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WHAT EXPERIENCES DO TOURISTS SEEK IN NATIONAL PARKS? ANALYSIS OF TRIPADVISOR REVIEWS

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ABSTRACT: The article aims to analyse and compare experiences gained by tourists visiting three national parks in Poland. The authors focused on the following questions: What are people's experiences visiting national parks in Poland? Do the natural assets of the national parks affect visitors' unique experiences, or are environmentally valuable areas not crucial for their experiences? The authors used mixed quantitative (text mining, correspondence analysis) and qualitative (content analysis) methods. The data for analysis were opinions written by TripAdvisor users. Reviews on TripAdvisor indicate that the most important experiences for tourists in the National Parks studied were Nature appreciation and Physical activity. The other groups of experiences reflected in the reviews were: Aesthetic, Connection, Tension and Excitement. This confirms that nature is the most important feature of national parks for tourists, but it also indicates a trend to maintain good health and the desire to regenerate physical strength in areas of natural beauty.

KEYWORDS: content analysis, coding experiences, text mining, Poland's national parks, sustainable tourism

Introduction

National parks are natural attractions with the highest frequency, both in Poland and in the world (Liszewski, 2009; Wearing et al., 2009; Kruczek, 2017; Stoleriu et al., 2019). These attractions are on the list of places in Poland that, according to Poles, should be seen by a foreigner to recognise Poland as a fascinating country, i.e. places that Poles can boast of to others (Herrmann, 2010). Paradoxically, the decision to include protection carries a threat from tourism in the bud (Eagles et al., 2002; Butler, 2018; Niezgoda & Markiewicz, 2021). Granting the status of a national park to an area is generally perceived as ennobling (Stasiak, 1997) and causes a desire to visit this place (Giergiczny & Zwijacz-Kozica, 2018). Tourist use of national parks is systematically increasing, dictated not only by the desire to contact nature or seek aesthetic impressions but also by the need to rest and practise outdoor sports (Davenport & Borrie, 2005; Niezgoda & Nowacki, 2020).

It is worth considering whether tourists visiting parks want to experience a place's unique qualities or whether these values are of secondary importance.

The article aims to analyse and compare experiences gained by tourists visiting three of the most interesting protected areas in Poland: Tatra National Park (UNESCO M&B), Białowieża National Park (UNESCO WHL) and Wolin National Park. The authors focused on the following questions:
1. What are the experiences of people visiting national parks in Poland?
2. Do the natural assets of the national parks affect visitors' unique experiences, or are environmentally valuable areas not crucial for their experiences?

An original method of identifying tourist experiences was used to answer these questions. The text mining method consisted of coding words characteristic of selected dimensions of tourist experiences. Thanks to this, it was possible to identify and compare the experiences of tourists in three different national parks with a diverse (contrasting) nature of the ecosystem and tourism development.

As Lindberg et al. (2007) pointed out, to coherently combine the protective function with the tourist function of parks, apart from the number of visitors, the following should be analysed: visitor behaviour, duration of stay, tourist concentration, and type of tourism. In addition, the experiences tourists are looking for are an essential issue. Therefore, the authors analysed the perception of these national parks by contemporary tourists, for whom different experiences may be important.

Moreover, the concept of experiences presented in the works of Packer and Ballantyne (2016) and Packer et al. (2018) was supplemented by the

authors with "nature appreciation", which is of exceptional importance for tourists visiting environmentally valuable areas. In addition, thanks to the correspondence analysis, associations of experiences dimensions and different types of national parks were identified.

Tourist experiences in national parks

National parks came into being with a noble and inspiring purpose, to protect areas of wildlands for a nation rather than for a privileged few, and at the same time, encourage access to those areas by all those who could travel there (Butler, 2018). People choose the destination they believe will best meet their needs. Tourism marketers tend to talk about the new traveller (Hudson, 2000; Doswell, 2002; Mehmetoglu, 2007; Niezgoda, 2013), who is better educated and more culturally aware but also more environmentally sensitive. An important trend characteristic of modern tourists is the "return to nature". This includes the desire to experience tranquillity, view the scenery, and be physically surrounded by soothing nature (Mehmetoglu, 2007; Luo & Deng, 2008; Kim et al., 2015; Rossi et al., 2015; Davenport & Borrie, 2005).

Experiences are the main issue in tourism (Aho, 2001) and outdoor recreation (Hassell et al., 2015). Tourists want to give their travels meaning and are looking for elite forms of recreation in which experience can play a distinctive role (Wearing et al., 2009). On the other hand, as Doswell (2002) noted, people who travel for pleasure choose to go somewhere, for example: for rest, adventure, escape, discovery, excitement, sport or romance, or any other pleasure-seeking motivations.

The needs of the tourist are characterised by the oft-quoted escapism – the flight from the boredom of everyday life, the need for a change of environment, and the search for something different. The scenic attractions of the holiday destinations stand at the central focus of tourist needs and are the most important tourist motivation. The landscape's structure, beauty and mood – its whole „experience value" – are crucial for the contrast of real life. From the tourist's point of view, the attraction of nature-protected areas lies in the dissimilarity. As Canavan (2017) notes, despite growing environmental awareness, leisure is still a hedonistic experience for many tourists, far from being responsible. Krippendorf (1997) also notes that tourism has undoubtedly contributed to mass awareness of the importance and difficulties of nature conservation, but only in the sense of therapeutic reparation.

That there would be no paradox that tourism destroys the object of its desire (Tucker, 2001; Lubbe et al., 2019), the condition is ecological awareness of tourists, which takes into account not only the process of "raising

awareness" but also the effects of this process. In line with the principles of sustainable development, tourism develops a flow of traffic to beauty spots while putting pressure on them. No tourist area can compete without carefully considering who its visitors are or whom it wants its visitors to be (Haywood, 1997; Rossi et al., 2015; Davenport & Borrie, 2005). Whatever the situation, a tourist area must offer and be able to deliver a tourist experience that is unique and intensely satisfying for visitors (Wearing et al., 2009). The experiences of visitors may also explain how and why some users express affinity for, or a sense of place towards, some parks but not others. In the longer term, this has potential repercussions for political commitment to establishing and maintaining protected areas such as national parks (Stedman, 2002; Rossi et al., 2015). However, Fennel (2015) noted that not all types of nature tourists are necessarily compatible with the environment. As stated by Davenport et al. (2016), understanding recreation experiences within a particular setting are essential in evaluating that specific activity's appropriateness in a national park.

Therefore, one should first consider the experience preferences under which tourists come to protected areas and, secondly, whether tourists' behaviour is related to environmental awareness. The answer to these questions can be found by analysing the experiences of tourists visiting national parks.

The role of traveller-generated content (TGC) and TripAdvisor reviews in communicating experiences

During the analysis of the tourists' experiences, the role of traveller-generated content (TGC) should be taken into consideration. Nowadays, the evolution of the Internet has become a major factor of change both in the tourism and travel industries and in how tourists purchase and experience travel products (Munar & Jacobsen, 2013). Most authors agree on the importance of the Internet as a travel information source (Llodrà-Riera et al., 2015; Xiang et al., 2015). The opinions of other users and consumers can be transmitted both via word-of-mouth (WOM) and by electronic communication (eWOM). TGC, which includes travel blogs, online travel reviews (OTR), travel-related forums, tweets, Facebook posts, etc., has become the main source of secondary information (in addition to the primary source of own experience) in the process of procuring goods or contracting services online (Marine-Roig, 2019). TGC, such as travel blogs and online travel reviews, influences the decision-making process of other tourists (Munar & Jacobsen, 2013; Marine-Roig & Ferrer-Rosell, 2018). Over the last few years, TGC and social media have reversed in priority as sources of information (Marine-Roig, 2019). One of the sources generated by travellers is TripAdvisor, which has a more or

less global reach, even if some language barriers do exist (Munar & Jacobsen, 2013).

TripAdvisor is still the world's most popular travel destination review platform in recent times (Gan et al., 2017; Kim et al., 2016; Filieri et al., 2020; Niezgoda & Nowacki, 2020;), although Mathayomchan and Taecharungroj (2020) report that in the USA the fastest-growing review platform is Google Maps' Local Guide. Online reviews are considered credible and trustworthy by tourists as they are based on the previous experiences of real customers. Ease of use and suitability are also important (Filieri et al., 2020). Research by Drozdowska and Duda-Seifert (2016) proves that this type of data is also reliable, complete and valuable from the point of view of marketing research.

Methods

The authors used mixed quantitative (text mining, correspondence analysis) and qualitative (content analysis) methods. The data for analysis were opinions written by TripAdvisor users. Trip Advisor allows users to interpret and share experiences, as well as influence other visitors. When communicated online, experiences gain greater significance and shape destinations' images and future visitors' decisions and expectations (Zhang & Cole, 2016; Stoleriu et al., 2019). A similar method was used by Stoleriu et al. (2019), who identified four groups of nature experiences: sensory experiences, awe and wonder or emotional experiences, cognitive (reflective) experiences and spatiotemporal experiences. The research by these authors was based on earlier groups of experiences distinguished by Packer and Ballantyne (2016). Thus, one can notice the simultaneous occurrence of a trend among modern tourists of seeking solace in nature and a search for experiences.

In this study, all reviews from the 'Things to do' category were collected regarding attractions (category 'Things to do' in TripAdvisor) located in three of Poland's national parks: Tatra NP (624), Białowieża NP (273) and Wolin NP (157). In total, 1,054 reviews were downloaded (5,291 sentences and 98,170 words) from 27 attractions or areas (Table 1).

To identify reviews in which words related to experiences appeared, a procedure of coding reviews was carried out. Packer and Ballantyne (2016) and Packer et al. (2018) distinguished 15 dimensions of experiences such as physical activity, excitement, aesthetic appreciation, peacefulness, togetherness, spiritual engagement, attention, fascination, privilege, compassion, reflective engagement, connection, autonomy, personal growth, and tension.

Table 1. Types of attractions reviewed (N = 27)

Things to do	Białowieża	Wolin	Tatry	No of attractions
Beaches		7		1
Bodies of Water			396	2
Forests	105			1
Historic Areas		5		1
Lookouts		32		2
Mountains			165	3
Museums	40	38		6
National Parks	44	38		2
Points of interest	10	37		2
Reserves	74			1
Valleys			38	3
Waterfalls			25	2
No of reviews	273	157	624	
No. of attractions				27

Each experience dimension was characterised using various words. Words characteristic of particular dimensions of experience were identified based on the content analysis of articles by Packer and Ballantyne (2016), and Packer et al. (2018) looked for the characteristics of the dimensions of experience and their synonyms. For example, physical activity was characterised using: active, mobil, vigor, energet, physical, climb, visit, walk, and hike (Table 2). Also, these 15 dimensions were developed based on results from "museums, art galleries, science centres, zoos, and aquariums" (Packer et al., 2018). They may include physical activity as an experience (such as hiking, walking etc.), but do not cover any terms relating to nature as an experience. Therefore, in this work, a 16th experience of nature appreciation has been added, which included terms relating to nature such as forest, bison, animal, nature, beach, park, reserve, lake, mountain and horse.

The authors of the article used these words to identify the experiences described in the reviews. The words appearing in the reviews were coded into dimensions using KH Coder software (khcoder.net). The KH Coder software searched for the appropriate words (visitor experiences) and then assigned them to specific dimensions of visitor experiences. Statistical differences in the frequency of the occurrence of words between parks were verified using Pearson's Chi-squared test. NVivo 11 (qsrinternational.com) was

used in the qualitative analysis. The content analysis consisted of searching for reviews containing words related to experiences and analysing their meaning. Finally, correspondence analysis was made to visualize the associations between experience dimensions and national parks. Correspondence analysis is a descriptive and exploratory technique that provides information on the structure of relations between columns (variables) and rows (cases) in a multidimensional table (Greenacre & Blasius, 1994).

Table 2. Dimensions of visitor experiences and words

Dimensions of visitor experiences	Words – the content of visitor experiences
*Physical activity	activ | mobil | vigor | energet | physical | climb | visit | walk | hike | fitness | sport | exercising | training | motion
*Excitement	excit | exhilarat | enthusias | enjoy | elat | enjoy | stun | fun | amuse | indulge | breathtak | passion | thrill | emotion | stimulat | elation | joy
*Aesthetic	aesthetic | appreciation | beauty | grandeur | senses | beauti | beautus | nice | great | elegant | pleasing | charming | groovy | splendid | gorgeus | tastefull | lovely | esthetic | cute | attractive | fantastic | marvelous | bonny | fabulous | incredible | extraordinary | fine | picturesque | stunning | breathaking | pretty
*Peacefulness	peace | seren | relax | refresh | restore | quiet | calm | tranquility | stillness | placid | rest | repose | quietude | hush | silence | lull | equanimity | inactivity | harmony | patience | noiseless | nirvana
*Togetherness	sociable | togetherness | fellowship | companionship | community | camarade | comrade | unity | friendship | closeness | amity | proximity | alliance | intimacy | friendliness
*Spiritual	spirit | reverent | worship | sacred | holy | religious | ghostly | mental | intellectual | metaphysic | psychical | saintly | transcendent | psychological
*Attention	attentive | alert | observant | concentration | mental | focus | emphasis | awareness | careful | caution | consciousness
*Fascination	fascinat | amaz | intrigue | wonder | imagin | charisma | charm | desire | allure | captiv | attractive | obsessi | glamour | desire | temptation | awe | craze | fixation | wonder | enthusiasm | marvel
*Privilege	privilege | honour | fortunat | grateful | respect | authority | honor | pride | entitled
*Engagement	reflective | thoughtful | introspective | thought | ponder | involv | engag | participat | commit | struggle | attendan
*Connection	connect | attachment | nostalgia | love | relat | associat | join | link | tie | connex | relevan | union | interconnect | bound
*Autonomy	independen | confident | choice | control | deciding | freedom | sefl-govern | selfsyfficienc | self-determinat | autonom | sovereign | selfdeterminat | independan
*Personal growth	accomplish | fulfill | growth | self-discovery | self-actualiz | self-develop | self-realisat | self-fulfill | self-enrich | self-improve
*Tension	tens | frustrate | stress | overload | uncomfortabl | crowd | pressure | friction | conflict | anxiety | worry | strain | stretch | effort | intens | enmity
*Nature appreciation	forest | bison | animal | nature | beach | park | reserve | lake | mountain | horse

Source: authors' work based on Packer and Ballantyne (2016); Packer et al. (2018).

Results

First, the most common words in reviews about the three national parks were counted (Table 3). Most popular words in reviews for Białowieża NP was: forest, see, guid, bison and visit, for Wolin NP was: walk, visit, place, view, park, and for Tatra NP was: walk, lake, mountain, place and oko (the name of a pound).

Table 3. Most common words for Białowieża, Tatry and Wolin found in reviews

Białowieża NP		Wolin NP		Tatra NP	
Word	Frequency	Word	Frequency	Word	Frequency
forest	106	walk	39	walk	202
see	76	visit	36	lake	182
guid	72	place	29	mountain	133
bison	55	view	28	place	109
visit	55	park	26	oko	106
place	51	nice	25	beauty	105
animal	48	beach	22	zakopan	104
park	42	great	22	view	101
bialowieza	40	interest	20	morski	98
nature	39	polish	20	take	87
tour	36	beauty	18	hike	84
walk	31	people	16	visit	67
area	29	sea	16	get	64
museum	27	see	15	park	64
nice	26	time	14	tatra	62
reserve	24	good	13	hour	61
good	22	lot	13	great	58
great	22	enjoy	12	trip	58
time	22	famous	12	horse	57
beauty	21	lighthouse	12	bus	56

Next, words related to experiences were sought. The coding procedure was started. Based on the terms used in the reviews, the most common experience in the three parks was Nature appreciation (73.1%), but more so for

Białowieża (82.2%) than Tatra (79.1%) and least in Wolin (38.2%) (Table 4). Reviewers were delighted with the main natural features and the landscape: "Absolutely unique experience for all nature lovers" (BNP, travel0shoes, Spain), wild animals, flora and fauna: "If you are looking for a wild forest, wild mushrooms and wild animals you should get to Bialowieza" (BNP, Urszula C, Sankt Ibb, Sweden).

Table 4. The results of automatic coding of experiences vs national parks

Experiences	Białowieża	Tatra	Wolin	Total reviews	chi-square
*Physical activity	*114 (41.7%)*	**500 (80.1%)**	*78 (49.6%)*	692 (65.6%)	144.8**
*Excitement	*20 (7.3%)*	**92 (14.7%)**	20 (12.7%)	132 (12.5%)	9.5**
*Aesthetic	*74 (27.1%)*	**320 (51.2%)**	63 (40.1%)	457 (43.3%)	45.9**
*Peacefulness	18 (6.5%)	**66 (10.5%)**	*8 (5.1%)*	92 (8.7%)	6.8*
*Togetherness	0 (0.0%)	2 (0.3%)	0 (0.0%)	2 (0.1%)	n.a.
*Spiritual	1 (0.3%)	7 (1.1%)	0 (0.0%)	8 (0.7%)	n.a.
*Attention	3 (1.1%)	12 (1.9%)	2 (1.2%)	17 (1.6%)	n.a.
*Fascination	3 (1.1%)	15 (2.4%)	1 (0.6%)	19 (1.8%)	n.a.
*Privilege	1 (0.3%)	4 (0.6%)	1 (0.6%)	6 (0.5%)	n.a.
*Engagement	0 (0.0%)	12 (1.9%)	0 (0.0%)	12 (1.1%)	n.a.
*Connection	**53 (19.4%)**	76 (12.1%)	*15 (9.5%)*	144 (13.6%)	11.1**
*Autonomy	2 (0.7%)	12 (1.9%)	0 (0.0%)	14 (1.3%)	n.a.
*Personal growth	1 (0.3%)	0 (0.0%)	0 (0.0%)	1 (0.1%)	n.a.
*Tension	*6 (2.2%)*	**122 (19.5%)**	*10 (6.3%)*	138 (13.1%)	57.6**
*Nature appreciation	**219 (80.2%)**	**494 (79.1%)**	*60 (38.2%)*	773 (73.1%)	116.5**
N of Documents	273	624	157	1054	

Note: * − p < 0.05, ** − p < 0.01; bold − above mean, italics − below mean; n.a. − Chi-square values can only be calculated for values more than 5 counts per cell.

The next topic in order of significance (65.6%) contained words related to the experiences of *Physical activity: most in Tatra (80.1%) and least in Białowieża (41.7%). These are both descriptions of trips around the valleys "easy road, you are just walking, looking around" (TPN, Nastya_Lampy, St. Petersburg, Russia) as well as mountain climbing on the demanding trails "some parts were very steep. Climbing up took 30 min" (TPN. Specas), "Białowieża National Park is a very pleasant place for a long walk or bike trip, but not expect seeing something more than trees" (BPN, Jakub G, Bielsk Podlaski, Poland).

Another group of experiences was *Aesthetics (43.3%): again, most in Tatra (51.2%) and least in Białowieża (27.1%). For example: "large stones completely around the beautiful lake surrounded by mountain peaks" (TPN, Michael S, Boston, Massachusetts), "Still some magnificent views along the way" (TPN, CM9493, Scotland) or "wow you with their natural grandeur" (TPN, Mekydro, Chertsey, United Kingdom).

The following most frequently reported experiences belonged to the dimension of *Connection (13.6%): „A beautiful place to visit and make an encounter with nature and soul" (BPN, Alda Ferro, Lisbon, Portugal), "Look out over the nature reserves and enjoy the ships that pass" (WPN, Clogsin-France, Hambye, France) or "What a perfect place to visit if you like being close to nature and enjoy doing some trekking" (TPN, Beta-J, Malta).

Subsequent experiences were associated with *Tension (13.1%) – again most in Tatra (19.5%): „When you reach the lake, the first impression will be the crowd, not the wonderful lake if you depart around 9 am and more" (TPN, Ruaidol, Cassino, Italy), "But if you have travelled to other mountain ranges in the world, and seen their lakes, then Morskie Oko isn't worth the effort" (TPN, dacky2, Tromso, Norway). Many reviews about the Tatra National Park concerned overcrowding, tension and overloaded horse-drawn carriages. Many cases of horses falling from exhaustion were described.

The next group of experiences belonged to *Excitement (12.5%): "If you would like to enjoy a retreat in the green and serene environment, Bialowieza has that to offer with the feel of mystique of the forest" (BPN, Malmercy, Sentosa Island, Singapore) or "You will need an entire day to fully enjoy the beauty of Morskie Oko, and it's best to start early in the day" (TPN, carl_and_janelle, Queensland, Australia) and *Peacefulness (8.73%): "Is a place that is full of peace and quiet" (BPN, Nelva G) or "For me, the lake is beautiful, if you are looking for a bit of quiet time, I recommend that you walk around the lake, not all tourist willing to walk around the lake when they get there" (TPN, HanselL_12, Jakarta, Indonesia).

Then a correspondence analysis was made to visualise associations of experiences dimensions and national parks. Experiences which were occurred in less than 1% of reviews (*Togetherness, *Spiritual, *Privilege and *Personal growth) were removed from the analysis so that they did not unnecessarily affect the analysis with their presence. The Chi-square test proved a statistically significant relationship at the level of $p<0.001$ between experience dimensions and parks. Then, an analysis of the correspondence was performed, which resulted in obtaining two dimensions that reproduced 100% of the total inertia (Figure 1). Hence it is seen that Tatra experiences are characterised mainly by *Peacefulness and *Physical activity, Wolin by *Excitement and Aesthetic and Białowieża mainly by *Nature appreciation and *Connection.
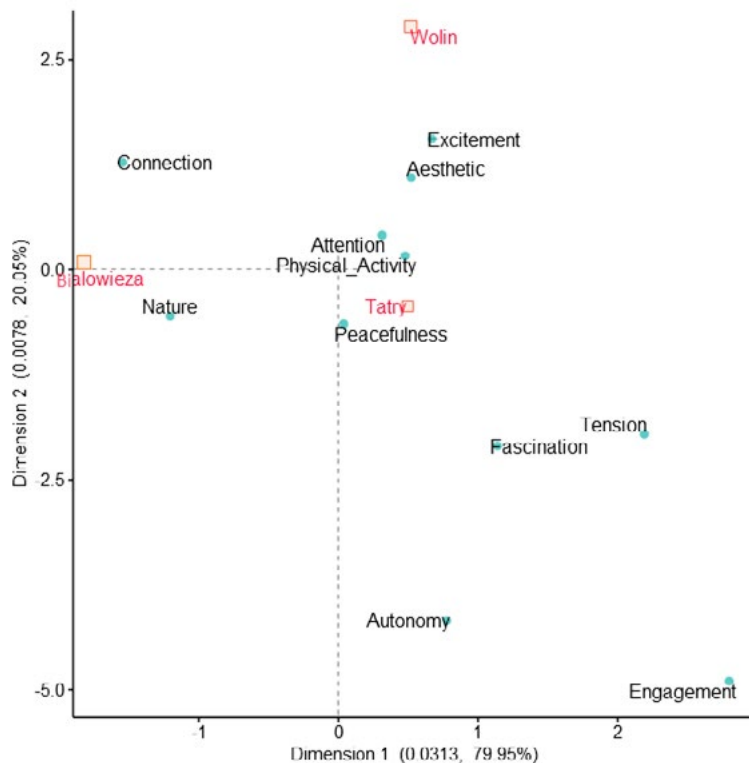
Figure 1. Correspondence analysis between cases (experiences) and variables (national parks)

Discussion

Reviews on TripAdvisor indicate that Nature appreciation is the experience most often described by reviewers, which confirms the findings of other authors (Rossi et al., 2015; Wearing et al., 2009; Davenport & Borrie, 2005; Lubbe et al., 2019; Breiby et al., 2022). This research mainly concerns Białowieża and the Tatra Mountains. The lesser importance of nature in Wolin may result from the seaside and the summer character of this park, which adjoins famous seaside resorts and is more a destination for patients and relaxing on the beach than for ecotourists.

The second most important experience for the reviewers was physical activity. These results differ from the findings of other authors who noted that experiencing nature was an important factor in visitors' experiences (Hassell et al., 2015; Davenport & Borrie, 2005; Breiby et al., 2022). This confirms the trend to maintain health and the desire to regenerate physical strength in areas with valuable natural values. Staying in green areas, includ-

ing national parks, increases the level of general satisfaction with life. Additionally, in the case of national parks, this result is even several times higher, which means that the positive impact on health does not weaken with subsequent visits but even accumulates (Buckley et al., 2019). Simultaneously, movement is an essential part of life (Holder, 1997). Previous studies have shown the importance of physical activity for people visiting national parks (Niezgoda & Nowacki, 2020). This can be a starting point for deeper analysis and further action by national park authorities. There is a doubt whether tourists who want to engage in physical activity must necessarily visit the area with the highest degree of nature protection. The diversified motives and aspirations of tourists in National Parks may cause a recreational conflict. It occurs when the area is crowded or when the behaviour of one group is considered inappropriate or unacceptable by another group (Eagles et al., 2002; López-Mosquera & Sánchez, 2014; Nowacki, 2015; Rossi et al., 2015; Davenport & Borrie, 2005). A recreational conflict can also occur due to different levels of tourists' skills or experiences. For example, amateurs can upset seasoned nature photographers, and cyclists can obstruct the movement of hikers.

The third and most commonly described experience is Aesthetic, appearing most often in opinions about the Tatra Mountains and Wolin and much less frequently in Białowieża. Such indications prove that the landscapes of the Tatra Mountains and Wolin are more spectacular: mountain and seaside landscapes characterised by a greater variation in altitude and the presence of bodies of water may be more attractive to tourists from the perspective of vantage points.

The next most frequently mentioned elements of experience are Connection, Tension, and Excitement. Connection is an experience described most often in conjunction with close encounters with nature, which occurred very often in opinions about Białowieża. Some tourists feel tension, which indicates that the carrying capacity especially in Tatra NP is exceeded. The Excitement category may reflect impressions of both communing with nature and practising physical activity in a national park.

As demonstrated by Klenosky et al. (2000), people with a high level of experience (or involvement) may have more complex and better-established means-end knowledge structures relative to those with low levels of experience or involvement. Therefore, the fact that tourists looking for experiences come to national parks could contribute to pro-ecological behaviour, provided that the previous experiences of these tourists would raise their environmental awareness.

Therefore, in naturally valuable areas, one should strive to attract tourists not only with high environmental awareness but also rich experiences. This group of visitors can help promote awareness of protected areas by pro-

viding information to the world about the park as they visit it (Eagles et al., 2002). For the co-creation experience to run well, it needs to be supported by active consumer participation (Grissemann & Stokburger-Sauer, 2012). The level of success in the co-creation experience is highly affected by driving factors-antecedents, which are from the consumer side as co-creator actors and co-creation environment (Verleye, 2015).

The use of Information and Communication Technologies (ICTs) is very important and can play a positive role in the development of tourist experiences (De La Fuente-Robles et al., 2020; Buonincontri & Micera, 2016). The value created by consuming tourism experiences depends not only upon the objective experience but also upon the tourist and the tourist's state of mind at that particular moment (Andersson, 2007).

The new and updated problem relates to unexpected changes caused by the COVID-19 pandemic. Due to limitations in Polish national parks, groups of tourists appeared who were not always interested in nature treated their stay in the national park as a substitute for another trip (abroad, to large resorts, etc.) and even other activities (social events, shopping in a shopping mall, exercises in the gym) (Niezgoda & Markiewicz, 2021). The feeling of individual and social security, which translates into an improvement in the quality of physical and mental health, may lead to a permanent increase in the popularity of national parks also for those tourists who did not visit them before the pandemic.

Conclusions

In our study, the six most frequently mentioned groups of experiences in the analysed national parks indicate that for tourists, the unique values of nature are the most important. These opinions reflect an interest in nature, the unique qualities of the landscape, and the possibilities of contemplation and connection with nature. An in-depth study of opinions on Tension experiences could allow for verification of whether, when assessing congestion, tourists notice a deterioration in their perception of impressions in places of natural value and whether they also see the harmfulness of tourism on nature. Finally, the category that came second – Physical activity – indicates that tourists visiting national parks are not always guided by pro-ecological motives (Niezgoda & Nowacki, 2020). Analysis of the opinions confirms that tourists visiting national parks are guided by various motivations for their visit, which may cause recreational conflict and increase tension. This not only lowers the assessment of tourists staying in the national park but, above all, threatens the natural environment.

Increasing the number of visits (tourists) is risky as it may negatively affect the natural environment. More possibilities are offered by increasing the length of stay and attracting consumers who are willing to pay higher average expenses per day of stay. The condition is an appropriate level and ecological quality of land development. In tourism capacity, an even balance has to be maintained, both in the physical environment and the quality of the experience of the host country to the visitor (O'Reilly, 1997).

An opportunity to relieve the areas of National Parks is the creation of attractive tourist infrastructure, especially recreational ones, in their foreground and the preparation of new tourist products based on natural, cultural and historical attractions of entire regions (Skawiński, 2010; Niezgoda, 2006; Eagles et al., 2002).

Research confirms an important trend characteristic of modern tourists, which is the "return to nature". This includes the desire to experience tranquillity, view the scenery as well as be physically surrounded by soothing nature (Mehmetoglu, 2007; Luo & Deng, 2008; Kim et al., 2015). Tourists want to give their travels meaning and are looking for elite forms of recreation in which experience can play a distinctive role. On the other hand, as Doswell (2002) noted, people who travel for pleasure choose to go somewhere, for example: for rest, adventure, escape, discovery, excitement, sport or romance, or any other pleasure-seeking motivations. The motivations for travel are many and various, although recreation is a major factor (Holder, 1997).

In summary, tourism in the protected area depends on the maintenance of a high-quality environment and cultural conditions, which can be the basis for creating a tourism experience. This is essential to maintain the economic and social benefits for the local population. In naturally valuable areas, visitors expect to find an attractive offer (services, routes). However, not all requirements can be met, as some expectations may not be consistent with the objectives and tasks of protected areas. In agreeing with the conclusions of other authors (Wearing et al., 2009; Davenport & Borrie, 2005; Lubbe et al., 2019), it should be remembered that the point of ensuring the attractiveness and competitive advantage of National Parks are the values for which these areas were originally established.

This research also points to management implications. National park managers should be aware of what experiences tourists are looking for. Tourists can seek contact with nature and appreciate the beauty of nature through pro-ecological behaviour, but they can also visit natural areas to participate in physical activity. There is a doubt whether tourists who want to engage in the physical activity must necessarily visit the area with the highest degree of nature protection. Investigating various experiences may allow the sources of conflicts and new solutions to be found, for example, by directing tourist

traffic to areas where tourists can practise sports without using natural resources in the most sensitive areas. On the other hand, managers of national parks and local destinations can use the opinions and experiences of tourists to create a tourist product compatible with sustainable tourism while at the same time providing information on raising environmental awareness.

Limitations of the study

Finally, it is worth noting that the limitations of the method used should be indicated. Firstly, the research sample – although exceptionally large – cannot be treated as representative because the analysed reviews come from an online source, so they do not represent the opinions of people who are inactive on the Internet and social media. It can be assumed that these are mainly older people. So in the study, we are probably dealing with an over-representation of young and middle-aged reviewers (e-WOM generation). Secondly, it takes time, commitment and determination to post a review on TripAdvisor. It can be assumed that making this effort results from vivid emotions (positive or negative) and an overwhelming desire to share one's opinions with others. Thirdly, only reviews in English were analysed. For the vast majority of reviewers, it was not their native language.

The contribution of the authors

Conceptualisation: M.N., A.N.; literature review: M.N., A.N.; methodology: M.N, A.N.; analysis: M.N.; data collection: M.N.; writing: M.N., A.N.; conclusions and discussion: M.N., A.N. Both authors have read and agreed to the published version of the manuscript.

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