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The tourist attractiveness of Tuscany in the opinion of Italian residents and Polish tourists

Abstract: The tourist attractiveness of an area results from a set of features and properties of the area's natural and non-natural environment that stimulate interest and tourist traffic. The main purpose of the article is to present the results of an assessment of the tourist attractiveness of Tuscany according to Italian residents and Polish tourists. The results determined that Tuscany is perceived as a very attractive region of Italy for tourists. According to respondents, the best-rated attraction for residents of both countries was the Cathedral of Santa Maria del Fiore in Florence. The Square of Miracles (Ital., *Piazza dei Miracoli*) in Pisa and the Piazza del Campo in Siena also received very high marks. In the opinion of Poles and Italians, the region's tourist attractiveness is most determined by its picturesque views, wonderful monuments and delicious regional cuisine. There was an opinion among the respondents that Tuscany should be promoted even more heavily within the region. Additionally, respondents believed that accommodation and catering facilities should be improved and suggested the creation of new tourist routes.

Keywords: tourism, natural and cultural values, tourist attractiveness, Italy, Tuscany

1. Introduction

Tourism is the most profitable business in the world and is characterised by very dynamic development. According to the World Tourism Organization (WTO), tourism is “*a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes.*” Tourism is an important aspect of human well-being and should be developed while balancing tourist use against the quality and protection of natural values. Tourist attractiveness is a property of an area or town that results from a set of natural or non-natural features that stimulate the interest of tourists (Kurek and Mika, 2007). It is determined by tourist values (natural and anthropogenic), technical infrastructure and cultural resources (Rogalewski, 1980; Gaworecki, 2007). Tourist attractiveness is a complex concept, not always unambiguous. An area, region, tourist destination or a specific object may be attrac-

tive to tourists (Rapacz and Jaremen, 2011). Tourist values are goods and services created by nature (natural values) or by human activity (cultural values) for which there is tourist demand (Cichočka and Krupa, 2017).

Europe has been the world leader in international tourism since the 1950s, having hosted a total of ~600 million tourists in 2022 (UNWTO, 2023). Four of the five most visited countries in the world by tourists are located in the Mediterranean region, one of them being Italy (UNWTO, 2023). Tuscany has the third highest number of arrivals of all regions in Italy (Giusti and Grassini, 2016). The Tuscany region provides over 48 million overnight stays (<https://www.investintuscany.com/sectors/tourism/>). The volume of tourist traffic in Tuscany continues to grow. For over ten years, this region has been visited by over ten million tourists every year, and in 2019 the number reached as many as 14.5 million. There was

a sharp decline a year later, which was caused by the Covid-19 pandemic. However, with the relaxation of restrictions, tourist traffic began to increase again and in 2023, Tuscany was visited by nearly 14.7 million people. The most numerous groups of tourists by nationality are Germans, French, Spanish and Poles. There is a rich accommodation offering for them, which includes hotels, campsites and tourist villages, as well as rented residential premises, agritourism locations, B&Bs and other accommodation facilities (regione.toscana.it).

2. Characteristic of area

2.1 Location of the research area

Tuscany is located in central Italy and stretches from the Apennines to the Tyrrhenian Sea, which the Italians call the Ligurian Sea (Fig. 1). It covers 22,987 km², which is ~7.6% of the entire country, making Tuscany the fifth largest region in Italy (dati.istat.it). It borders Liguria and Emilia-Romagna to the north, Marche and Umbria to the east, and Lazio to the south. Its name most likely comes from the Latin word “Tuscia” (from Tusci for “Etruscans”) and transformed into the Italian name Toscana “Tuscany”. The regional capital is the beautiful Florence, and at its heart lies the wonderful Chianti wine region (Krzężała-Jaworska, 2017; Masternak, 2018; Hatchwell and Bell, 2005; autostradadelsole.com). Tuscany has more than 3.7 million inhabitants, comprising 6.2% of the population of Italy (<http://www.irpet.it/population-2?lang=en>).

2.1. Natural values

The landscape of Tuscany is extremely diverse. Approximately 90% of the region’s area is covered by highlands and mountains. The highest mountains are the Apuan Alps, which are dominated by the Monte Prado peak measuring 2,054 m a.s.l., which is the highest peak in the entire region (Krzężała-Jaworska, 2017). A well-known highland is Chianti, from which the famous Italian wine comes. Among the Tuscan hills there are real gems, such as the geothermal springs of Terme di Saturnia, Lake Bilancino and its verdant surroundings, and Lake Vagli,

The aim of this article is to assess the tourist attractiveness of Tuscany in the opinion of Italian residents and Polish tourists. Attempts were made to determine how attractive a region Tuscany is in terms of nature, culture and history, and whether it can be the main destination of a tourist trip and a place for tourists to spend their free time. The work also included an attempt to determine what forms of tourism should be developed and what cultural facilities and events deserve greater promotion in the future.



Fig. 1. Map of Tuscany. Source: tasteandtravel.pl

with a hidden city secreted beneath its surface. Speleology enthusiasts are attracted by mountain caves, such as the cave of winds (Grotta del Vento). The quarries around Carrara are visited by those keen to view their famous white marble. The landscape of Tuscany is complemented by river valleys and plains, the largest of which is Maremma in the south of the region (Krzężała-Jaworska, 2017). The region’s longest and most important river is the Arno. The Tuscany coast is replete with picturesque beaches. In 2023, as many as 19 of them were Blue Flag

Award beaches (visititaly.eu). The unique natural values of the region are subject to various forms of nature protection. It is home to three of Italy's twenty-five National Parks. The largest is the Tuscan Archipelago National Park, established in 1996. Tuscany also has three Regional Parks, 35 national nature reserves, 157 Natura 2000 areas and 47 Regional Nature Reserves. In addition, the area features seven World Wildlife Fund (WWF)-protected areas and two marine protected areas (parks.it).

Tuscany has a subtropical Mediterranean climate (Martyn, 2000). In summer, hot and dry anticyclonic weather is largely shaped by high pressure over Central and Southern Europe. However, from October to April, the weather

2.2. Cultural features

Tuscan culture began to form in the 9th century BC, when the Etruscans settled these areas. The Romans, Lombards and Franks have also left their legacy. The region also owes much to the Medici family, which ruled for almost 300 years and had many patrons of the arts, leaders, bankers and scholars (Jepson, 2011). The rich history remains enshrined in the walls of Tuscany, which are often maintained in excellent condition. This has earned Italy 53 cultural entries on the UNESCO World Heritage List, seven of which are located in Tuscany (whc.unesco.org). The complex of cultural objects in Florence is of great importance to the region. The most famous monumental buildings in the complex include the cathedral of Santa Maria del Fiore, the baptistery, considered to be the city's oldest preserved building, the bell tower with observation deck, and the Ponte Vecchio. Another well-known Tuscan monument is the Piazza del Duomo in Pisa. The other objects highlighted in the above-mentioned entry are the historical centres of San Gimignano, Siena and Pienza, Val d'Orcia and the Medici villas and gardens (Masternak, 2018).

Many outstanding artists are associated with Tuscany, such as: Leonardo da Vinci, Antonio Canova, Michelangelo, Rafael Santi and Dante Alighieri. The cities of Tuscany host as many as 540 museums. One of the most important cultural institutions in the region is Florence's Galleria dell'Accademia, where you can admire, among other things, works of Michelangelo.

is mainly influenced by the Genoe low and the Lyon low. From these low-pressure areas, air masses move over Tuscany, making the winter cold but dry (Martyn, 2000; Podbielkowski, 1982). Tuscany is located both on islands and on the mainland, and the terrain is diverse. This makes the climate vary greatly depending on geographical location (Martyn, 2000; Masternak, 2018). The annual mean air temperature ranges from 12 °C in the northern mountainous region, to 15 °C in the southern coastal region. The coldest month is January, whereas July and August are warmest. Annual precipitation ranges from 600 mm to 2,400 mm and is mainly concentrated in autumn, with a secondary peak during spring (Cai et al., 2011).

Tuscany is also full of themed museums, such as the Galileo Galilei Museum in the capital or the Etruscan Museum in Volterra. One of the most interesting places is Il Giardino dei Tarocchi, a garden enriched with installations that reference the Major Arcana (Jepson, 2011; ilgiardinodeitarocchi.it).

The most famous holidays and festivals in Tuscany include Palio (*Ital.*, Palio di Siena, Il Palio, and in Siena Palio delle contrade), which is the culmination of the Festival of Districts (*Ital.*, Contrade Palio). It takes place in the Piazza del Campo in Siena twice a year, on July 2 and August 16. During the festival, participants dress in medieval costumes, and the city is decorated with banners in the colours of the districts (visititaly.eu). At other festivals you can often taste local food, such as wine, cheese, olives, chestnuts, truffles and honey. Small snacks accompany Tuscans, e.g. prosciutto, small sandwiches called bruschetta, Florentine lambredotto, roasted chestnuts or pizza available on almost every corner. Food is an important part of Italians' lives, which is why they celebrate every meal: from breakfast, usually consisting of a coffee and pastry (a "cornetto" or brioche), through an early lunch, to a several-hour dinner eaten with loved ones. An important feature of the day is the siesta. During the day, there are snacks, such as local cheeses, including Pecorino Toscano. The main dishes include all kinds of pasta and gnocchi, and above all, pene or pappardelle served with

tomatoes and wild boar meat, which is a symbol of the region. Italians go for desserts, including various flavours of ice cream. The meals are complemented by unique drinks. The king of Tuscan wines is Chianti, which is the most rec-

ognisable wine produced in the country. Other well-known local products are Vin Santo and Vino Nobile di Montepulciano. Coffee is an integral part of every day (Masternak, 2018).

3. Research methods and material

The tourist attractiveness of Tuscany was assessed using a diagnostic survey. Empirical material was collected using the survey technique and the research tool was a survey questionnaire. The survey was conducted on a non-random sample of 250 Poles and 203 Italians to learn their opinion on the tourist attractiveness of Tuscany. Two survey questionnaires were created for the purpose of the study. The first one contained 21 questions and was addressed to respondents from Poland. The second one, addressed to Italian residents, included 20 questions. Both survey questionnaires were sent in 2023 to respondents via chats and social media groups.

The respondents whose opinions are analysed in the article came from two countries: Poland and Italy. The majority were women, constituting a total of 75% (including 80% Polish women and 68% Italian women) of all respondents. The largest age groups were that between 18 and 26 years old (71% from Poland and 63% from Italy). The second largest group was respondents aged 27–65 (18% of respondents from Poland and 34% from Italy). The respondents also included a few seniors (over 65 years of age) and young people under 18 years of age. Most of the respondents had higher

education (62% of the surveyed Poles and 77% of the surveyed Italians). Polish respondents included 31% of people with secondary education, 7% of people with primary education and one person with a vocational education. Of the Italian respondents 11% had a secondary education, 5% had a vocational education, and the smallest group was of those with a primary education (3%). The respondents came from both rural areas (24% of Poles and 37% of Italians) and small towns of up to 50,000 inhabitants (10% of Poles and 20% of Italians). Cities are divided into subgroups by population: from 50.000 up to 150.000; from 150.000 to 500.000; and above 500.000. These subgroups were indicated by, respectively, 11% of Poles and 22% of Italians; 24% of Poles and 8% of Italians; and 32% of Poles and 12% of Italians. Italian respondents were also asked to indicate the region they came from. The regions responsible for the greatest proportions of respondents were Veneto (16%), Lombardy (14%) and Emilia-Romagna (13%). About 10% of respondents indicated Sicily as their region of origin, while 9% live in Campania or Lazio. 13 respondents were residents of the Puglia region, and nine were from the Piedmont region or Calabria. Only ten respondents turned out to be Tuscans.

4. Results

The Poles surveyed were asked to provide information on whether they had ever been to Italy. 69% of people answered that they had. Italian respondents were first asked whether they lived in Tuscany, to which only a few (5%) answered in the affirmative. Twenty-seven percent of Polish respondents had been to Tuscany. Italians were much more likely to have been there (83%). The questionnaire asked whether respondents would like to go to Tuscany in the future, to which most of the answers were pos-

itive, with only 4% of Italians and 6% of Poles stating they would not.

The next part of the questionnaire was addressed to people who had already been to Tuscany. They were asked to specify the length of their stay, how many times they had been there and how they had arranged their stay. As it turned out, most Poles (69%) had been to Tuscany once. Among Italian respondents, this was the second most frequently chosen answer (20%). The largest group, over half (52%) had visited the

region more than three times. Only 10% of Polish respondents had been to Tuscany so many times. Respondents also answered that they had been to the region twice or even three times.

According to respondents, their trips to Tuscany usually lasted less than 7 days. In the

questionnaire, this answer was chosen by 49% of surveyed Poles and 63% of surveyed Italians (Fig. 2). Polish respondents' trips often lasted from 7 to 14 days. A week's stay was often chosen by Italians (23%). Poles rarely choose to stay for more than 2 weeks.

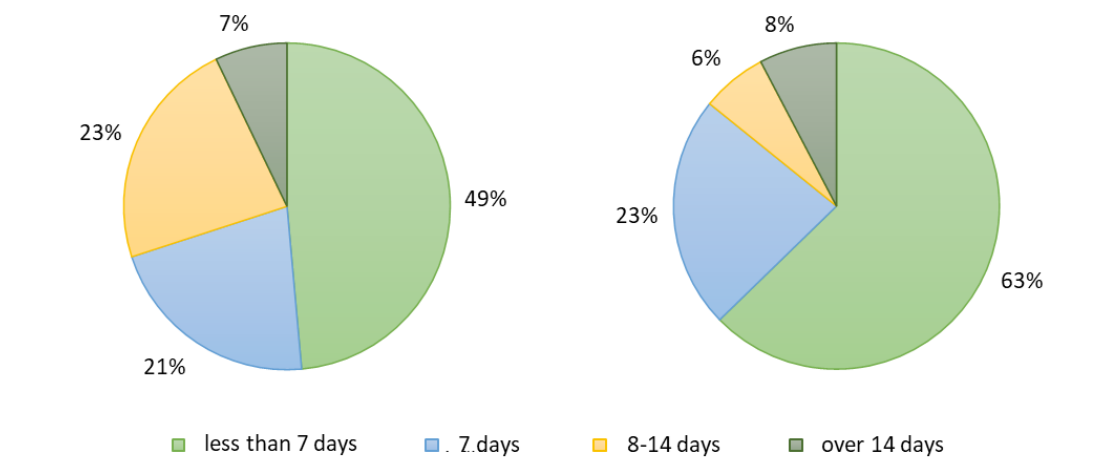


Fig. 2. Respondents' most common length of stay in Tuscany. Explanations: left, Polish respondents' answers; right, Italian respondents' answers. Source: own work based on conducted research

The surveyed tourists stated that, regardless of the length of the trip, it was usually self-organised. This answer was chosen by as many as 68% of Italian respondents and 16% of Polish respondents. Only 6% of Italian respondents and 9% of Polish respondents had visited Tuscany on a trip organised by a travel agency. There were also people (8 Poles and 20 Italians) who had visited the region on a private trip and on one arranged by a travel agency.

Most respondents stated that Tuscany is an attractive region for tourists. Only 1% of Polish respondents disagreed with this position. The Italians surveyed were more likely to state the opinion that the region was culturally attractive, and only 1% of respondents disagreed with this statement, while 3% of respondents considered Tuscany unattractive in terms of nature. Among Poles, 1% of respondents questioned the natural attractiveness of the region and 3% its cultural attractiveness.

The majority of respondents (63% of Poles and 33% of Italians) stated that they had obtained their knowledge about the region from the Internet. The second most common source of information indicated by the surveyed Italians was friends and family. This option was chosen by only 7% of Polish respondents. Poles more often indicated books and guides,

as well as trips they had been, on as their source of knowledge. Italians, too, often indicated these answers. Residents of both countries also gained knowledge from television, work, studies, games and books in the *Assassin's Creed* series, football, YouTube channels and art. There were also Italian respondents who live or have lived in Tuscany (6%).

In order to determine the tourist attractiveness of Tuscany, respondents selected three factors out of six. In the opinion of Poles and Italians, the tourist attractiveness of the region is most affected by its picturesque views (88% and 77%, respectively), wonderful monuments (69% and 82%, respectively) and delicious cuisine (61% and 31%, respectively). As many as 52% of Poles surveyed found Tuscany attractive for its climate. Interestingly, this was the feature that was considered attractive by the smallest number of Italians (14%). They believed that cultural events (19%) and friendly residents (15%) were more important.

When asked about the type of tourism most associated with Tuscany, survey participants from Poland stated that the region was most often associated with sightseeing (~50%). The second most frequently chosen type of tourism (38%) was cultural tourism, which was indicated as the first association by the majority of

Italian respondents (79%). Sightseeing tourism, chosen most often by Polish respondents, was indicated by only 8% of respondents from Italy. The responses of both nationalities also included: beach tourism (7% of Poles and 4% of Italians), spa tourism (2% of Poles and Italians) and culinary tourism (1 respondent from each country). One of the Polish respondents also mentioned landscape tourism, and the last one from this group chose to indicate two types of tourism: cultural and culinary. Among Italian associations, the types of tourism included entertainment tourism (4 people), business tourism (2 people), horse riding (1 person), or enotourism (3 respondents).

The questionnaire research allowed us to identify the greatest Tuscan attractions: The Piazza dei Miracoli in Pisa, the Cathedral of Santa Maria del Fiore in Florence, the Piazza del Campo in Siena, the defensive walls of Monteriggioni, the thermal baths of Saturnia and the Val d'Orcia (Fig. 3a-f). Respondents were asked to rate the places on a five-point scale, where 1 meant very low attractiveness and 5 meant very high attractiveness. The attraction best rated by residents of both countries was the Cathedral of Santa Maria del Fiore in Florence, which was given the maximum rating by 44% of Polish respondents and as many as 62% of Italian respondents (Fig. 3b). Many also rated this place with a 4 (23% of Poles and 22% of Italians) or 3 (16% of Poles and 12% of Italians). Few found the place unattractive, rating it 2 or 1 (5% of Poles and 3% of Italians). Polish respondents also assessed the Square of Miracles in Pisa very positively. As many as 43% of people rated the attraction 5, and 24% of tourists rated it 4. Only 21% of people gave a lower score. Interestingly, as many as 12% of respondents from Poland had no opinion about this place. Although Italian respondents also assessed Piazza dei Miracoli positively and as many as 72% of people gave a score higher than 3, Piazza del Campo in Siena received more of the highest possible points (5). As many as 42% of Italian respondents considered the square to be very attractive, 30% gave it a score of 4, 22% gave it 3, and only 5% of people rated it 2. Polish respondents also assessed the famous Palio square positively, with 32% and 28 people giving 5 and 4, respectively. 17% of Polish respondents did not rate the place. Poles

filling out the survey questionnaire attributed greater attractiveness to natural sites, i.e. the Orcia River Valley and Terme di Saturnia. The former received the maximum rating from 38% of Polish respondents, while 18% gave it 4 points. 20% of surveyed Poles chose a lower rating, and 24% gave no rating of the attractiveness of the valley. Many Italian respondents (65%) also gave the place the highest ratings (5 and 4). A similar number of people (64%) rated Terme di Saturnia positively. The place was considered attractive by more than half of Polish respondents. Italian and Polish respondents unanimously rated the Monteriggioni defensive walls as the least attractive of the mentioned attractions (Fig. 3d). Only ~20% of respondents from both countries gave it the highest score. Approximately 65 respondents each from Italy and Poland chose a rating of 4. As many as one third of Italian respondents rated Monteriggioni's defensive walls as 3. This rating was chosen by only 19% of Polish respondents.

The analysis shows that Polish research participants very often associate Tuscany with wine (30%). Many respondents also thought about regional cuisine. Some mentioned it in broad terms, while others specified pizza, sunflowers, tomatoes, spices and herbs, olives, olive oil, cheese and oranges. Natural values were also frequently referred to. Landscapes and views described as beautiful or picturesque were indicated by as many as 18% of respondents. Tuscan hills, rises, mountainous areas, the Apennines, thermal baths, Chianti and Val d'Orcia were also mentioned. A few people indicated vegetation (cypresses, lavender), greenery, fields, gardens and meadows. The issue of Tuscan weather and climate was also often discussed. Many Poles also associate the region with culture. Art; sculptures; paintings and romanticism; historical and architectural monuments such as brick and stone villas; and specific attractions, including the Leaning Tower of Pisa, were indicated. Tuscany's towns were described as "atmospheric", "seaside" or "small". The respondents also mentioned the people of the region, who were described as delightful, as well as the singer Andrea Bocelli and the rapper Kizo. Films shot in this region were mentioned (i.e., *Under the Tuscan Sun* and *Gladiator*).

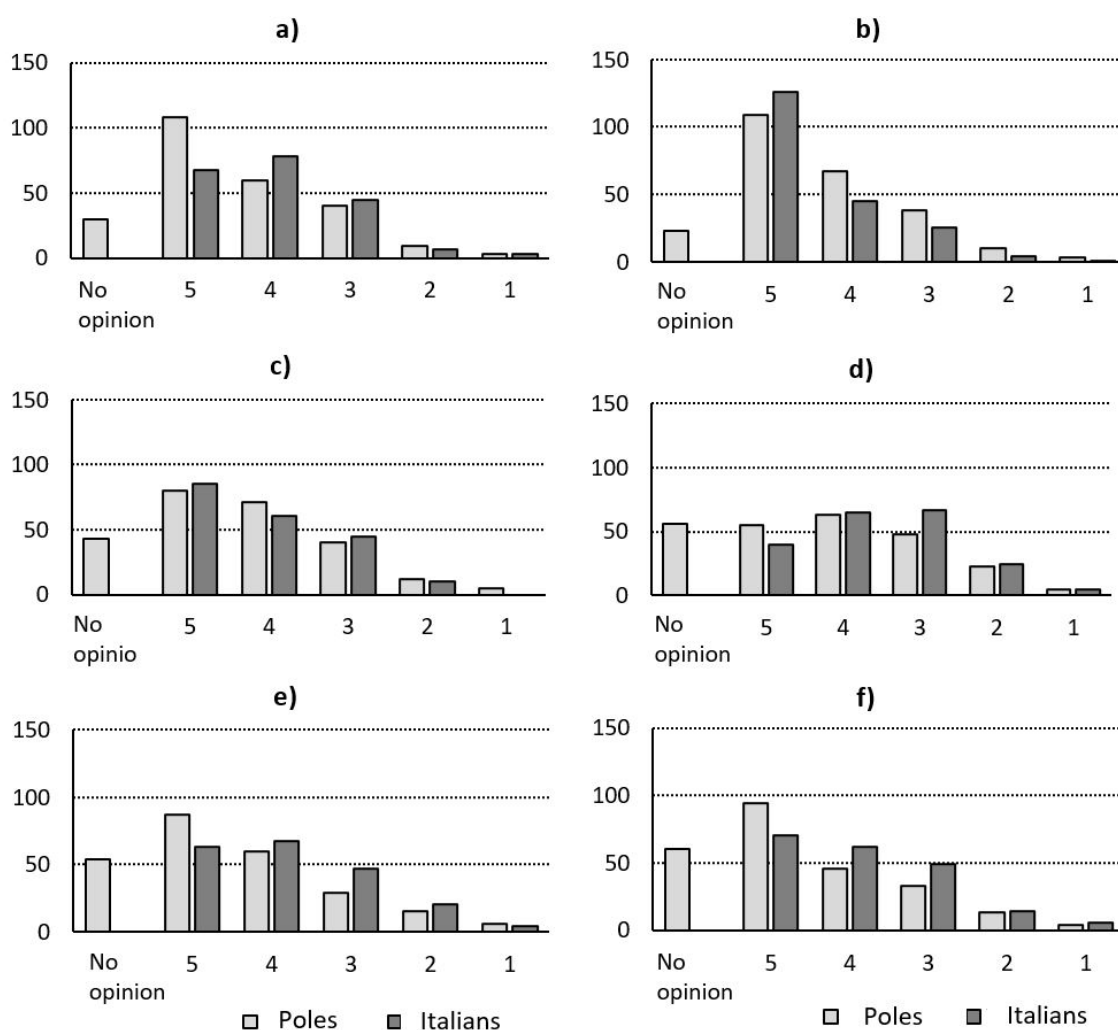


Fig. 3. Assessment of the attractiveness of sites: a) Piazza dei Miracoli in Pisa; b) Cathedral of Santa Maria del Fiore in Florence; c) Piazza del Campo in Siena; d) Monteriggioni defensive walls; e) Terme di Saturnia; f) Val d'Orcia. Explanations: vertical axis – number of respondents' answers, horizontal axis – degree of attractiveness from 5 (greatest) to 1 (lowest). Source: own work based on conducted research

Respondents from Italy most often mentioned cities in the region as their first association with Tuscany. Florence dominated among them, having been indicated by 30% of people. Others associated Tuscany with Pisa, Siena, Argentario and San Gimignano. Regions such as Chianti, Maremma, Val d'Orcia and Crete Senesi were also mentioned. Many Italians indicated specific places that caught their attention, i.e. the Leaning Tower of Pisa (7 people), Uffizi Gallery (4 people), the Piazza del Duomo, Antivo Vinaio, Terme di Canzano, the Ponte Vecchio and Campo dei Fiori (1 each). Some focused on more general terms, associating Tuscany with historical centres, museums and art. The word "culture" brought Tuscany to mind for four people, the local dialect for three, and history for two. Italians also associated Tuscany with famous people, such

as Dante Alighieri, Dario Moccia and the actor Pieraccioni. Events hosted in the region are also listed: the Palio di Siena, Lucca comics and carnival. The words "literature", "renaissance", "Etruscan people" and the term "city of art" were also each used once. Among the associations with a given region, the local cuisine was indicated by ten Italian respondents. In addition, Florentine steaks, salumi and tagliata were also mentioned. Wine was a common association (17%). Equestrian tourism and the very concept of "tourism" were also distinguished. The associations also included beautiful landscapes being mentioned by ten respondents. In addition, the region made 8% of Italians think of hills. Individual respondents also mentioned villages, forests, olive trees and Tuscan farms. The word "nature" appeared five times in the answers, "greenery" four times, and "cypresses"

three times. Like the Poles surveyed, so too the Italians associated Tuscany with the sun, beach, sea, holidays, relaxation and peace. When four Italians thought of Tuscany, they were reminded of home or family.

The study participants were asked about opportunities to increase the tourist attractiveness of Tuscany. Most of the respondents believed that the promotion of the region should be increased. This answer was given by as many as 59% of Poles and 58% of Italians. Many Polish respondents (39%) also believed that accommodation facilities should be improved. Many respondents (29%) suggested the creation of new tourist trails. In the opinion of 26% of respondents, the signage for monuments, beaches and existing tourist trails should also be improved. This aspect was discussed by the second largest group of Italian respondents (37%). The creation of new tourist routes was recommended by 30% of Italian respondents, and the improvement of accommodation facilities was recommended by ~25%. Many believed that it would be good practice to create attractions aimed at children and teenagers (20% of Poles and 15% of Italians). One person from Poland indicated that they would like to see more art festivals, especially theatre festivals, in the region. Changes in the culinary sphere were suggested by 13% of Poles, one of which drew attention to the few vegetarian and vegan dishes. Only 9% of Italians believed that the catering needed improving. According to two Poles surveyed, communication in Tuscany should be improved. The same number of people noted that they should focus on cleanliness in the region, complaining about the peculiar smell

in cities. There were also responses among Italian respondents indicating that pricing policy may be a problem (3 people) and that lowering prices could improve the region's image. Two people also thought that it would be good practice to create events showcasing small towns, traditions and the beauty of the region, especially that which is not widely known. The same number of Italians believed that public transport needed improving, including in rural areas. Individuals also drew attention to the possibility of advertising equestrian centres in the region and increasing the number of places for campervans. One of the respondents did not indicate any way to increase the tourist attractiveness of Tuscany, citing its current beauty. The responses also included one voice of concern expressing that there are already too many tourists in Tuscany.

The next part of the survey was intended only for the surveyed Poles. The first question asked about knowledge of typical Tuscan dishes (Fig. 4). Many people remembered cantucci shortbreads (42%), Tuscan bread (40%), pappardelle al ragù di cinghiale (38%) and pecorino toscano cheese (37%). A smaller group knew what bamboloni was (30%) or zuppa ribollita (20%). The second question asked which of a list of people the respondents associated with Tuscany (Fig. 5). Most people were convinced that Michelangelo was associated with the region (48%). Many people also associated Tuscany with Andrea Bocelli (42%) and Rafael Santi (36%). People were less likely to be aware of the Tuscan origins of Dante Alighieli (27%), Guccio Gucci (26%), Galileo Galilei (21%), Luciano Pavarotti (20%) or Cosimo I (9%).

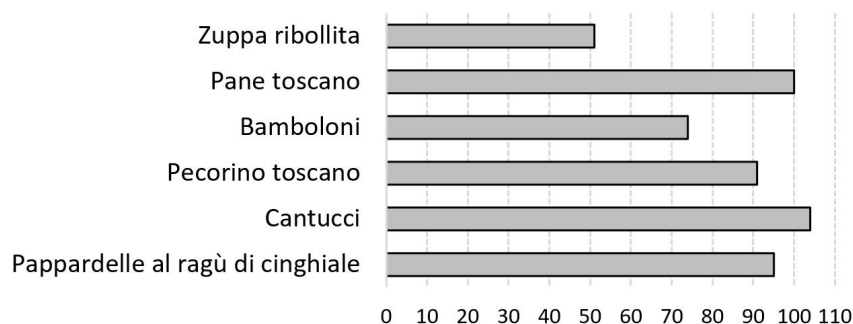


Fig. 4. Knowledge of Tuscan dishes among Polish respondents. Source: own work based on conducted research

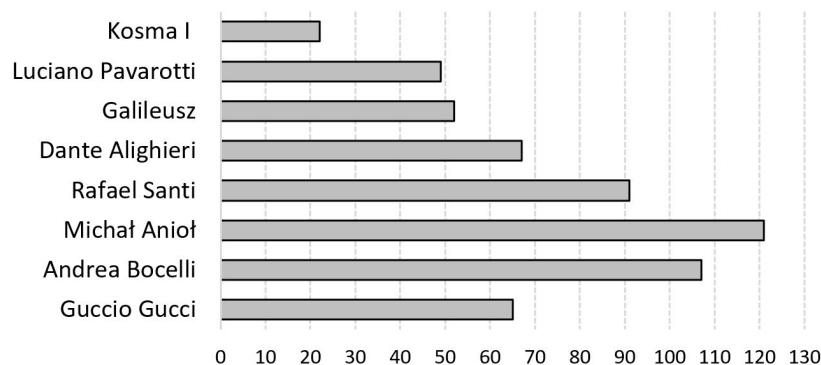


Fig. 5. Tuscan artists in the opinion of surveyed Poles. Source: own work based on conducted research

5. Conclusions

To sum up, it can be said that Tuscany, located in the Mediterranean basin, is undoubtedly one of the most attractive and popular tourist regions in Europe and the world. Tuscany is a very popular tourist destination. More than 48 million overnight stays are provided in the region every year. A large number of tourists come there: about 14–15 million every year, and most of them in the warm half-year. A multitude of valuable monuments (including UNESCO-listed sites), rich history, stunning natural objects, friendly climate, delicious regional cuisine and friendly inhabitants contribute to building a positive image of this region. The study proved that, despite differences in nation-

ality (both from Italy and Poland), age, gender and education, this opinion was also shared by the more than 450 people surveyed. The respondents believe that the greatest role in shaping the tourist attractiveness of Tuscany is played by picturesque views, wonderful monuments and delicious regional cuisine. In the opinion of Poles and Italians, Tuscany still has hidden potential for tourism development, including that the region's promotion, accommodation and catering facilities can be improved and new tourist routes can be created. In the future, it is planned to expand the research on tourist attractiveness to other regions of Italy.

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