

SUSTAINABLE TOURISM MANAGEMENT IN THE COMMUNES OF THE JURA KRAKOWSKO-CZĘSTOCHOWSKA

The **main motivation** for taking up the topic of the PhD thesis is the need to identify of whether the concept of sustainable tourism is implemented in the communes of Jura Krakowsko-Częstochowska. It is also important to recognize the scale of significance for the sustainable development of tourism is the network cooperation of tourist entities. According to the author, this type of approach is still omitted in the literature on the subject, which emphasizes the need to develop guidelines aimed at local self-government units or tourist organizations operating in a specific tourism space. While conducting research on the concept of sustainable tourism so far, an insufficient study of one of the most attractive tourist regions in Poland, like Jura Krakowsko-Częstochowska, has also been noticed.

The **main aim** of the PhD thesis is to examine the course of sustainable tourism management in the communes of Jura Krakowsko-Częstochowska.

The **theoretical aim** is to review and systematize the current state of knowledge on sustainable tourism management. The second theoretical aim is to indicate the importance of creating network and innovative tourism products in the management of sustainable tourism.

The **aim of the research** is to indicate sustainable tourism activities carried out by regional and local entities responsible for tourism management in the Jura Krakowsko-Częstochowska. Another aim is to indicate the levels of network relations occurring in the communes of Jura Krakowsko-Częstochowska.

The **aim of the application** is to develop directions of activities in the field of sustainable tourism for the communes of Jura Krakowsko-Częstochowska, which includes the creation of a sustainable tourism management model.

Based on the above investigations, the main hypothesis of the study is that: **communes of Jura Krakowsko-Częstochowska implement strategies that include the principles of sustainable tourism.**

In the context of verification of the main hypothesis and achievement of the dissertation's goals, the following supporting hypothesis were formulated:

- 1. The idea of the concept of sustainable tourism shows the importance of cooperation in the implementation of the sustainable tourism management guidelines and the achievement of the sustainable development goals;*

2. *The creation of network and innovative tourism products is conducive to building a coherent concept of sustainable tourism;*
3. *Jura Krakowsko-Częstochowska is an area tourist product conducive to the development of sustainable tourism and network relations of communes;*
4. *The implementation of the principles of sustainable tourism in the communes of the Jura Krakowsko-Częstochowska depends on the level of cooperation;*
5. *The communes of Jura Krakowsko-Częstochowska highly appreciate the importance of network tourism products in the management of sustainable tourism, at the same time the actions they conduct are intuitive and inconsistent.*

Bearing in mind the issues constituting the objectives of the PhD thesis and the hypothesis set in it, the structure of the chapters of this dissertation is as follows.

In the first chapter, author focused on explanation of the basic concepts and assumptions of the concept of sustainable tourism. Moving on to defining the concept of sustainable tourism, attention has been paid to different approaches to the concept, even in defining the main dimensions. The chapter ended with an indication of the most important activities in the field of sustainable tourism within the three economic, social and ecological orders.

The next chapter refers to the importance of cooperation between tourist entities in the field of sustainable tourism management. Attention was also paid to the specificity of sustainable tourism management in protected areas, taking into account the system of dependence on tourism and the local community. Moreover, errors in the nomenclature often made in the literature on the subject were shown.

The third chapter is related to the management of network sustainable tourism products. The tourism product and tourism space were characterized, referring to the assumptions of sustainable tourism. Furthermore, it was undertaken to define the features of network tourism products and the tourism brand management process. A network tourist product was defined and a classification of innovative solutions in sustainable tourism was made.

The fourth chapter begins the empirical layer of the dissertation. It discusses the research methodology and research sample. The author of the dissertation presented the synthesis of the tourist potential and the conditions for implementing the concept of sustainable tourism in the Jura Krakowsko-Częstochowska. An analysis of strategic documents was carried out on the basis of which the tourism policy is shaped in the analyzed communes. The next stage was to conduct an expert interview with entities responsible for tourism management in the region and on the local tourism market.

The fifth chapter is devoted to the verification of the main hypothesis. The research is based on a preliminary diagnosis of the state of tourism management in communes of Jura Krakowska-Częstochowska. The author presented the results of expert interview research carried out with communes. Moreover, an assessment was made of the convergence of activities carried out by communes with the principles of sustainable tourism. Because the last stage of the research was to indicate the directions of activities in the field of sustainable tourism, possible solutions to the existing development problems have been proposed. Examples of tourism products and sustainable tourism projects that could contribute to the development of sustainable tourism in study area were indicated. A model of sustainable tourism management in Jura Krakowsko-Częstochowska was also proposed.

The research and analyzes carried out in this PhD thesis allowed for the achievement of all the PhD thesis aims. It has been proven that municipalities conduct activities related to sustainable tourism and are guided by strategic documents including the principles of sustainable development. Additionally, the analysis of the obtained research results enabled the implementation of application aim of PhD thesis, which was to develop directions of activities in the field of sustainable tourism for the communes of Jura Krakowsko-Częstochowska, and create a sustainable tourism management model.

The analyzes and research conducted for the aims of the PhD thesis, as well as the conclusions drawn on the basis of the verification of hypothesis, have the potential to be used in practice by communes of Jura Krakowsko-Częstochowska and tourist organizations that shape the tourist offer. The results of the research will also allow municipalities to learn which communes are willing to cooperate, and which, in turn, may contribute to the creation of new network tourist products.

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