



Agnieszka NIEZGODA • Elżbieta SZYMAŃSKA

## LOCAL IDENTITY AND RESIDENTS' ATTITUDES TOWARDS INNOVATION IN SUSTAINABLE TOURISM - THE EXAMPLE OF GENERATION Z

Agnieszka **Niezgoda** (ORCID: 0000-0002-2456-1633) – *Poznan University of Economics and Business*

Elżbieta **Szymańska** (ORCID: 0000-0002-5678-6263) – *Białystok University of Technology*

Correspondence address:

Niepodległości Street 10, 61-875 Poznan, Poland

e-mail: Agnieszka.niezgoda@ue.poznan.pl

**ABSTRACT:** The aim of this article is to identify the attitudes of tourism region residents from generation Z presenting local identity and relate them to innovation, which shapes the product in the sustainable tourism context. A qualitative empirical study was carried out using the focus group interview method, divided into residents representing large centres, medium-sized towns and villages. The research yielded new information stating that young people have a sense of local identity and are attached to their place of residence with no relation to the type (and size) of residence. The research also showed respondents generally expect innovations to be introduced in tourism services and infrastructure, as they see the importance of innovations for building tourism attractiveness and improving the economic situation, which is in line with the idea of sustainable tourism. It, therefore, becomes important for authorities and managers to understand the local identity in the attitude of residents towards tourism innovation.

**KEYWORDS:** local identity, innovations, sustainable tourism, generation Z

## Introduction

In the literature on tourism development at the local level, the issue of residents' identity is mainly discussed in terms of attitudes towards tourists and tourism (Peters et al., 2018; Strzelecka et al., 2017) and also in relation to the principles of sustainable development and sustainable tourism (Carr et al., 2016; Eusébio et al., 2018; Niezgoda, 2006, 2011). Authors also note the influence of place attachment (i.e. place identity and place dependence) in creating social responsibility (Hu et al., 2019) and shaping social capital (Niezgoda & Markiewicz, 2023). Previous research has shown that community activation activities foster a stronger sense of local identity (Markiewicz & Niezgoda, 2022).

Accepting these findings, this article notes a research gap that relates to attitudes towards innovation and their possible relationship to the sense of local identity of the inhabitants of tourism regions. Particularly important are the attitudes of Generation Z, as they are newcomers to the tourism workforce and may support the shaping of a sustainable tourism product in the future. The importance of research on local identity is supported by the results of Strzelecka et al. (2017), who found that residents in one Pomeranian region were more influenced by pride and increased self-esteem associated with psychological empowerment and perceptions of increased community cohesion (i.e. social empowerment) than by economic promises associated with tourism. To elaborate on this, this paper focuses on the attitudes of Generation Z residents who are entering the tourism workforce and whose attitudes will influence the implementation of innovations in the future. Taking the interdependence of environmental, social and economic objectives as a determinant and feature of sustainable tourism, it is important to note the significant role of innovation (Abreu et al., 2023; Dodds, 2012), which is not a topic that is often addressed in terms of sustainable and community-based tourism development.

The aim of this article is to identify the attitudes of tourism region residents from generation Z presenting local identity and relate them to innovation, which shapes the product in the sustainable tourism context.

Due to the processes of globalization and the pace of change in the modern world, the identity of each settlement unit must evolve with the rapid changes in needs and conditions present in the socio-economic reality (Glińska et al., 2009), to which the theory of innovation corresponds. The need to take into account the role of local identity in the approach to innovation also stems from the fact that, as Grizel (2015) points out, territorial units constitute a certain open system historically conditioned, constantly changing, evaluating the relations between people and the environment occurring in it. The authors, therefore, try to solve a research problem: what is the attitude of young residents towards tourism innovation and is it influenced by a sense of local identity.

## An overview of the literature

### The role of local identity in shaping pro-innovation attitudes

Local identity derives from concepts such as place identity, social identity and cultural identity. "Place" differs from the related concepts of "space" or "location" in that it is defined through meaning and, therefore, content (Lewicka, 2012). The meaning of people creating space and their attachment to it is derived from such an approach. In the concept of territorial marketing, a 'place' is not only an area in the geographical sense but also people, culture, natural and anthropogenic resources, infrastructure and any future possibilities associated with that place (Niezgoda, 2006). In the context of the social objectives of sustainable tourism, it is worth noting that the characteristics of the local community can influence the tourism product, which consists of both tangible elements (service infrastructure, monuments, etc.) and intangible elements, which include the so-called "atmosphere of the place" resulting from, among other things, local identity.

Place identity stems from the ideas, experiences, memories and feelings associated with a place (Hu et al., 2019) and describes the symbolic connections and meanings given to a place that defines who we are and represents how the physical and symbolic qualities of places are included in people's broader identities (Devine-Wright, 2013). Place identity is also defined as the set of elements and

features of a place that enable it to be identified and distinguish it from other places (Berbeka, 2018; Markiewicz & Niezgoda, 2022). Authors note the relationship between residents' sense of place identity and their length of residence (Devine-Wright, 2013; Raymond et al., 2010; Niezgoda, 2011) and also with historical conditions (Glińska, 2012; Raymond et al., 2010).

Cociş and Nicula (2022) point out that, for proper tourism development, it is crucial to monitor the perceptions of local residents, who are the most 'sensitive element' in the perception of the negative impacts of the influx of tourists. The authors also stress the importance of taking into account the characteristics of local communities when planning tourism development (Abreu et al., 2023; Carr et al., 2016; Pérez Guilarte & Lois González, 2018), which should be in line with the concept of sustainable development (Dodds, 2012; Niezgoda, 2006). Manning and Dougherty (2014) noted that the continued direct involvement of all community groups in destinations and the identification of professed values and sensitivities is crucial to the success of implementing sustainable tourism as a development option.

An individual's connection to a place is not only a function of the experience with nature or social interactions with friends and family in a place (Raymond et al., 2010) but also of how individuals construct their own identity on the basis of their attachment to their place of residence and its history. It is also important to note the issue of so-called 'cultural distance', understood as a term for cultural differences between tourists and locals. Postma and Schmuecker (2017) noted that the greater the cultural distance, the greater the potential for conflict between locals and tourists. This is, therefore, a further indication for the study of residents' identity issues and attitudes towards innovative tourism solutions.

As noted by Gajowiak (2012), local identity fosters the maintenance of regional traditions and customs and thus can have a significant impact on the preservation of culture as an element of tourist attraction. Local identity influences the integration of local communities and communities through which cultural heritage is created (Carr et al., 2016). Walker and Moscardo (2016) highlight the need for a new approach to interpreting place value by incorporating Indigenous community values into the interpretive planning process, including those related to heritage interpretation. The authors also address the relationship of communities to product design, innovation and development (Carr et al., 2016; Kiryluk et al., 2021). In the course of this argument, it can, therefore, be seen that a sense of local identity associated with attachment to place can influence attitudes towards innovation.

## The role of innovation in the trend of sustainable tourism concepts

Among the many definitions of innovation, Schumpeter's (1960) classic definition is most often used to operationalise the concept: innovation: "it may be a commercial or industrial application of something new, such as a new product, process, or method of production, but it may also manifest itself as new markets or sources of supply". It is important to adopt the guideline that changes in a product and business nature can be considered innovative activities (OECD, 2018). Innovation in tourism in relation to sustainable tourism is relatively rare as a subject of research interest. Nevertheless, more and more researchers addressing the topic of tourism service innovation usually put it in the context of sustainable development. This is an important requirement, especially in business entities operating in the European Union, where financial support is conditioned to take this perspective into account.

The starting point for the study of innovation is the guidelines, guidelines proposed by the Oslo Manuals (2018 and earlier). Researchers point to various conditions for implementing innovations in line with the concept of sustainable tourism. Herrero Amo and De Stefano (2019) emphasise the need for public-private partnerships when implementing "sustainable" tourism innovations. The need for cooperation in this context, but in the area of communication, is pointed out by subsequent authors (Barrientos-Báez et al., 2020). This opinion corresponds with that expressed by Palmi and Lezzi (2020), that the introduction of innovations in tourism, especially in rural areas, should take into account the issues of tradition and heritage, which knocks directly into the current of sustainable tourism. The most friendly in this context are tourism eco-innovations (Buijendijk et al., 2018; Sharma et al., 2020).

Referring directly to tourism entrepreneurship, Loureiro (2019) points to the leading importance of technological innovation for the development of sustainable tourism, while Bressan and Pedrini (2019) open a discussion on sustainable-oriented innovations within small and middle tourism firms. The same issue, albeit over a much broader 40-year time frame, is addressed by Warren et al. (2018). Elmo et al. (2020) even express the opinion that innovation in tourism is directly dependent on consistency with the idea of sustainable development. A summary of research inquiries relating to the consistency of the concept of sustainable tourism with the processes of implementing innovation in tourism is the literature review presented by Vasco et al. (2021). Also, the present discussion fits directly into this important research stream.

## Research methods

The subject matter addressed in this article is exploratory in nature as a result of the new framing of the issue and the linking of local identity issues with attitudes towards innovation in tourism. Therefore, a qualitative research methodology was chosen, which may enable future research of a quantitative nature. As the authors indicate, the aim of qualitative research is most often to explain the reasons for the behaviour of the subjects under study (Nikodemaska-Wołowik, 1999). Qualitative research has also been used by other authors to study community attitudes (Carr et al., 2016; Walker & Moscardo, 2016) towards tourism development in a sustainable context.

The study used a focus group interview method. The study was carried out in 6 groups of 8 to 10 participants. The respondents were young residents (students) of a region with great tourist potential, which is Podlaskie Voivodeship. The procedure was based on a purposive selection among students, as representatives of generation Z, representing the three types of centres of origin indicated. The division of respondents into groups results from the division of tourist reception areas into rural areas also associated with naturally valuable areas (respondents from towns with up to 25,000 inhabitants), medium-sized towns (over 25,000 to 100,000 inhabitants) and large towns (over 100,000 inhabitants). Each of the aforementioned area types was represented in the survey by 2 groups of respondents. The survey was moderated by the authors using a discussion script, which organised the issues under investigation.

## Results of the research

The sense of local identity resulting from living in a particular locality and region was analysed in view of two discussion blocks. The third block was devoted to respondents' attitudes towards innovation. In the first block, respondents were asked about their sense of uniqueness of place, which translates into pride in living in their own locality. Respondents from the smallest centres group mostly emphasised the uniqueness of the locality, as reflected in the following statements: "Small localities are unique unlike big cities, which are similar"; "I feel proud of this locality, there is peace and quiet here".

The sense of uniqueness comes from noting the elements that are attractive and important from the point of view of sustainable tourism, which is 'peace and tranquillity', but the links to infrastructure and the tourism product are not indicated.

In the group of respondents from medium-sized towns, there were also voices indicating an awareness of the attractiveness of the place, pride in it and a sense of distinctiveness: "I think my locality is special, although it does not stand out in terms of attractiveness compared to other towns", "My place is special, I am proud of it, but the town is badly managed. I like to say where I come from". This statement indicates the need for local authorities to take steps to modernise the tourism product, which is linked to innovation.

Another comment suggests the need for internal promotion: "I have a sense of the distinctiveness of my place, but it is not somehow unique. Although, for people in other regions, there is certainly something special, for us, it is an everyday occurrence". This statement indicates the need to plan tourism development based on the innovations introduced. The potential for implementing innovations comes from the following statement: "I am very satisfied with life in my village. When visitors

come to visit me, I show them around the area, which everyone enjoys". During the discussion, it was noted that the group of respondents presenting pride in their place of residence simultaneously showed a high level of interest and need for innovation.

In the groups of respondents coming from medium-sized towns, the predominant voices indicated noticing the positive features of the locality, which can be the basis for creating a sustainable tourism product based on local values, as exemplified by the statements: "I think my locality is unique, although it does not stand out in terms of attractiveness compared to other towns", "We feel our distinctiveness, we are not ashamed, only at our place they bake knots". In some voices, there were clear references indicating a sense of pride in where they live: "Our town is very nice and culturally rich, historically too. We are proud of it".

However, the attitudes of those surveyed were not uniform, and there were also voices indicating a lack of a sense of local identity: "I don't feel distinctiveness, so I don't emphasise it". This statement indicates a lack of behaviour from everyday life, which, supported by pride of origin from the region, can enhance tourist attractiveness (Niezgoda, 2006; Niezgoda & Markiewicz, 2023) and be the basis for innovation in sustainable tourism (Przybysz et al., 2023; Szymańska, 2023).

In the group from cities with more than 100,000 inhabitants, the discussion identified many attractions of which respondents are proud, exemplified by the following statements: "My place is special, and I am proud of it", "We are keen to emphasise where we are from", "I definitely often emphasise my attachment and origin", "I am proud of the place I come from, I am keen to recommend visiting to others, I feel attached to the city". These statements are evidence of attitudes reflecting a high sense of local identity, so as a follow-up to the discussion, the question of whether it is worthwhile to innovate in the respondents' locality of residence was also asked. It was noted that those showing a higher level of attachment to the place (and more active during the discussion) would like to see new, innovative solutions to serve the residents. Less reference was noted in relation to the represented need for innovation in tourism.

At the same time, a high degree of distinctiveness was not assessed in these groups of respondents: "We have interesting attractions, but we do not perceive our own distinctiveness". This is a statement that indicates a low level of sense of local identity despite noticing attractions. This finding also indicates a certain inconsistency, as tourist attractiveness should arise precisely from the distinctiveness of a region and a place.

The second block in the discussion dealt with issues related to the sense of distinctiveness and the desire of residents to emphasise those characteristics of the locality that can form the basis for sustainable tourism innovations.

Satisfaction and pride in a locality can translate into a desire to guide tourists, as evidenced by the following statement from a group of respondents from the smallest villages: "I am very satisfied with my place of residence. When guests come to visit me, I am happy to show them around the area, which everyone enjoys". However, this sense of separateness may be accompanied by insufficient knowledge of the needs of tourists and the importance of their own unspoiled cultural and natural environment for creating a tourism product in line with the idea of sustainable tourism. An example of such an attitude, in which innovation in the use of natural and socio-cultural distinctiveness could be important, is the statement: "I don't feel the distinctiveness and unique characteristics of my locality, but I myself like to walk around it", "I would even like to tell tourists about it, only I am afraid that the tourist will not like it", "I feel fear of being judged and intolerant by people from bigger cities".

This statement points to the need for internal promotion organised by local authorities to foster a sense of pride in the region, which can be strengthened by implementing innovative solutions.

In the groups of respondents coming from medium-sized cities, there were clear statements about attachment to place and a sense of local identity, exemplified by the statement: "my place is unique, I like to talk about where I come from". There were also phrases indicating the need to stand out from other cities as evidence of local identity. Examples are the statements: "I feel the distinctiveness of my town, I wouldn't want to be 'lumped together' with other towns", "Our town is unique, despite the development of tourism we have contact with nature and many leisure activities. The differences of my town and others are immediately apparent, people are very open here, and they go out more often".

In the groups of respondents coming from medium-sized centres, there were also a few voices that negated the uniqueness of where they live, exemplified by the statement: “I don’t see the distinctiveness of my town, and I don’t feel anything special”.

In the group of respondents coming from the largest cities, the majority of voices indicated seeing tourist attractions, but only a few people said that they felt their own distinctiveness resulting from their place of origin, exemplified by the following statements: “It’s hard to say that my city is special, but for people from other regions, there will probably be something special. I myself don’t visit the backstreets and attractions of my city too much because this is “everyday life” for me”, “we like to walk around, but we wouldn’t want to show tourists around”.

Statements indicating the low importance of the place for tourists are the basis for the conclusion that innovations need to be implemented, which can make the tourist product (infrastructure and attractions) of the place more attractive.

To explore this issue further, respondents were asked two questions. The first question asked about perceptions of differences in tourism products, services and organisation over the last 3 years (2020-2023) in their locality, which is in line with the recommendations of the Oslo Manual (2018) on time frames assessed in the context of innovation. Another question concerned the need to innovate.

When analysing the statements given, it should be noted that they differ depending on the place of residence. Well, residents of smaller towns (up to 25,000 inhabitants) do not see positive changes in their environment, as indicated by the following statements: “I do not see”, “in my nothing – in smaller towns, nothing has changed”. In a similar vein are the assessments of the inhabitants of medium-sized localities, who indicate: “No innovations” and also state: “I don’t see innovations very much, I don’t notice initiatives”.

Among representatives of larger towns and cities (over 100,000), different opinions were noted: “I see various facilities for tourists, new trails, new forms of information...”, “in the product – new offer – murals, improvement of the railway station, more bicycle paths, improvement of road infrastructure, stops with solar-powered boards...”.

Regarding expectations about the need for innovation in tourism, opinions were also divided. A tone of doubt was characteristic of the residents of the smallest villages, which they signalled in statements such as: “maybe it would attract more tourists and my region would be more attractive”, “instead of innovating, educate tourists”, “To start with, develop tourism in general and then think about innovations, if there is a fight for tourists then innovations are needed”. In towns with a population of more than 25,000, residents represented a decidedly positive, even enthusiastic, attitude towards innovation plans, as exemplified by the statement specifically referring to the future of tourism: “innovation is needed to increase attractiveness”. Some pointed directly to areas in need of profound change, for example “monitoring in the forests, taking care of the beaches (shores, bridges) through the city”, “...cultural resources...”, “...in terms of sustainable transport – emphasis on electric drive (...), change of documentation from paper to electronic...”. These examples are evidence of the understanding of the objectives of sustainable tourism by residents from different groups of localities and the importance of innovation for its implementation.

## Discussion/Limitation and future research

Many authors show that it is important for tourism at the local level to be developed in a way that not only facilitates the economic well-being of indigenous peoples and ensures the protection of indigenous cultural landscapes and environments but also (and above all) ensures that tourism development is used as a positive opportunity to strengthen the social, cultural and local identity of indigenous peoples (Carr et al., 2016). The present study has shown the high potential of Podlasie’s residents to be interested in developing innovations towards sustainable tourism development. In the survey conducted by Peters et al. (2018), respondents showed openness towards tourism development, with the vast majority agreeing that the advantages outweigh the disadvantages. However, the results did not show a relationship between attitude and specific active or passive actions. The conclusions of this exploratory study confirm the need for future in-depth research on attitudes towards innovation dependent on a sense of local identity. This could elaborate on the conclusion



reached by the authors (Strzelecka et al., 2017) that residents of one Pomeranian municipality are more receptive to the non-economic benefits of tourism development (pride and increased self-esteem associated with psychological empowerment) than the economic promises of tourism.

During the course of the research, there were some limitations and difficulties inherent in most research processes, especially of a qualitative nature. The inconsistency of defining and evaluating innovation in tourism, which was noticeable in the research process, can be considered a certain difficulty.

The phenomenon of the underestimation by Generation Z representatives of the attractiveness of home destinations should also be highlighted. The problem has a broader character, as it concerns, for example, the inhabitants of such attractive tourist destinations as the Białowieża Forest and its buffer zone (Szymańska, 2022). It seems, therefore, that the promotion of area attractiveness should not only have an external character but should also be dedicated to the inhabitants of “small fatherlands” in order to evoke in them a sense of pride and stimulate interest in their immediate surroundings.

The research of this article is in line with the findings of Eusébio et al. (2018), who noted that a clear understanding of local people’s attitudes towards tourism development and their determinants is a key pillar in designing tourism development strategies to promote sustainability.

## Conclusions

An exploratory survey of the inhabitants of centres of different sizes in the Podlaskie Voivodeship revealed a strong sense of identity, which, however, does not fully translate into a desire to show these localities to tourists. This is an important first conclusion indicating a potential opportunity for tourism development but with the need to implement innovation into the tourism product. If community identity reinforces the importance of sustainable tourism innovation, the revitalisation of cultural identity through the provision of services or experiences to visitors, as indicated by Carr et al. (2016), may occur.

The theoretical contribution of this article is to note that the inclusion of local identity in shaping innovations means that residents can shape tourism rather than be shaped by tourism. Residents surveyed demonstrated an understanding of the importance of innovations that can lead to sustainable tourism development regardless of the size of the localities they inhabit. At the same time, the course of the observed and recorded discussion leads to the conclusion that in a comprehensive sustainable tourism product, the sense of local identity influences not only the ‘atmosphere of the place’ perceived by tourists but also the attitude towards innovative solutions.

A further issue of harnessing the positive reinforcement of innovation indicated in the article through the role of local identity may be to suggest further actions, for example, integrating community-inclusive tourism development planning practices, not only at the national level but also at the local level, to ensure the inclusion and informed representation of the culture of reception area communities in marketing materials, which in turn can enhance the success of sustainable tourism development.

These are important Practical recommendations because the importance of governance, cooperation and embedding local values and worldviews in tourism development is unequivocally necessary to influence the positive outcomes of any sustainable tourism venture. Embedded in the values of place identity, tourism development can result not only in an increase in the attractiveness of the tourism product aimed at tourists but also in arousing the interest of other residents and developing in them an attachment to the place. This is in line with the idea of social capital formation and can contribute to the overall development of the destination.

## Acknowledgements

Supported by funds granted by the Minister of Science of the Republic of Poland under the “Regional Initiative for Excellence” Programme for the implementation of the project “The Poznań University of Economics and Business for Economy 5.0: Regional Initiative – Global Effects (RIGE)”.

## The contribution of the authors

Conceptualization, A.N.; literature review, A.N. and E.S.; methodology, A.N.; formal analysis, A.N. and E.S.; writing, A.N. and E.S.; conclusions and discussion, A.N.

The authors have read and agreed to the published version of the manuscript.

## References

- Abreu, M., Rodrigues, H. S., Silva, A., & Esparteiro Garcia, J. (2023). Industry and innovation in the Alto Mira region assessing regional performance. *Engineering Management in Production and Services*, 15(2), 72-82. <https://doi.org/10.2478/emj-2023-0013>
- Barrientos-Báez, A., Caldevilla-Dominguez, D., Vizcaíno, A. C., & Val, E. G. S. (2020). Tourism Sector: Communication and Sustainable Innovation. *Revista de Comunicación de la SEECI*, 53, 153-173. <https://doi.org/10.15198/seeci.2020.53.153-173>
- Berbeka, J. (2018). Rola wielkich wydarzeń w kształtowaniu wizerunku miasta. In A. Niemczyk & R. Seweryn (Eds.), *Wizerunek miasta w aspekcie wielkich wydarzeń religijnych* (pp. 55-66). Warszawa: Wydawnictwo C.H. Beck. (in Polish).
- Bressan, A., & Pedrini, M. (2019). Exploring Sustainable-Oriented innovation within Micro and Small Tourism Firms. *Tourism Planning and Development*, 17, 497-514. <https://doi.org/10.1080/21568316.2019.1673810>
- Buijendijk, H., Blom, J., Vermeer, J., & van der Duim, R. (2018). Eco-innovation for sustainable tourism transitions as a process of collaborative co-production: The case of a carbon management calculator for the Dutch travel industry. *Journal of Sustainable Tourism*, 26, 1222-1240. <https://doi.org/10.1080/09669582.2018.1433184>
- Carr, A., Ruhanen, L., & Whitford, M. (2016). Indigenous peoples and tourism: the challenges and opportunities for sustainable tourism. *Journal of Sustainable Tourism*, 24(8-9), 1067-1079. <https://doi.org/10.1080/09669582.2016.1206112>
- Cociş, E.-A., & Nicula, A.-S. (2022). The dark side of touristification phenomenon – a short point of view. *Studia Universitatis Babeş Bolay Geographia*, LXVII(1-2), 47-55. <https://doi.org/10.24193/subbgeogr.2022.03>
- Devine-Wright, P. (2013). Explaining “NIMBY” Objections to a Power Line: The Role of Personal, Place Attachment and Project-Related Factors. *Environmental Behaviour*, 45(6), 761781. <https://doi.org/10.1177/0013916512440435>
- Dodds, R. (2012). Innovations in sustainable tourism. *Téoros*, 31(3), 1-5. <https://doi.org/10.7202/1036563ar>
- Elmo, G. C., Arcese, G., Valeri, M., Poponi, S., & Pacchera, F. (2020). Sustainability in Tourism as an Innovation Driver: An Analysis of Family Business Reality. *Sustainability*, 12(15), 6149. <https://doi.org/10.3390/su12156149>
- Eusébio, C., Vieira, A. L., & Lima, S. (2018). Place attachment, host–tourist interactions, and residents’ attitudes towards tourism development: The case of Boa Vista Island in Cape Verde. *Journal of Sustainable Tourism*, 26(6), 890-909. <https://doi.org/10.1080/09669582.2018.1425695>
- Gajowiak, M. (2012). *Kapitał społeczny. Przypadek Polski*. Warszawa: Polskie Wydawnictwo Ekonomiczne. (in Polish).
- Glińska, E. (2012). Wyróżniki tożsamości miast podlaskich w opinii ich lokalnych liderów. *Zeszyty Naukowe Uniwersytetu Szczecińskiego. Problemy Zarządzania, Finansów i Marketingu*, 23, 267-284. <http://yadda.icm.edu.pl/yadda/element/bwmeta1.element.ekon-element-000171264293> (in Polish).
- Glińska, E., Florek, M., & Kowalewska, A. (2009). *Wizerunek miasta – od koncepcji do wdrożenia*. Warszawa: ABC a Wolters Kluwer. (in Polish).
- Griszel, W. (2015). Marka jako instrument marketingu terytorialnego. In A. Szromnik (Ed.), *Marketing terytorialny. Nowe obszary i narzędzia* (pp. 32-55). Kraków: Edu-Libri. (in Polish).
- Herrero Amo, M. D., & De Stefano, M. C. (2019). Public–private partnership as an innovative approach for sustainable tourism in Guanacaste, Costa Rica. *Worldwide Hospitality Tourism Themes*, 11(2), 130-139. <https://doi.org/10.1108/WHATT-11-2018-0078>
- Hu, B., Tuou, Y., & Liu, J. (2019). How Does Destination Social Responsibility Impact Residents’ Pro-Tourism Behaviors? The Mediating Role of Place Attachment. *Sustainability*, 11(12), 3373. <https://doi.org/10.3390/su11123373>
- Kiryłuk, H., Szymańska, E., & Panfiluk, E. (2021). Innovative solutions for the development of sustainable transport and improvement of the tourist accessibility of peripheral areas. Case of the Białowieża Forest Region. *Sustainability*, 13(4), 2381. <https://doi.org/10.3390/SU13042381>
- Lewicka, M. (2012). *Psychologia miejsca*. Warszawa: Wydawnictwo Naukowe Scholar. (in Polish).
- Loureiro, A. (2019). Innovation and technology – the only answer for sustainable tourism growth. *Worldwide Hospitality and Tourism Themes*, 11(6), 743-747. <https://doi.org/10.1108/WHATT-09-2019-0055>
- Manning, E. W., & Dougherty, T. D. (2014). Planning Sustainable Tourism Destinations. *Tourism Recreation Research*, 25(2), 3-14. <https://doi.org/10.1080/02508281.2000.11014907>



- Markiewicz, E., & Niezgodą, A. (2022). Inicjatywa społeczna w kształtowaniu tożsamości lokalnej – przykład projektu „Cichy Memoriał” (region Podkarpacia). *Turystyka Kulturowa*, 1(122), 26-46. [https://www.researchgate.net/publication/360808648\\_Inicjatywa\\_spoleczna\\_w\\_ksztaltowaniu\\_tozsamosci\\_lokalnej\\_przyklad\\_projektu\\_Cichy\\_Memorial\\_region\\_Podkarpacia](https://www.researchgate.net/publication/360808648_Inicjatywa_spoleczna_w_ksztaltowaniu_tozsamosci_lokalnej_przyklad_projektu_Cichy_Memorial_region_Podkarpacia) (in Polish).
- Niezgodą, A. (2006). *Obszar recepcji turystycznej w warunkach rozwoju zrównoważonego*. Poznań: Wydawnictwo Akademii Ekonomicznej w Poznaniu. (in Polish).
- Niezgodą, A. (2011). A survey of Poznań residents on tourism development in the city. In G. Gołębcki (Ed.), *Determinants of tourism development in urban destinations and methods of tourism measurement: The case of Poznań* (pp. 99-132). Poznań: Wydawnictwo Akademii Ekonomicznej w Poznaniu. (in Polish).
- Niezgodą, A., & Markiewicz, E. (2023). Rola aktywizacji społecznej w edukacji mieszkańców i turystów – przykład projektu „Cichy Memoriał”. *Entrepreneurship – Education*, 19(1), 19-32. <https://doi.org/10.24917/20833296.191.2> (in Polish).
- Nikodemska-Wołowik, A. M. (1999). *Jakościowe badania marketingowe*. Warszawa: PWE. (in Polish).
- OECD. (2018). *Oslo Manual. Guidelines for Collecting, Reporting and Using Data on Innovation, 4th Edition*. <https://www.oecd.org/science/oslo-manual-2018-9789264304604-en.htm>
- Palmi, P., & Lezzi, G. E. (2020). How Authenticity and Tradition Shift into Sustainability and Innovation: Evidence from Italian Agritourism. *International Journal of Environmental Research in Public Health*, 17(5), 5389. <https://doi.org/10.3390/ijerph17155389>
- Pérez Guilarte, Y., & Lois González, R. C. (2018). Sustainability and visitor management in tourist historic cities: the case of Santiago de Compostela, Spain. *Journal of Heritage Tourism*, 13(6), 489-505. <https://doi.org/10.1080/1743873X.2018.1435665>
- Peters, M., Chan, C.-S., & Legerer, A. (2018). Local Perception of Impact-Attitudes-Actions towards Tourism Development in the Urlaubsregion Murtal in Austria. *Sustainability*, 10(7), 2360. <https://doi.org/10.3390/su10072360>
- Postma, A., & Schmuecker, D. (2017). Understanding and overcoming negative impacts of tourism in city destinations: Conceptual model and strategic framework. *Journal of Tourism Futures*, 3(2), 144-156. <https://doi.org/10.1108/JTF-04-2017-0022>
- Przybysz, K., Roszko-Wójtowicz, E., & Stanimir, A. (2023). Is Seniors' Tourism Behaviour Related to the Sustainable Tourism. *Economics and Environment*, 87(4), 1-21. <https://doi.org/10.34659/eis.2023.87.4.714>
- Raymond, C. M., Brown, G., & Weber, D. (2010). The measurement of place attachment: Personal, community, and environmental connections. *Journal of Environmental Psychology*, 30(4), 422-434. <https://doi.org/10.1016/j.jenvp.2010.08.002>
- Schumpeter, J. A. (1960). *Teoria rozwoju gospodarczego*. Warszawa: Wydawnictwo PWE. (in Polish).
- Sharma, T., Chen, J., & Liu, W. Y. (2020). Eco-innovation in hospitality research (1998-2018): A systematic review. *International Journal of Cofontemporary Hospitality Management*, 32(2), 913-933. <https://doi.org/10.1108/IJCHM-01-2019-0002>
- Strzelecka, M., Boley, B. B., & Strzelecka, C. (2017). Empowerment and resident support for tourism in rural Central and Eastern Europe (CEE): The case of Pomerania, Poland. *Journal of Sustainable Tourism*, 25(4), 554-572. <https://doi.org/10.1080/09669582.2016.1224891>
- Szymańska, E. (2022). Problems of Tourist Mobility in Remote Areas of Natural Value – The Case of the Hajnowka Poviát in Poland and the Zaoneshye Region in Russia. *Economies*, 10(9), 212. <https://doi.org/10.3390/economies10090212>
- Szymańska, E. (2023). *Mobility Innovations in Peripheral Areas*. Białystok: Oficyna Wydawnicza Politechniki Białostockiej.
- Vasco, S., Sousa, M. J., Costa, C., & Au-Yong-Oliveira, M. (2021). Tourism towards Sustainability and Innovation: A Systematic Literature Review. *Sustainability*, 13(20), 11440. <https://doi.org/10.3390/su132011440>
- Walker, K., & Moscardo, G. (2016). Moving beyond sense of place to care of place: The role of indigenous values and interpretation in promoting transformative change in tourists' place images and personal values. *Journal of Sustainable Tourism*, 24(8-9), 1243-1261. <https://doi.org/10.1080/09669582.2016.1177064>
- Warren, R., Price, J., Graham, E., Forstenhaeusler, N., & Vanderwal, J., (2018). The projected effect on insects, vertebrates, and plants of limiting global warming to 1.5°C rather than 2°C, *Science*, 360(6390), 791-795, <https://doi.org/10.1126/science.aar3646>

Agnieszka NIEZGODA • Elżbieta SZYMAŃSKA

## TOŻSAMOŚĆ LOKALNA A POSTAWY MIESZKAŃCÓW WOBEC INNOWACJI W TURYSTYCE ZRÓWNOWAŻONEJ – PRZYKŁAD POKOLENIA Z

**STRESZCZENIE:** Celem artykułu jest rozpoznanie postaw mieszkańców regionów turystycznych z pokolenia Z prezentujących tożsamość lokalną i odniesienie ich do innowacji, co kształtuje produkt w kontekście turystyki zrównoważonej. Przeprowadzone zostały jakościowe badania empiryczne przy wykorzystaniu metody zogniskowanego wywiadu grupowego (badanie focusowe) w podziale na mieszkańców reprezentujących duże ośrodki, średnie miasta i wsie. W wyniku badań uzyskano nowe informacje stwierdzające, że młodzi ludzie mają poczucie tożsamości lokalnej, są przywiązani do miejsca zamieszkania bez związku z typem (i wielkością) miejsca zamieszkania. Badania wykazały, również że mieszkańcy generalnie oczekują wprowadzania innowacji w zakresie usług turystycznych i infrastruktury turystycznej w zamieszkiwanych miejscowościach, ponieważ zauważają znaczenie innowacji dla budowania atrakcyjności turystycznej i poprawy sytuacji ekonomicznej, co jest zgodne z ideą turystyki zrównoważonej. Dla władz i menedżerów ważne staje się zatem zrozumienie tożsamości lokalnej w nastawieniu mieszkańców do innowacji turystycznych.

**SŁOWA KLUCZOWE:** tożsamość lokalna, innowacje, turystyka zrównoważona, pokolenie Z