounts are also available for individual exhibitions. Another museum that was presented in the film is the museum located inside

the aircraft carrier. The author of the film provides information about the museum's operating system (opening hours of the tourist attraction), his feelings related to the visit to this place. Summarizing the considerations on video guides, it can be shown that they provide tourist information. These data differ significantly about those presented in traditional guidebooks. Their presentation is not ordered, unlike paper guides. Their incompleteness means that an additional search for information on a specific topic is necessary if a tourist is interested in a specific issue. Lack of official tourist activity may result in the recipient's lack of trust in the author of the tourist guide in the form of a video. The video guide can be used as a source of information to obtain data on:

- historical information about the destination,
- the most popular tourist attractions,
- hidden, less known tourist attractions,
- recommended catering outlets,
- cultural rites of residents,
- prices of both tourist attractions and meals at gastronomic points,
- discounts and promotions for tourists,
- the most convenient solutions regarding the problems that tourists must face,
- behavior of residents,
- holidays and other days off as well as restrictions resulting from such days,
- recommended or discouraged beds,
- assessing specific tourist attractions.

The video guide is much more graphically attractive than the paper guide. In the latter, the recipient will find only a small illustrative picture of an attraction, monument or dish in a restaurant. The video allows you to conduct a full account of a visit to a restaurant or museum. Thanks to these facilitations, the recipient of the film can quickly and easily become acquainted with the presented content. In addition, the daily vlog guide presents the inhabitants of the destination and their behavior in an authentic way. Tourists using this form of guide can easily feel the atmosphere of the place. The authenticity of the message is added by such elements as shots for buildings, voices of conversations of residents in the local language, photos presenting elements of the tradition and culture of a particular country. Using this source of tourist information is difficult and requires additional tourist involvement, as tourist information is transmitted, among other things, from the tourist's point of view, with not very important news. However, the long-term involvement of the viewer in the work of one vlogger can provide much more information about a particular destination than any other source of tourist information. Video as a form of tourist guide performs extremely well the role of promoting cultural tourism. Videos on the YouTube platform   are a modern source of tourist information that goes to young audiences. The design of the video guide allows to present in the most real way the behavior of the population in the visited destination, the emotions accompanying cultural events. It is also the best available form of presenting tourist attractions such as museums, viewpoints and amusement parks. Due to the listed features, the video guide is the best source of tourist information to promote cultural tourism. It is a form mainly used by intermediate cultural tourists. Videos posted on YouTube can become an inspiration for tourists who are looking for information but do not yet have a specific destination.

V. CONCLUSION

Along with the amazing development of tourism in recent decades, there has also been dynamic development in the field of distillation promotion and providing information to tourists. Currently, the Internet is the main source of information for travelers. It is in this virtual space that we find the answer to every question about our tourist trip. Regardless of the destination chosen, we will most likely find information about it, prices of train or air tickets to that region, and even travel agencies that specialize in trips to a given destination. Looking at the development of the Internet so far, it cannot be underestimated by talking about sources of tourist information. Every year there are more and more Internet users, as well as people who actively use social networking sites. Enterprises operating in the tourism industry often use the opportunity to promote their products on the Internet. Looking ahead, one can say with a high degree of probability that the development of the Internet is inevitable. With the next generations, an increasing percentage of the population will use the Internet, the Internet will reach almost every corner of the globe, and at the same time it will be cheaper for its consumers.

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