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THE BATTLE OF ŁÓDŹ 1914: A CHANCE TO DEVELOP MILITARY HERITAGE TOURISM IN THE METROPOLITAN TOURISM REGION OF ŁÓDŹ¹

Abstract: Wars were and still are an intrinsic element in the history of mankind. They bring glory to the victorious, the bitterness of failure to the defeated, and always destruction and suffering to ordinary people, but at the same time they have had a great impact or even shaped the culture of societies. In many places all over the world, as well as in Poland, relics from wars, battlefields, fortifications and weapons are unique and an extraordinary attraction that might bring in tourists. This type of tourism is known as military heritage tourism. In Łódź and its vicinity there are many military sites that might potentially become an attraction. They are mostly related to the great but forgotten Battle of Łódź that took place during the Great War. However, are they attractive enough to create a tourism product?

Keywords: military heritage tourism, battlefield tourism, Great War, Battle of Łódź, tourism product, metropolitan region.

1. RESEARCH PROBLEM

By the turn of the 21st c. a systematic change in tourism had begun. Instead of just recovering physically, people started to look for opportunities to broaden their knowledge, for rich and unusual experiences that would allow them to relax after the problems of everyday life. The tendency to abandon traditional forms of tourism such as 3xS (Sun, Sea, Sand) for a 'new' tourism based on the formula of 3xE (Entertainment, Excitement, Education) became a reality. One type of tourism that perfectly fits this approach is so-called **heritage tourism**², considered one of the fastest growing segments of world tourism with an estimated 37% coverage of the market according to UN WTO (GAWORECKI 2010). One unusual type of heritage tourism, increasing in popularity, is military tourism. Interest is focused mainly on different kinds of military sites connected with war, martyrology, military history, famous generals etc. These kinds of sites are spread all around Poland – a country with an extremely turbulent history. Many examples can be found in *Łódzkie Województwo* including relics from the Great War period, especially from the forgotten Operation Łódź that took place in 1914. The great opportunity to remember these past events is the centenary of the beginning of World War 1 that will be commemorated in 2014. As a consequence of this the

author has come up with the idea that it would be good to explore the potential of Operation Łódź and to explore opportunities to develop the tourism industry in the region.

2. DEFINITIONS OF MILITARY HERITAGE TOURISM AND BATTLEFIELD TOURISM

To fully understand the phenomenon of military heritage tourism (JĘDRYSIAK & MIKOS VON ROHRSCHEIDT 2011) or according to other authors, 'historical-military' tourism (KOWALCZYK 2008), it is necessary to explain heritage tourism itself. Formerly it was regarded mainly as travel motivated by a willingness to take part in so-called high culture, understood as visiting art galleries, museums, going to concerts etc (MIKOS VON ROHRSCHEIDT 2008b). Nowadays, tourism specialists understand it in much broader way and define it as '*activities of a tourist based on authentic interest in cultural heritage (monuments, local folklore, historical sites etc.) and their active participation in cultural life as broadly understood*' (KOWALCZYK 2008).

Military sites, warfare events and the places where they have occurred are part of 'culture as broadly

understood', despite the fact that they are mostly identified with tragedy, death and destruction. However it is wars that have shaped to a large extent the history of mankind, contributed to the progress of civilization, and paradoxically influenced the development of culture and art. From this point of view military tourism might be considered as a type of heritage tourism. MIKOS VON ROHRSCHEIDT (2008a) defines it as: '*... tourism trips for which the main reason to travel is to get personal experience or education, and in which the main point of the programme, the most important and decisive factor, is visiting sites connected with defence or the history of war, military forces, equipment, leaders or soldiers.*' (MIKOS VON ROHRSCHEIDT 2008a).

Other authors, for example, KOWALCZYK (2010) use the concept of 'historical-military' tourism, which indicates the dual aspect of a tourist's interest.

The subject of tourists' interest could be either historical-military sites or particular parts, places where famous war leaders stayed, collections of weapons or even works of art on battle themes. LAWIN & STASIAK (2009) among other military attractions give examples of different types of defensive structures, monuments commemorating historical events, places connected with war leaders, cemeteries and graves of soldiers, military events (such as the celebrations of *jednostki wojskowe*, demonstrations of military equipment, military enthusiast conventions, battle re-enactments etc.) and also the battlefields themselves.

The specific type of historical-military tourism connected with the last is so-called **battlefield tourism**. This is nothing new, however only recently have they drawn the attention of researchers. The main reason for taking part in this particular type of tourism is a willingness to visit the site where the famous battle took place. This could originate from a variety of touristic needs KOWALCZYK (2009): cognition (interests), cognitive-recreational (hobbies), political-ideological (patriotism), sentiment (memories, visiting the graves of relatives) or adventure (adventure tourism, extreme tourism etc.).

3. HISTORICAL BACKGROUND TO THE BATTLE OF ŁÓDŹ

The Battle of Łódź was a part of the bigger Operation Łódź which is considered as one of the greatest manoeuvre operations of the Great War. The aim of the operation was to anticipate the planned Russian offensive and was known as 'steamroller'. The operation began on November 11th 1914 with a series of spectacular victories by the German army, as soon as 17th November they had captured Zgierz and directly threatened Łódź, an important stage in a further

offensive towards Warsaw (MARCINIAK & LEWIAK 2010).

The beginning of the Battle of Łódź is considered to be 18th November, when the German forces began the manoeuvre to encircle Łódź. The German attack was broken on 22nd November in a vicious battle in the vicinity of Rzgów. The German forces, threatened with encirclement by the Russians, were forced to retreat. Some of the events made history. For example the attitude of the soldiers from General Schaffer's regiment who escaped from the enemy thanks to the tactical genius of their leader, as well as General Litzmann's capture of Brzeziny for which he was called 'The Lion of Brzeziny', thus during the Nazi occupation of Łódź during World War II the city was called Litzmannstadt. Until the end of the Battle for Łódź there were many clashes, however none of them gave a result for either side. In this situation, on 29th November, the Russian leaders made a decision to abandon the city and retreat to the line of the Pilica and Rawka Rivers. As a result, as early as 6th December the German army entered the city and thus began a four-year occupation (DASZYŃSKA 2011, MARCINIAK & LEWIAK 2010).

During the battle the Russian forces had used armoured cars and an armoured train for the first time. In addition to this, the entire Operation Łódź that lasted until May 1915 made history as the place where battle gas was first used by the German troops, near Bolimów, and thus influenced the invention of the gas mask (DASZYŃSKA 2011).

The result of the battle is very hard to unambiguously estimate, because it has to be analysed in many different dimensions. On the one hand, the emperor's army had managed to block the planned Russian invasion, but on the other the aim of the attack was to capture Warsaw which was not achieved as a direct result of the battle. Considering the results more broadly the Operation forced the Germans to deploy a part of their forces from the western front in order to reinforce the armies fighting near Łódź, resulting in a weakening of their forces in the west of Europe, thus influencing the future of the war. However both sides experienced great losses. The czar's army lost about 110 000 (an estimated 30% of their original forces) and the Germans lost about 90 000 (about 36% of theirs) about 200 000 killed during only 26 days of battle (MARCINIAK & LEWIAK 2010).

The battles from November 1914 had a great impact on the future of Łódź. Because of the destruction, depopulation and the loss of the Russian market, the textile industry in Łódź was in crisis and not able to regain its former prosperity. It ended the legend of Łódź as a 'Promised Land'. As a result of the Battle of Łódź the city was captured by the Germans and was occupied until the end of war in 1918 (KOWALCZYŃSKI

2010). This tough period limited its former flourishing development, caused a decrease in population by almost one third and also caused irreversible changes in its ethnic structure (JANCZAK 1997).

4. INVENTORY AND EVALUATION OF THE ATTRACTIVENESS OF SITES RELATED TO THE BATTLE OF ŁÓDŹ

Because Operation Łódź was a massive campaign that took place over a considerable part of today's Łódzkie Województwo (and also further afield) it left many relics and places that recall those times. Throughout the whole województwo there are war cemeteries (about 170) and in the forest it is easy to find remnants of old trenches (*Operacja Łódzka 1914-1915...*, 2009). However the battles related directly to the capture of Łódź were concentrated on a much smaller area closer to the city.

Because of this the author decided to limit his research area to the **metropolitan tourism region of Łódź** (MTRL) as proposed by LISZEWSKI (2005a). This parallels a new concept of tourism regionalisation in Poland, which defines a **tourism region** as '...a part of geographical space where tourism is concentrated' (LISZEWSKI 2010). Such a definition allows tourism regions based on **tourism space** as the primary function to be identified from spatial, economic and social aspects³ (LISZEWSKI 2010). One type of tourism region listed is a **metropolitan tourism region** defined as a '... part of geographical space that is used by a city with metropolitan functions and its wider metropolitan area, in which tourism is concentrated (...) featuring a clear division based on the direction of tourist flows, as well as primary intentions.' (LISZEWSKI 2005b).

It is a multifunctional region that is focused on cognition, culture, business, and leisure, on which tourism is found throughout the year and the dominant types of tourism space are those of penetration and colonisation (LISZEWSKI 2010).

The metropolitan tourism region of Łódź delimited by Liszewski covers the contemporary *powiats* of Łódź, Brzeziny, Łódź-East, Pabianice and the *gminas* of Buczek, Lask and Wodzierady in the *powiat* of Lask; the *gmina* of Domaniewice in the *powiat* of Lowicz; Czarnocin and Moszczenica *gminas* in the *powiat* of Piotrków; Dalików and Zadzim *gminas* in the *powiat* of Poddębice; and also the *gmina* of Szadek in the *powiat* of Zdunska Wola. This region covers 3676 km², 20.2% of the area of Łódzkie Województwo (1.2% of the area of Poland), and has almost 1.2 million inhabitants, almost half of the all citizens of the województwo (*Powierzchnia i ludność woj. łódzkiego w 2009 r.*, 2010). The location of the metropolitan tourism region of Łódź is presented on the map (Fig. 1).

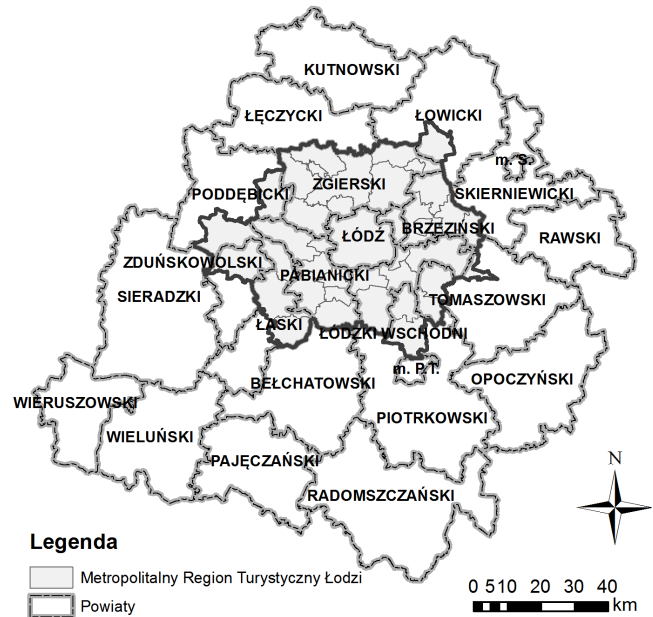


Fig. 1. The metropolitan tourism region of Łódź in Łódzkie Województwo

Source: author - based on LISZEWSKI (2010)

Many sites and places related directly or indirectly with the events of the Battle of Łódź are located in the research area. Cemeteries and graves are the most common, but there are also remnants of trenches, fortifications, gunnery points and other individual sites.

4.1. CEMETERIES

Based on library and archive research and interviews with experts and local inhabitants, it is estimated that there are 60 cemeteries and burial places of soldiers from the Great War in the research area, 34% of the total number of sites of this type in Łódzkie Województwo. A field inventory of sites was conducted resulting in locating, photographing and describing 52 of the cemeteries (87% of the total located in the research area), two more were described according to interviews with local inhabitants, while information about the last six was not available. The location of cemeteries based on administrative divisions is presented on the map (Fig. 2). It is easy to observe that the sites create a clear circle around Łódź. A strong concentration is visible to the north and north-east of the city in Lagiewniki and Nowosolna, and also to the south-west from Pabianice to Konstantynów Łódzki. In Łódź itself there are only three sites, two of which are located in the city as a result of the addition of neighbouring *gminas* along with development of the metropolis itself. Such a location reflects the course of the battle, because it occurred outside the city's borders.

T a b l e 1. List of inventoried burial places from World War I within MTRL

No.	Location	Type	Area [m ²]	No. of buried soldiers	No. of graves	Central object	Inscriptions	Fencing/wall	Information board	Signs	Overall rating	Valorization	Accessibility	Attractiveness	Rank
[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]	[11]	[12]	[13]	[14]	[15]	[16]
1	Aleksandrów Łódzki	evangelical	53	38	9	+	+	-	-	-	10	23	15	38	II
2	Baby	war cemetery	530	83	47	+	+	+	-	-	7	32	25	57	II
3	Bechcice Kolonia	war cemetery	2,929	320	111	+	+	+	+	-	5	41	8	49	I
4	Będków	roman catholic	32	N/A	5	-	+	-	-	-	2	8	15	23	III
5	Borowa	evangelical	3,723	N/A	11	+	+	-	-	-	2	21	13	34	II
6	Brzeziny	evangelical	161	N/A	42	-	+	+	-	-	5	19	20	39	II
7	Buczek	roman catholic	10	4	4	+	+	-	+	-	2	16	21	37	III
8	Chechło II	evangelical	444	5	5	+	+	+	-	-	2	20	20	40	II
9	Dobroń	roman catholic	3	1	1	-	+	-	-	-	7	13	13	26	III
10	Dzierżążna	war cemetery	868	130	14	-	+	+	-	-	2	23	16	39	II
11	Felicjanów	evangelical	1,197	4	2	-	+	-	-	-	0	13	12	25	III
12	Florentynów	evangelical	149	N/A	40	+	-	-	-	-	0	14	17	31	III
13	Gadka Stara	war cemetery	48,617	2,000	200	+	+	+	+	-	10	51	21	72	I
14	Gańków Mały	war cemetery	5,310	500	4	+	+	+	+	+	10	42	7	49	I
15	Gieczno	roman catholic	4	1	1	-	+	-	+	-	7	16	12	28	III
16	Grzmiąca	roman catholic	2	3	1	-	+	-	-	-	2	8	8	16	III
17	Jeźów	evangelical	661	N/A	120	+	+	+	-	-	2	25	13	38	II
18	Józefów	war cemetery	6,741	N/A	6	+	+	+	-	-	2	26	14	40	II
19	Kaletnik	grave	152	N/A	2	+	-	-	+	-	10	27	17	44	II
20	Kalino	war cemetery	457	41	0	+	-	-	-	-	0	16	11	27	III
21	Konstantynów Łódzki	roman catholic	7	2	2	-	+	-	-	-	2	8	22	30	III
22	Leźnica Wielka	roman catholic	3	N/A	1	-	-	-	+	-	5	11	19	30	III
23	Łask	roman catholic	5	N/A	1	-	+	-	+	-	7	15	16	31	III
24	Łaznów	roman catholic	14	N/A	5	-	+	-	-	-	0	6	16	22	III
25	Łódź-Dolny	orthodox	1,134	1,151	56	+	+	-	+	+	2	30	13	43	II
26	Łódź-Mileszki	roman catholic	1	35	1	-	-	-	-	-	0	5	12	17	III
27	Łódź-Rogi	grave	13	5	1	+	+	+	-	-	5	22	10	32	II
28	Matczew	grave	99	N/A	1	+	-	-	+	-	0	14	13	27	III
29	Ozorków	evangelical	144	36	25	-	+	-	-	-	5	18	17	35	III
30	Pabianice	roman catholic	1	48	1	-	+	-	-	-	5	12	12	24	III

[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]	[11]	[12]	[13]	[14]	[15]	[16]
31	Pawlikowice	war cemetery	3,492	500	120	+	+	+	+	-	7	43	9	52	I
32	Poczwardówka	war cemetery	7,377	N/A	220	+	+	+	+	-	7	42	13	55	I
33	Pustulka	war cemetery	36,019	N/A	300	+	+	+	+	-	10	48	14	62	I
34	Rosanów	evangelical	12	2	2	-	-	-	-	-	0	5	12	17	III
35	Rydzyny	evangelical	10	4	2	-	+	-	-	-	0	6	12	18	III
36	Stroć	roman catholic	39	400	1	-	+	-	+	-	7	19	18	37	II
37	Stryków	roman catholic	199	279	0	+	-	+	+	-	10	29	16	45	II
38	Swędów	roman catholic	158	60	11	-	+	-	-	-	2	15	12	27	III
39	Szadek	evangelical	26	N/A	11	+	+	+	+	-	2	21	18	39	II
40	Szadek Osiny	grave	697	37	0	+	+	-	-	-	7	23	6	29	II
41	Szadkowice	war cemetery	1,227	N/A	54	+	+	+	-	-	5	33	17	50	II
42	Szczawin	roman catholic	40	150	16	-	+	-	+	-	5	19	12	31	II
43	Ulejów	war cemetery	1,525	360	158	+	+	+	+	-	7	43	24	67	I
44	Wiączyń Dolny	war cemetery	9,705	1,977	200	+	+	+	+	-	10	43	11	54	I
45	Wodzierady	war cemetery	386	b.d.	15	+	-	+	-	-	2	20	15	35	III
46	Wymysłów Francuski	war cemetery	5,658	725	200	+	+	+	+	-	10	48	5	53	I
47	Wysieradz	evangelical	6	N/A	2	-	+	+	-	-	0	8	5	13	III
48	Zalew	grave	1,799	N/A	0	+	-	-	-	-	2	17	13	30	III
49	Zgierz	evangelical	57	100	13	+	+	-	+	-	7	25	18	43	II
50	Zgierz	roman catholic	68	27	23	-	+	-	-	-	5	15	13	28	I
51	Zgierz-Krogulec	war cemetery	4,609	319	25	+	+	+	+	-	10	42	11	53	III
52	Żabiczki	war cemetery	104	874	107	+	+	+	+	+	7	44	12	56	I

Explanations: N/A - not available; (+) - exists; (-) - does not exist.

Source: author - based on field inventory.

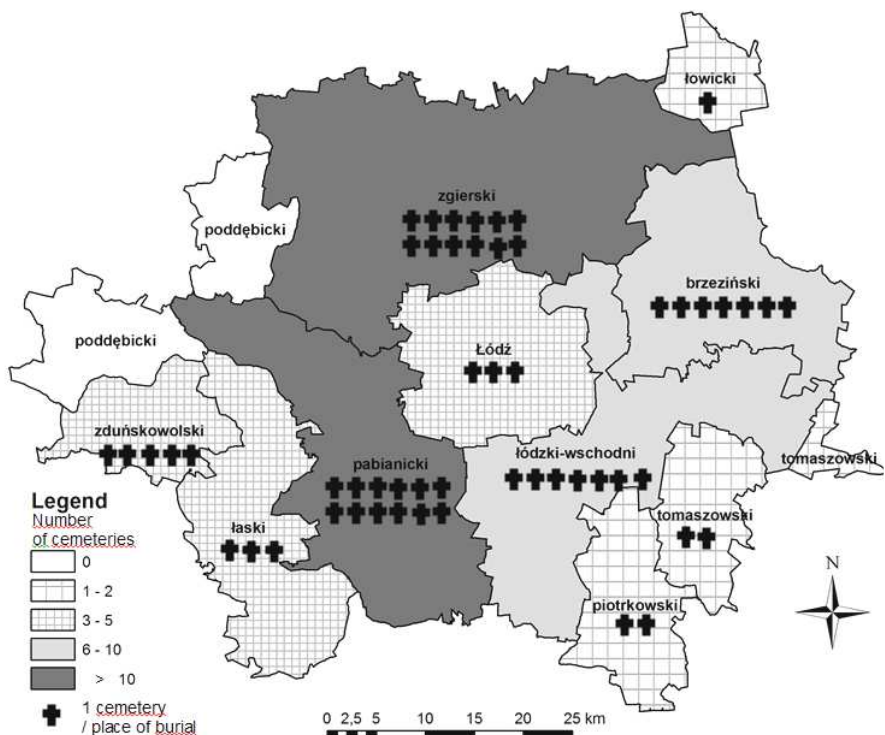


Fig. 2. Number of cemeteries in the MTRL according to *powiat*
Source: author

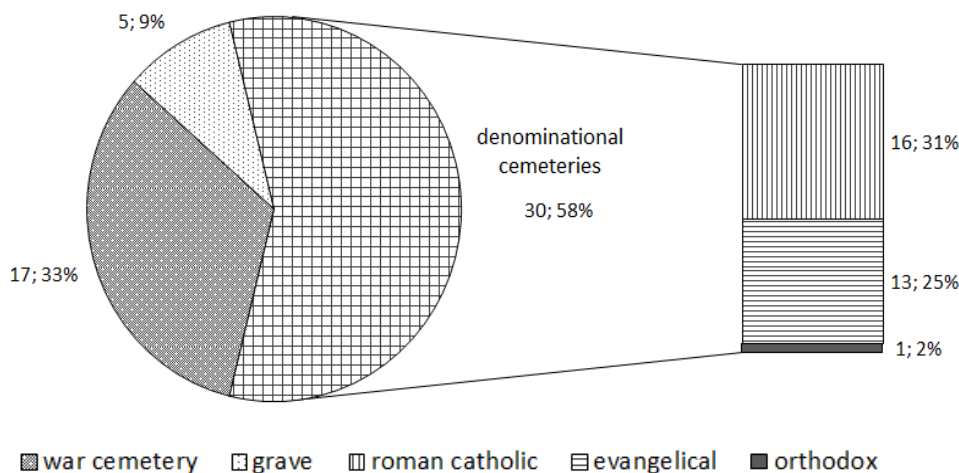


Fig. 1. Type of burial places of soldiers fallen during the Great War within the MTRL
Source: author

Among the inventoried sites 17 war cemeteries (33% of the total), five individual graves (9%) and 30 war sections in religious and municipal cemeteries can be identified. The majority can be found in Catholic cemeteries (16-31%), 13 in Evangelical and only one in Orthodox. Those proportions are presented in the figure (Fig. 3).

As a result of research it was calculated that the mean area of a burial place for soldiers from the Great War is about 2800 m². This figure varies a lot according to the type of site. There is a clear dominance of cemeteries whose average size is estimated at about

0.8 ha. The biggest necropolis is the war cemetery in Gadka Stara which covers about 5 ha. The smallest is a symbolic grave in a catholic cemetery in Łódź-Mileszki, about 1 m²

As there were many mass burials it is hard to precisely estimate the number of buried soldiers. Such information, mostly approximate, is available for only 34 sites (65%). The mean is approximately 301 but there are great differences amongst different types of sites (war cemeteries – 652, Catholic cemeteries – 84, Evangelical – 22, mass graves – 21 and on the one Orthodox cemetery as many as 1151). The final resting

Table 1. List of features, variants and scoring used to valorise the cemeteries

Feature	Type	Score	Feature	Type	Score
Type	war cemetery	5	Central feature	Yes	5
	mass grave	3		No	0
	religious	1	Inscriptions	Yes	2
Area in m ²	0-10	0		No	0
	11-100	1	Railings	Yes	3
	101-1000	4		No	0
	1001-10 000	7	Information board	Yes	3
	> 10 000	10		No	0
Number of buried soldiers	no data	0	Signs	Yes	2
	1-10	1		No	0
	11-100	2	General impression	V. good	10
	101-500	3		Good	7
	> 500	5		Average	5
Number of tombstones	no data	0		Bad	2
	0-10	2		V. bad	0
	11-50	4			
	51-100	6			
	101-200	8			
	> 200	10			

Source: author.

places for the greatest number of soldiers are the cemeteries in Gadka Stara and Wiaczyn Dolny estimated at about 2000. The smallest are the single graves in Dobroń and Gieczno.

An important feature in evaluating the attractiveness of a cemetery is the number and condition of the different types of crosses, tombstones, plaques, columns and so on that make up its architectural entirety. Amongst them permanent railings, central features, avenues and plantings can be distinguished (TANAŚ 2004). Unfortunately many years of oblivion have led to their irreversible destruction. Luckily in recent years some of the cemeteries have been partly cleaned and restored and they remain the most visible relics from the times of Operation Łódź. There are about 100 sites. They are mostly concrete or terrazzo boards with inscriptions and standing crosses. Sometimes there are also bigger columns, wooden crosses and stone obelisks. The sites that have a positive impact on the attractiveness of the cemetery are the central sites. They are located in 31 of the inventorised necropolises, mostly in the form of large crosses, obelisks and stones.

The table (Table 1) presents detailed data about the inventoried sites. Based on this an assessment of the **tourism attractiveness**⁴ of the cemeteries was estimated in two stages. In the first the sites were valorised based on the features presented in the table (Table 2).

In the second stage the accessibility of particular sites was assessed and expressed in a linear distance to the nearest local, regional or national road and to the nearest buildings. Each distance was assigned with the scored value. After that the total of tourism attractiveness value and the distant value were summed up and divided by the greatest value possible to get. As a result an attractiveness factor (A) was obtained.

$$A = \frac{\sum V + \sum D}{P}$$

where:

A – tourism attractiveness factor,

V – tourism value assessment score,

D – communication availability score,

P – maximum score available – 50.

Tourism attractiveness values for particular cemeteries are presented on Fig. 4. Attractiveness ranks were based on it. The cut-off point between ranks II and III was the mean – 0.47. Sites with a lower value were classified as rank III (28 sites), those with a higher to rank II (11 sites). The most attractive ones were distinguished based on the inflection of the valorization curve criterion (SZKUP 1994). The greatest such inflection is observed above 0.6 so the cemeteries with the higher figure are classified as rank I (13 sites). The location of burial place attractiveness ranks are presented on the map (Fig. 5).

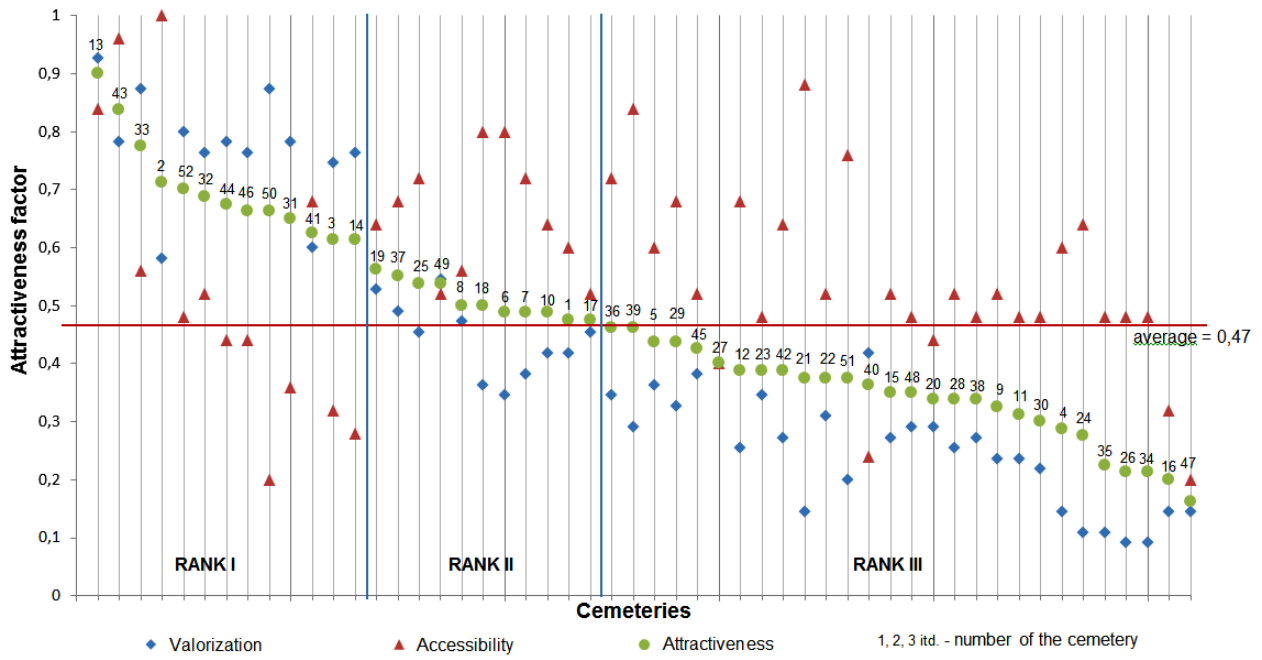


Fig. 2. Distribution of the tourism attractiveness factor for Great War cemeteries in the MTRL (site numbers correspond to Table 1)
Source: author

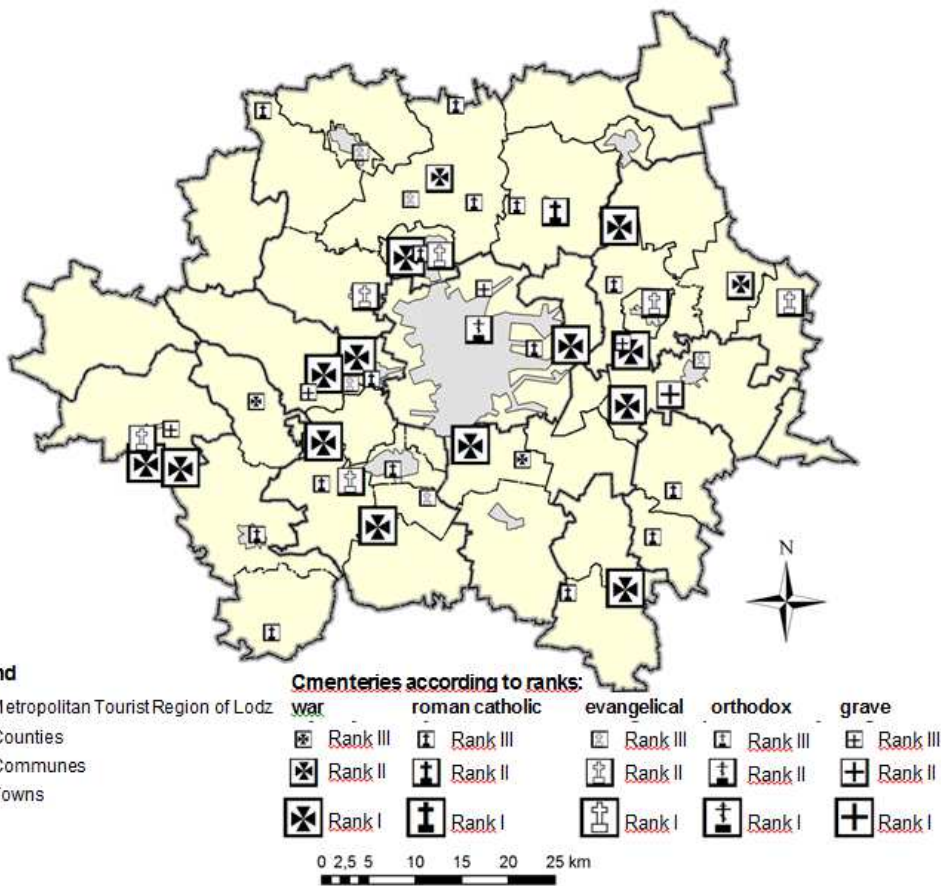


Fig. 3. Evaluation of the attractiveness of cemeteries from the Great War in the MTRL
Source: author

4.3. OTHER SITES

Other sites located in the MTRL area which are directly or indirectly related to Battle of Łódź (or memorialize it) are extremely diversified and cannot be classified into particular categories. Examples might include:

- a) **Museum of the narrow-gauge railway Rogów - Rawa - Biała Rawska**, in Rogów: it was built in 1915 by the German army as a field railway that would supply the front divisions. Nowadays the collection comprises 129 narrowgauge locomotives and wagons from all over the country and is one of the biggest collections of this type in Poland and in Europe. Visitors, in addition to seeing the exhibition have also the opportunity to ride on the historic train (*kolejrogowska.pl*).
- b) **Museum of Leokadia Marciniak in Gałków Duży**: collects ethnographic, historical and archival miscellany related to Gałków and its vicinity. A separate group of exhibits include memorabilia and documents from the Great War. Amongst them not only documents, maps and photographs but also elements of soldiers' uniforms, equipment and weapons, bullets, shell-cases and shrapnel, as well as soldiers' personal possessions can be found (*www.galkowek.pl*).
- c) **Churches in Gałków Duży, Konstantynów Łódzki and Kurowice**, which were alleged to have played some part during the battle as observation or resistance points, or simply were damaged as a result of the battle. As a reminder of these events there are the shell-cases of bullets from the facades of the buildings (JAGIEŁŁO, KRAKOWIAK & WŁODARCZYK 2008).
- d) **The railway station in Gałków**: the station building featured on many archival photographs was very badly damaged during the battles of 1914. Its appearance today after recent renovation reflects the Great War period.

In Łódź itself there are many sites whose history is related to the Great War. Good examples are the 'Grand' Hotel which hosted the headquarters of the Russian 2nd Army, the 'Savoy' Hotel, an observation point, the former Łódź Commodity Exchange on Wólczańska Street which was later used as the headquarters of the *Milicja Obywatelska* (Citizen's Militia), the hospital in Kochanówek which was used as a field hospital, Biedermann Palace home to *Komitet Obywatelski* ('Citizenship Committee'), the former Łódź Fabryczna railway station used as a place of transportation, deliveries of supplies and the evacuation of the Russian administration and citizens, Rudzka Hill a good observation point for the first German squads in order to inspect the neighbourhood and many more (KOWALCZYŃSKI 2010).

5. SUMMARY

Sites related to the Great War and especially the Battle of Łódź are richly represented over almost the whole area of the metropolitan tourism region of Łódź. They are concentrated mostly in the line Stryków - Brzeziny - Koluszki to the east and north-east of Łódź, and also in the vicinity of Pabianice and Konstantynów Łódzki. Smaller clusters are noted in the neighbourhood of Rogów to the east and Szadek to the west. In Łódź itself it is possible to find traces of those events, especially after probing the history of different sites in the city, curious even for citizens of the city. Chances to use this potential to develop tourism in the MTRL are presented in the SWOT analysis (Table 3).

Table 2. SWOT analysis for the development of military heritage tourism based on the potential of the Battle of Łódź

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> - the great number of sites throughout the research area - areas of concentration near Stryków - Brzeziny - Koluszki and Pabianice - Konstantynów - exceptional events crucial for the continuation of the Great War could be a basis for developing new products - museum of the narrow-gauge railway in Rogów - strong relations with the history of Łódź 	<ul style="list-style-type: none"> - small diversity of sites (the majority are cemeteries) - the bad condition of the majority of sites (only 13 were classified as attractive) - poor remains of entrenchments that are not clearly visible in the landscape - the considerable scatter of the sites - absence of outstanding sites that could be a central point for a future product
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> - unknown but interesting history worth introducing to wider society - growing interest in the Great War especially related to the upcoming 100th anniversary of its outbreak in 2014 - the international and multicultural dimensions of those events - creation of re-enactments and exploration groups interested in the topic - work on delineating of the Great War Eastern Front National Driving Trail whose main coordinator is the local authorities in Łódź 	<ul style="list-style-type: none"> - low awareness of the citizens of Łódź and potential tourists, related to a lack of knowledge of the history of the Battle - more attractive sites in other <i>województwos</i> (Modlin Fortress, Osowiec Fortress, well preserved cemeteries in Małopolska and Podkarpackie <i>województwos</i>) - economic crisis - no funds for prospective initiatives - lack of consistent and coordinated action between institutions - little time to prepare for the commemoration of the 100th anniversary of the outbreak of the Great War

Source: author.

The tragedy of these historical events is even sharpened by its oblivion. The Great War was, and still is, treated as a fight between foreign powers. It is often forgotten that Polish people were in both annexationist armies and were fighting against one another on both sides of the conflict. Unfortunately this tragedy was eclipsed by World War II. According to the author it is absolutely essential to improve the awareness of both the citizens of Łódź and visitors to the region related to the events of the Great War. It is possible to do this by organising historic stagings and re-enactments with the help of enthusiast associations. A good example is the re-enactment of the Battle of Bolimów which increases in popularity and interest each year. Because of the considerable scatter of the sites it would be a good idea to create a theme trail. Such activity has been already undertaken by the local authorities in Łódź which, together with eight other *województwos*, plans a Great War Eastern Front National Driving Trail. However it is crucial for such a trail to become an attraction for the potential tourist if it consists only of the most important and best preserved sites. Of course it could be complemented over time.

Obviously the most interesting solution could be the design of a new, themed, complex and consistent project, based on the heritage of the Battle of Łódź, but presented in a modern and attractive way with the support of interactive media. Unfortunately such a project would involve large costs and therefore would carry a great risk.

FOOTNOTES

¹ The article is based on the fragments of the master thesis "The battle of Lodz in 1914-1915. An analysis of its potential and the usability in creating the tourist project of the region of Lodz" written under the supervision of Prof. B. Włodarczyk and defended in the Institute of Urban Geography and Tourism Studies of University of Lodz (BOŃCZAK 2011).

² According to the definition proposed by UN WTO the heritage tourism, known in Poland as a cultural tourism (KOWALCZYK 2008) is understood as „...an immersion in the natural history, human heritage, arts, philosophy and institutions of another region or country.” <UN WTO after DALLEN & STEPHEN 2003>).

³ „Tourism space is such part of the geographical space in which tourism exists. The imperative and sufficient conditions to classify the part of the geographical space as a tourism space is tourism, whatever its size and character. An additional condition that allows tourist space to be delimited is the existence of the tourist infrastructure whose size and character describe the type of the tourism space” (WŁODARCZYK 2009).

⁴ **Tourism attractiveness** is acknowledged as a „quality (...) that results from the group of the natura or other features that raise the interest and attract the tourists. This concept includes the elements that are the basis of the development of any tourist activity and satisfies the tourists' needs, such as tourist values, tourist infrastructure and the communicational availability.” (KUREK 2007).

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