



RECREATIONAL QUALITIES OF TORUŃ POVIAT AS AN ATTRACTIVE PLACE FOR TOURIST BUSINESS

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ABSTRACT

Toruń and the surrounding area is a very attractive place in terms of tourism. The old town entered on the UNESCO list, numerous places worth visiting in the Poviát attract tourists from virtually all over the world. The growing interest in spending time actively means that tourists visiting the city will look for tourist attractions and recreational activities. The aim of the article is to analyze the state and perspectives of development of recreational values of Toruń and Poviát both for individual tourists and for whole groups, including business and congress tourism.

ARTICLE INFO

Available online 8 December 2017

Keywords:

tourism,
recreation,
recreation base,
SWOT analysis,
determinants of development,
infrastructure

JEL: H62, H68.

Doi: 10.19197/tbr.v16i3.294

INTRODUCTION

The analysis of recreational values of Toruń and the Poviát seems to be one of the key factors when it comes to the further development of tourism in the region. The number of tourists visiting Toruń increases every year. However, the growing competition of other Polish cities means that Toruń is not a city ultimately visited by tourists, it is a place that Polish or foreign visitors visit, often stopping for a few hours. What distinguishes Toruń from other cities and what makes it more attractive is its recreational value. The compact, located in the very centre old town is a perfect starting place to visit recreational areas. The city of Toruń as an agglomeration of medium size may have an advantage over other often visited cities by the proximity of such areas. Being able to go out of the city to green areas from the very center is not a problem. The attractive and readable recreational offer of the city for tourists visiting Toruń can be one of the

main factors of further development of the tourist offer of the city, but also to revive the tourist traffic in its vicinity. However, this requires joint action of many entities, hotels, tourist offices or institutions dealing with the organization of congresses. The aim of the article is to show recreation as a tool in acquiring business for entrepreneurs from the Toruń Poviát.

DEVELOPMENT DETERMINANTS IN THE RECREATION SECTOR

In the consciousness of modern man, there is a desire to ensure good health and to preserve the best physical and mental condition. The increase in the pace of life and the lack of time for adequate regeneration of physical and mental forces caused an increase in interest in recreation. Trend for a healthy lifestyle is primarily an active recreation, improvement of health, figure, beauty, and thus one's well-being (Bieńkowska, 2009). The development of civilization, urbanization or technology connected with prolonging life expectancy caused changes in the way of life and lifestyle. Changes in the approach to recreation are noticeable, active forms of spending time are becoming dominant at the expense of passive recreation. Fashion for being healthy is due to many reasons. On the one hand, society is more prosperous, but it has less time, which increases the popularity of products that you can enjoy while doing other activities. This means that offers must combine several functions. This applies to both individual, group, but also business or family tourism offers. Regardless of the point of view, health in this context is perceived as a factor of well-being, appearance and mental condition (Horx, 2002).

Active lifestyle and the desire of people to raise productivity at work more and more often determine the emergence of certain expectations in the field of recreation and leisure. People tired of everyday life, traveling for both tourist and business purposes, are looking for attractive places not only in terms of tourism, but also for recreation. This applies to the choice of hotel facility, immediate environment, but also the region in which it is located. The recreation and sport offer based on the tourist values of the city of Toruń and the Toruń poviát can become a decisive factor when choosing a tourist destination, but also extending the holiday stay. It is also worth noting that the client of offered recreational services is characterized by specific features, and his preferences concern only selected components of the overall tourist offer presented.

According to Wiesław Alejziak (2000), we can distinguish the following factors in the development of the recreation sector: social and socio-cultural factors, economic factors, political factors, technological factors, tourism values and tourist goods, development of new directions in tourism. Social and socio-cultural factors include: shortening of basic working time, increase of the total amount of free time, extension of holidays, their flexibility – short weekend leave, return to a healthy lifestyle, increase "double income" households, combining business trips with active rest. In the context of the development of Toruń, it will be: a desire to learn about new places, visit the region, or the desire to commune with nature. Activation of the local community (street festival, sports marathons, St. Nicholas' run, breakfast on the grass, gingerbread festival, festivities (City Day in recreational areas). Expansion of recreation and sports infrastructure (bike paths, sports and cultural events), activation of associations, organizations The development of the global economy, creation of a single market in the European Union,

occurrence of a clear division into rich and highly developed and poor developing countries, demand for specific tourist services, where buying goods means buying the right to use the sun, water, clean air, looking at works of art, etc. Service providers offering tourism services are focused on profit, and countries that prefer tourism earn significant income on this account. An important economic element is the population income growth, which increases access to all services including tourist services. Local factors are: Technology Park, international sports events in Poland and Toruń (statistics - UM, Sports and Recreation Department, TIS, MOSIR), weak Toruń brand (big competition). In the future: highways north-south, east-west, Olsztyn airport, revitalization of waterways (E90 / L40 - inland navigation - a new branch of tourism), airport development in Bydgoszcz, new EU perspective 2014-2020. Global and nationwide factors are also an opportunity for the city of Toruń and the whole powiat, especially in the preparation of the offer for the broadly understood meetings industry.

Political factors - both the Polish state and the Toruń powiat conduct a specific policy regarding broadly defined recreation, including tourism. Stable social and local social policy favors its development. In the adopted document for 2016-2020, which is the "National Health Program", physical activity carried out through physical recreation is one of the priorities (NPZ, 2016) The development strategy of the Toruń Powiat for 2012-2020 includes the development of tourist and recreational infrastructure and growth events of the same nature. In the strategy for the City of Toruń, by 2020 there is talk of reviving the recreation infrastructure of the Philadelphia Boulevard, bicycle paths, organizing events of a recreational and sports nature, as well as creating an offer for a business traveler. Local factors are: a certain situation related to the re-election of the city president, which causes, among others: lack of cooperation between the City Hall and social initiatives, social organizations, entrepreneurs, lack of cooperation in the province, antagonisms Bydgoszcz - Toruń. An opportunity is the development of recreation and sport infrastructure and cluster activities between the interested entities. Technological factors - progress in the means of communication increases their number, increases availability, speed, comfort of travel, travel safety. The central location of the Toruń powiat creates the opportunity to reach every chosen place. The proximity of the A1 motorway, the airport in Gdansk and Bydgoszcz causes a short trip to Toruń. The improving communication system, the development of information technology is an opportunity for the development of the region. Tourist values and tourist goods - a city inscribed on the UNESCO list and picturesquely situated areas of the region can be a distinctive attraction for tourists depending on the client's requirements. The most important tourist goods of Toruń and the region include: hotels, tourist information points, marked hiking trails, bicycle paths, marinas, restaurants, tourist equipment rentals and specialized recreational services during leisure time. The development of new directions in tourism, among which the most important include business tourism, conference tourism, which is located in attractive tourist destinations, which also creates opportunities for the city and the region.

VALUES OF RECREATION IN THE TORUŃ COUNTY

The Toruń powiat is an interesting and diverse geographically and environmentally area. Located in the heart of the Kuyavian-Pomeranian Voivodeship, it combines 12,299.7 sq km of three historical regions of Poland: Kujawy, Ziemia Dobrzyńska and Ziemia Chełmińska. It consists of eight rural communes surrounding the centrally located city of Toruń. These are: the Chełmża, Czernikowo, Lubicz, Łubianka, Łysomice, Obrowo, Zawieś Wielka and Wielka Nieszawka communes as well as the city of Chełmża. There are already over 90,000 living here. people - and this number is constantly increasing. Similarly to the former Bydgoszcz voivodship, the Toruń powiat in the Kujawsko-Pomorskie voivodship is a land powiat, next to which there is a "Toruń powiat powiat", in the rank of which is the Toruń municipal commune (Tourism Development Strategy, 2012).

The "Drwęca Valley Area" protects the picturesque landscape of the classically-shaped Drwęca River valley with forest complexes and numerous lakes. The area of the area is 4278,0 ha (parts of Lubicz, Łysomice and Obrowo communes). In the powiat there are reserves: "Piwnicki Forest" (located in the area of the Łysomice commune) and a fragment of the "Drwęca River" reserve (within the Lubicz municipality). It is proposed to recognize as the nature reserve the area of the edge zone of the Vistula valley between Przyłub (Solec Kujawski commune) and Struga Zielona (Wielka Nieszawka commune) known as the "Dybowskie Slope. In the powiat area there are both a number of individual forms of nature protection, like nature monuments and ecological lands. The most nature monuments are located in the commune of Zławieś Wielka (14 facilities), Lubicz and Wielka Nieszawka municipalities (9 objects each). In total, 63 natural monuments are located in the powiat, mostly single trees and groups of trees. In addition, in the powiat there are dozens of objects recognized as ecological lands, in the majority of mid-forest swamps and wetlands.

The area of the Toruń powiat due to the presence within the lake districts and river valleys is characterized by a significant attractiveness of the natural environment for rest and tourism. Currently, during the summer season, all relatively clean water reservoirs are visited, to a lesser extent polluted rivers, forest areas are intensively penetrated. The largest aquatic center in the powiat, preferably prepared for the reception of vacationers, is the recreation center at the lake Kamionki in Łysomice commune (Powiat Toruński, 2016).

The city of Toruń, with over two hundred thousand inhabitants, is included in the UNESCO World Cultural and Natural Heritage List (Strategy for Cultural Development, 2012). It is a city of rich traditions and a long and interesting history. A city that attracts tourists means a huge demand for attractive leisure time, which will grow. It can be, at least in large part, satisfied not only in Toruń, but also in the Toruń powiat, a richly forested area, with lakes and rivers, an attractive landscape, valuable objects and values of cultural heritage. The motto of the city authorities for several years has been "Toruń a City of Sport", which is caused by the increase in investment in sport and recreation. The consequence of the creation of new sports facilities, is greater interest in sports and recreation. Demand for recreation from both residents and tourists creates opportunities for creating broadly defined recreational services (Żakowiecki, 2015).



Fig. 1. Powiat of Toruń – attractions and tourist routes
Source: <http://www.powiattorunski.pl/4.turystyka.html>

RECREATION AND SPORTS BAND TORUN

Toruń and the Powiat have a diverse recreational offer, starting from swimming pools, playing fields, through tennis courts, horse riding centers, golf courses, climbing walls and a small ski resort. There are walking and cycling routes. It is possible to organize cruises on the Vistula River, kayaking. The revitalization of the Boulevards resulted in enriching this area with playgrounds, playing fields, beaches and a small marina, it is also a place of cultural events: concerts, festivals. This investment and the proximity of the city center will in the near future cause that it can be a place of active rest, not only for residents, but also for tourists. There are numerous gardens, barges on the water where you can spend time after an active time.

The city's sports base comprises primarily two stadiums: Municipal Stadium (athletics, football) and speedway stadium. Motoarena Toruń deserves special attention. This in which is not only a place of speedway competitions worldwide (Grand Prix), but as a unique object on a European scale should become a tourist attraction. Numerous sports halls, of which the multi-functional hall sports and entertainment in Bema street is one of the most modern in the country, and it is also adapted to athletics and ice hockey competitions. It can also be a place for concerts and conferences. Sports and Recreation Center in Przy Skarpa street is a place of tennis competitions with a worldwide range, but also an object available to residents and tourists. In the last few years Toruń numerous sport facilities have been built: multipurpose sports fields (2), football with artificial surface (3), field hockey (1), beach volleyball courts (3), Orlik pitches (24), golf courts (2) – TatFort Golf Club, Górsk Golf and Country Club. It is worth adding that unlike in many larger cities, these are public facilities or new and in a medium-sized city like Toruń, both residents and tourists have easier access to them. There are also many swimming pools in Toruń (15), two of them, the University Sports Center and the Mini Aqua park, deserve attention, the others are school facilities. Tourists and resi-

dents have three ice rinks in Torun: Ice Rink Tor-Tor, in Bema street 23/29 with the second training rink and two seasonal ones. Other sports facilities worth noting are Skate-Parks (3), the Rally-Cross track and the cart track.

The recreational areas of Toruń are also an asset when it comes to active recreation. The most important areas include: Błonia Nadwiślańskie with a beach, playground, water sports harbour, City Park in Bydgoszcz Przedmieście is located on the Vistula River, on the right bank in the part of the city of Bydgoszcz, Millennium Park located in the left-bank part of Toruń (about 19 hectares), Toruń planty - from the west and north side of the Old Town there are green areas and parks included in the compact spatial layout, health paths equipped with external gym equipment are created in two locations: in the Millennium Park in Woyaczyński street and at Na Skarpie housing estate, the Forest School in Barbarka with an offer of education and recreation together with accommodation facilities.

The system of bicycle routes under the Cycling Communication Development Program for the years 2007-2015 planned 144.3 km of cycle routes, the program has been largely continued. There also is a city bike service. From the point of view of an active tourist bicycle routes outside the city are of a great importance. There are nine of them: the route: Toruń - Barbarka - Bierzgłowski Castle - Unisław - Chełmno, TO-7002 trail - 60 km long, beginning in the very center, and running through a very attractive recreational place, which is Barbarka, ending in Unisław, where the Ski Station is located.

The base is complemented by numerous recreational and sports events that undoubtedly complement the rich cultural and tourist offer of the city.

Table 1. List of the most important cyclical sports and recreational events

No.	Event
1	Mentor Toruń Cup
2	Torun Championship in Speedway on the ice
3	Indoor European Meeting of LA COPERNICUS CUP
4	Extreme Travel Festival Toruń
5	International Tennis Tournament Bella Cup
6	Gothic Beach
7	Run To Run - 10 km run
8	Speedway Grand Prix
9	Speedway Euro Championship
10	Santa Clauses Festival of Racing
11	Merida Mazovia MTB Marathon
12	Toruń Marathon

Source: www.torun.pl/pl/kalendarz-wydarzen

The tourist offer of the city is primarily a tourist accommodation base. According to GUS data, in 2015 (as of July 2015) there were 40 accommodation facilities in Toruń, all of which were open year-round. The number of beds, according to the Central Statistical Office data, in 2015 was 3532 (in 2014, 3168 places). In total, Toruń had a total of 4528 all-year-long places in 2015 (4409 in 2014). These sites were in total in 80 open all-year facilities (Przewoźny, 2015). Large hotels as part of recreational services offer rich and attractive spa & wellness packages, including hotels: Copernicus, Bulwar, Filmar, Ru-

bens. Linking the recreation and sport offer with the existing offer of hotels may cause that tourists will be able to use not only the historical and cultural values of Toruń according to motto promoting Toruń - "Gotyk na Dotyk" ("Gothic at touch"). They will also be able to watch an interesting sports spectacle, and above all actively spend time, according to the second motto promoting Toruń - "Toruń Porusza". ("Toruń Moves") It may also apply to a business traveller who due to short distances in the city and its surroundings, can be an attractive customer and a tourist looking for this kind of entertainment. For the city, organization and promotion of strategic events, cultural, entertainment and sports events, development of the Philadelphia Boulevard for tourists and residents, construction of walking and cycling routes, seasonal beach on the Vistula, seasonal closure for traffic of the Philadelphia Boulevard are part of the Tourism Development Strategy until 2020 (Tourism Development Strategy, 2012).

There are many recreational places in the powiat attractive in terms of nature, culture and tourism, which in connection with the rich sports base of Toruń can create a coherent entirety of recreational offer.

1. Nature attractions:

- lakes - Chełmżyńskie, Grodno, Osiek, Dzikowo, Kamionkowskie, Steklin, Zacisze, Kijaszkowo - attractive for anglers, sailors,
- rivers - Wisła, Drwęca and Struga Lubicka - attractive for anglers, canoeists,
- forests, numerous nature reserves, protected landscape areas, coastal areas - attractive for cyclists, hikers.

Lakes around Toruń can also be the places for active leisure time:

- municipal beach "Ustronie" in Chełmża,
- beach in Zalesie (Chełmża commune),
- beach in Miraków (Chełmża commune),
- beach in Miraków on the Chełmżyńskie Lake, unguarded,
- beach on the lake in Osiek (Obrowo commune),
- beach at Lake Kamionkowskie (commune of Łysomice),
- beach on the Józefowo Lake (Lubicz commune).

The recreational offer of Toruń and the surrounding area can be complemented by numerous fishing areas and fisheries:

- Archidiakonka, city of Chełmża, area: 19.4 ha,
 - lake Chełmżyńskie, Chełmża, Chełmża commune, area: 393.3 ha,
 - Głuchowo, Chełmża commune, area: 26 ha,
 - Dźwierzno, Chełmża commune, area: 10.4 ha,
 - Grodno, Chełmża commune, area: 46.1 ha,
 - Pluskowęsy, Chełmża commune, area: 13.2 ha,
 - Kozielec, Łubianka commune, area: 2.8 ha,
 - Kamionki, commune Łysomice, area: 67.6 ha,
 - Dzikowo, Obrowo commune, area: 6.7 ha,
 - the Drwęca River,
 - the Vistula River,
 - Józefowo, Lubicz commune, area: 5.5 ha,
 - Górsk, commune of Zławieś Wielka, area: 6.2 ha.
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2. Tourist and recreational attractions:

- Water Tower (Chełmża),
- Sanctuary of Blessed Jutta in Bielczyn (commune of Chełmża),
- Mound "Ziemia Polaków" in Kończewice (commune of Chełmża),
- Collegiate Church of Saint. Trinity (Chełmża),
- 700-Lecia Park (Czernikowo commune),
- "Borowa Ścieżka" (Czernikowo commune),
- Ruins of the Teutonic Castle in Złotoria (Lubicz commune),
- The Eko - Drwęca Nature Trail (Lubicz commune),
- Museum of Literature and Printing (Lubicz commune),
- St. Ignacy Loyola Church in Młyniec II (Lubicz commune),
- Bierzysłowski Castle (Lubianka commune),
- Windmill Koźlak (Lubianka commune),
- Regional Chamber of History and Tradition (commune of Łysomice),
- Romantic Palace in Turzno (Łysomice commune),
- Regional Chamber of History and Tradition (commune of Łysomice),
- Piwnicki Forest (Łysomice commune),
- Center of Astronomy UMK (Łysomice commune),
- Osiecka Regional Chamber (Obrowo commune),
- Olender Sports and Recreation Center (Wielka Nieszawka commune),
- Palace and Park Complex in Skłudzewo (commune of Zławieś Wielka),
- Przysieckie Ponds (commune of Zławieś Wielka),
- The former Brewery in Przysiek (commune of Zławieś Wielka),
- Astrobaza (commune of Zławieś Wielka).

There is a network of hiking trails in the powiat: international (2), regional (7) the Fortress route- a black tourist trail of 44 km worth of special attention; it runs a loop around Toruń and shows the city as a 19th-century fortress. There are numerous bicycle routes in Toruń Powiat:

- Czernikowo - Witowąż - Pokrzywno - Wilcze Kąty - Zabłocie - Nowogródek - Lake Zacisze - Osówka - Czernikowo (28.5 km),
- Toruń - Przysiek - Zarośle Thin - Rzęczkowo - Skłudzewo ... Wałdowo - Ostromecko Bydgoszcz (57 km),
- Toruń - Papowo Toruńskie - Koniczynka - Lipniczki - Turzno - Kamionki lake - Gronówko - Gronowo - Młyniec (35km),
- Toruń - Czerniewice - Brzoza - Karczemka-Otłoczyn - Ciechocinek - Raciążek - Nieszawa - Włocławek (63 km),
- Toruń - Mała Nieszawka - Wielka Nieszawka - Cierpice ... Gniewkowo - Parchanie - Inowrocław (52 km),
- Toruń - Papowo Toruńskie - Zakrzewo - Tylice - Folsąg - Morczyny - Mirakowo - Zalesie (20 km),
- Toruń - Lubicz - Jedwabno - Młyniec ... Golub-Dobrzyń - Brodnica - Radomno (130 km),
- Toruń - Olek - Różankowo - Piwnice - Lulkowo - Ostaszewo - Sławkowo - Mirakowo - Zalesie - Żelgno - Dźwierzno - Zajączkowo ... Wąbrzeźno - Radzyń Chełmiński - Grudziądz (82 km),

- Toruń - Barbarka - Olek - Bierzglowski Castle - Bierzglowo - Łążyn - Słomowo - Siemon - Unisław - Chełmno - Tuchola - Czersk (Powiat Toruński, 2016).

The attractiveness of bicycle routes may contribute to the extension and the more attractive stay of both individual and business tourists. Undoubtedly, increasing the attractiveness of the district's recreational offer requires the cooperation of many different stakeholders and undertaking promotional activities in order to show the potential of tourism development, numerous attractions and events of a recreational and sports nature.

ANALYSIS OF TRENDS IN THE RECREATION SECTOR IN POLAND AND IN THE WORLD

Too small amount of physical activity increases the interest in all forms of physical recreation. Recent years bring a clear change in the trends and trends in recreation demand from the formula of 3 x S, namely: sun, sea, sand, on the active model, with the slogan 3 x E, i.e. entertainment, excitement, education (Ďuriček, Obodyński, 2006). Changes in recreation and tourism can be considered in several aspects. One of them is the transfer of new forms to our country, popular in the world, previously unknown by us. An example of this is business tourism, which developed in Poland after system changes in the nineties and the emergence of a market economy. Another important aspect is the new unknown forms of recreation and tourism created as a result of social changes and technology development - Nordic walking, new discipline or downhill skiing, windsurfing as a recreational discipline more available as a result of technological progress. Another good example is recreational cycling, popular as a result of the creation of appropriate infrastructure (bicycle paths). Socio-economic conditions such as: increase in the income of the population, increase in the amount of free time and related forms of behavior of people cause increased interest in recreation (Winiarski, 1989). In order to differentiate themselves from the offer of competitors, individual tourist regions try to introduce improvements in the range of recreational services offered. Modern management of recreational attractions should take into account several aspects, such as: the needs of people and their satisfaction, sales of emotions and impressions, sale of sentiments, free time as an element of changes in recreation, health and rational rest, fashion for a healthy lifestyle. The needs of people and their satisfaction, one of the previously unnoticed is the need for, for example, a healthy lifestyle. Creating in the media just a pro-healthy attitude contributes to the dissemination of active spending of time. As part of recreation, we deal with the diversity of emotional needs and impressions. On the one hand, it is the physical relaxation and the distance of emotions, tranquility (spa & wellness). On the other hand, we have a need for strong experiences, many people need to experience the extreme psychological needs needed in psychology, the term flow. Selling sentiments is an increasingly popular travel destination and meetings (ethno-sentimental tourism). Free time as an element of changes in recreation, where two extremely different groups can be distinguished that fulfill their recreational needs in their free time. On the one hand, it is a large group of pensioners - a lot of free time, which needs to be prompted by various opportunities for

active rest, and on the other hand, a group of employees of various institutions combining work and recreation (office complexes with fitness rooms, gyms, rehabilitation rooms, squash courts). Recreation becomes an element for this group not only at work, but also during a business trip or holiday vacation. Health and rational rest, and care for physical and mental health causes a rapid development of the market of fitness services and production. Care for physical condition is a present-day lifestyle, habit or life philosophy. An active lifestyle, rational nutrition, the fight against addictions favors new forms of recreation, creating a dynamically developing health tourism. Fashion for a pro-health lifestyle popular in the west also came to Poland, which increases the interest in spending holidays in a place that is not only attractive in terms of tourism, but also has opportunities for active recreation (Wojtasik, Tauber, 2007). Scientific data shows a clear tendency of the increase in the participation of Poles in recreation, however, compared to other European countries, Poles are still not doing well (CBOS, 2013).

ANALYSIS OF COMPETITIVENESS OF RECREATION IN TORUŃ POWOR

In the context of competing with other cities and regions, the following points can be considered as crucial for Toruń and the powiat:

1. Central location in Poland: 1 hour from Gdańsk, 2 hours from Warsaw and Poznan.
2. New facilities: Motoarena Toruń, Sports Hall, Cultural and Congress Center Jordanki.
3. Historical climate and modern facilities. Over 500 rooms in the 4 * standard.
4. Ability to spend time in 40 ways.

Markets and target groups:

Poland

1. Warsaw - individual tourists and business groups.
2. Poznań - individual tourists and business groups.
3. Gdańsk - individual tourists and business groups.
4. Bydgoszcz - individual tourists and business groups (pre and post tours from Bydgoszcz).
5. Łódź - individual tourists and business groups.

Germany - individual tourists and business groups

Kaliningrad - tourists individually

Sweden - tourists individually

United Kingdom - individual tourists

Tab. 2. Products in the field of recreation:

Recreation		
Sport	Entertainment /Tourism	Leisure
<ul style="list-style-type: none"> • Active Copernicus - Nordic walking • Tennis in the center - Copernicus. • Bowling - Copernicus. • Sunday running training. • Canoeing trips (Golub Dobrzyń - Elgiszewo, Elgiszewo - Lubicz). • Dragon boats (Bydgoszcz marina). • Learning to play tennis at Karoly Woźniacki's school. • Survival - rope bridges, Tyrolean railway, Tibetan bridge (Sfora) - team building Fort IV. • Tournaments and games (archery, boules). • Rafting. • Drifting lessons. • Karting track. • Golf (Tatfort - 9 holes). 	<ul style="list-style-type: none"> • Pool party - Copernicus. • Clubbing. • Flights: helicopter, ultralight aircraft, motor glider (scenic). • Picnic - Copernicus. • Recreation - a story tour. • Afisz Theater at the Bulwar Hotel. • Toruń wine tasting. • Visiting forts in various forms (individual tourists, business, sightseeing tours etc.). • Gingerbread baking workshops in Fort IV. • Classes for children: candy making workshops, decorative candles, pinhole photography, physical - Fort. • Reconstruction groups (mortar shooting etc. Fort IV). • Shooting range (Fort IV, Olender), • Bicycle tours - routes between the Forts. • Lower Vistula Fortress. • Visiting the Teutonic Castle at night, with torches. • Rope Park-Barbarka. • Kaszczorek, Grabowiec, Olszówka - horse riding. • Observatory and planetarium. • Ship from the movie "Cruise" - trips on the Vistula River (Wanda). 	<ul style="list-style-type: none"> • Day Spa - Copernicus. • Spa in Copernicus / sauna night - Bulwar. • Swimming pool complex (swimming pools, whirlpools, saunas) - Copernicus. • Grilling, bonfires (Hotels: Copernicus, Bulwar, Fort IV). • Aquaparty Olender (hydrocycling, zumba, baby aqua). • Rides- the oldest taxi, • Culinary - goose meat (Kuyavian-Pomeranian Voivodeship) - Time for goose meat. • Balloon flights

Source: Żakowiecki J. (red). (2015). Tourism cluster development strategy: as part of the Rekreacja project as a tool for acquiring business for enterprises from the Toruń powiat.

SWOT ANALYSIS - CITY OF TORUŃ, INDIVIDUAL CLIENTS

Tab. 3. SWOT analysis for the city of Toruń, individual clients

Strengths	Opportunities
<ol style="list-style-type: none"> 1. Consolidated old town, short distances, no mobility problems. 2. It is cheaper. 3. Diversified hotel base. 4. Strong brands (gingerbread, Copernicus). 5. Highway. 6. Central location. 7. Family tourism: attractions, discounts. 8. Skyway, Motoarena - speedway competition. 	<ol style="list-style-type: none"> 1. Attractions around - Toruń is the starting point. 2. Location on the Vistula river is a tourist opportunity. 3. Raising awareness - promoting more attractions. 4. Promotion of active tourism: hiking and cycling trails around Toruń, the possibility of organizing canoe trips. 5. Extending the tourist season. 6. Promotion of cultural events.
Weaknesses	Threats
<ol style="list-style-type: none"> 1. Lack of a website with comprehensive information. 2. No airport. 3. Lack of coherent promotion of the city (bad promotion). 4. Poor cultural offer. 5. Lack of events calendar. 6. Lack of sufficient number of activities for adults. 7. No promotion of active tourism - no offer. 8. Toruń is not adapted enough for the disabled. 9. Lack of Motoarena use for tourist guests. 10. Lack of a multi-day program, e.g. 3 days in Toruń 	<ol style="list-style-type: none"> 1. Strong competition from Warsaw, Poznań, Gdańsk, Cracow. 2. Limited tourists admission possibilities (attractions).

Source: Żakowiecki J. (red). (2015). Tourism cluster development strategy: as part of the Recreation project as a tool for acquiring business for enterprises from the Toruń powiat.

SWOT ANALYSIS - TORUŃ CITY, GROUP CUSTOMERS

Tab. 4. SWOT analysis for the city of Toruń, group customers

Strengths	Opportunities
<ol style="list-style-type: none"> 1. An all-year offer for incentive and integration. 2. The recreational character of the city. 3. An intimate city. 4. A stronger base compared to Bydgoszcz. 5. A hotel base inscribed in the city's character. 6. Location in central Poland. 7. The proximity of all elements of the program. 8. No traffic jams. 9. Klimt / city atmosphere. 10. Interesting / diverse hotel and conference facilities. 11. Old town on the UNESCO list. 12. Presence of higher education institutions - scientific conferences. 	<ol style="list-style-type: none"> 1. Construction of infrastructure (large facilities). 2. Freshness of the destination (emerging market). 3. Implementation of tasks by the cluster. 4. Construction of highways. 5. Development of the scientific community and strengthening its position. 6. Attracting business to Toruń - economic attractiveness.
Weaknesses	Threats
<ol style="list-style-type: none"> 1. The lack of Convention Bureau. 2. Lack of infrastructure (facilities for large events). 3. Base and brand weaker in relation to Gdańsk, Łódź, Poznań and Warsaw. 4. No airport. 5. Lack of cooperation with Bydgoszcz. 6. Poor public transport (access to the city). 7. Location of the railway station behind the bridge. 8. Image of Toruń as a transit city. 9. Unused potential of Motoarena. 10. Lack of coherent promotion of the city. 11. Lack of a city promotion strategy, event calendar. 12. Lack of Toruń's presence in industry reports dedicated to events. 	<ol style="list-style-type: none"> 1. Fast development of competitive city brands. 2. Continuation of the existing "strategies".

Source: Żakowiecki J. (red). (2015). Tourism cluster development strategy: as part of the Recreation project as a tool for acquiring business for enterprises from the Toruń poviát.

SUMMARY

Toruń becomes more and more popular tourist destination, chosen by individual and group tourists. There is also a tendency for the growth of the number of foreign tourists. The length of the stay remains the problem of the city. An attractive and well thought-out tourist offer combined with recreational values of the city and its surroundings may contribute to not only increasing the number of tourists in the city, but also to extend their stay. The main purpose of every tourist visiting Toruń is the Old Town. The proximity of attractive recreational areas from the center is undoubtedly something that distinguishes Toruń from other cities. The growing interest in spending time in an active way among the public will make tourists look for this type of offer. Toruń and its surroundings have a chance to become an attractive place not only in terms of tourism, but also of sport and recreation. The improving recreational infrastructure and sports events create an interesting image of the city. If an appropriate offer connecting all attractions of Toruń is developed, tourism will increase. Various entities operating in the tourism sector should cooperate instead of competing with one another. Practices in Scandinavia or Western Europe constitute a good example of such cooperation.

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