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Innowacyjne produkty turystyczne na obszarze metropolitalnym Krakowa – próba charakterystyki

Streszczenie

Celem artykułu jest zaprezentowanie wybranych innowacyjnych produktów turystycznych zlokalizowanych na obszarze metropolitalnym Krakowa. W artykule wyjaśniono istotę pojęcia innowacyjności, produktu innowacyjnego oraz scharakteryzowano krakowski obszar metropolitalny. Artykuł przygotowano wykorzystując metodę *desk research*. W opracowaniu wykorzystano wybrane pozycje literatury w zakresie: turystyki, obszarów metropolitalnych, produktów turystycznych. Wykorzystano także dokumenty strategiczne dotyczące krakowskiego obszaru metropolitalnego, dane statystyki krajowej oraz regionalnej. W części końcowej opracowania scharakteryzowano wybrane produkty turystyczne, z których skorzystać mogą mieszkańcy (turyści) obszaru metropolitalnego Krakowa.

Słowa kluczowe: turystyka wiejska, agroturystyka, innowacyjność, produkty turystyczne, obszar metropolitalny

Innovative tourism products in the metropolitan area of Krakow – an attempt of characterization

Abstract

The aim of the article is to present selected innovative tourism products located in the metropolitan area of Krakow. The article also presents the essence of the concepts of innovativeness and innovative product and it characterizes Krakow Metropolitan Area. The article is based on the desk research method and selected publications on tourism, metropolitan areas and tourism products. It makes references to strategic documents concerning the metropolitan area of Krakow and includes national and regional statistics. The final part of the article presents selected tourism products which can be used by the inhabitants (tourists) of the metropolitan area of Krakow.

Keywords: rural tourism, agritourism, innovativeness, tourism products, metropolitan area

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Introduction

Tourism these days is not only an important source of income, but also a phenomenon of a social nature that determines the identity of a place. It influences the development and maintenance of infrastructure, but also the quality of life of residents. It is a complex phenomenon, and the effect of its development has various implications in the social, economic and environmental dimensions. Metropolitan areas offer a wide range of diverse tourism products. These products enable residents (tourists) to achieve personal, cultural, business or other goals. Panasiuk (2015) stressed that it is important to develop, create and promote innovative tourism products located within the metropolitan area as it brings social and economic benefits, in addition to having a positive effect on other industries.

This study is to present the essence of innovation in tourism, and to describe selected examples of innovative tourism products located within Krakow Metropolitan Area (KMA). The

paper used the desk research method and it relied on a traditional analysis of existing and strategic documents that served to establish, verify and present facts. The choice of methods was determined by the availability of source materials, some of which are secondary (industry reports and the literature on innovation and tourism).

Krakow Metropolitan Area

The metropolitan area of Krakow is located in the central part of Małopolska Province. It covers the urbanized area around the capital of Krakow and the satellite centers with well-developed functional economic and social links, and with a well-developed communication infrastructure.

Krakow Metropolitan Area (abbreviated as KMA) is one of the twelve metropolitan areas in Poland⁴¹. It was designated on the basis of the Spatial Development Plan of Małopolska Province, adopted under Resolution No. XV/174/03 of 22 December 2003 by the Sejmik of Małopolska Province⁴². The incorporation of communes (municipalities, Polish: *gminy*) falling within the extent of KMA was based on the agreement *Akces do obszaru metropolitalnego* [Access to the metropolitan area] signed by the representatives of these communes. The document in question constituted the expression of the will of each of the communes, i.e. it was not imposed by an administrative order.

The KMA geographic range covers the area of 51 communes⁴³, located approximately 50km from the center of Krakow (Figure 1). Regarding the territorial units of the three-level administrative division, KMA covers the city of Krakow - the city with county (Polish: *powiat*) rights - including the neighboring communes: Krakow (county commune), Wieliczka and Myślenice, almost all eastern county communes: Proszowice (save for Radziemice) and Bocheń (save for Lipnica Murowana), part of Wadowice and one commune from the following counties on the south-west: Olkuski (Trzyciąż) and Miechów (Gołcza). It should be emphasized that the entire area of the former Krakow Province is also included within KMA. The western territories of KMA's northern extreme border with the provinces Świętokrzyskie and Małopolska. In addition, six communes located on KMA's south-western edge are part of the country's frontier zone, demarcated on the basis of the definition contained in Regulation (EC) No. 1931/2006 of the European Parliament and of the Council of 20 December 2006 (assuming commune is the the smallest administrative unit).

⁴¹ *Raport o polskich metropoliach*. 2015. Based on: www.pwc.pl (retrieved 14.10.2016).

⁴² <http://bip.malopolska.pl/umwm/Article/get/id,748635.html> (retrieved 15.10.2016).

⁴³ KOM includes: - Krakow – city with county rights; Bochnia County (communes: urban - Bochnia, mixed - Nowy Wiśnicz, rural - Bochnia, Drwinia, Łapanów, Rzezawa, Trzciana, Żegocina), Krakow County (communes: mixed - Krzeszowice, Skąła, Skawina, Słomniki, Świątniki Górne, rural - Czernichów, Igołomia, Wawrzeńczyce, Iwanowice, Jerzmanowice, Przegonia, Kocmyrzów, Luborzycza, Liszki, Michałowice, Mogilany, Sułoszowa, Wielka Wieś, Zabierzów, Zielonki), Miechow County (communes: rural - Gołcza), Myślenice County (communes: mixed - Dobczyce, Myślenice, Sułkowice, rural - Lubień, Pcim, Raciechowice, Siepraw, Tokarnia, Wiśniowa), Olkusz County (communes: rural - Trzyciąż), Proszowice County (communes: mixed - Proszowice, rural - Koniusza, Koszyce, Nowe Brzesko), Wadowice County (communes: mixed - Kalwaria Zebrzydowska, Wadowice, rural - Brzeźnica, Lanckorona, Stryszów), Wieliczka County (communes: mixed - Niepołomice, Wieliczka, rural - Biskupice, Gdów, Kłaj).

Figure 1. Krakow Metropolitan Area – geographic scope



Source:

https://pl.wikipedia.org/wiki/Krakowski_Obszar_Metropolitalny#/media/File:Krakowski_Obszar_Metropolitalny.png

In terms of area, KMA is one of the largest in Poland, second only to the metropolitan areas of Warsaw and Lublin (<http://krakow.stat.gov.p> ...). Within KOM limits there are 718 settlements (17 towns and 685 villages). Taking into account the functional types of communes, as indicated by Więclaw-Michniewska (2011), it should be noted that the majority of KMA area is made up of well-urbanized and multi-functional areas. An important role in the functional structure of KMA is also performed by communes with mixed functions, which are located mainly in the eastern part of the area. In turn, communes with a dominant agricultural function are located mainly in the northern part. The area of KMA (i.e. 406,511ha) constitutes almost 27% of the total area of Małopolska Province. KMA residents (Table 2) make up 44.5% of the population of Wielkopolska Province (*Krakowski Obszar Metropolitalny ...* 2013).

Table 1. Krakow Metropolitan Area - basic demographic data

Selected statistical data	2012	2013	2014
Population	1493042	1498499	1505607
Population per 1km²	367	369	370
Women per 100 men	109	109	109
Population of			
Pre-working age	268889	269469	270465
Working age	953317	950075	948081
Post-working age	270836	278955	287061
Live births	15305	15112	15415
Deaths	13908	13664	13452
Natural growth	1397	1448	1963

Source: Own study based on: www.gus.pl, (retrieved 08.11.2016).

In 2012-2014, the population of Krakow Metropolitan Area systematically grew, from 1,493,042 in 2012 to 1,505,607 in 2014). The average density of the KMA population ranged from 367 to 370 persons per km². Women predominate in KMA, with there being 109 women per 100 men (in 2012-2014). Based on the data contained in Table 2, the highest number of pre-working population⁴⁴ was in 2014 (270,465 people), and the lowest in 2012 (268,889 people). As regards working age, the situation is the opposite. In 2012, the number of working-age people⁴⁵ was 953,317, and 5,236 less in 2014. In terms of post-working age⁴⁶, the least numerous population of post-working age was in 2012 (270,836 people).

In the area of KMA, most live births were in 2014 (15,415), and least in 2012 (15,305). Most deaths in KMA were in 2012. In subsequent years, the trend was downward. Natural increase⁴⁷ was at 1,397 (in 2012) and went up to 1,936 (2014). The average life expectancy in 2014 was 74.6 years for men and 80.7 years for women (www.gus.pl).

According to Więclaw-Michniewska (2011), socio-economic diversification of communes falling within the scope KMA may affect both the interpretation of the concept of "metropolitan area", general acceptance of the idea of regional development, and decisions taken by individual communes, which are not necessarily sensitive to metropolitan needs.

As part of the European Observation Network for Territorial Development and Cohesion (ESPON) project investigating urban areas in the European Union, criteria for assessing metropolitan European growth areas (MEGAs) were developed⁴⁸. Of all Polish cities, eight have been included in the classification, of which only Warsaw classified as a potential MEGA, and the remaining seven - i.e. Poznań, Krakow, Łódź, Katowice, Gdańsk, Szczecin and Wrocław – were classified as weak MEGAs (Kaczmarek, Miękała 2010, p. 168.). In turn,

⁴⁴ Pre-working age: the age at which people have not yet reached the capacity to work, i.e. a group aged 0-17 (www.gus.pl, retrieved 20.11.2016).

⁴⁵ Working age: age of work capacity, i.e. 18-64 for men 18-59 for women (www.gus.pl, retrieved 20.11.2016).

⁴⁶ Post-working age: the age at which people usually terminate their work, i.e. 65 and over for men, 60 years and over for women (www.gus.pl, retrieved 20.11.2016).

⁴⁷ Natural increase: the difference between the number of live births and the number of deaths. A positive value means the number of live births exceeding the number of deaths, whereas a negative value - the reverse. If there is a negative value, we then speak of natural decrease. Natural increase differs from real increase by the migration balance.

⁴⁸ Among the international hierarchies of urban agglomerations and metropolitan areas in Europe, the ESPON classification (European Spatial Planning Observation Network) deserves particular attention. It distinguishes the following categories of areas in MEGAs (Metropolitan European Growth Areas): global nodes, European locomotives and strong/potential/weak MEGAs.

Koncepcja Polityki Przestrzennego Zagospodarowania Kraju [Polish National Spatial Development Policy]⁴⁹ and *Strategia Zrównoważonego Rozwoju Polska 2025* [Strategy for Sustainable Development Poland 2025] indicates that KMA, as a separate functional structure, can be considered in terms of its own economic potential

http://krakow.stat.gov.pl/vademecum/vademecum_malopolskie/portret_obszaru_metropolitalnego/krakowski_obszar_metropolitalny.pdf). The metropolitan nature of this area, higher concentration of potential customers of products and services, access to social and technical infrastructure, have all created specific conditions for the development of entrepreneurship in the metropolitan area of Krakow. KMA may, therefore, be considered in terms of its own economic potential. A special role in the economy of this area is, among others, trade and the science park sector.

When analyzing the number of newly established entities within KMA, over 205,000 were registered in 2014, which was more than half (55.2%) of all entities registered in Małopolska Province. Within KMA, the number of business entities in 2011 -2015 was systematically growing. The increase in the total number of entities in KMA was mainly owed to the private sector, which increased by almost 11% between 2011 and 2015.

In spatial terms, the largest increase in the number of entities in 2011-2015 was recorded in the following communes: Zielonki, Michałowice and Kocmyrzów, Luborzyca (<http://krakow.stat.gov.pl/files/gfx/krakow/pl/>). Apart from Krakow, with 63.2% of all entities, the largest number of entities was registered in the following communes: Skawina, Wieliczka and Myślenice. The smallest number of registered entities was recorded in the following communes: Nowe Brzesko, Sułoszowa, Trzciana, Żegocina, Koszyce, Raciechowice, Gołcza, Drwinia and Trzyciąż. Almost 65% of business entities registered within KMA operated in urban communes and approximately 16% in rural communes.

The private sector made up as many as 98.5% of all entities operating within KMA. In spatial terms, the largest share of the private sector was observed in the following communes: Mogilany, Krakow, Zielonki, Wieliczka and Zabierzów. In turn, the smallest share was recorded in: Żegocina, Drwinia, Łapanów. Individuals conducting business activity accounted for almost 70% of all entities registered in KMA

When analyzing the entrepreneurship of the metropolitan area of Krakow (i.e. the number of business entities registered per 10,000 people), it turned out there were 1,365 such entities in KMA. The eastern areas of KMA ranked poor in terms of entrepreneurship, with best results in this respect achieved by communes located in the vicinity of the city of Krakow. The highest number of registered entities per 10,000 people was in Krakow, Zielonki, Kalwaria Zebrzydowska and Mogilany; the lowest in the communes of Koniusza, Drwinia and Sułoszowa. "The influence of the metropolis on changes and economic growth in the space of the surrounding region is manifested, among others, by the increased importance of services and the development of units offering specialized services. A strongly developed service sector, ensuring efficient business service, among other things, is one of the main characteristics of metropolitan areas" Więclaw-Michniewska (2011, p. 34). 161,800 business entities were registered in the KMA service sector in 2015, i.e. almost 79% of the total, in which entities from the following subsectors prevailed: trade (approx. 31%), professional, scientific and technical activity (approx. 15%), and transportation and storage (approx. 8%). Apart from Krakow, the highest share of entities registered in the service sector was observed in the commune of Zielonki and the lowest in Trzciana.

Much attention is paid to special economic zones (SEZs), administratively separated areas where potential investors can conduct business on preferential terms. This instrument is mainly to speed up the development of a given region by attracting new investments and promot-

⁴⁹ *Koncepcja Zagospodarowania Przestrzennego Kraju* (2005), Wydawnictwo KZKP, Warsaw.

ing job creation⁵⁰. Within KMA, there are two out of 14 SEZs operating in Poland: *Krakowski Park Technologiczny- Krakowska Specjalna Strefa Ekonomiczna* [Krakow Science Park - Krakow Special Economic Zone] (town and commune of Bochnia, Krakow, Dobczyce, Gdów, Niepołomice, Skawina, Słomniki, and Zabierzów) and *Katowicka Specjalna Strefa Ekonomiczna* [Katowice Special Economic Zone] (Myślenice).

Analyzing the tourism sector, it turns out that a total of 60% of tourists, i.e. almost 2.5 million, used accommodation services in KMA in 2015, with 353 tourist accommodation establishments (i.e. 24.4% of all such facilities in Małopolska Province) conducting tourism activities in the same area the same year. In the structure of tourism accommodation facilities located within KMA, hotels predominate (almost 53%), against 34,600 collective accommodation facilities located in the territory of KMA in 2015. Analyzing the tourism sector, the following indicators are important: density of accommodation base expressed in the number of beds per 1km² and the number of beds per 1 tourism accommodation facility. For KMA, the accommodation base density rate was 8.5 in 2015 (higher than for Małopolska in general, where it was 6.0). On the other hand, the accommodation indicator per 1 tourism accommodation facility was 98.2 for KMA and it was higher than for Małopolska in general.

Analyzing protected areas located within the metropolitan area of Krakow, their total area was 101.100ha, which accounts for 12.6% of all protected areas in Małopolska. The largest percentage of protected areas in 2015 was observed in the following communes: Nowy Wiśnicz, Krzeszowice, Łapanów and Lubień. In addition, there were 1,062 natural monuments in KMA in 2015, which accounted for 50.1% of the total number of monuments in Małopolska. In turn, the area of national parks included in the metropolitan area of Krakow was 2,100ha in 2015, with landscape parks occupying 49,100ha the same year. Four communes - Wielka Wieś, Sułoszowa, Skała and Jerzmanowice-Przeginia - share the Ojcowski National Park, famous for the Castle in Pieskowa Skała and the Prądnik Valley, among other things. It is also worth noting that KMA contains a wealth of places and objects of cultural and historical significance, such as historical monuments, salt mines in Wieliczka and Bochnia, the Wawel Royal Castle, Krakow's Old Town and Kazimierz, as well as the architectural and landscape complex in Kalwaria Zebrzydowska. In addition, there are monuments entered into the registers of the Polish National Heritage Institute, including the Wawel Hill, Krakow's Old Town and a number of churches. Various cultural thematic trails run through Krakow Metropolitan Area, e.g. the salt trail with historic mines and facilities in Bochnia, Wieliczka and Niepołomice, the Trail of the Eagles' Nests, wooden architecture trail, the Małopolska Trail of Fortresses and Castles, etc.

Innovativeness and innovative tourism products

Innovative activities concern the economy as a whole, but they can also be analyzed in relation to the tourism sector alone. Focusing on tourism entities, it should be noted that they are innovative when the owner can effectively create or develop new products and effectively promote them (Krzyżanowska 2013, pp. 9-19). As pointed out by Krzyżanowska (2013), a rational owner should have the ability to continuously raise funds (e.g. EU subsidies) in order to develop and introduce new technologies and organizational methods necessary to implement ever-changing development goals.

The very term "innovation" (from the Latin *innovatis*) was originally introduced by Schumpeter, who referred it to five aspects: a) introduce a new product to the market, or give the existing product new innovative features to; b) introduce a new method (technology and technique) of production that has yet to be tried in a given sector of industry; c) establish a new market, i.e. one in which a given product has been previously absent, regardless of

⁵⁰ Act of 20 October 1994 on Special Economic Zones (Journal of Laws of 2007 No. 42, item 274 and of 2008 No. 118, item 746, as amended).

whether the market itself has been there before or not; d) acquire a new source of raw materials or semi-finished products; e) introduce a new structure of work organization (5) (Prahalad and Krishnan 2010). Schumpeter treated innovation as a technological, organizational and behavioral change. Drucker and Rogers, meanwhile, were in favor of a broad understanding of innovation, both as a process and as an effect. According to them, innovations permeate all spheres of activity, constituting a sort of idea, practice, mode of operation, way of running a business or a firm. These can be changes in the product design, marketing and promotion policy, price, customer service, or changes in organization and management methods (Krzyżanowska 2013). Innovations imply creating or developing something new, giving something new value, introducing a reform by the organization (Rogoziński 2004, Mizgajska 2002, Winnicka-Popczyk 2015) or applying new knowledge in technological and production processes (Quintane et al. 2011). Innovations are therefore an important impetus in the process of business development and may concern elements such as: company vision and mission, goals and strategy, physical features, product manufacturing or production method, marketing. Innovations arise from human knowledge and creativity, and their use depends on other people or use (Krzyżanowska and Sikorska-Wolak 2010, Tabor 2010). Innovation implies a certain change, although not every change deserves to be called innovation (Kopaliński 2006, p. 547). The literature distinguishes four types of innovation: product, process, marketing and organizational. According to the Oslo Manual (2015, pp. 52-56), product innovation is the introduction of a product or service that is new or improved in terms of its features or applications. This type of innovation includes significant improvements in terms of technical specifications, materials and components, embedded software, ease of use or other functional features. Process innovation, meanwhile, is an innovation within a given process and concerns mainly implementing a new or significantly improved production or delivery method. This category includes significant changes in technology, devices and/or software. The purpose of these innovations is to reduce the unit costs of production or delivery, improve the quality, manufacture (produce) or supply new or significantly improved products. The third type of innovation is marketing innovation, aimed at implementing a new marketing method that involves significant changes in the design/structure of the product or in the packaging, distribution, promotion or pricing strategy. Establishing new markets, better meeting the needs of customers or new positioning of the company's product on the market with a view to increasing sales are the main goals to be achieved by these innovations. Organizational innovation is another type of innovation pursued by economic operators. It involves the implementation of a new organizational method in the rules of operation adopted by the company in the organization of the workplace or in relations with the environment. These innovations are introduced to achieve better results by reducing administrative costs or transaction costs and increasing job satisfaction (and thus productivity).

According to Krzyżanowska (2013), the concept of innovation is very capacious. Innovation can be defined in both broad and narrow terms. An example of an innovation in broad terms is a new technological process or the creation of a new product or service. In the broad sense (Krzyżanowska 2013, p. 16), "an innovation is not only a new product or a technological process, but also e.g. the establishment of a new market". From the standpoint of the classification of innovations and the policy of their support, the definition of innovation presented by the OECD is of particular significance. The term "innovation" means the introduction to production and market of new production methods or significantly improved products (product innovations), the use of new production methods (process innovations), the implementation of innovative organizational solutions and the implementation of innovative marketing

activities, where these products and processes must be new, at least for the company that is introducing them [...]"⁵¹.

As mentioned earlier, the main division of innovation distinguishes product and process innovations, among the other two. Product innovations in tourism mainly relate to tourism products (Hjalager 2002). With respect to the tourism industry, Hjalager (2010) lists the following five types of innovation in tourism: product, classical process, information, management and institutional innovations.

The first type is product innovation, the task of which is to provide potential tourists with new or completely changed services/products, e.g. related to food, accommodation, transportation, etc. Process innovation is the implementation of activities, a new or improved technology, so as to improve the functioning of the entity that introduces it, e.g. a modern technology that saves electricity. Thanks to these innovations, process innovations in the area of information arise. They are used in the promotional activity of a tourism enterprise to improve the image, e.g. to build tourist packages, run a modern IT portal, etc. Czernek (2014) pointed out that management innovations focus on aspects of business or tourism management (including the city) related to communication with people. Roman (2013), Krzyżanowska (2013) emphasized the fact that product innovation cannot be considered only as an improvement of the product.

In their view, product innovation in tourism may consist in extending the product structure by a new tourism product, whose technical, technological or functional features differ significantly from the previous ones. Importantly, product innovation in tourism can be implemented when it was introduced to the market of tourism services offered to potential customers. In turn, process innovations relate to changes applied by a tourist entity in production methods and in the methods of reaching out to potential tourists, partners and recipients with a tourism product. Damanpour (1991) pointed out that product and process innovations can be divided into radical and incremental. The essence of the former lies in the fundamental changes in knowledge and existing practices, e.g. in a given area (including tourism). The latter, on the other hand, concerns changes accompanying specific actions that are undertaken (Camisón and Monfort-Mir 2012). According to Peters and Pikkemaat (2005), studies on innovation in tourism indicate that innovations tend to be incremental.

In creating or developing a tourism product⁵², according to Krzyżanowska (2013, pp. 13-14), the innovativeness of individual entities most often relies on: "knowledge, skills and material resources, professional occupation, business activity (e.g. agritourism farms that buy herbs and organize harvest and plant-identification trips), local traditions and customs (e.g. regional inns), real estate (e.g. fishing centers), ready-made designs of products inspired from other areas [...] ". Olearnik i Pasek (2014) note that several resources are most commonly used in creating an innovative tourism product. According to them, "the characteristic feature of the whole tourism service sector is the interpenetration of different types of innovations. This means that it is not always possible to assign a specific innovation to just one type [...]".

In Poland, an increasing number of tourism entities offers innovative products in cities, villages and rural areas that are part of metropolitan areas. There are many examples of this type of products. According to Kani and Bogusz (2016), innovative products are inns in which sausage or ham are smoked, or where *sauerkraut* is fermented. Krzyżanowska (2013)

⁵¹ Oslo Manual: *Pomiar działalności naukowej i technicznej. Zasady gromadzenia i interpretacji danych dotyczących innowacji*, Ministry of Science and Higher Education, Department of Strategy and Development of Science, Warsaw 2008, pp. 47-56.

⁵² A tourism product is "all that tourists buy separately (e.g. transportation, accommodation) or in the form of a set (package) of services, as well as the composition of what tourists do, and the qualities of equipment and services that tourists use" (Oleksiak 2007, p. 122).

notes that thanks to innovations, the subsectors like pottery, wickerwork, herbalism, wood carving, etc. have begun to develop.

Bogusz (2015) argues that tourism needs innovation like any other sector. According to Roman (2014), tourism is unfortunately plagued by problems related to the innovativeness of entities involved. This is due, among other factors, to low level of staff education, high employment fluctuation (resulting from the employment of seasonal workers), lack of professional development opportunities, extensive bureaucracy related to obtaining EU funds. According to Roman (2014), there is no simultaneous and binding innovation theory in tourism. This results in the fact that the concept of innovation in tourism activities is approached broadly by various authors. Roman (2013) stressed that there are not many discoveries in the field of innovation in tourism since innovation is the result of costly and systematic research that requires the cooperation of entire teams representing specialists from the tourism industry. Tourism innovation is often based on the principle of imitation, that is repetition of other people's actions (Roman 2014). Pałka (2010), as well as Sikorska-Wolak and Zawadka (2016), pointed out that despite these problems, the tourism service sector is constantly developing and opening up to new opportunities. The result of this is, among others: increasing the number of tourism jobs, introducing new unique tourism products, building a network of innovative solutions, etc. In the literature, many authors stress that innovation in tourism is the creation or development of a unique tourism product from scratch as well as a professional marketing environment for natural and cultural values existing in a given area. As noted by Roman (2013), to create an innovative product in tourism it is also necessary to involve many private and local-government entities.

Selected innovative tourism products located in Krakow Metropolitan Area

Metropolitan areas are not just large city centers, business and industrial areas, great communication arteries, cultural and commercial centers, but also rural areas, forests, areas with significant agricultural production or agri-food processing. Undoubtedly, metropolitan areas are places with a rich base of tourism products for residents to take advantage of. Tourism entities located within metropolitan areas present and offer unique and interesting tourism products to their residents. Gołembski (2009), Gaworecki (2007), Alejziak (1999) note that the changing needs of modern people in terms of participation in tourism and the use of products trigger a response from the market in the form of innovative solutions. As indicated by Bogusz (2015), Wojcieszak (2016), Zawadka (2015), Sieczko (2012), an innovation may be a tourism product such as a site (trail, area, object), an event (e.g. Christmas market, festival, culinary events), a service or a set of services (e.g. organized bike tour, questing).

A tourism product offered within the metropolitan area is an important element of the development of such area. It should therefore have several features, i.e. be unique, purposeful, diversified and of quality. There are many examples of innovative products on the KMA tourism market. This paper concerns only three selected tourism products. The common denominator of the presented products is their innovative nature. An initiative to create in Poland a Nationwide Network of Educational Homesteads (Polish: *Ogólnopolska Sieć Zagrod Edukacyjnych*) can be considered an innovative product located in the metropolitan area of Krakow. It involves product networking and in doing so it helps build a nationwide partnership in the rural tourism sector. As indicated by Bogusz and Kmita-Dziasek (2015, pp. 157-164), the idea of creating a Nationwide Network of Educational Homesteads guarantees professional promotion of agritourism farm offers, but also raising the qualifications and knowledge of service providers. The Nationwide Network of Educational Homesteads is a tourism product developed by diverse farms. In these educational farms, crop and animal production prevail among the directions of agricultural activity. Bogusz (2015) indicated that most educational homesteads are agritourism ones. She also emphasized that activities in the field of herbal medicine and horticulture are taken up by a total of approximately 25% of edu-

cational homesteads located within the area of KMA (Table 1). The combination of educational service with the values of agriculture and rural life implemented as part of educational homesteads provides residents of the metropolitan area with the opportunity to learn about the life in the countryside.

Table 1. Innovative products located in Educational Homesteads within Krakow Metropolitan Area

Educational homestead	Education in the area of:				
	crop production	animal production	processing of agricultural products	ecological and consumer awareness	the heritage of rural material culture, traditional occupations, crafts and folk art
Stadnina Koni Huculskich Gospodarstwo Agroturystyczne	YES	YES	YES	YES	YES
	Educational programs implemented:				
	1. Chleba naszego, powszedniego racz nam dać Panie. 2. Nie od razu Kraków zbudowano. 3. Najbliższa ciątu koszula. 4. Dla Hucuła nie ma życia, jak na Połoninie. 5. Dary pól, lasów i łąk na ludowym stole. 6. Bądź kowalem swego losu.				
Zaczarowane Wzgórze	YES	YES	YES	YES	YES
	Educational programs implemented:				
	1. Opowieści polnej myszy, czyli dzień na zielonej łące. 2. Dzyń, dzyń, dzyń idą święta. 3. Rodzinna niedziela.				
Zwierzyniec Kopytkowo	YES	YES	NO	NO	YES
	Educational programs implemented:				
	1. Osładzaj sobie życie miodem. 2. Z życia zwierząt.				
Szczęśliwa Trzynastka	NO	NO	YES	NO	YES
	Educational programs implemented:				
	1. Dawne czasy.				
We Młynie	TAK	TAK	TAK	NIE	NIE
	Educational programs implemented:				
	1. Miodowy dzień. 2. Rok w winnicy.				
Ekocentrum ICPPC	YES	YES	YES	YES	YES
	Educational programs implemented:				
	1. Zwiedzanie EKOCENTRUM ICPPC 2. Energia ze słońca –co to jest i jak ją wykorzystywać? 3. W krainie warzyw i owoców: wykłady i warsztaty. 4. Budowanie z gliny i słomy: wykłady i warsztaty. 5. O ziołach dla zdrowia i urody. 6. Warsztaty o ptakach; Malowanie drewnianych ptaszków. 7. Warsztaty o pszczołach; Świecek z pszczelego wosku. 8. Sieję-Się-Je: Nasiona w naturze i jedzeniu. 9. Po nitce do kłębka: warsztaty o owcach i alpakach. 10. Chodzący po skarbach: co żyje w glebie? 11. Tradycyjne przetwory na każdą porę roku –wykłady i warsztaty. 12. Ozdoby z masy ceramicznej, nasion i ziół.				
Ranczo Artemidy	YES	YES	YES	YES	YES
	Educational programs implemented:				
	1. Jura –mała ojczyzna. 2. Tajemnice lasu. 3. Na granicy trzech zaborów. Szlakiem powstań i ważnych wydarzeń historycznych. 4. W poszukiwaniu zaginionego skarbu –gra terenowa.				

Source: Own study based on: <http://www.zagroda-edukacyjna.pl/>, (retrieved 12.12.2016).

Another tourism product concerns thematic villages and tourism packages for existing natural or cultural values (e.g. organization of tourism services and infrastructure around cultural facilities). One of the ways to introduce the idea of bringing the countryside closer to the residents of a metropolis is through thematic villages, a proposal particularly well-received in Białystok Metropolitan Area. Czapiewska (2012) pointed out that the concept of thematic villages is an innovative idea because its premise is to come up with something that provides an interesting experience and an education at the same time. Thematic villages can be targeted to families with small children and young people, given that a visit can often last up to several hours. In KMA, work is currently underway to launch projects such as local action groups. However, it is worth noting that such villages already function in Małopolska Province, as exemplified by the local action group "Nad Białą Przemszą" pursuing a project entitled "Pustynia Błędowska" [Błędów Desert]. Questing trails are another interesting innovative product located within KMA. Pietrzak-Zawadka and Zawadka (2015) note that questing is a new, innovative product whose assumptions are based on local cultural heritage. They noticed that tourists (including residents of metropolitan areas themselves) are increasingly seeking more unconventional and more active forms of tourism. According to them, "the questing method consists in creating unmarked trails that can be wandered, guided by the information contained in clues in verse form. The subsequent trail stages are discovered by finding answers to questions or puzzles and finding the corresponding place in the field. The final episode of the quest usually includes a box with a reward - most often a stamp that confirms the completion of the whole trail". Within KMA, the following questing trails can be distinguished: *Szlakiem Radwanitów* (Brzeźnica), *W Anielskim Miasteczku* (Lanckorona), *Spacer po Krakowie śladami spółdzielczości*, *Krakowskie getto we wspomnieniach Aleksandra Bibersteina*, *Krakowskie getto we wspomnieniach Tadeusza Pankiewicza*. Questing is an innovative product that is becoming increasingly popular in Poland. It is addressed to families with children, active tourists, but also to the very residents of the area. Questing trails are also used by tourists who want to better explore the most interesting monuments or legends of a given region. It is a product that is bound to prove an interesting form of active leisure for the residents of the metropolitan area of Krakow.

Conclusions

This article presents different approaches to the definition of innovation and an innovative tourism product. The metropolitan area of Krakow (KMA) was characterized in the process. Based on the literature review, it can be concluded that an innovative tourism product is often a complex phenomenon and a process that requires further interdisciplinary research. In addition, it should be noted that innovation in tourism does not come down solely to introducing changes to the already available tourism products, but it is also about creating new products and improving the existing solutions. Innovative tourism products can become an important tool in the promotion of a metropolitan area. The examples of tourism products indicated in this paper (i.e. questing trails and network of educational homesteads) prove that there are many interesting products within the metropolitan area of Krakow that can be considered innovative.

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