

# FUNCTION OF LOCAL GOVERNMENT UNIT'S IMAGE IN TOURIST TRAVEL

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## IMAGE OF THE CITY

There are many definitions of the city's image, but the most accurate and simple to understand is the definition of W.C. Gartner and J.D. Hunt, who describe it as „the impression an individual has about a place where he does not live.” [Gartner, Hunt, 1987]

## OTHER TYPES OF CITY IMAGE INCLUDE:

- positive image,
- negative image,
- assorted image,
- own image. [Kizielewicz, 2013]



KATOWICE  
for a change  
Photo: <https://www.katowice.eu/>

## THE PRIMARY OBJECTIVE

The primary objective of this study was getting to know the opinions of tourists about the image of Katowice and the reasons why this city is visited. The results of the research can be used by the city authorities in trying to improve the image and introduce changes that will attract more visitors and thus support the economy.

## CITY IMAGE CATEGORIES

**UNIVERSAL IMAGE** - it is used by cities that have created a very strong and lasting image among visitors. It is a method that is based on encouraging tourists to choose a given city. It is based on the stereotypes and history of the place,

**INDUCED IMAGE** - this image is created with a combination of marketing tools with the desire to build specific associations that determine a given place,

**EPHEMERAL IMAGE** - shaped unconsciously and strongly rooted in specific events taking place in a specific place.

[[http://www.wzieu.pl/zn/591/ZN\\_591.pdf](http://www.wzieu.pl/zn/591/ZN_591.pdf) , p. 129 [access: 14.04.2020]]

## HYPOTHESIS:

1. Before stay, respondents think Katowice has assorted image.
2. Stay in this tourist place doesn't have any impact on changing opinion about Katowice's image.
3. Older tourists are less disposed to change assessment of image.

Photo: own source.

## THE COGNITIVE-AFFECTIVE THEORY OF TOURIST SATISFACTION [Chi, Qu, 2008]

1. The more positive image of the reception area, the greater expectations.
2. The higher expectations, the higher level of verification during stay.
3. The more positive verification of expectations, the more positive emotions and at the same time the less negative emotions.
4. The more positive emotions and at the same time the rarer negative emotions, the higher level of satisfaction.
5. The higher level of satisfaction, the stronger effect of loyalty to the region.

TEST METHOD: online survey

TEST PERIOD: 12-20.04

RESEARCH SAMPLE: 165 people

THE AVERAGE RESPONDENT



Gender: woman

Age: 19-25 years old

Professional status: student

Financial situation: adequate

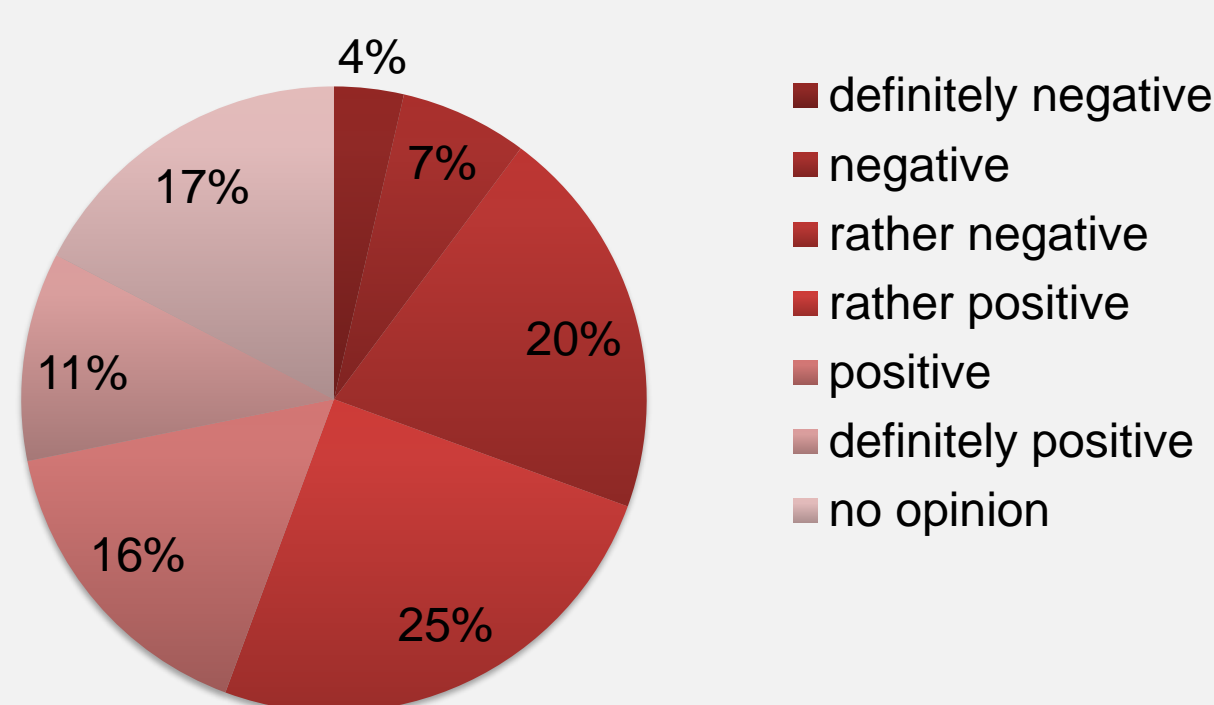
## ASSESSMENT OF INDIVIDUAL ASPECTS OF KATOWICE (scale of the evaluation 1-5)

Tourist attractions **2,8**  
Catering base **3,8**  
Tourist information **2,5**  
Approach road **4,1**

Atmosphere of the city **3,4**  
Public transport **3,4**  
Cleanliness in public places **3,1**

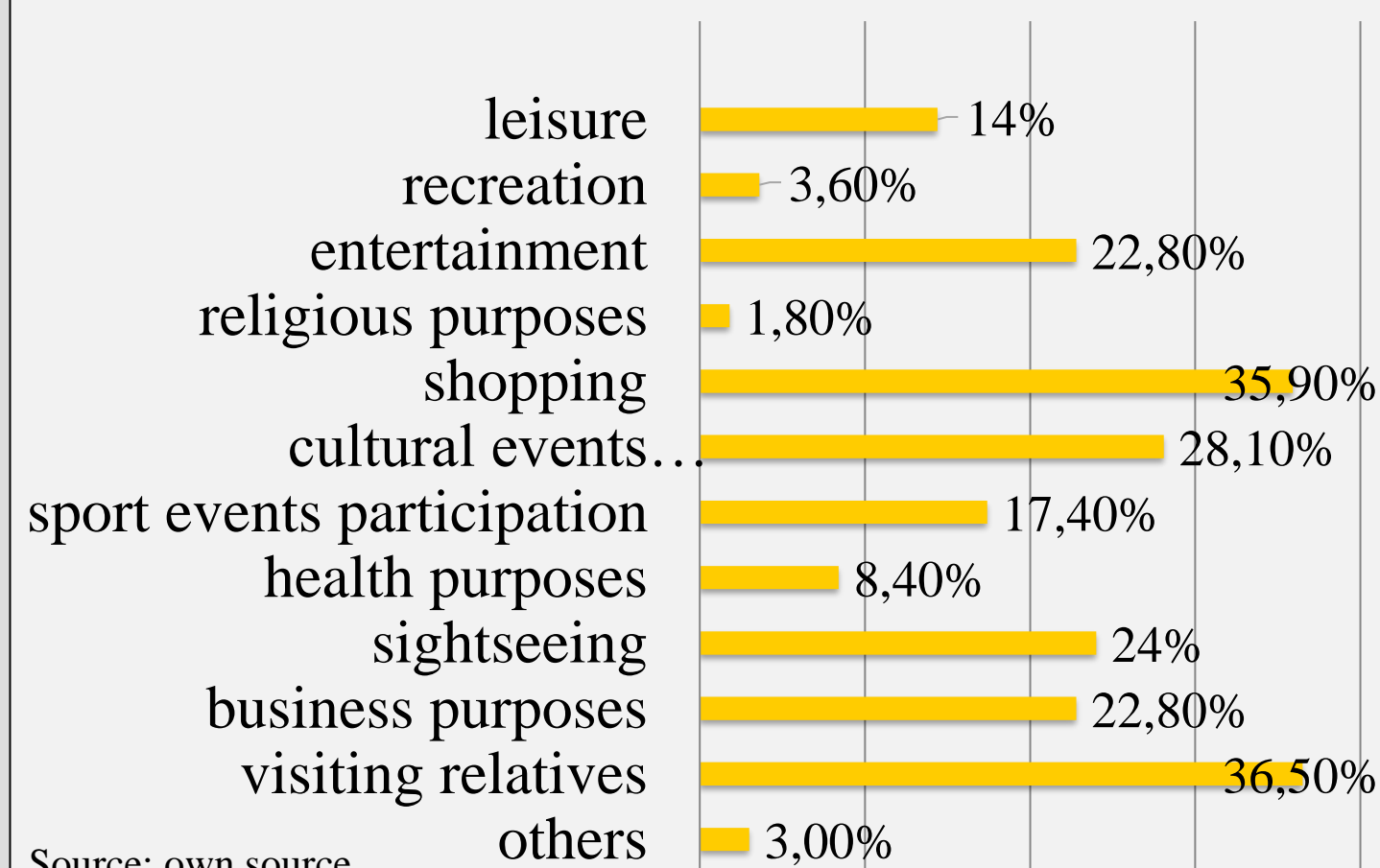
Source: own source.

### 1. Rate of Katowice before the visit.



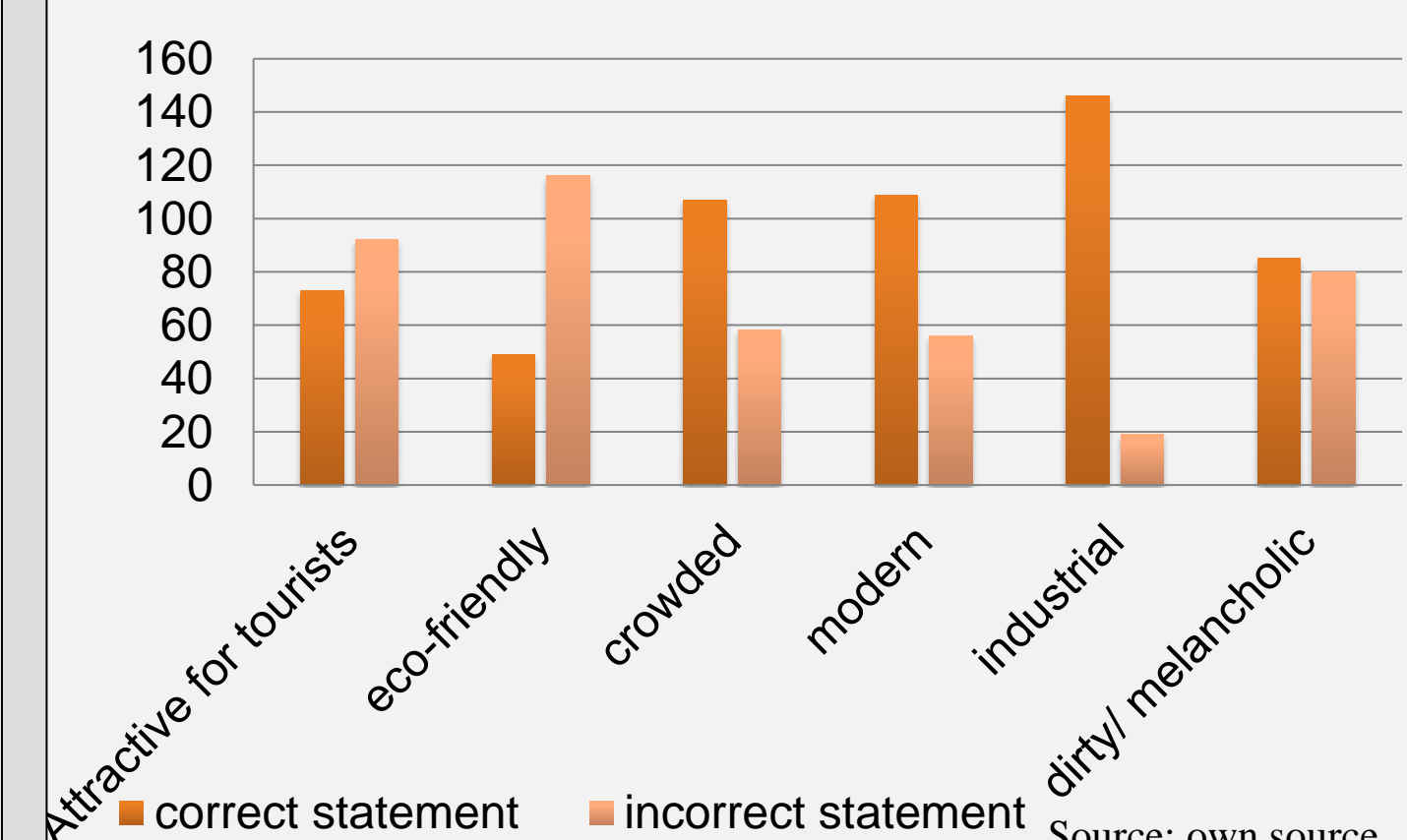
Source: own source.

### 2. Purposes of visits



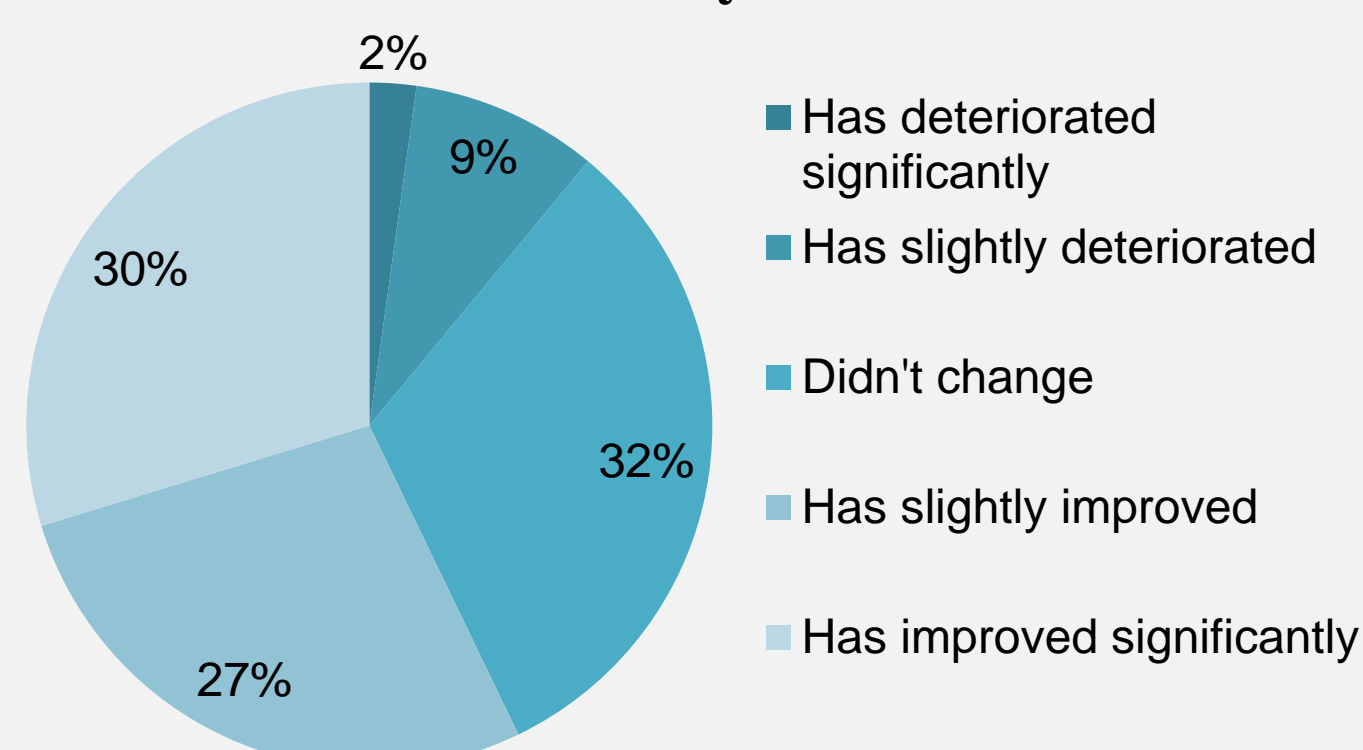
Source: own source.

### 3. Which statements respondents agree with or not



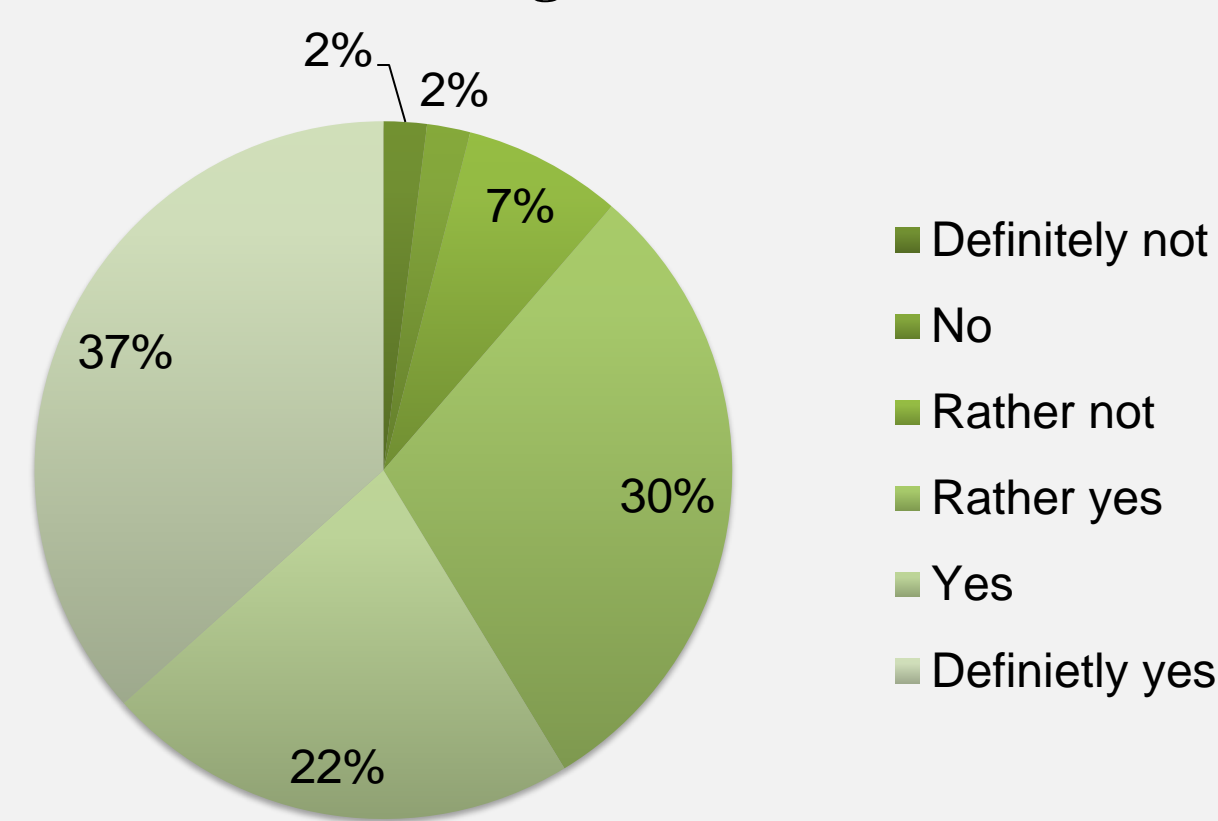
Source: own source.

### 4. Assessment of Katowice's image after stay



Source: own source.

### 5. Willingness to return



Source: own source.

## CONCLUSIONS:

- The pie chart no. 1 shows that all variants of answers are included – that means Katowice has assorted image,
- As can be seen from the circle diagram no. 4 only one-third of respondents did not change their mind after the stay – majority changed their mind,
- The results of the study indicate that older tourists don't have a tendency to change their assessment.

Photo: own source.

## BIBLIOGRAPHY:

1. Gartner W.C., & Hunt J.D. (1987), An analysis of state image change over a twelve-year period (1971–1983), "Journal of Travel Research", 26(2), p. 15–19.
2. J. Kizielewicz, „Kształtowanie marki i wizerunku miasta Gdynia jako morskiej destynacji turystycznej”, p. 4, wyd. Polityki Europejskie, Finanse i Marketing, 2013
3. C.G.-Q. Chi, H. Qu, „Examining the Structural Relationships of Destination Loyalty: An Integrated Approach”, „Tourism Management” 2008, t. 29, n.o 4.
4. [http://www.wzieu.pl/zn/591/ZN\\_591.pdf](http://www.wzieu.pl/zn/591/ZN_591.pdf) , p. 129 [access: 14.04.2020]

## GRAPHIC:

1. Photo of the Spodek - Own source
2. Logo of Katowice - <https://www.katowice.eu/>
3. Charts - own study based on research
4. Respondent's particular's image - <https://pl.clipart.me/>