EVALUATION OF MARKETING PROMOTION OF LUBLIN AS THE AREA OF TOURISM RECEPTION IN 2011-2014

INTRODUCTION

Being one of the most popular forms of tourism among people, city tourism is a significant factor in the development of contemporary cities and towns. This influences not only the development of a given city itself, that is improving infrastructure, building new facilities, and expanding the public transport, but it also enhances living conditions of the residents by enabling more job vacancies, creating opportunities for a bigger income for local companies, and strengthening local patriotism and pride of their hometown. Since urban spaces abound in numerous tourist attractions, such as interesting monuments, historical buildings, unforgettable events and extraordinary atmosphere, they are forced to compete with each other for tourists’ attention. In order to attract tourists’ interest and bring them to the particular city or town, appropriate marketing devices need to be implemented, and promotion constitutes one of the most effective ones.

Marketing promotion is defined as a group of measures, by means of which an area or a region communicates with the market and sends information about its activity, products or services, and therefore creates particular identity of the space [12, p. 253-255]. The more positive and unique the image of the area is, the more tourists are interested in visiting this area. Moreover, effective marketing promotion should prevent seasonality of tourists’ demand on tourist products, activities leading to increasing popularity of Lublin among tourists have been analysed. In order to do this, particular forms of promoting Lublin have been subjected to evaluation, including opinion of residents of the town and tourists.

For the sake of the research herewith, information was gathered with the help of diagnostic poll method by using a direct survey. This technique has been chosen for its practical reasons, as it is fast to conduct and a considerable number of respondents may take part in it. The survey was responded by 130 people, among which 50 people are residents of Lublin. Another 80 respondents are people who live beyond borders of Lublin, namely in the following voievodships: Greater Poland, Lower Silesian, Łódź, Mazovian, Podlaskie, Subcarpathian and Świętokrzyskie. Women constituted 53% of the total number of respondents, whereas 47% were men. When the age is taken into consideration, 73,8% of people were 20-25, 19,5% were 26-35 and 7,0% were 16-19. As for the job status is concerned, the majority of respondents had the status of a student and they constituted 60,8% of the interviewees, while 34,6% were people who work and 4,6% were unemployed people. Alongside the diagnostic poll method, documents which are available owing to Główny Urząd Statystyczny (the Central Statistical Office) and information presented in research literature have been used to complete the following paper.

Without proper advertising, none of products available on the market would sell well and tourist products are not an exception. However, individual rules are applied when it comes to promoting such tourist products as towns or cities, as these products are far more complex than any other products on the market, even if only the market of tourist services is taken into consideration. For the promotion of a particular place to work properly, a meticulously planned campaign is necessary. Moreover, there need to be some repetitiveness and coherence observed, but at the same time the campaign has to reflect the diversity and uniqueness of the place. If the abovementioned conditions are fulfilled, the potential tourists are more likely to be interested in visiting the promoted town or city.

Marketing promotion of Lublin has developed dynamically throughout recent years. Numerous promotional campaigns have been organized which aimed at depicting Lublin as an attractive and interesting place for national and international tourists. Different devices have been used, such as promotional videos, multilingual information brochures, maps of the town, leaflets and outdoor posters, all of which presented Lublin as a friendly and multicultural place, dwelled by open-minded and creative people. Afterwards, a research was conducted, the aim of which was to assess the content and effectiveness of particular campaigns and promotional tools. The following paper presents the results of the research, provides an explanation for each opinion, and shows possible ways of conducting promotion of the town in the foreseeable future.
2. CHARACTERISTICS OF THE AREA

Situated in the south-western part of Poland, Lublin constitutes the biggest town on the right side of the Vistula river. Since its area is located on different regions, that is Płaskowyż Nałęczowski (Nałęczów Plateau), Równina Bystrzycka (Bystrzyca Plain), Wyniosłość Giełczewska (Giełczew Rise), Równina Luszczyńska (Lusczów Plain) and the Bystrzyca Valley [7, p. 279], a great diversification of the terrain may be observed, which surely affects Lublin's tourist attractiveness.

Fig. 1. Lublin on the map of Poland [13]

Fig. 2. Lublin of the map of the voievodship [13]

The town is famous for being the college town, the multicultural town and the eco-friendly town. The first aspect has its source in the specificity of Lublin’s population, as the town is normally dwelled by 341,722 residents [3], but each year almost 90,000 students come to study in Lublin and add up to the total number of population, expanding it significantly. Secondly, Lublin is well-known for its multiculturalism, as the history of the town is a reflection of many different cultural influences. Having received a city charter in 1317, Lublin functioned as an important national and international trade, economic and education centre, and therefore it was visited by numerous officials, merchants, artists, intellectuals and entrepreneurs. Being a significant trading point between Poland and Lithuania, witnessing a groundbreaking political event, which was the Union of Lublin on 26 June 1569, hosting great artists and resourceful company owners, and experiencing the whole Jewish movement, which included setting up schools, hospitals, companies and synagogues, Lublin maintained its importance in the country and abroad and it developed multiculturally [11, p. 10-11]. Finally, Lublin is the capital of the Lublin Voivodeship, which is associated with an eco-friendly practices, such as introducing ecological public transport to towns, organizing fairs with ecological and local products and promoting protection of natural environment.

What makes Lublin even more attractive is its nature values, namely its surface water, flora and fauna. Two important tourist attractions associated with Lublin are the Bystrzyca river, which flows across the town and is 1315,5m long, and the Zemborzycký Lake, which is an artificial reservoir attracting tourists from Lublin and the neighbouring towns and villages every summer. As for presence of nature within the town, Lublin can still be praised for substantial amount of trees and green areas, such as a forest, parks, central reservations, private yards and a well-known botanical garden [6, p. 27]. The latter is also the staging place to numerous animal species, for example, the brown owl, the robin, the oriole, the woodpecker, the sparrow, the rook and more [8, p. 31]. This means that, unlike many contemporary towns, Lublin has not been entirely urbanised and a considerable part of natural areas have been saved.

However, what is most prominent for tourists when visiting a town or a city are cultural values, such as special places, buildings, monuments, statues and churches. Lublin is best recognized for the medieval Lublin Castle from the 12th century along with the stone Trinity Chapel. Once having served as a house of town commissioners and a prison further on, the castle has recently been transformed into a museum, which holds collections of historical coins, weapons, outfits, furniture and works of art. Tourists are also fascinated by the magical atmosphere of the Old Town and its charming and colourful tenements. Lower in rank, but definitely not less important in general are the Cathedral Church along with the Trinitarian Tower which serves as one of the best viewpoints of Lublin, the Chachmei Lublin Yeshiva and other buildings built by Jews of Lublin, the Crown Tribunal, famous for the legend of the Devil’s Paw, the State Museum of Majdanek, which commemorates victims of the Second World War and the Nazi Occupation, and several more places and thematic tourist trails which together compose a mosaic reflection of historical events, cultural trends and architectural style [1, p. 174-177]. This is the reason why Lublin is recognized as a multicultural and diversified town and why a particular strategy of promoting the town was chosen for further implementation.

3. INSTITUTIONS RESPONSIBLE FOR PROMOTION OF LUBLIN

It is mainly in the municipality’s responsibility to promote Lublin and create a coherent image of the town and establish its unique and individual brand. Since 2007 there has been a project executed, which is supposed to accomplish that, and its first stage was drawing up an inventory of Lublin’s tourist potential concerning numerous fields, i.e. culture, buildings and monuments, education, business, and sport. Afterwards a survey was conducted and information concerning people’s associations, experiences, potential attractions, and expectations connected with Lublin was collected. On the basis
of this data, further actions were implemented which eventually led to reaching the appropriate strategy for creating a unique and coherent image and brand of Lublin [5]. Choosing the most prominent assets of the town, the municipality has developed numerous promotion tools, such as posters, videos, outdoor advertisements and literature, and it has established cooperation with cultural facilities and organizations, for example, with The ‘Grodzka Gate - NN Theatre’ Centre, ‘Via Jagiellonica’ Foundation or the Lublin Regional Tourist Organisation, which indirectly can contribute to promoting Lublin in Poland and abroad.

4. RESULTS OF THE RESEARCH

It may be observed that macroeconomic environment of particular areas depend highly on the way in which local self-governments promote them. Therefore, promotion involves not only pointing to and writing about the most significant natural and cultural tourist values, but also creating thread of understanding between the authorities, along with their decisions, and expectations of local residents. In order to make a coherent image of a town or a city, a thorough inventory of Lublin’s tourist potential has been conducted and a strategy of the Lublin brand to be promoted has been developed. Its main elements are the following:

– the heritage of the town – its almost 700-year-old history abounding in numerous important events, such as the halcyon days of the Jagiellonian period, multicultural fairs, the Lublin Renaissance, and multi-faith environment which was created after the arrival of Jews;

– the uniqueness of the brand – cultural and historical opulence reflected in a highly inspiring way, creative potential residing in young residents of Lublin, and ecological potential of local products;

– the perception of the brand – seeing Lublin as a town in which the past should inspire the future, resting with young residents and the businessman of Lublin; the aim of this strategy is encouraging people to change and think more creatively, which may be achieved by arriving to Lublin and experiencing the town as best as possible [UM Lublin].

Eventually, a logo of Lublin has been created and named Leonardo after Leonardo da Vinci, which is an indisputable reference to the Renaissance, with special attention to the Lublin Renaissance. The font type connotes da Vinci’s signature and the colours of the symbol refer to the colours in the emblem of the town, that is green and red. The symbol itself represents architecture of the town, namely the archs and the crenelations refer to shapes applied in many churches, the bastille refers to the keep, the tower refers to the Trinitarian Tower, the gate refers to the Grodzka Gate and the Krakowska Gate, and finally the plan of fortifications refers to the Lublin Castle and its defence function. Moreover, two distinctive elements – the red one and the green one – overlap, which symbolises interaction of different cultures and trends, but at the same time a separate and individual part and the centre of it have been determined, which stands for uniqueness of the town [2].

According to the report which was supposed to present how people perceive Lublin it turned out that the town is seen as a unique and magical place with a considerable cultural potential, and that the most popular tourist spots are the Old Town with its monuments, statues, pubs and cafes. In addition, it was stated that convenient location of Lublin, the presence of many universities, a great deal of green areas in the town, and pleasant and quiet surroundings heighten the level of living conditions. On the other hand, the interviewees pointed to inadequate number of cultural events, poorly organized public transport and infrastructure, and untended streets and places as the most distinctive disadvantages within the town. As a result, numerous promotion campaigns were created, which aimed at changing the perception of Lublin among tourists, and different promotion tools, including billboards, videos, information brochures, and information in the media were implemented.

The first campaign was titled ‘Przeżyj studia. Studiuj w Lublinie.’ (‘Experience university years. Study in Lublin.’) and it was carried out on the Internet only. It started on 20 April 2011, lasted for a month and its target points were people aged 16-24, almost 87% of which were active users of the Internet.

The campaign appeared on education portals and social networks, such as Facebook, Nasza Klasa or Ścigaja.pl, showing in the form of videos and banners how profitably it is to study in Lublin, as the environment is really friendly, the infrastructure of the town is well-organized and opportunity for young people to develop their passions and interests is unsurpassed, compared to other towns. Half a month later a cooperation with Wirtualna Polska was started and the promotion was strengthened with e-mails, which encouraged potential tourists to watch the video and visit Lublin as a result.

The next campaign called ‘Autostopowicz: Król, Anioł, Diabel, Artysta i Marchewka autostopem do Lublina’ (‘Hitchhikers: King, Devil, Artist and Carrot take Lublin’) was carried out in July 2011 on Lublin exit roads, where hitchhikers persuaded drivers to visiting Lublin. They were carrying written signs referring to particular values of Lublin and they handed small gifts to the drivers, such as car mats, promotion booklets and compact discs with promotion materials on them. Creating the image of Lublin as a friendly, inspiring and unconventional town with fascinating history and diverse culture, dwelled by creative and extrovert people was the aim of the campaign.
At the same time, in June 2011, there was another promotional campaign conducted in Warsaw underground. On twenty-three infoscreens, three different 15 seconds long films were presented, which aimed at promoting Lublin as a town in which rich cultural heritage perfectly interacts with contemporary modern life. This was supposed to present Lublin as a place where ancient culture can be discovered within ambient and favourable environment.

Moreover, by entitling the campaign with ‘Renesans inspiracji’ (‘The Renaissance of Inspirations’) its arrangers endeavoured to create such an image of the town which would be consistent with the promotion strategy of the brand, i.e. present Lublin as a unique and inspiring town with fascinating history and modern solutions. The campaign was awarded in Złote Formaty (Golden Formats) contest in 2011 and due to its success it was initiated once again in September 2011.

The next campaign called ‘Zagubione wspomnienia’ (‘Lost Memories’) was carried out in May 2011, when beautiful artistic photographs were taken, and then they were replicated in 100 000 copies and left conveniently in public places of seven Polish towns (Warsaw, Cracow, Łódź, Wrocław, Poznań, Katowice and Białystok), for example on pedestrian zones, in cafes and pubs, and at bus stops. The photos were later found by the passers-by who had a chance of discovering inspirational and magical character of Lublin and being encouraged to visit this welcoming town in the future.

Last but not least campaign could be observed between May and July 2012 at cinemas of seven biggest Polish towns, when a 45 seconds long promotional spot titled ‘Lublin – the City of Inspirations’ was played as part of advertising breaks. The video tells the story of a young man who is tired of living at a fast pace in a crowded city, so he comes to Lublin in order to take some rest from his monotonous life and find its real meaning. Nevertheless, it is the town which constitutes the main focus of the film, owing to its inspiring energy, mysterious places, emotional details, and energetic and creative residents of Lublin. According to the film, the town functions as a perfect resort from contemporary crowdedness, rush and humdrum, by enabling its visitors to stop for a moment, explore it, find some inspiration and indulge themselves in its magical atmosphere.

Other forms of promotion organized by the municipality are cultural annual events, such as Festival Sztukmistrzów (the Conjurer Festival) or Lublin Graffiti Festival. The former, which has been organized since 2007, lasts three days, during which theatrical, circus and street performances are carried out. Along with an immense parade, which all artists actively take part in, the town comes alive and its residents are successfully involved in this process. The festival is an evidence for Lublin being the town dwelled by creative, intelligent and open-minded people. In the latter festival, which is also called the Euro Jam Session, artists who are interested in street art and graffiti take part. This event proves that Lublin is a town which enables its visitors and residents a chance for implementing measures that enhance the aesthetics of private and public buildings, making the town more attractive as a result. Both events aim at representing Lublin as the centre of culture, which gives its talented residents and visitors a chance to develop their passions.

Tourist information is also a way of promoting the town by sharing free brochures and folders in various language versions. Tourists can find leaflets, schedules of the upcoming events, maps of the town, and brochures containing different places to see in Lublin in the most popular places in the town. However, the electronic version of these materials is also available online on the webpage of the town. All of this means that entities responsible for successful functioning of tourist information fulfil this obligation thrivingly.

As for the research is concerned, it has been noticed that the interviewees were acquainted with various forms of marketing promotion of the town. 46.9% of respondents were familiarized with the content of brochures and leaflets and 22.3% of them evaluated the materials as good, while 6.2% as very good. Even more, because 67.7% of respondents admitted that they saw one of outdoor posters, and they have evaluated the outdoor promotion as also good, but the assessment was made by comparatively bigger number of respondents than in the previous case, namely by 33.8%. This means that not only have billboards and posters been evaluated better than brochures and leaflets, but they have also reached more people.

Considerable disproportions have been observed when it comes to evaluation of promotional videos. More than 60% of respondents declared that they had not see any of the abovementioned spots. What is more, even 70% of people were not acquainted with theoretically the most popular and widespread films, that is ‘Renaissance of Inspirations’ and ‘Lublin – the City of Inspirations’. This means that although nowadays multimedia is claimed to be the most approachable way of expressing ideas, the campaign carried out in this way did not reach as many people as it had been expected. The spots can still be evaluated however, as some of respondents were familiar with their content. The promotional videos which received the biggest appraisal were ‘Experience university years. Study in Lublin.’ (graded 3.9 out of 5) and ‘Lublin – the City of Inspirations’ (graded 3.8 out of 5). Therefore, films which are addressed to young and creative people who value combination of tradition and modernity, which Lublin offers, should be introduced in the future for the most effective results.

Fig. 6. A photo showing one of promotional campaigns, ‘The Hitchhikers’ [15]

Fig. 7. Shot from one of promotional film ‘Renaissance of Inspirations’ [18]
The logo of Lublin is an important part of marketing promotion, which is why it needs to be evaluated as well. The research shows that 33.8% of respondents admitted that the logo actually stands for abovementioned values but it decently promotes the town, whereas 20% evaluate the functionality of the logo as good.

Only 9.3% of people claimed that the effectiveness of the logo is very low. Thus, it may be argued that the logo was successfully fulfilled its function and it is received by the audience in a positive way.

The respondents were also asked for giving a grade for effectiveness of the marketing promotion of Lublin in general, and it has turned out that the promotion has been evaluated by 41% as decent. 24% of interviewees claimed that the town is promoted well, nevertheless, 21% had a different opinion, claiming that Lublin has been promoted poorly. The average grade for the marketing promotion of the town is 2.9 out of 5, which means that people do not perceive it as a totally successful one. The reason for this poor result of the assessment may be creating too diversified and inconsistent campaigns.

Although evaluated well separately, the tools of the promotion of Lublin seem to be incoherent, when more holistic perspective is applied. Asked for some suggestions of marketing promotion of Lublin in the future, 28% of respondents enumerated such promotional tools as outdoor advertisements (billboards, posters and LCD displays), TV advertisements and advertisements on the Internet (videos, banners and other electronic materials). As it may be noticed, brief, concise and visual ways of promoting the town are likely to be the most successful and evaluated best.

**CONCLUSIONS**

The research has shown that marketing promotion of Lublin, which was carried out in 2011-2014, created a fairly positive image of the town and that Lublin was perceived as a friendly town with plenty of attractions for tourists. What they value most are historical buildings and monuments, and multicultural character of the town. Among all promotional devices which were used, the one which were valued most were promotional films (approved by 24% of respondents), and outdoor advertisements and billboards (approved by 28% of respondents). This means that audiovisual content is received by people easier and it is remembered better. Since the number of potential tourists depends highly on promotion of the town, it’s advisable for the municipality of Lublin to adopt an approach, according to which the majority of promotional actions will be audiovisually oriented. Unfortunately, general grade for marketing promotion of Lublin is 2.9 out of 5, making it quite badly assessed. In order to improve the effectiveness and evaluation results of marketing promotion of Lublin, the town officials need to design each campaign meticulously, having preferences of respondents in mind.
Evaluation of marketing promotion of Lublin as the area of tourism reception in 2011-2014

Obecnie żaden z produktów dostępnych na rynku towarów i usług nie sprzedałby się dobrze bez odpowiedniej promocji. Produkt turystyczny nie jest wyjątkiem od tej zasady, jednak promocją tego rodzaju produktu rządzi nieco odmienna prawa, zwłaszcza w przypadku obszarowego produktu turystycznego. Jest to wyjątkowy i bardzo złożony rodzaj produktu turystycznego, dlatego należy dokładnie zaplanować kampanię promocyjną w celu uzyskania żądanych rezultatów, tj. skutecznej promocji danego miasta i zwrócenia uwagi potencjalnych turystów. Kampania ta powinna być spójna i powtarzalna w czasie, ale jednocześnie powinna charakteryzować się różnorodnością i oryginalnością.

W ostatnich latach zaobserwowano dynamiczny rozwój marketingowej promocji Lublina. Zorganizowano liczne kampanie promocyjne po to, żeby zaprezentować Lublin jako atrakcyjne i interesujące miejsce dla potencjalnych turystów z kraju i zagranicy. Zastosowano wiele narzędzi takich jak filmy promocyjne, wielojęzyczne broszury i ulotki, mapy miasta oraz reklamę outdoorową (plakaty i bannery), które przedstawiały Lublin jako przyjazne i wielokulturowe miasto, zamieszkiwane przez kreatywnych i otwartych ludzi.

Następnie przeprowadzono badanie, które miało na celu ocenę zawartości i efektywności poszczególnych kampanii promocyjnych Lublina. Niniejsza praca przedstawia wyniki wspomnianego badania, wyjaśnia przyczyny, dla których kampanie powiodły się lub nie oraz wskazuje możliwe kierunki działań promocyjnych w niedalekiej przyszłości.

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