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The popularity of tourism enclaves among students of Warsaw universities

Abstract. The study aimed to show the popularity of tourism enclaves as places of leisure among students of Warsaw universities and to introduce motives, preferences, and behaviors during trips to such places. The research was conducted in 2023 among 291 students of Warsaw universities. The method of research was a diagnostic survey with the use of the questionnaire technique. Over 50% of the respondents did not rest in enclaves, which was argued by high costs and crowds of tourists in such places. The most frequently indicated reason for going to the enclave was the convenient and comprehensive organization of the trip. The purpose of the trip was usually to relax by the water. Most of the respondents were aware that the attractions presented in the enclave are commercialized and inauthentic, and their functioning carries several threats.

Keywords: enclave tourism, students, popularity, behaviors, motive, preferences

Introduction

The concept of a tourist enclave is associated mainly with the form of spatial development intended for tourists in regions often located in peripheral areas of countries with a weaker level of economic development. The development of enclaves in the world is related to the concept of dependent development as well as the phenomenon of neo-colonialism in tourism. Tourism implemented by the aforementioned concept was supposed to give development opportunities to underdeveloped countries, but it made them significantly dependent on highly developed countries that invested in the tourism economy of poorer regions.

In the enclaves, mainly seaside leisure tourism is cultivated, the recipients of which are mostly mass tourists. All-inclusive packages are popular there, used by a significant number of this type of visitors. To meet their tourist needs, the enclaves offer many entertainment, attractions, and tourist services, while being surrounded by sandy beaches, sun, palm trees, and the blue sea, thanks to which tourists can feel like on „paradise” holidays. As a result, for a mass tourist, resting in an enclave is often an attractive, desirable, and quite competitively priced form of spending free time and realizing holiday rest. Usually, places of this type are an attraction themselves, which

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means that staying in them is limited to spending time mainly in such a vast resort. However, from the point of view of the impact that enclaves generate on the local economy, the life of residents, and the natural environment, their functioning in a given region also brings many negative effects. Among them, it is worth mentioning that the profits from the provision of tourist services by enclaves, go to the headquarters of foreign companies that own them. In addition, enclaves often displace small native companies run by the local community, which until now dealt with hosting tourists, what reduces the income and thus the quality of life of residents and causes conflicts between them and tourists. Significant changes to the landscape, destruction of the environment for the construction of such resorts, or significant commercialization of culture are also unfavorable.

In the opinion of the authors, the issue of the popularity of tourist enclaves as a place of rest for one of the most active tourist social groups, i.e. students, seemed interesting. The study group consisted of students of Warsaw universities. The research attempts to show the popularity of tourism enclaves as places of leisure, and identify the motives, preferences, and tourist behaviors accompanying representatives of academic youth during trips to places of this type and also shows the reasons that discouraged students from resting in tourist enclaves.

The concept and genesis of tourist enclaves

Referring to one of the more popular concepts, disseminated e.g. by Edensor (1998) or Urry (2007), two types of tourism space can be distinguished: enclave and heterogeneous. Heterogeneous space is varied and functionally diverse. Tourist activity is one of the many forms that take place there. Tourist infrastructure is integrated into a given place and mixed with other social and economic activities of the local community (small companies of various profiles, private houses, etc.). This space is intended and used by both tourists visiting it and members of the local community living there.

A tourist enclave (also called a resort or tourist resort) is a functional and spatial form constituting an area intended for tourists, spatially isolated, which main function is the recreation and provision of tourist services according to the all-inclusive model (Mika, 2007). Kachniewska et al. (2012) define tourist enclaves as hotel complexes focused on relaxation with a wide range of catering and recreational facilities. Podemski (2008), when talking about the tourist enclave space, which is specially organized with tourists in mind, adds that staying in it is associated with a sense of security and comfort.

Exploring the scientific literature on tourist enclaves, one can see the emphasis is put by many authors on the fact of separating such spaces from the socio-economic reality of the regions in which they are located. This fact was pointed out more than half a century ago by Boorstin (1964), who claimed that the enclave space is specially created for the tourists, closed and remote from the life of the local community. Derek (2007) even compares tourist enclaves to the so-called "tourist ghettos", which are luxurious, extensive resorts where all attractions and amenities are separated from the rest of the area and the local population. Durydiwka and Duda-Gromada (2011) and Jędrusik (2003) also emphasize the fact that it is an isolated space, where tourists have

no contact with the local population. Mbaiwa (2005) emphasizes that enclave tourism, developed in remote areas, offers many attractions and facilities for tourists, but does not allow for the development of tourist services provided by the local community. Healy and Jamal (2017) argue that tourist enclaves function as self-sufficient, enclosed areas with a wide range of amenities for visiting tourists, usually located in coastal regions. Cohen and Neal (2012) also draw attention to the self-sufficiency of enclaves (in the physical, social, and economic context). Prayag (2015) and Freitag (1994) indicate that the characteristic feature of enclave tourism (apart from the all-inclusive offer) is that it focuses on controlling the cultural and material environment that tourists experience during their stay. This opinion is shared by Markiewicz and Niezgoda (2017), claiming that the enclave space is artificial and directed. Some even use the term “tourist bubble” to claim that the enclave area differs in terms of people, culture, and amenities from the surrounding area (Bennett-Cook, 2022).

Considering the genesis of tourist enclaves, it is worth mentioning the concept of dependent development, which dates back to the 1960s. It was born in Latin America and was discussed by local experts in sociology and economics. This concept is also called the center-periphery theory (Hryniewicz, 2010). The shape and functioning of the economy of the periphery countries is subordinated to satisfying the needs of the countries of the core (Prebisch, 1959). Derek (2008) explains that the keynote of this concept was the view that highly developed countries that invest in the economies of underdeveloped countries make them economically dependent, thus largely preventing their independent economic development. This concept is also used by countries characterized by a high level of development to maintain dependence on developing countries (Oppermann, 1993, p. 540), for example by investing in creating tourist enclaves in them.

When discussing the genesis of the creation of tourist enclaves, it is also worth mentioning neo-colonialism. Jodko (2015) defines it as the economic and political dependence of a given country on external entities, which results in limiting the possibilities of its development and the pursuit of national interest. Cywiński (2013) notes that neo-colonialism can also be seen in the tourism sector. He claims that nowadays traveling is more and more accessible and one can get to know the world in various ways, which is why the processes related to neo-colonialism can develop, among others, thanks to “tourist meetings”. The relationship between tourists and the local community, whose task is to meet the tourist needs of visitors, is important here. It can therefore be assumed that neo-colonialism is related to the emergence of tourist enclaves. According to Saarinen and Wall-Reinius (2019), the progressing globalization and the free flow of funds and people are also significant here, which has contributed to the increase in the number of tourist enclaves in recent years.

There are several types of tourist enclaves in the world. Among them, Cohen and Neal (2012) mention:

- resort enclaves, which are the most popular and most common type, are most often seaside hotel complexes/resorts serving the holiday rest of usually wealthy

foreign tourists who spend time mainly in their area; located in peripheral areas of developing countries,

- backpacker enclaves, i.e. areas inhabited by the local community, where there are many boarding houses, cheap accommodation, and services intended mainly for young tourists on a low budget, going on a long and distant trip with backpacks,
- urban tourist enclaves, which are not a closed areas, but an element of the urban space with many different businesses, not only focused on tourists,
- religious tourist enclaves, which can be located both in cities and outside them, and focus on satisfying the religious needs of tourists.

Healy and Jamal (2017), in addition to the above-mentioned types of enclaves, also mention cruise ships, which offer a lot of entertainment, attractions, and luxury amenities for tourists-passengers, which is supposed to discourage them from leaving the deck. An opportunity to leave a certain sum off the ship and support local entrepreneurship by purchasing goods and services is temporary disembarkation (Rettinger, 2014). Hence, the regions where large cruise ships moor are characterized by a richly developed coastline, along which accommodation facilities, holiday villages, catering facilities, piers, yacht marinas, and wide or sandy beaches are built (Podhorodecka, 2019). In addition, due to their nature, casinos, safaris, and amusement parks can also be mentioned as the enclaves (Naidoo and Sharpley, 2016).

Research methods

Research, using the webankieta.pl portal, was carried out in February 2023. The research method was a diagnostic survey with the use of the questionnaire technique. The questionnaire contained 13 single and multiple-choice questions and 7 questions on socio-demographic characteristics, and was distributed via the Internet. The use of this technique was conditioned by the fact that it allows reaching a large number of people easily to obtain the desired information. Due to the purpose of the research, the link to the questionnaire was posted on several dozen thematic groups on Facebook, which gathered students of Warsaw universities. In addition, the questionnaire was sent via the Instagram social network and Messenger. Respondents obtained in social media were additionally asked to forward the invitation to participate in the survey to other people studying in Warsaw. Thus, the snowball method was also used to recruit respondents (Sadler et al., 2010; Voicu, 2011; Naderifar, 2017), which increased the scale of the research. Correctly completed questionnaires were obtained from 291 respondents.

Characteristic of the respondents

The respondents were dominated by women, who accounted for 78.7% of the study group. The vast majority of respondents (74.2%) came from cities. The most numerous were large cities with more than 100 thousand inhabitants. Among the respondents there were people from all voivodeships, but people from the Mazowieckie voivodship dominated (72.3%). A small percentage of the respondents (3.1%) were students from abroad. The respondents represented 22 Warsaw universities. However, students of the Warsaw University of Life Sciences, the University of Warsaw, the Warsaw University of

Technology, and the University of Economics and Human Sciences in Warsaw prevailed (each over 10%). The fields of study of the respondents were also varied - there were almost 20 of them. Most often (over 10% each), however, areas related to tourism, recreation and hospitality, social, economic, technical, and engineering sciences were indicated. The vast majority (77.7%) of the respondents studied full-time. Among the respondents there were representatives of all years, but most of them were students of the 1st and 3rd year of first-cycle studies.

Findings

To learn more about the motives, preferences, and behavior of university students during trips to tourist enclaves, it was important to indicate how many respondents visited such places. Slightly more than half of the respondents (160 people, 54.9%) were students who had never been to tourist enclaves. 7.6% (22 people) did not know or did not remember about this type of trip. For this reason, this small percentage of respondents was excluded from further analyses. Students who visited the enclaves accounted for 37.5% of the respondents (109 people).

Due to the significant percentage of respondents who did not visit tourist enclaves, these people were asked to indicate the reasons. Most often it was the belief that such trips were too expensive. An important reason was also the fact that these respondents did not like crowds of tourists around, which is a common phenomenon in such a large complex as an enclave, and also the belief that staying in such a resort is mainly associated with passive recreation, which they did not like (Fig. 1).

Quite often, the reason for not going to the enclaves was the belief of the respondents that it was impossible to get to know the local population, their customs, and culture of a given region, the opinion that there was nothing worth

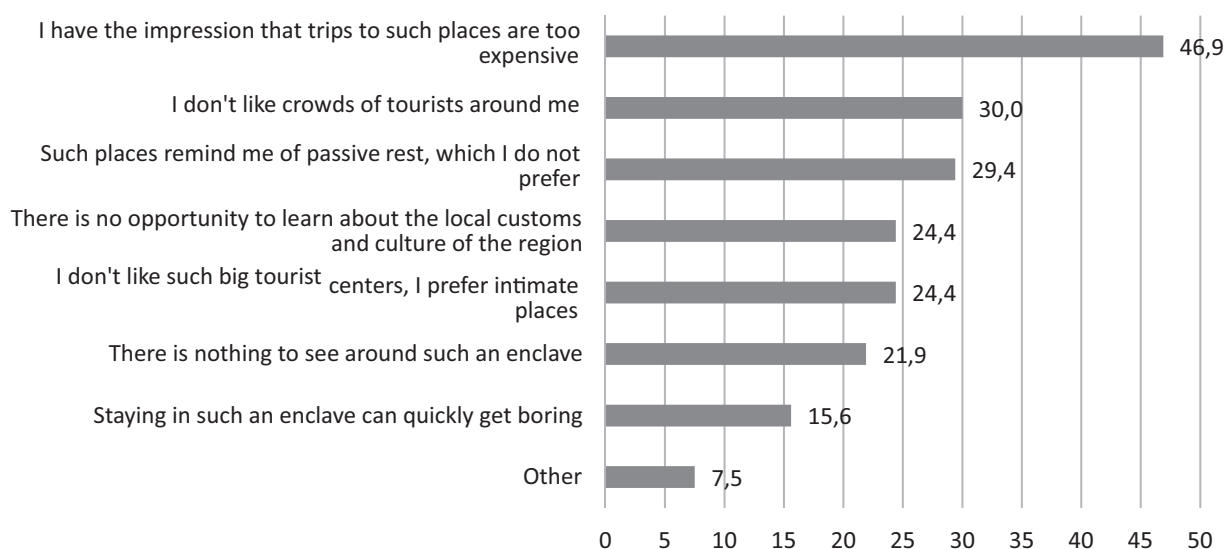


Figure 1. Reasons why the respondents decided not to visit the enclave [%, N = 160]

Respondents could indicate more than one answer.

Source: own research.

seeing around, as well as students' preference for relaxing in intimate places. Some of the respondents also expressed the belief that staying in such a place can simply get boring quickly. Among the answers in the "other" category, the respondents mainly indicated that they liked to individually organize all elements of their trips, as well as the fact that they planned to rest in the enclave in the future, but so far they did not have sufficient financial resources.

Among the reasons that motivated the respondents to undertake a trip to a tourist enclave, the most frequently mentioned were the quick, convenient, and comprehensive organization of the tour along with provision for all on-site needs. The presence of many attractions and entertainment in the enclave was also important. The attractiveness of the price, the aesthetics of the resort and the views it offers, and the feeling of safety were also of great importance to respondents (Fig. 2).

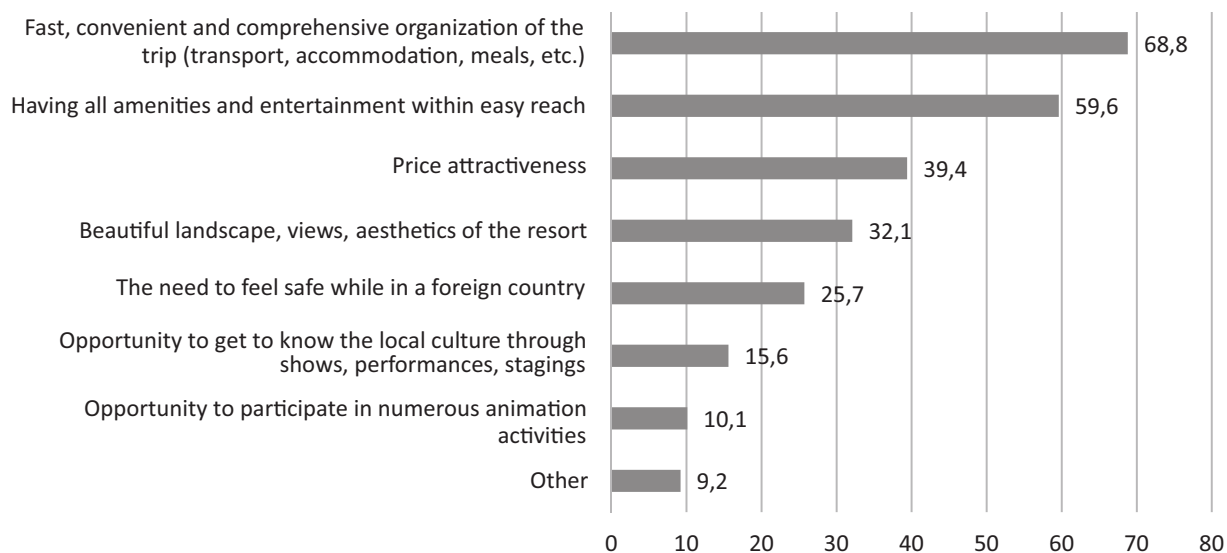


Figure 2. Reasons for the respondents' trips to tourist enclaves [%, N = 109]

Respondents could indicate more than one answer.

Source: own research.

The possibility of getting to know the local culture and tradition through shows and performances organized in the enclave, as well as the possibility of taking advantage of animation activities were not of great importance to the respondents. Within the "other" category, the popularity of such centers in a given region and high standard of the resort, the convenience of this form of recreation for parents with young children, and the willingness to try such a stay for the first time were indicated.

The respondents were also asked to share the purpose of their trip to the tourist enclave. They mainly indicated rest and recuperation, the desire to spend time with family or friends, and getting to know the monuments and culture of a given country (Fig. 3). These observations coincide with the conclusions of Wieczorek's research (2020). In the "other" category, entertainment goals were indicated, mainly the desire to participate in nightlife and dance parties.

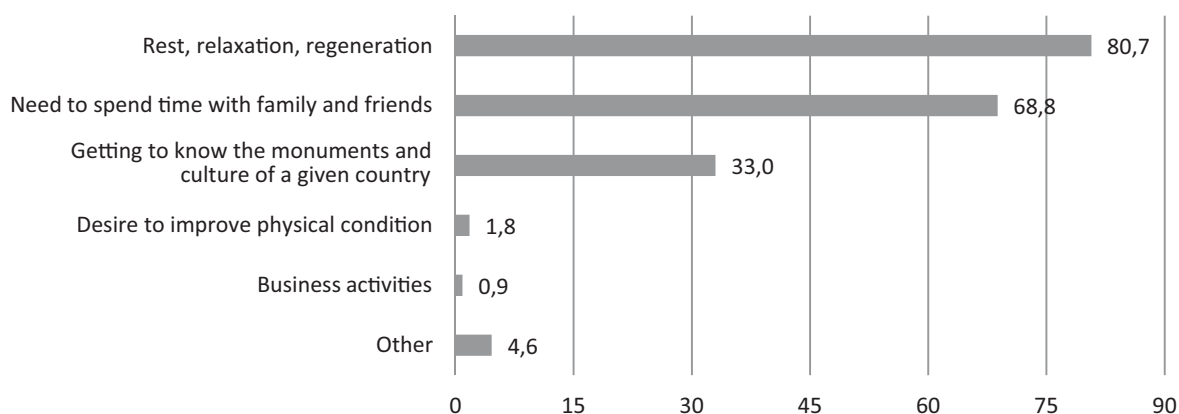


Figure 3. Objectives of the respondents' trips to tourist enclaves [%, N = 109]

Respondents could indicate more than one answer.

Source: own research.

The respondents quite rarely went to tourist enclaves – 71.6% of them indicated that it was less than once a year. 23.8% of the respondents rested in the enclaves once a year, and 4.6% of the respondents several times a year. These trips were most often carried out together with parents (73.4%), friends (40.4%), partner or spouse (34.9%), and siblings (27.5%).

An important part of the study was to identify the countries and regions where the respondents visited tourist enclaves. This list was dominated by Türkiye, Egypt, and Tunisia (Fig. 4). These countries are considered quite attractive in terms of price, which may confirm the importance of this determinant when choosing tourist destinations.

It should be emphasized here that the respondents often gave their own answer under the category "other". As a part of it, Greece (including Crete, Rhodes, Corfu), Spain (including the Canary Islands with Tenerife), Bulgaria, Croatia, Italy, and Cyprus were most often indicated.

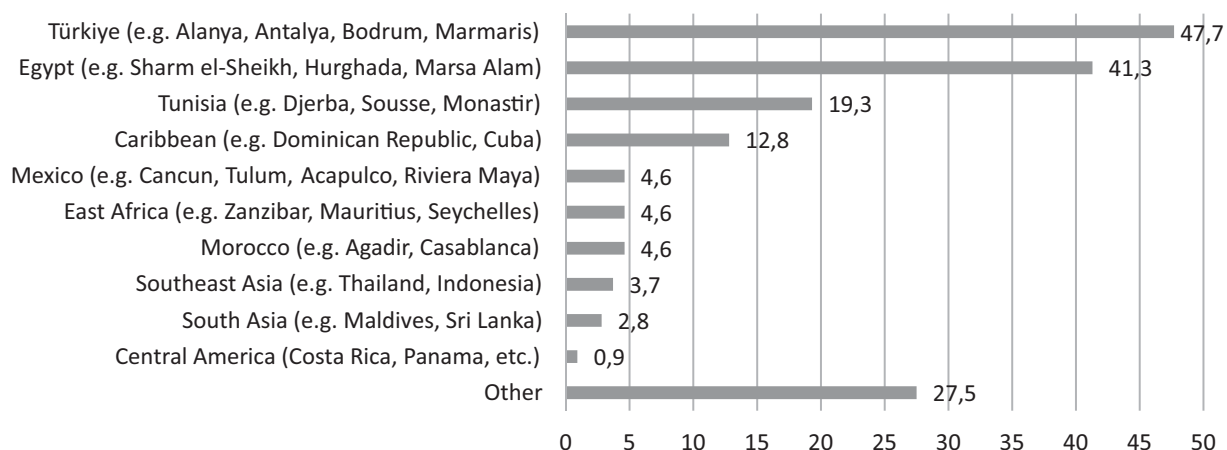


Figure 4. Countries and regions where respondents visited tourist enclaves [%, N = 109]

Respondents could indicate more than one answer.

Source: own research.

The most popular way of spending time during the respondents' stay in tourist enclaves was relaxing by the water (swimming, sunbathing), exploring interesting places and monuments in the area, admiring the views, and tasting local culinary specialties in restaurants in the resort (Fig. 5).

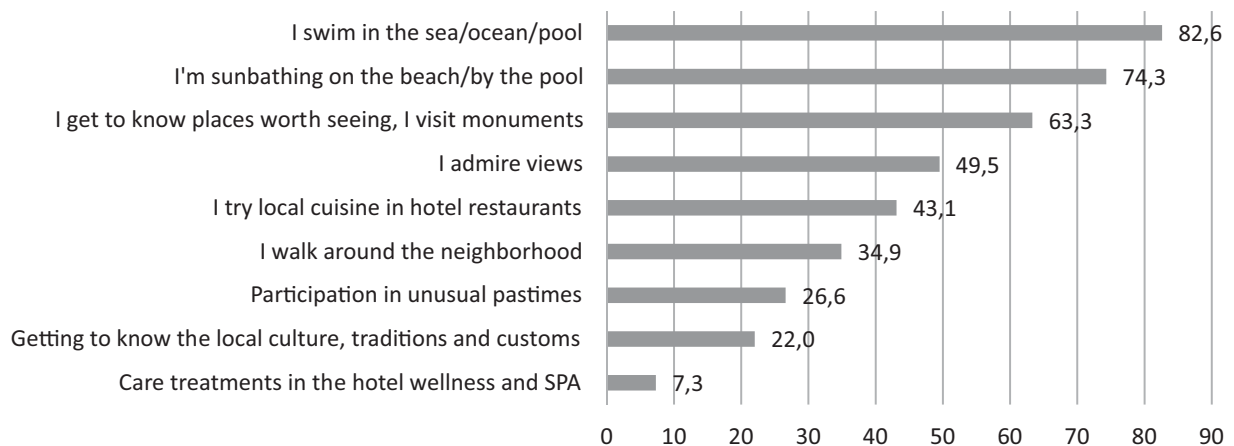


Figure 5. The way the respondents spent their time in a tourist enclave [%, N = 109]

Respondents could indicate more than one answer.

Source: own research.

Less popular were walks around the area (which often had a sightseeing dimension) or participation in unusual attractions (parasailing, animal rides, safaris, cruises etc.). It should also be mentioned here that 56.9% of the respondents during their stay in the enclave took part in optional trips, as part of which they broadened their knowledge about the visited region. However, it is worth noting that over 40% of the respondents assessed the shows and stagings carried out during them as not very authentic.

An important element of the research was to identify the respondents' opinions on the risks associated with the functioning of tourist enclaves. Such threats were noticed by 60.6% of the respondents. 12.8% of the respondents were of the opposite opinion, and the rest (26.6%) had no opinion on this subject. Students aware of certain shortcomings resulting from the functioning of enclaves most often pointed to the commercialization of local culture and the risk of bankruptcy of small local companies providing tourist services. The respondents also often pointed to the negative impact on the lives of the local population caused by noise and high pollution of the natural environment generated by the enclaves. Some of the respondents were also aware of the negative economic effects (Fig. 6).

The vast majority of respondents were satisfied with their holiday in tourist enclaves, as evidenced by the fact that almost 3/4 of them declared their willingness to visit a place of this type again (Fig. 7).

Students who did not express their desire to rest in the enclave again were mostly motivated by disappointment during their first stay in a place of this type or the fact that they had already made several such trips, as a result of which the enclaves got bored and ceased to be attractive destinations.

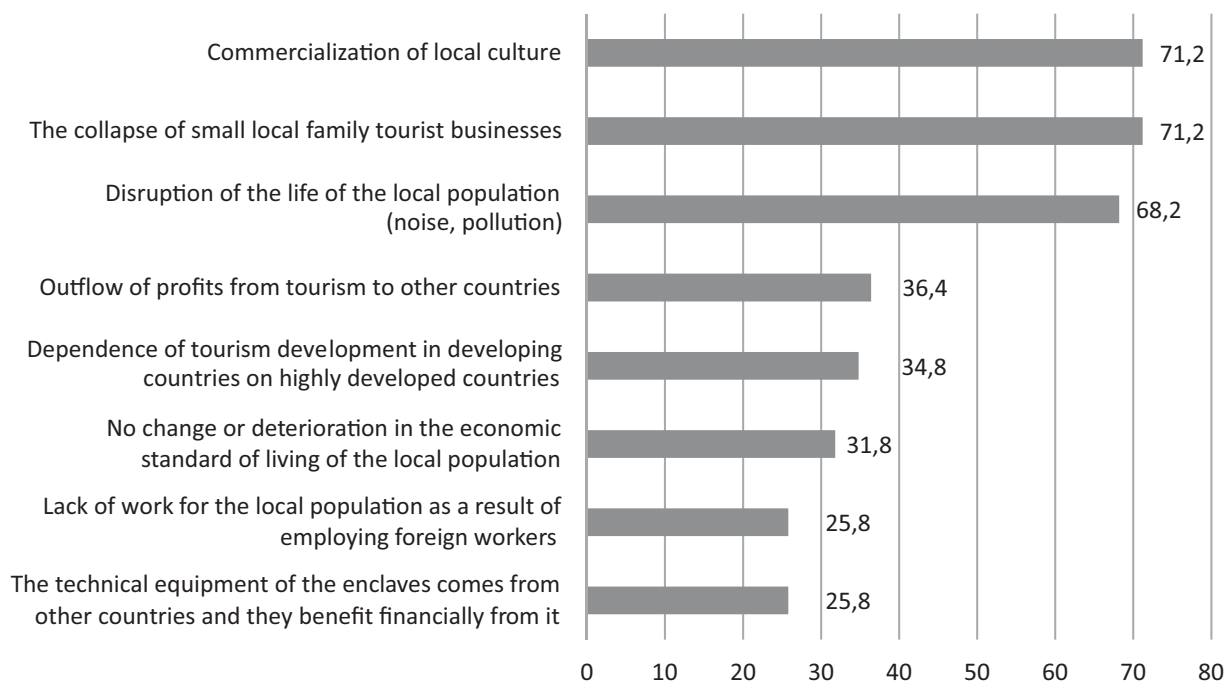


Figure 6. Threats resulting from the functioning of enclaves in the opinion of the respondents [%, N = 66]

Respondents could indicate more than one answer.

Source: own research.

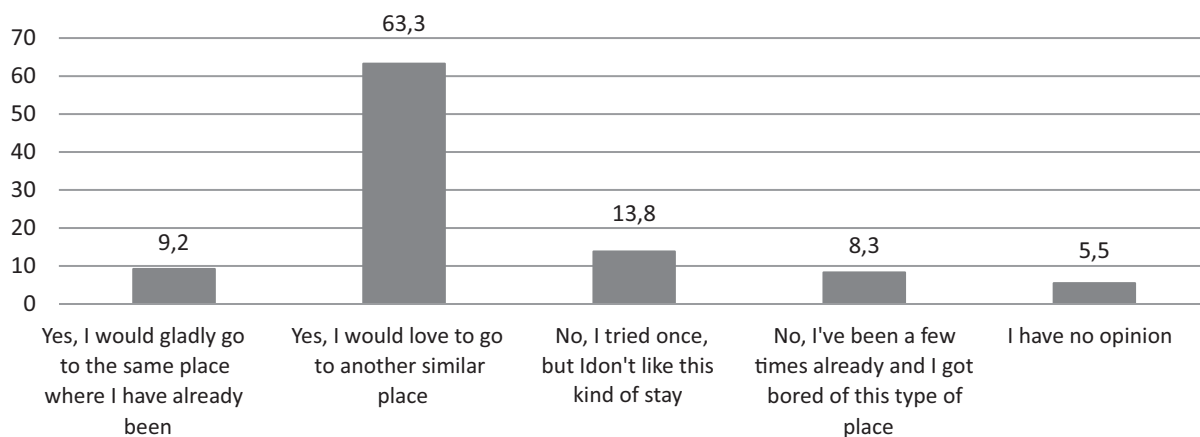


Figure 7. Declarations of returning to a tourist enclave [%, N = 109]

Source: own research.

Conclusions

Academic youth is a very active tourist group, which is confirmed by research of many authors (including Gryszel et al., 2008; Biernat, 2011; Buchta and Skiert, 2012; Lubowiecki-Vikuk, Podgórski, 2013; Delekta, 2014; Mróz, Rettinger, 2015; Wiczorek, 2020). Therefore, it seems reasonable to thoroughly identify the preferences, behaviors, and expectations of this segment of tourists. This knowledge can contribute to improving

the offer for this group, increase the effectiveness of tourist marketing messages addressed to students, and ultimately increase their satisfaction with travel. The results obtained in this study allowed to create following conclusions and generalizations:

- Trips to tourist enclaves were not very popular among students of Warsaw universities, which was indicated by almost 2/3 of the respondents. The reason for this was primarily the belief that such trips are too expensive, there are usually too many people in the enclave and passive recreation prevails there.
- Trips to the enclaves were carried out with little frequency – over 95% of the respondents indicated that it was once a year or less often.
- The reason for choosing the enclave as a place of rest was mainly the convenient and comprehensive organization of the trip, the abundance of attractions and entertainment in the resort, as well as the attractive price. The purpose of such trips is primarily to regenerate strength and rest [realized mainly in the form of relaxation by the water (swimming, sunbathing)] and the desire to spend time with family or friends.
- The most popular countries, where the respondents practiced enclave tourism, turned out to be Türkiye, Egypt, and Tunisia.
- Most of the respondents were aware of the existence of threats resulting from the functioning of enclaves. The most frequently indicated were: commercialization of culture, environmental pollution, and negative economic effects.
- Leisure in enclaves was satisfactory for the majority of the respondents practicing this type of tourism. This is indicated by the fact that almost 3/4 of them expressed their willingness to visit such a place again.

The presented research results and the conclusions formulated on their basis certainly cannot be generalized to all students in Poland or even Warsaw. The reason for this is the size and method of selecting the sample, which does not guarantee its representativeness. However, due to the relatively large number of respondents, this study can be a source of valuable information, and due to its originality and the scarcity of publications on this subject, it can be an inspiration and a contribution to further in-depth research on the current, interesting and important issues of trips and leisure of university students carried out in tourist enclaves.

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