

Tourist activities of seniors from the Podkarpackie Region

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Research Methodology

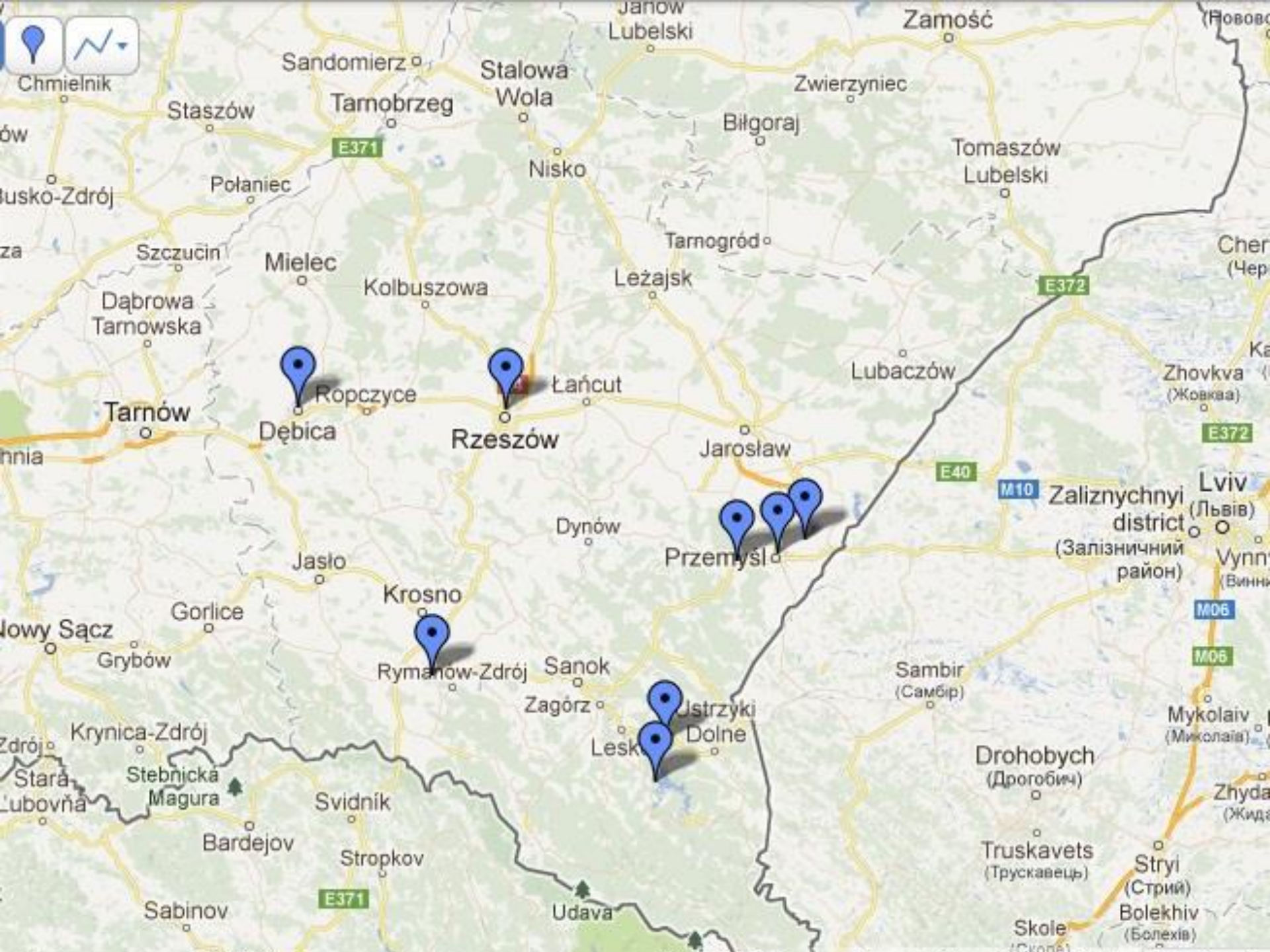
- ❖ The aim of this study was to determine the level of activity of seniors residing in Podkarpackie during the summer and autumn of 2012, as well as to investigate their opinion about the region.

Research Methodology

- ❖ A survey conducted in August, September and October 2012. The research were carried out at selected locations in the Podkarpackie Region:
 - in the tourist accommodation base,
 - in the tourist attractions,
 - in the places of seniors' residence,
 - in another places of seniors activities.

Research Methodology

- ❖ The research were carried out in the following places:
 - in Rzeszów (i.a. Market Square, Underground Route, hotels, Seniors Club, „Academy 50 +” at the UITM)
 - in Dębica (city center)
 - in Przemyśl and the nearest area (i.a. Bolestraszyce Botanical Garden and The Palace and Park in Krasieczyn)
 - In the Bieszczady Mountains (Orelec, Polańczyk)
 - In Iwonicz-Zdrój spa.



Chmielnik

Sandomierz
Tarnobrzeg

Stalowa Wola

Janów Lubelski

Zamość

Zwierzyniec

Staszów

Biłgoraj

Tomaszów Lubelski

Polaniec

Nisko

Tarnogród

E372

Szczuclin

Mielec

Kolbuszowa

Leżajsk

Dąbrowa Tarnowska

Lubaczów



Ropczyce

Łańcut

Tarnów

Dębica

Rzeszów

Jarosław

E40

M10

Zaliznychnyi district
(Залізничний район)

Lviv (Львів)

Vynnyk (Винники)

M06

M06

Dynów

Przemysł

Krosno

Jasło

Łowyszczyzna

Gorlice

Grybów

Sambir (Самбір)

Rymanów-Zdrój

Sanok

Zagórz

Istryki Dolne

Lesko

Mykolaiv (Миколаїв)

Drohobych (Дрогобич)

Zhydachiv (Жидичів)

Krynica-Zdrój

Stebnicka Magura

Svidnik

Bardejov

Stropkov

Truskavets (Трускавець)

Stryi (Стрий)

Bolekhiv (Болехів)

Sabinov

E371

Udava

Skole (Сколів)

Research Methodology

- ❖ The research was conducted by the teaching and research staff of the Tourism and Recreation field from the University of Information Technology and Management in Rzeszów with the participation of students.
- ❖ The study was led by Dr. Krzysztof Szpara from the Geography Chair at UITM in Rzeszów.

Research Methodology

- ❖ The questionnaire consisted of twenty-two questions divided into three groups. Part A contained 11 questions relating to the motives and needs about tourism, Part B consisted of three questions about the region, and part C (Send) contained 8 questions - basic information about the respondent.
- ❖ The basic criterion for the collection of research material was the respondent's age (at least 55 years old).
- ❖ Gathered 150 correctly completed questionnaires, including:
 - 119 seniors living in retirement,
 - 31 seniors still working.

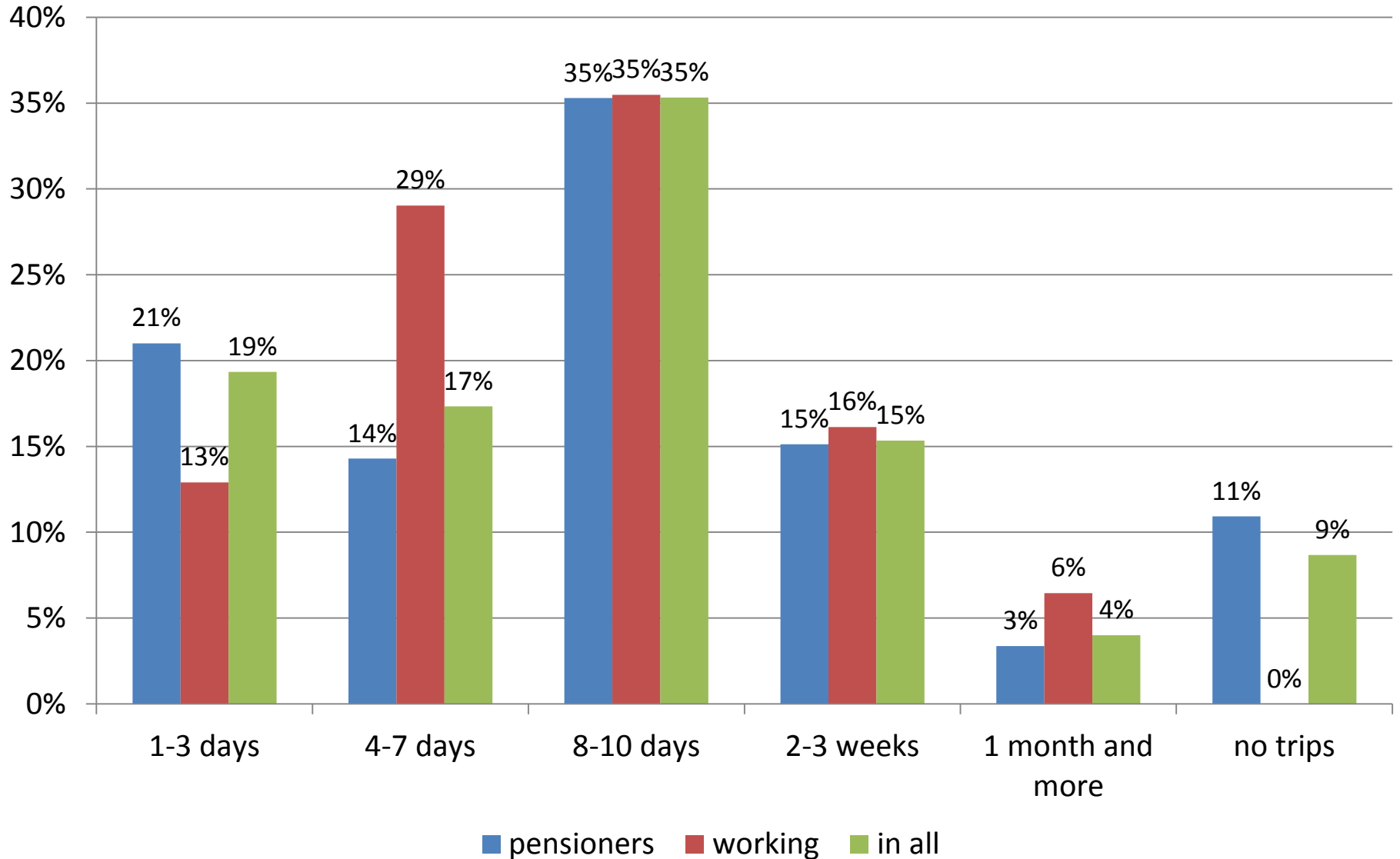
Interviewers at work – in Iwonicz Zdrój spa



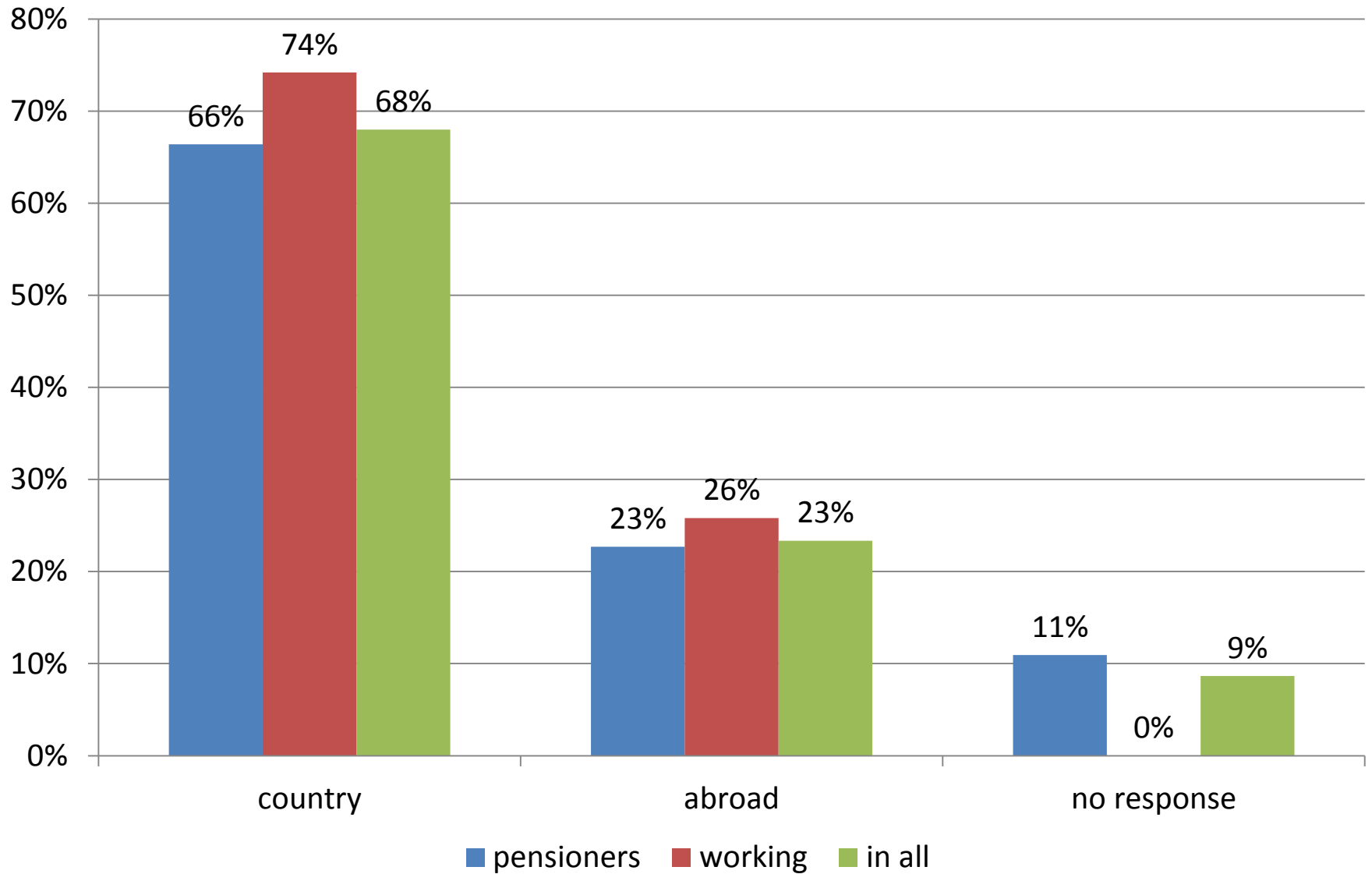
Research Methodology

- ❖ The study involved:
 - the citizens of the Podkarpackie Region,
 - seniors from different regions of the country,
 - foreigners (persons resident abroad).
- ❖ This presentation shows the results related to seniors from Podkarpackie.

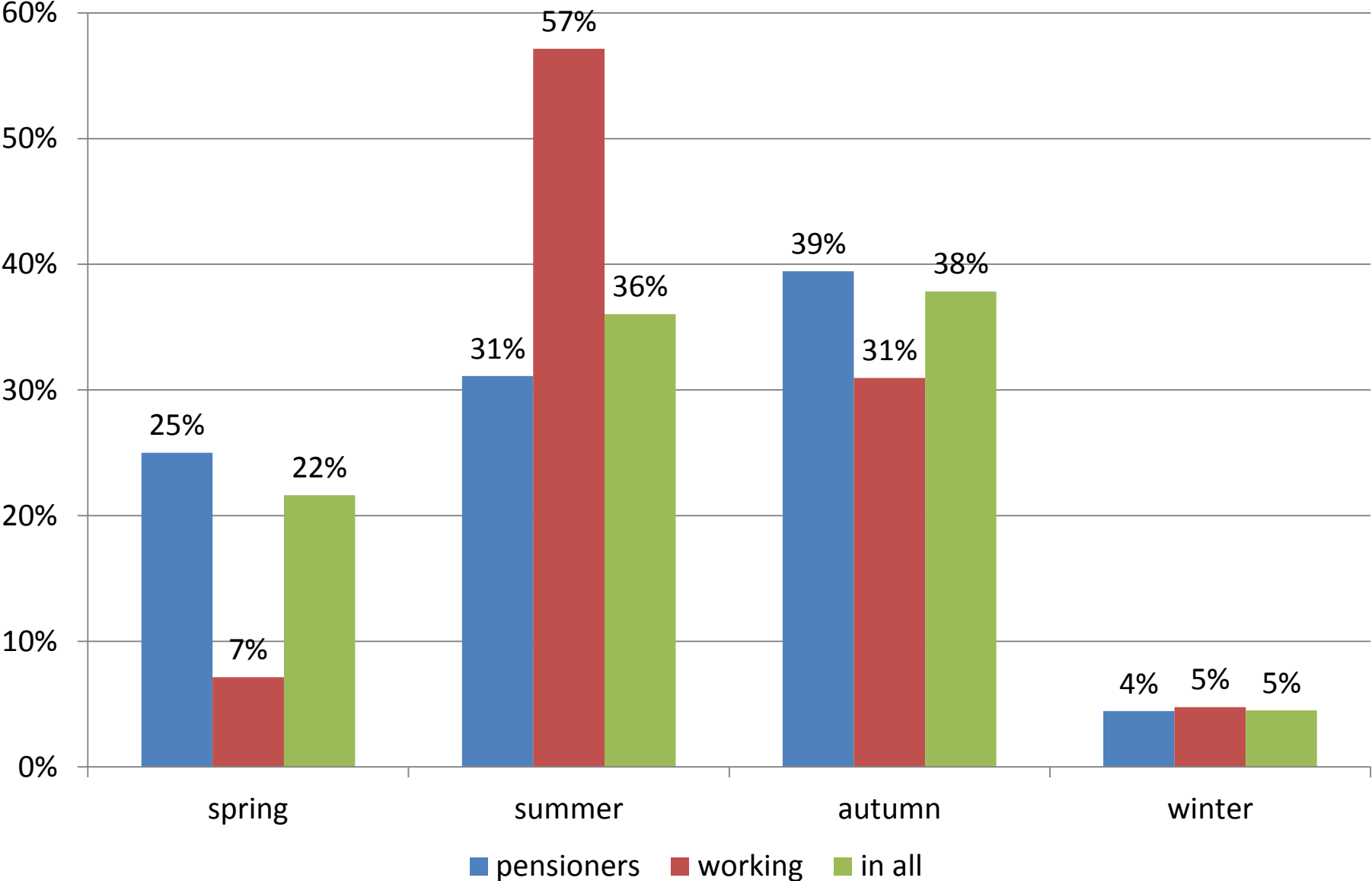
Duration of recreational trips from the time of retirement



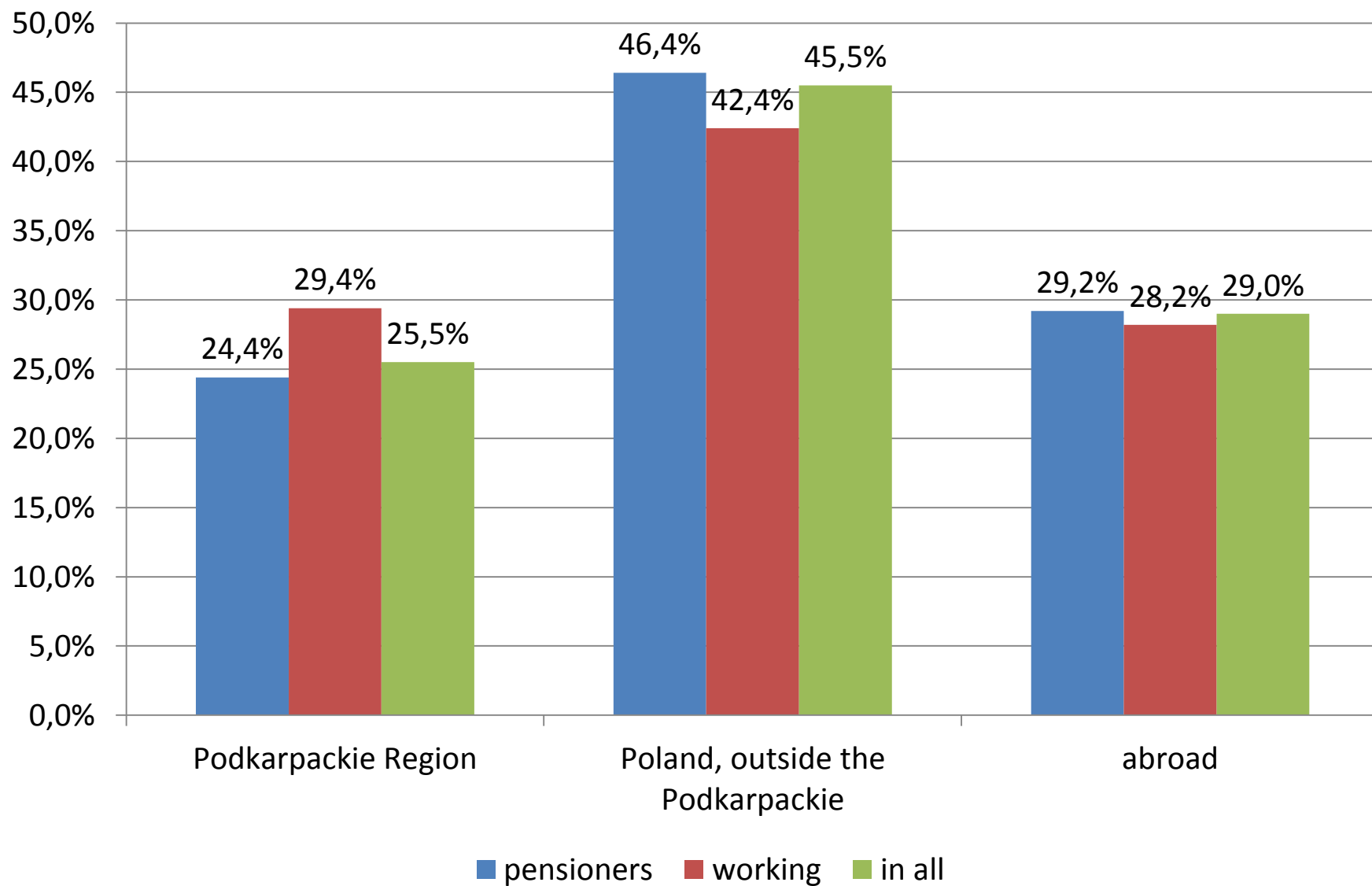
Range of travel



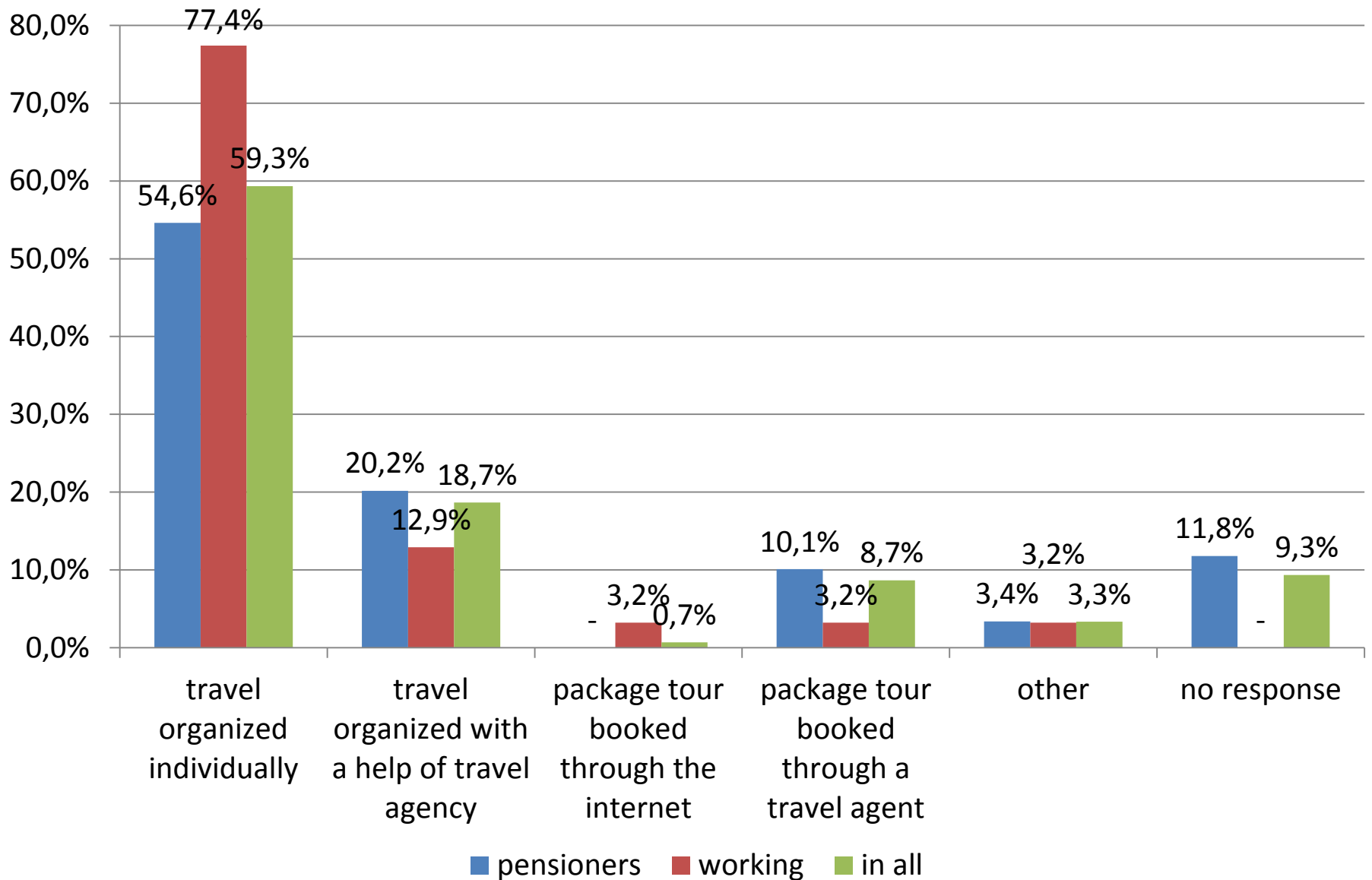
Preferred time of year to travel



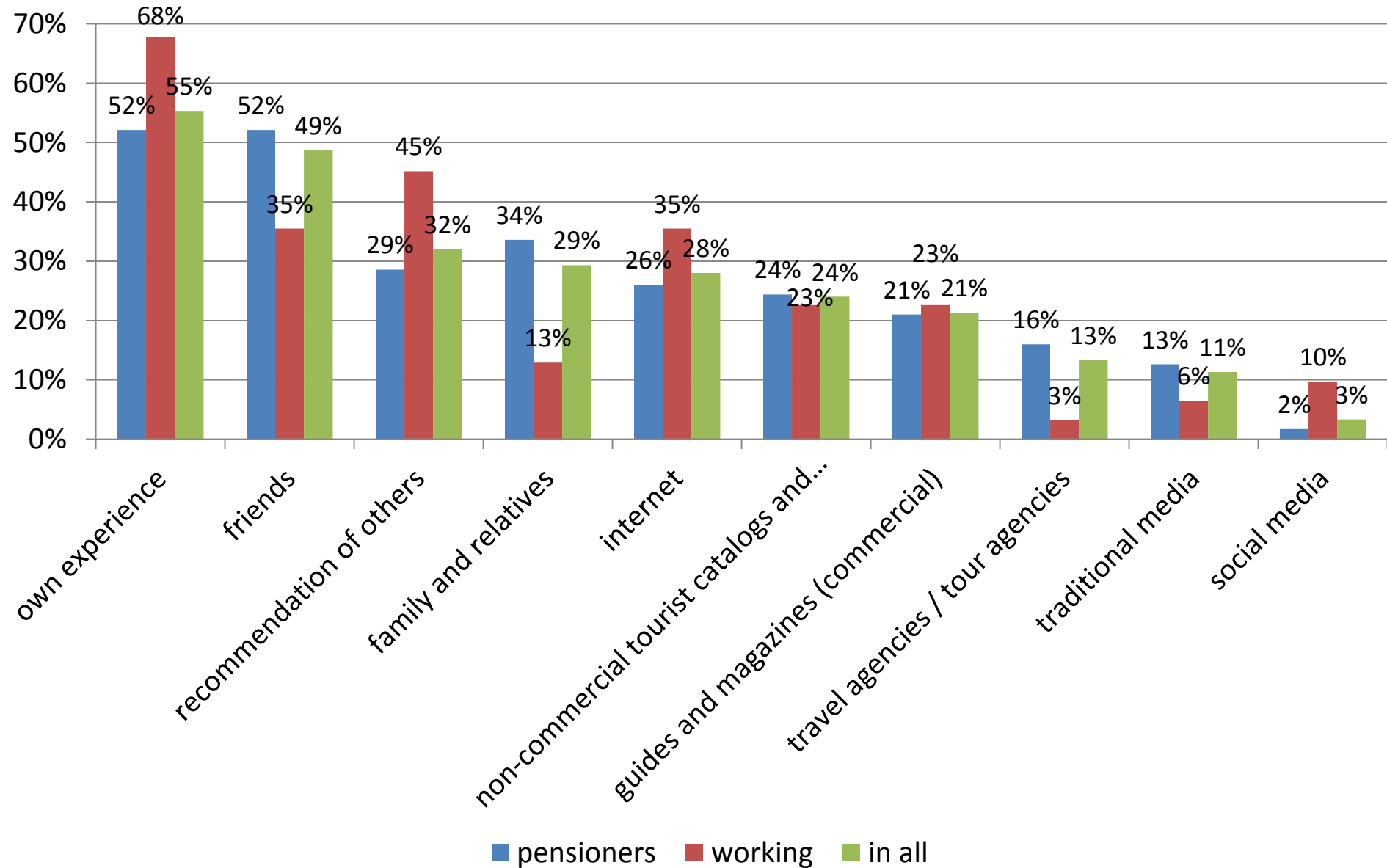
Place of rest (taking into account the last 3 trips)



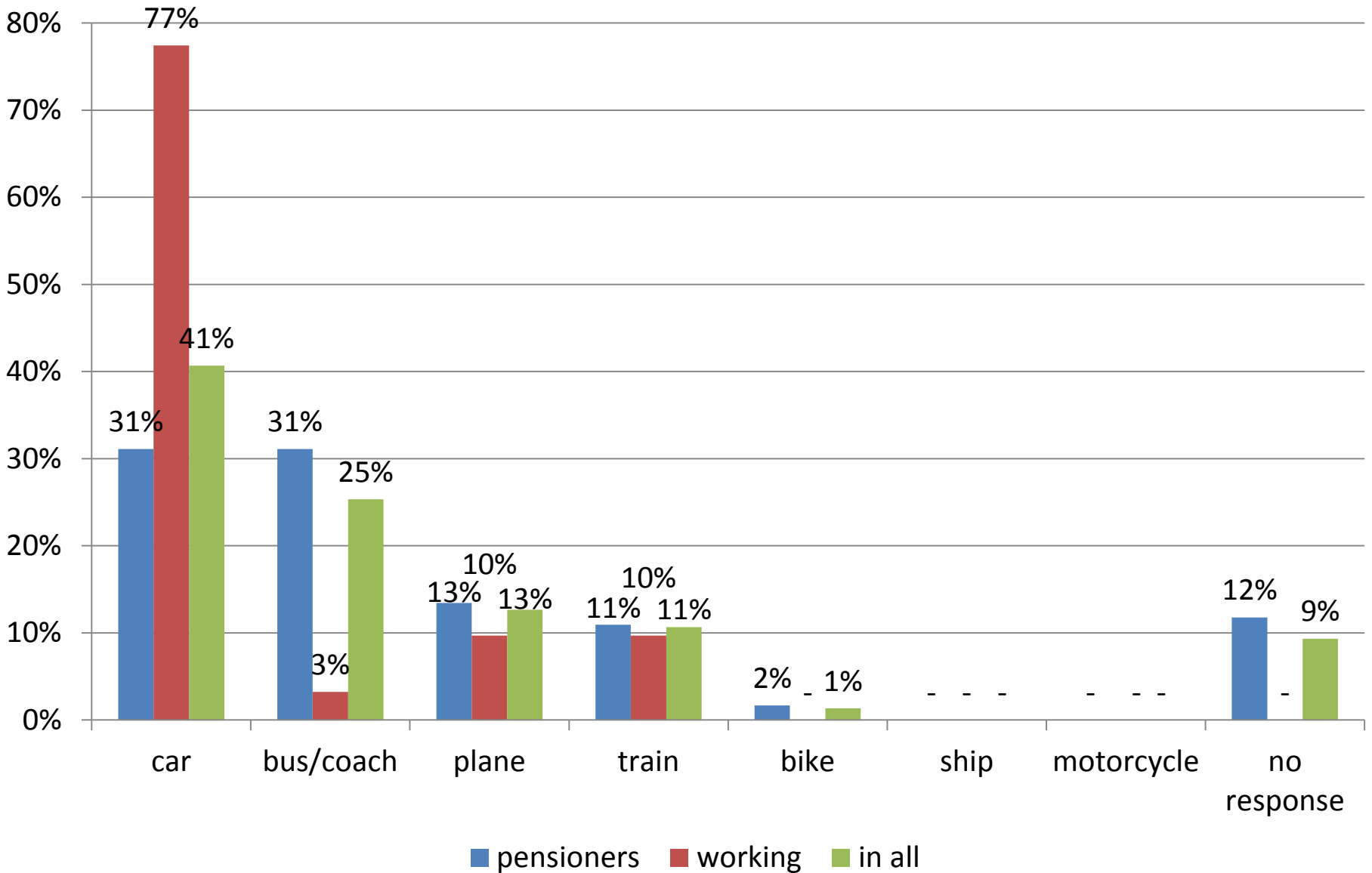
A way of organizing trips



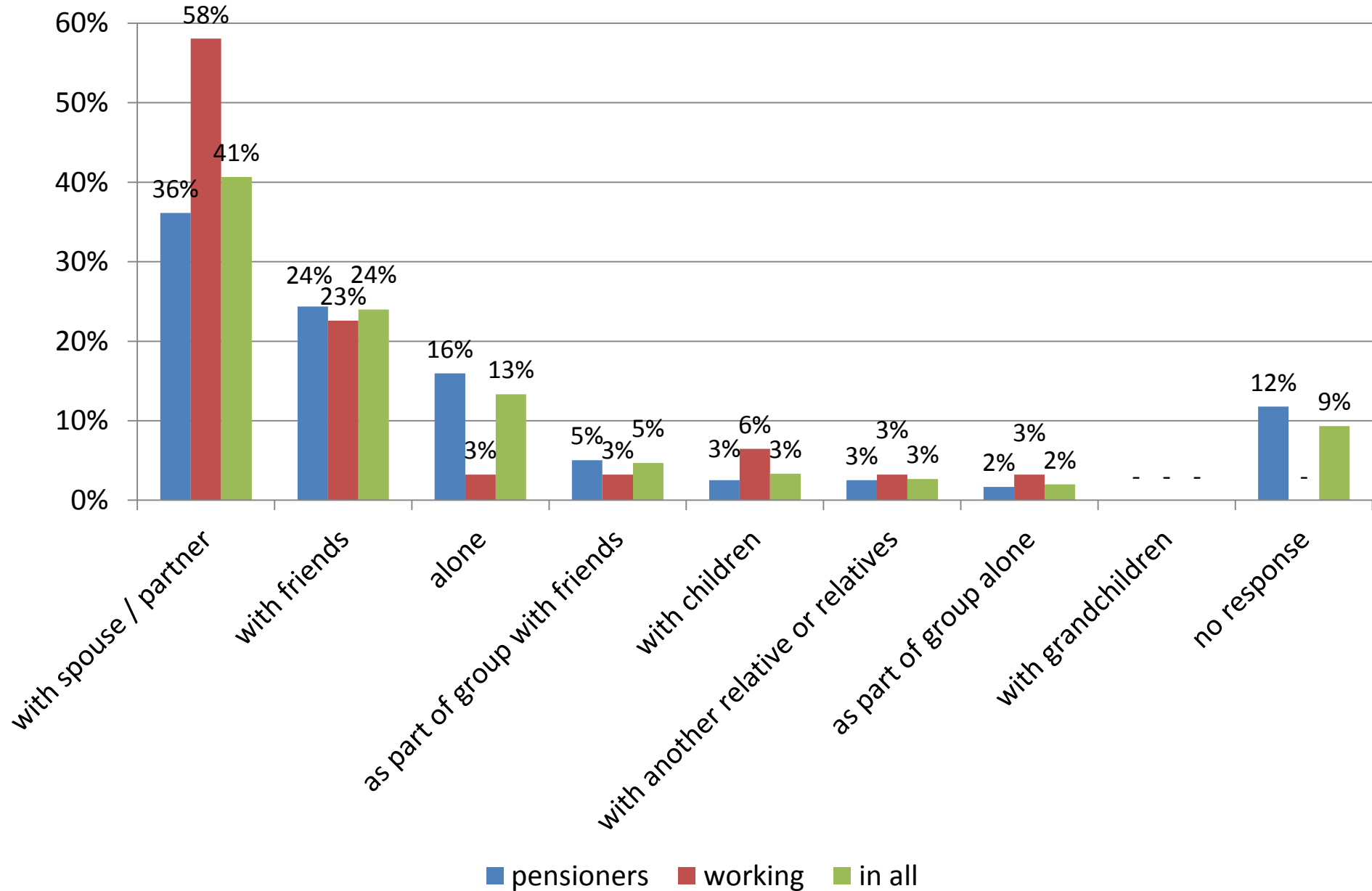
The most important sources of information when making decisions about a trip



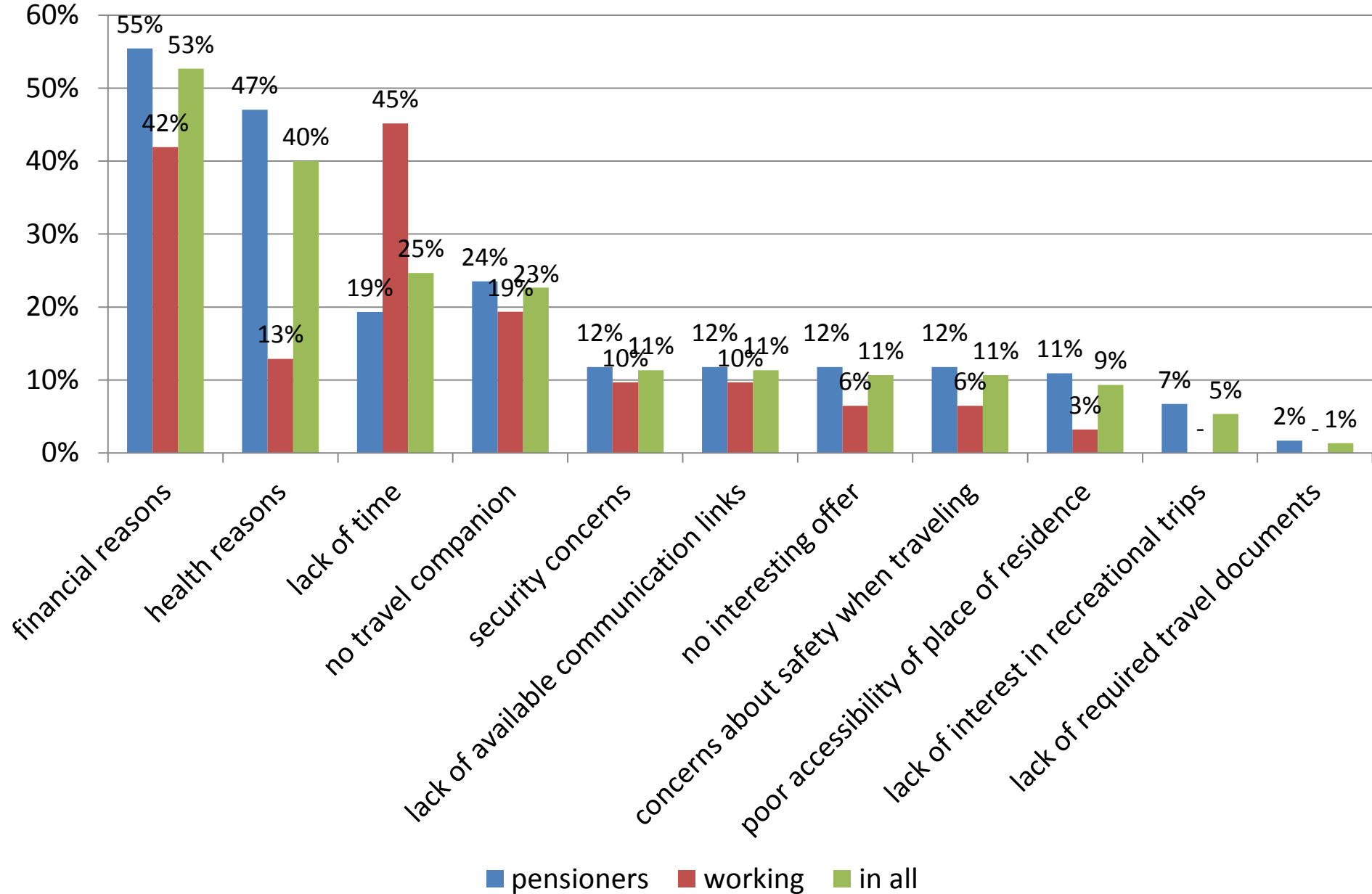
Means of transport used



Traveling companion



Obstacles to travel



Summary and Conclusions

- Generally seniors rest in the country, for 1-2 weeks, but weekend trips are also popular.
- They usually travel in the autumn and summer (working).
- Travel and accommodation usually is organized individually.
- During making a decision about the travel destination they rely on their experience and opinions of relatives or friends.
- The most important means of transportation for seniors is a car (working) and bus (pensioners).
- Trips are usually performed with a spouse or friends.
- The biggest obstacles to travel are financial and health issues (pensioners), as well as lack of time (working) and lack of travel companion.

Summary and Conclusions

- The most common reason to go is the desire to rest in peace and quiet and spend time with family. Sometimes also seek opportunities to make new friends.
- Choice of location depends on natural and cultural assets, security, quality of service and the possibility of arrival.
- In the Podkarpackie Region seniors especially would like to visit: the Bieszczady Mountains, Iwonicz Zdrój, Rymanów Zdrój, Polańczyk, Przemyśl.
- For their peers from other regions seniors from Podkarpacie would recommend first of all: the Bieszczady Mountains, Museum-Castle in Łańcut as well as Przemyśl.
- In general seniors from Podkarpackie are active and they are an important segment of tourism.

TOURage
Every age is tour age



Thank you for your attention

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