THE ŁÓDŹ ATLAS

Sheet XLI: Metropolitan tourist assets (selected examples)

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Great cities, apart from their historical spatial layouts, religious and secular sites, museum collections, and many other conventional tourist assets, also boast some unique qualities exclusively characteristic of such large scale settlement units. These assets, being tourist products of large cities, are conventionally defined as metropolitan for resulting from the metropolitan functions characteristic of large cities that define their position in the international urban settlement network. Metropolitan tourist assets are powerful city promotion tools capable of attracting tourists even from remote countries. Out of the number of Łódź's metropolitan tourist assets, particularly meaningful are three asset categories which generate different types of tourism. The first one includes trade fairs and exhibitions which drive business tourism. The second comprises Łódź's impressive academic resources that attract conference tourism. The third category embraces culture, Łódź's flag product and superb city promotion factor that stimulates cultural tourism.

The purpose of this Sheet XLI is to present the selected elements that constitute Łódź's metropolitan tourist product.

Trade fairs and exhibitions In Łódź (business tourism)

Łódź is a relatively young fair and exhibition centre actively building its position among fair cities by investing in new and necessary facilities. In effect of the joint multiyear efforts of the city authorities and the Łódź International Fairs company, Łódź now boasts an exhibition centre (in the area encompassed by Wólczańska–Stefanowskiego–Włókniarzy Streets) that organises the majority of the events. At the end of the 1990s, Łódź was the venue of 40 fair events which attracted several thousand exhibitors each year. The most active fair event promoters are the Łódź International Fairs, Interserwis, Interstone, Exactus, and Textilimpex.

Fairs and exhibitions in Łódź: 1997–1999

(W o j c i e c h o w s k a 2000)

	1997	1998	1999
Total number of exhibitors	2 538	2 832	2 918
Foreign exhibitors	115	131	103
Exhibition area [m^2]	39 665	45 815	52 386
Number of visitors	137.7	224.3	205.8

Łódź's position as a fair and exhibition centre is defined not only by the number of exhibitors, but also by its catchment zone. In 1999, domestic exhibitors came from 273 different towns and cities in every Polish region (województwo), with the overwhelming majority coming from Łódź (949) and Warsaw (412). Other substantial groups of exhibitors were those headquartered in Wrocław (59), Kraków (55), and Poznań (41). The geographic distribution of domestic exhibitors is shown on map A1.

The number of foreign exhibitors was much lower and amounted to 103 in 1999. Among the exhibitors there was three from Berlin and two from each: Augsburg, Istambul, Lwow and Vienna (map A2).

The fairs and exhibitions in Łódź attract not only exhibitors, but domestic and foreign traders and businessmen as well. The events' attractiveness is determined by the number of visitors (cf. the table), obviously outnumbered by citizens of Łódź. In 1999, the most popular events were the Łódź Education Fair and Interbud (building and property fair). Out of the fairs and exhibitions held in Łódź, particularly meaningful, in view of its theme, is the 'Tourist Regions – Where Cultures Meet' (Regiony Turystyczne – na styku kultur). This event, organised in Łódź since 1995, provides opportunity for tour operators, local authorities, halls of residence, as well as publishers, media, or tourist information centres to present their tourist offers. For years now this has been Łódź's most important tourist event considered to be a leading domestic fair on par with those held in Poznań, Warsaw, or Katowice. In the recent years, the number of exhibitors has oscillated around 100 each year, also including a few foreign exhibitors (cf. the table). The event's general idea draws on Łódź's multicultural historical origins and traditions the city now wishes to cherish by organising, e.g. fairs for tourist regions representing various cultural environments both at home and abroad.

Tourist regions – where cultures meet
Number of exhibitors: 1995–1999

Year	Total	Domestic	Foreign .
1995	29	24	5
1996	68	64	4
1997	100	91	9
1998	121	109	12
1999	86	76	10

In aggregate, in the period 1995–1998 the tourist fair attracted 288 domestic exhibitors from 55 locations (map A3). Most of them were headquartered in Łódź (169) and Warsaw (20). Less numerous, though regular, exhibitors came from Bełchatów (4), Tuszyn (4), Bydgoszcz (4), Giżycko (4), and Kłodzko (4).

Foreign exhibitors, as indicated on the map, represented 12 countries, including Egypt, Indonesia, and Greece. The outstanding foreign exhibitors were European.

Łódź's fairs and exhibitions represent an important metropolitan function of the city, while the products exhibited at such events and the opportunities for meetings, discussions, and business transactions are an important motif of the so-called business tourism which involves Poles and foreigners alike.

Academic activities (conference tourism)

After Word war II and following the establishment of several state tertiary education institutions (e.g. University of Łódź – 1945 and the Technical University of Łódź – 1945), the city's academic life began to thrive. One important responsibilities of the academic environment is to organise conferences and scientific seminars at which the latest research results are shared and confronted. Scientific conferences, in view of their nature, are also attended by foreign researchers who, apart from engaging in subject matter discussions, also partake of tourist programmes to sightsee the city and its environs. This is a specific characteristic of the so-called conference tourism which combines the scientific and tourist programmes, and its participants are people with the highest qualifications and intellectual capacities.

As evidenced by the research reports of Łódź's universities, in the recent dozen years or so Łódź has annually hosted between 150 and 200 different scientific events which on average gathered 10–12 thousand participants from Poland and abroad. These events include a few large annual conferences attended by up to 1000 participants, and many more smaller conferences and academic seminars gathering several dozens of participants.

A detailed study (B ł a s z c z y k 1997) showed that in 1996 organised were 145 scientific events attended by 10 206 non-resident participants, of which 876 were foreigners (the statistics do not include employees of Łódź–based higher education, academic institutes, and scientific societies).

In 1996, participants in conferences and seminars arrived from 189 different locations in Poland (map B1), mainly from large cities with their own academic centres. The majority came from Warsaw (1941), Kraków (474), Lublin (291), Gdańsk (282), and Poznań (279), i.e. Poland's largest academic centres with which

Łódź maintains close academic relations. Foreign participants came from 45 countries from Europe, North America, Asia, Africa and Australia (map B2).

The largest groups represented Germany (101), Russia (97), Great Britain (75), France (68), and the Czech Republic (57). It should also be underscored that 39 participants were from the USA, the leading academic superpower in the modern world.

The Łódź–based academic centre, by systematically organizing scientific conferences and seminars, is the largest promoter of Łódź not only in Poland but in many other countries all over the world.

It is a great honour for each academic centre to be entitled to grant honorary doctorates. In the period 1946–2000, seven Łódź–based institutions of higher education awarded 197 such honorary titles, of which number 103 went to Polish residents, and 95 to foreigners (map B4). The majority of the persons so awarded came from Łódź (47) and Warsaw (39) (map B3). Less numerous were residents of the outstanding academic centres in Poland.

Honorary doctorates granted by the Łódź-based universities in period 1946–2000

Institutions	Total	Total
University of Łódź	58	33
Technical University of Łódź	68	36
Medical University	35	16
Military Medical Academy*	25	7
Academy of Fine Arts	2	1
Academy of Music	4	1
National Academy of Film, Television, and Theatre	5	1
Total	197	95

The foreigners, who were awarded honorary doctorates by the Łódź–based universities, came from 16 countries (map B), including France (21), Great Britain (20), the USA (13), the former USSR (12), and Germany (10). The list of these countries indicates strong relations between Łódź's academia with academic and research centres in the most developed countries in the world.

Cultural events organized in Łódź (culture tourism)

The purpose of this section is to show the number, structure, promoters, and locations of cultural events organised in Łódź.

Cultural events are important tourist products that play a meaningful role in the city's promotion. A promotional cultural event is understood as that whose catchment zone encompasses at least the entire city of Łódź, i.e. from theatre premieres through international festivals, therefore excluding any and all events organized for local communities or social groups by local clubs or cultural centres.

The source materials for this part of the study include national and local yearbooks, promotional materials of particular events, search queries at the Department of Culture, Łódź City Council and event promoters, as collected in the master's thesis by Niedźwiecka (2000).

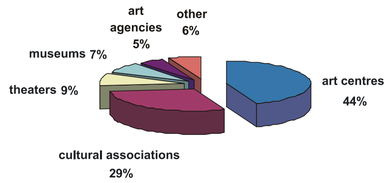
In 1999, Łódź was the venue of nearly 1,200 cultural events with at least all–Łódź catchment area, of which 67 were cyclical events with a long-time track record. Half of the cultural events (fig. C3) were music (29%) and art events (21%). These were complemented by theatre (16%), literature (12%) and film festivals (5%). Most commonly (fig. C4) they were concerts (30%), exhibitions, and previews (21%), as well as celebrations (17%), cultural meetings (9%), festivals (9%), reviews (9%), outdoor festivities (3%), and happenings (2%). The main cultural events promoters (fig. C1) were art centres (44%) and various cultural associations (29%), less so theatres (9%), museums (7%), or art agencies (5%).

Cultural events in Łódź were most frequently organized (fig. C2) in the period from March till June (46.2% overall and 49.2% cyclical) and from October till December (34.6% overall and 32.8% cyclical) with peaks in November and May. The lowest number of events were organized in the winter season (January and February – 7% overall and 9% cyclical) and summer (July, August and September – 9.2% overall and 6% regular).

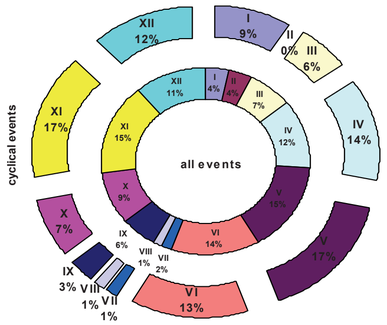
Most of the events took place in or off the city centre. Only few were organized in the leisure areas of Piłsudski Park, Arturówek, and Łagiewnicki Forest (map C5). In the city's central zone alone nearly 700 events were organised, i.e. 60% of the overall number. Particularly preferred was the central section of Piotrkowska Street with the adjacent urban blocks, where 41% of all cultural events took place in 1999. Cultural events were nearly always organised at he promoter's headquarters.

Hence Śródmieście (downtown quarter) appears to be the leading location of cultural events, since most promoters are headquartered in the city centre. The questionnaire survey performed by Niedźwiedzka (2000) in the course of two cultural events – the European Film Festival (Festiwal Kina Europejskiego) and Great Christmas Aid Orchestra (Wielka Orkiestra Świątecnej Pomocy (WOŚP)) – a charity fund raising event – indicates that these events were capable of attracting nearly ¼ of the overall number of the participants (excluding Lodzians) half each from the region of Łódź and beyond.

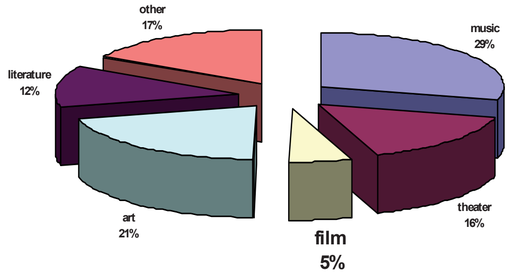
C1. Organisers of cultural events in 1999



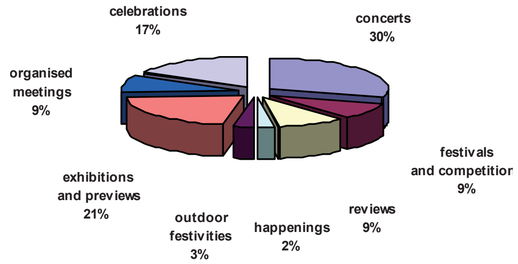
C2. Seasonality of cultural events in 1999



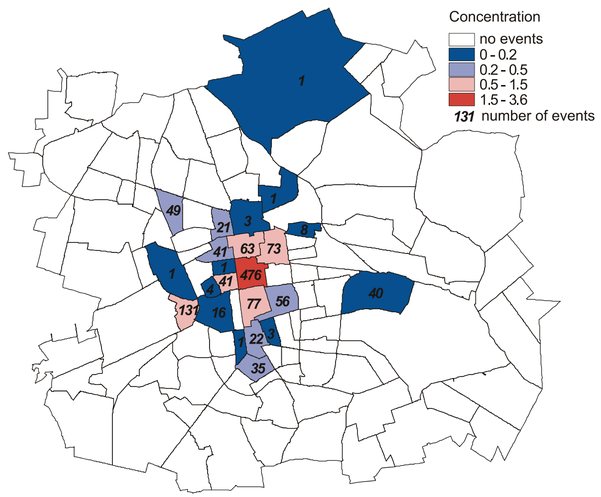
C3. Cultural events in Łódź



C4. Types of cultural events in Łódź in 1999



C5. Spatial distribution of cultural events in Łódź in 1999



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