

ISSN 1732-4254 quarterly

BULLETIN OF GEOGRAPHY. SOCIO-ECONOMIC SERIES

journal homepages:

<http://www.bulletinofgeography.umk.pl/>
<http://wydawnictwoumk.pl/czasopisma/index.php/BGSS/index>
<http://www.degruyter.com/view/j/bog>

DE
G

Sunrise as a tourist attraction in the context of tourist motivation theory: a case study of the peak of Babia Góra (Western Carpathians)

Ewelina Mocior^{1, CDFMR}, Agnieszka Nowak^{2, DFMR}, Marcin Rechciński^{3, DMR}, Paweł Franczak^{4, DM},
Joanna Hibner^{5, DM}, Paweł Krąż^{6, DM}, Natalia Tokarczyk^{7, DM}

Jagiellonian University, Institute of Geography and Spatial Management, Gronostajowa 7, 30-387 Kraków, Poland; ¹ phone: +48 512 514 474, e-mail: ewelina.mocior@uj.edu.pl (corresponding author), ² phone: +48 146 645 262, e-mail: ag.nowak@uj.edu.pl, ³ phone: +48 146 645 262, e-mail: marcin.rechcinski@uj.edu.pl, ⁴ phone: +48 146 645 263, e-mail: p.franczak@uj.edu.pl, ⁵ phone: +48 146 645 262, e-mail: joanna.hibner@uj.edu.pl, ⁶ phone: +48 146 645 262, e-mail: pawel.kraz@uj.edu.pl, ⁷ phone: +48 146 645 262, e-mail: n.tokarczyk@uj.edu.pl

How to cite:

Mocior, E., Nowak, A., Rechciński, M., Franczak, P., Hibner, J., Krąż, P. and Tokarczyk, N., 2015: Sunrise as a tourist attraction in the context of tourist motivation theory: a case study of the peak of Babia Góra (Western Carpathians). In: Szymańska, D. and Biegańska, J. editors, *Bulletin of Geography. Socio-economic Series*, No. 30, Toruń: Nicolaus Copernicus University, pp. 109–121. DOI: <http://dx.doi.org/10.1515/bog-2015-0038>

Abstract. Tourist ascents of mountain peaks before sunrise are increasingly popular. Babia Góra (Western Carpathians) is a peak on the Polish-Slovak border frequently visited by a great number of tourists at sunrise. The main objective of our research, based on the case study of Babia Góra, was to answer a more general question whether the sunrise can be considered a tourist attraction. The research included the observation and description of every sunrise at summer holiday weekends during 2012 from the peak of Babia Góra as well as the collection of data on the number of tourists and weather conditions. Survey interviews, using questionnaire, with randomly selected hikers present on the peak of Babia Góra at sunrise (269) were conducted. The investigation showed that during summer holiday sunrises there were a maximum of 130 people on the summit of Babia Góra at the same time. Most of the surveyed people (84%) agreed that the opportunity to observe the sunrise was one of the pull factors for them. This confirms the hypothesis that sunrise constitutes a tourist attraction.

© 2015 Nicolaus Copernicus University. All rights reserved.

Article details:

Received: 04 April 2014
Revised: 19 February 2015
Accepted: 19 May 2015

Key words:

landscape ephemera,
pull factors,
push factors,
nature-based tourism,
mountains.

Contents:

1. Introduction	110
2. Material and research methods	111

2.1. Data collection and analysis	111
2.2. Meteorological conditions during research days	112
3. Results	113
4. Discussion	116
4.1. Sunrise as a tourist attraction	116
4.2. Push and pull motives of sunrise observers	117
4.3. The role of landscape ephemera in tourism	118
5. Conclusions	119
References	120

1. Introduction

Since ancient times, tourist attractions have been constantly changing with changing tourist needs and motivations (Sharma, 2005). Hence, the term 'attraction' can be defined in many different ways and there is no universal definition applying to all such places and objects (Swarbrooke, 2002). Yet, using the most general approach, it can be described as whatever interests tourists (Lundberg, 1985).

As a result, there are a lot of classifications of tourist attractions. Among others, they can be classified as nature-oriented and human-oriented ones (Perry, 1975; Graburn, 1977). Further, Lew (1987) in his 'Composite Cognitive Tourist Attraction Typology' includes (a) tourist activities, (b) tourist experiences and (c) attraction characters.

Even so, most tourist attractions can be analysed through the framework of Leiper's (1990) tourist attraction system. According to this author, attraction consists of three interconnected elements: a tourist or human element, a nucleus or central element and a marker or informative element. The first component consists of people travelling in search of leisure activities. The nucleus refers to a sight and a place where a tourist experience is created, experienced and consumed. Finally, the informative element or a marker is an item of information about the potential nucleus within a tourist attraction (Leiper, 1990).

The attractiveness of a travel destination generates 'pull' factors in opposition to internal motives – 'push' factors. Both of these factors, according to many authors, constitute a tourist motivation (e.g., Crompton, 1979; Klenosky, 2002; Kozak, 2002; Kim et al., 2003; Pan, Ryan, 2007; Moham-

mad, Som, 2010). The conceptual framework of push and pull factors was first developed by Dann (1977) and Crompton (1979). According to these authors, push and pull factors correspond to separate stages in travel decision making – push factors focus on whether to go, while pull factors on where to go. Push factors are socio-psychological motives which explain the initial decision to go on holidays. Crompton (1979) gives a list of such incentives: escape from a perceived mundane environment, exploration and evaluation of self, relaxation, prestige, regression, enhancement of kinship relationships, and facilitation of social interaction. None of them is related to particular attraction attributes. However, they somehow determine the scope and the type of the desired activity.

On the other hand, pull factors (cultural motives) are aroused by the particular qualities of the destination. Therefore, they play a crucial role in destination choice. According to Crompton's (1979) research, two primary pull factors are: novelty (curiosity, adventure, new and different) and education. Uysal and Hagan (1993) provide the examples of pull factors based on tangible elements of particular destination such as beaches, accommodation, recreation facilities as well as cultural and historical resources. Moreover, Kozak (2002) adds, inter alia, such factors as weather, entertainment, quiet, recommendation, familiarity (repeat visit), local people (culture), scenery (landscape), first experience, price and cleanliness, and Pan (2012), on the example of volunteer tourism, highlight expecting challenge, validating personal perceptions of the place, and experiencing the life in a foreign culture.

However, the same attraction, especially a natural one, can vary at two different moments. A land-

scape observed from sightseeing spots changes with the season, the weather and the time of the day and night (Chen, Takama, 2012). Such seasonal and ephemeral features of a landscape strongly influence perception, something that was emphasized e.g., by Brassley (1998) and Palang et al. (2007). Consequently, some visitors choose a particular time of the day to visit specific scenic outlooks. Likewise, they may have different motives to visit an attraction during particular time.

Sunrise is one of the moments which make a view unique for tourists and can be counted as one of the motivating factors in visiting a particular place. Although it has already been mentioned in some papers (e.g., Harper, 1997; Ryan et al., 2000; Gyimóthy, Mykletun 2004; Hsu et al.; 2009 Hung, Petrick, 2010), the authors in point did not examine the role of this phenomenon. The question is – may we consider a sunrise to be a separate tourist attraction or is it just one of the sights which characterise certain natural locations?

Viewing points like Uluru in Australia or the Grand Canyon in America are world famous for their attractiveness at sunsets and sunrises (Harper, 1997; Zeppel, 1998). However, the ephemerality and uniqueness of this kind landscapes justify investigating aspects pertaining to the phenomenon even in the local-scale locations. What is more, due to the smaller social influence of the site, it is even more justified to ascribe to the sunrise itself the key role in the creation of a tourist attraction, inter alia, because of the limited importance of the vogue factors.

In Poland, a place known for the presence of a large number of hikers at sunrise is the massif of Babia Góra (1725 m, 49°34'24"N, 19°31'46"E), which is located on the Polish-Slovak border. Its popularity was initially proved on the basis of Internet forums and travel blogs content investigation. Following further analysis of explorative interviews with travellers' word of mouth as well as field reconnaissance at the highest peaks of different Polish Carpathians mountain ranges, the place was chosen for the study area. Besides, it is the highest peak of the Outer Western Carpathians and it is relatively isolated and surrounded by basins. Therefore, it is possible to see wide panorama of nearby mountain ranges, especially the Tatra Mountains, which is the highest range of the whole arch of the Carpathians.

What is more, remarkable meteorological phenomena such as a 'sea of fog' and atmospheric refraction can be frequently observed there at sunrise.

The main objective of the study was to verify whether the sunrise observed from Babia Góra can be considered to be a tourist attraction. To achieve this aim, it was necessary to identify the number of people visiting the peak at dawn and to check whether the sighting of sunrise and accompanying phenomena was the main pulling factor for night-time ascents. Additional aims were to identify other forms of visitor motivation and to obtain information about other mountain tops visited at sunrise, as well as to describe features of a potential tourist attraction created by sunrise.

2. Material and research methods

2.1. Data collection and analysis

The research was conducted at the moment of sunrise every day during summer holiday weekends 2012 (20 days in total). The study was based on field research which included identification of the number of people present on the peak of Babia Góra at the moment of sunrise, a questionnaire survey with some of them as well as the observation and measurement of weather conditions.

The number of people present on the peak of Babia Góra at the moment of sunrise were counted. Survey interviews were conducted with 269 of them (36.4%). The questionnaire comprised four sections. The first section concerned tourists' motivations for night-time ascents of Babia Góra. This question was formulated as a semi-open one in which tourists were provided with a list of possible motivations, but they were also welcome to specify other motivating factors. In this section, they were also asked to identify the most important factor. The second section focused on the tourists' satisfaction as determined by the whole activity. However, this section will feature as the subject of another article. In the third section information on previous ascents of the Babia Góra peak and other summits at sunrise, as well as future plans for such excursions, was sought. Questions on the observation of sunrise from Babia Góra or other peaks were closed-ended (yes/no), whereas questions on the names of previ-

ously visited and planned peaks were open-ended ones. Finally, in the last section sociodemographic data on the age, educational attainment and place of residence were collected.

Data on weather conditions was collected for the purpose of sunrise description. Tem-

perature and wind speed were measured using a Testo device. Precipitation, cloudiness and fog presence as well as visibility were determined on the basis of observation. The occurrence of remarkable meteorological phenomena was noted as well.

Table 1. Weather conditions on the peak of Babia Góra at sunrise on Saturdays and Sundays of the summer holidays 2012, according to measurements using Testo device

Date	Air temperature [°C]	Wind velocity [m/s]	Precipitation	Cloudiness	Fog	Visibility	Sea of fog
30.06.2012	13.2	4.0	-	3/8	-	low	-
01.07.2012	15.1	17.0	-	0/8	-	low	-
07.07.2012	12.6	2.0	-	3/8	-	low	-
08.07.2012	14.8	3.0	-	7/8	-	very low	-
14.07.2012	10.1	8.0	rain	4/8	-	low	-
15.07.2012	5.3	5.0	-	8/8	+	very low	-
21.07.2012	11.0	5.4	rain	8/8	+	very low	-
22.07.2012	4.0	8.4	-	7/8	+	very low	+
28.07.2012	14.1	1.1	-	1/8	-	low	-
29.07.2012	11.1	10.5	-	6/8	-	medium	-
04.08.2012	15.0	2.3	-	2/8	-	low	+
05.08.2012	14.0	3.0	-	6/8	-	low	-
11.08.2012	9.1	4.5	-	6/8	-	medium	-
12.08.2012	6.2	3.5	rain	8/8	+	very low	-
18.08.2012	5.6	6.0	rain	8/8	+	low	-
19.08.2012	10.0	2.0	-	4/8	-	medium	-
25.08.2012	12.0	17.0	rain	8/8	-	low	-
26.08.2012	10.0	9.0	-	4/8	-	medium	-
01.09.2012	12.0	7.0	-	8/8	-	medium	+
02.09.2012	11.8	6.0	-	2/8	-	low	+

Source: Own elaboration

The data assembled were analysed quantitatively. The number of people was correlated with some of the observed weather conditions: temperature, wind velocity, cloudiness and precipitation occurrence. Analysis of the tourists' motivations for night-time ascents of Babia Góra as well as information on previous and planned observations of sunrises from other peaks was the basis for the verification of the hypothesis as to whether sunrise observation may account as a tourist attraction. Furthermore, socio-demographic questions were used to describe the profile of tourists who undertake such an activity and to identify the range of the attractiveness of sunrises observed from Babia Góra.

2.2. Meteorological conditions during research days

Observations and measurements of weather conditions showed that during the days chosen for the study the weather was varied (Table 1). Air temperature ranged from 4.0°C to 15.1°C. It was usually windy, wind velocity reaching up to 17 m/s. At five sunrises there occurred rain precipitation. In most cases cloudiness was medium or intense. Only in one case (1 July) was the sky totally clear. During the course of five mornings fog was present. Visibility was assessed in relation to the ability to see the

nearby mountain ranges. In most cases this was low or very low. A so-called 'sea of fog' was observed four times during the summer holiday weekends of 2012, whereas atmospheric refraction was noted three times.

3. Results

The total number of tourists at the top of Babia Góra at sunrises on summer holiday weekends in 2012 was 738 people (Fig. 1). The largest turnout was recorded on 5 August (130 people); however, in most cases there were 20–60 visitors on the top of the mountain at the time of sunrise. Regardless of the considerable fluctuations in the number of tour-

ists on the peak of Babia Góra at dawn for each day of the study period, no strong correlation between the phenomenon and weather conditions was noted. Neither temperature, nor wind speed was related to the number of people on the peak. Weak, but statistically insignificant, correlations with cloudiness (-0.43) and precipitation occurrence (-0.44) were noted.

The majority of tourists at the peak of Babia Góra were men (64%), women accounted for only 33% of respondents. Most of tourists present at the top of Babia Góra at dawn were young people between 26 and 35 and between 19 and 25 (respectively, 40% and 35%). The middle-aged (36–50) accounted for only 15% of respondents. Small percentages of people under 18 (8%) and above 50 (only 2%) were also recorded.

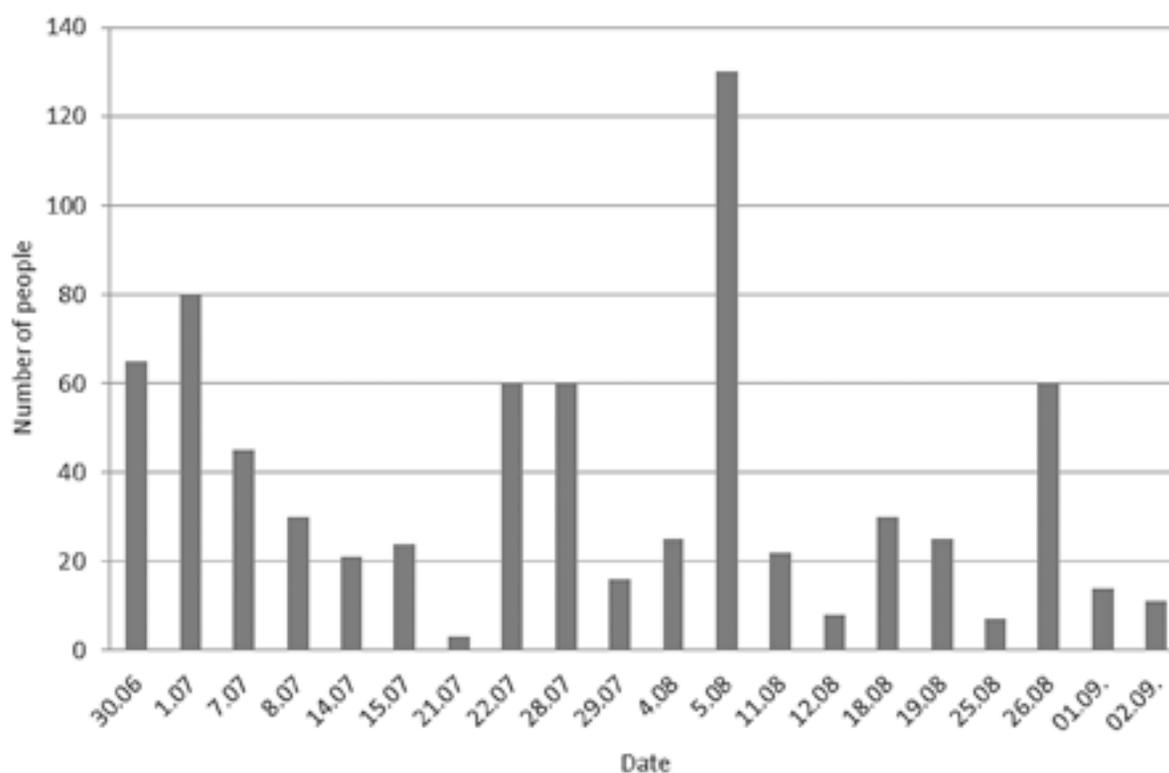


Fig. 1. Number of people on the peak of Babia Góra at sunrise on Saturdays and Sundays of the summer holidays 2012

Source: Own elaboration

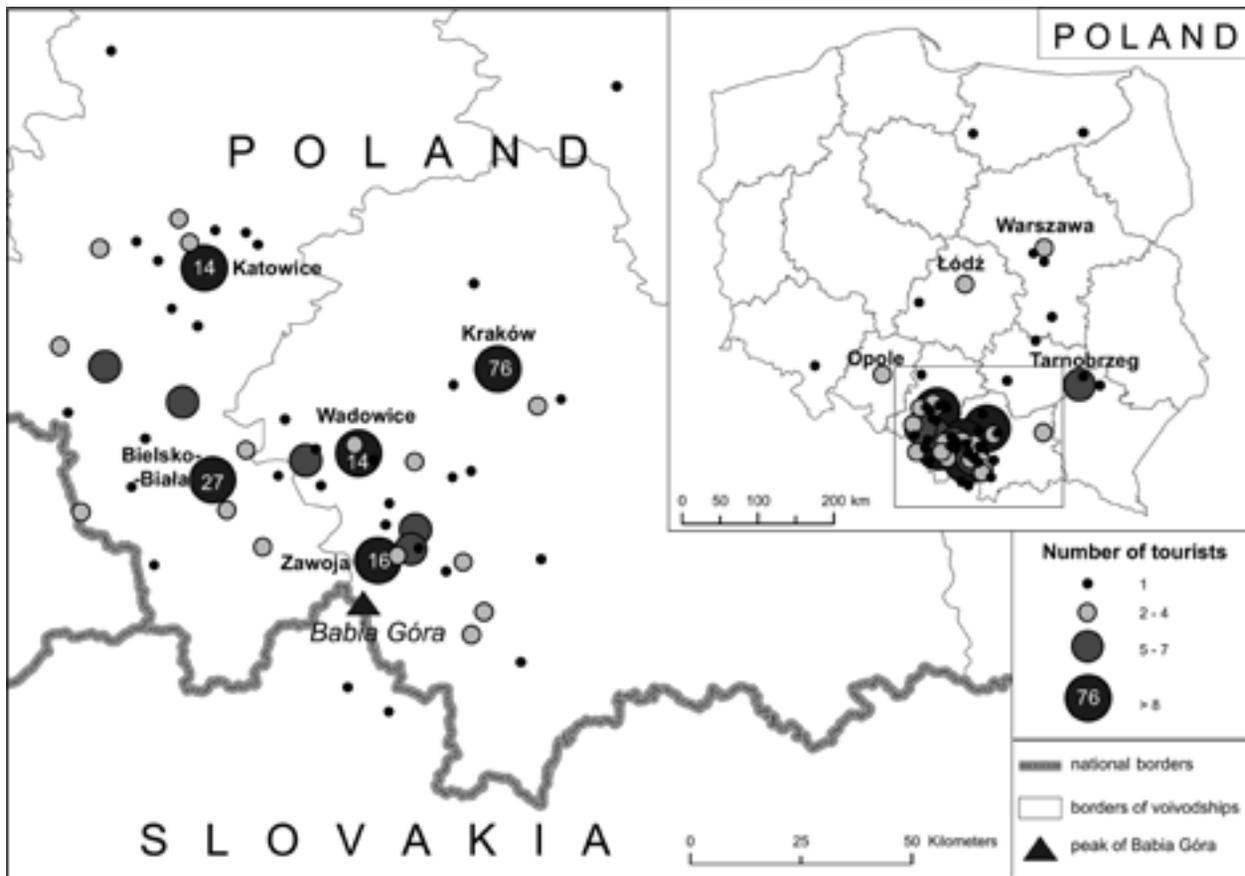


Fig. 2. Number of tourists who came from different localities of Poland and Slovakia

Source: Own elaboration

The majority of respondents had a university degree (58%), whereas a significant group of the respondents (28%) declared only a secondary educational qualification. However, 17% of the whole surveyed group were still studying. Primary education was declared by 6% of people, but these were mostly those under the age of 19. Only 15% of respondents acknowledged an environmental education.

Respondents came from 72 localities of central and southern Poland (Fig. 2). Most of them – from the provinces of Malopolska and Silesia, which are located close to the Babia Góra massif.

Three cities (Krakow, Katowice and Bielsko-Biala) constituted the place of residence for over 40% of respondents, something that probably resulted

from good accessibility of Babia Góra in relation to these locations. Six percent of visitors were from Zawoja, a village located in the foothills of Babia Góra. A small number of people from Slovakia were also noted.

Hikers present at the peak of Babia Góra at sunrise declared an array of motivations (Fig. 3). Among the 269 surveyed people, 84% indicated their desire to see a sunrise was one of the reasons for the trip. More than half of them wanted to spend free time with friends in such a way. The desire to see a panorama from a mountain top was also a prevalent motive. The least number of those surveyed admitted as a reason that they had intended to impress their friends.

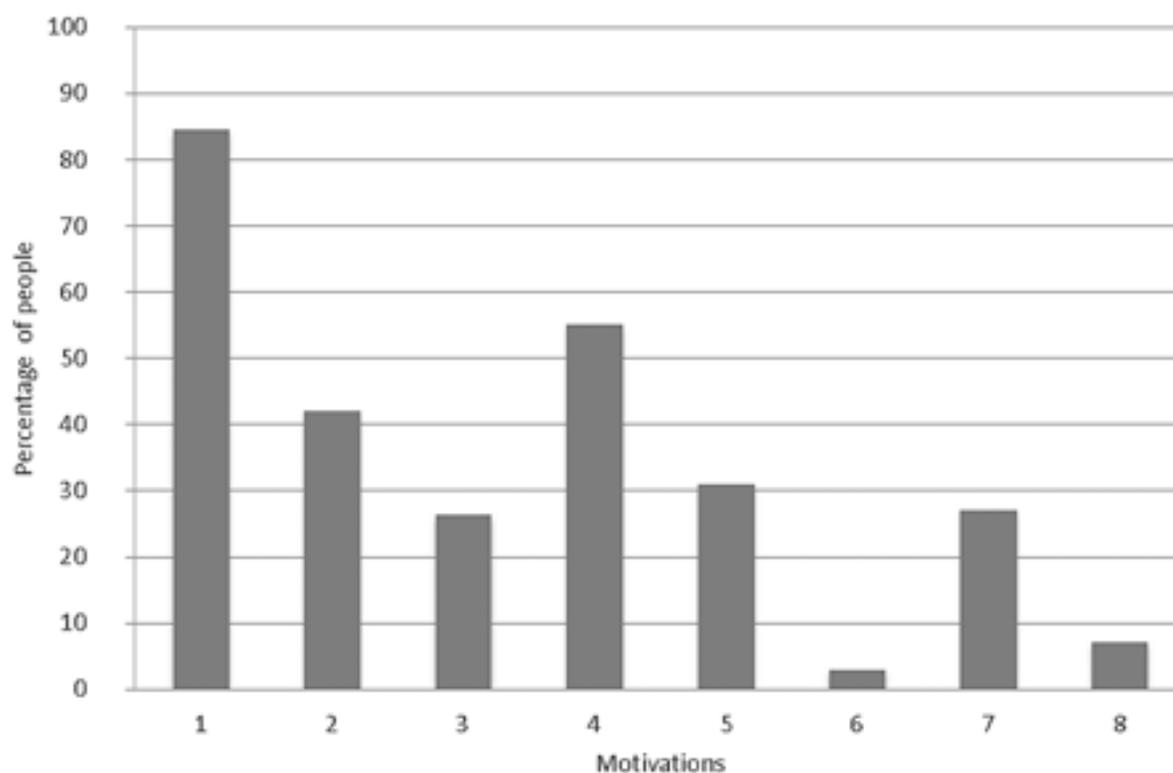


Fig. 3. Motivations for tourists' night ascents of the Babia Góra peak: 1 – observation of the sunrise and associated phenomena; 2 – observation of the view from the peak of Babia Góra; 3 – taking pictures; 4 – accompanying friends; 5 – experiences connected with spending time on Babia Góra at night; 6 – a desire to impress friends; 7 – a desire to do something spontaneous and unusual

Source: Own elaboration

Visitors of Babia Góra were asked about the main motive as well. For more than a half of early morning visitors to Babia Góra, seeing the sunrise was the main stimulus, whereas for 12% of them the main reason was to spend time with their friends. A large part of respondents did not specify which motivation was the most important for them.

The motivations of the sunrise spectators differed among the various age groups. For tourists under 19, the emotional thrill connected with a night ascent of Babia Góra was more important than for those in other age groups. A similar tendency can be noted in the case of 'a desire to impress friends' – 5% of people under the age of 19 marked that statement. In other age groups almost nobody was motivated by this factor. Unlike the two previously mentioned motivations, the desire to see a sunrise and to admire views from Babia Góra was much more common in the older age groups. The relationship between tourist motivations and education is weaker than between motivations and age. The desire to see a sunrise, which was the motivation of

the greatest importance for most of those surveyed, did not depend on educational attainment.

The study showed that 30% of respondents had already observed a sunrise from Babia Góra before, whereas 81% of visitors declared a desire to see it from this summit again. In this groups, the following motivations were found to be prevalent: the observation of a sunrise and associated phenomena (83%) and accompanying friends (55%).

Beside Babia Góra, many other mountain tops are visited by Polish hikers at dawn (Fig. 4). According to our research, 26% of respondents had already observed a sunrise from other summits. One person had been on four peaks at sunrise before. The respondents mentioned mainly the highest peaks of different mountain ranges – Western and Eastern Carpathians, Sudetes, the Holy Cross Mountains and even the moraine hills of the Polish Lakeland Region. The tourists surveyed had admired a sunrise from the top of nearby Pilsko (6 persons) and from the highest peak of Poland – Rysy in the Tatra Mountains (4 persons) as well

as the highest peak of the Sudetes and the whole of the Czech Republic – Śnieżka (3 persons). Several respondents had observed a sunrise from more distant peaks such as: Mount Blanc, Gran Paradiso, Triglav or Mount Sinai. A large group of respondents (43%) declared a desire to see a sunrise from other peaks in Poland and all over the world. Among the mountain tops that were planned to visit at sunrise can be listed: Rysy (20 persons), Pilsko (10 persons) and Śnieżka (4 persons).

4. Discussion

4.1. Sunrise as a tourist attraction

The study results confirm the hypothesis that the ephemeral landscape of a sunrise is the main motivating factor for tourists climbing to the top of Babia Góra at night. However, in order to extend the conclusions to the issue of tourist attractiveness, the described phenomenon has to be confronted with

several definitions of a tourist attraction which have been produced on the ground of tourist studies.

An analysis of the subject literature leads to the conclusion that these definitions can be divided in two general groups. The first includes explications which origin from the management approach to tourist attractions, which seems to be the most popular at the present moment due to its practical implications. For instance, Hu and Wall (2005: 619) define a tourist attraction as 'a permanent resource, either natural or human-made, which is developed and managed for the primary purpose of attracting visitors'. A similar definition was provided earlier by Middleton (1988). That way of understanding creates classification problems in the case of the described phenomenon. Although (by applying less severe assumptions) the trails to the summit of Babia Góra can be treated as facilities which co-create the attraction, they definitely should not be considered to be the outcome of management actions aimed at improving the accessibility of this particular resource.

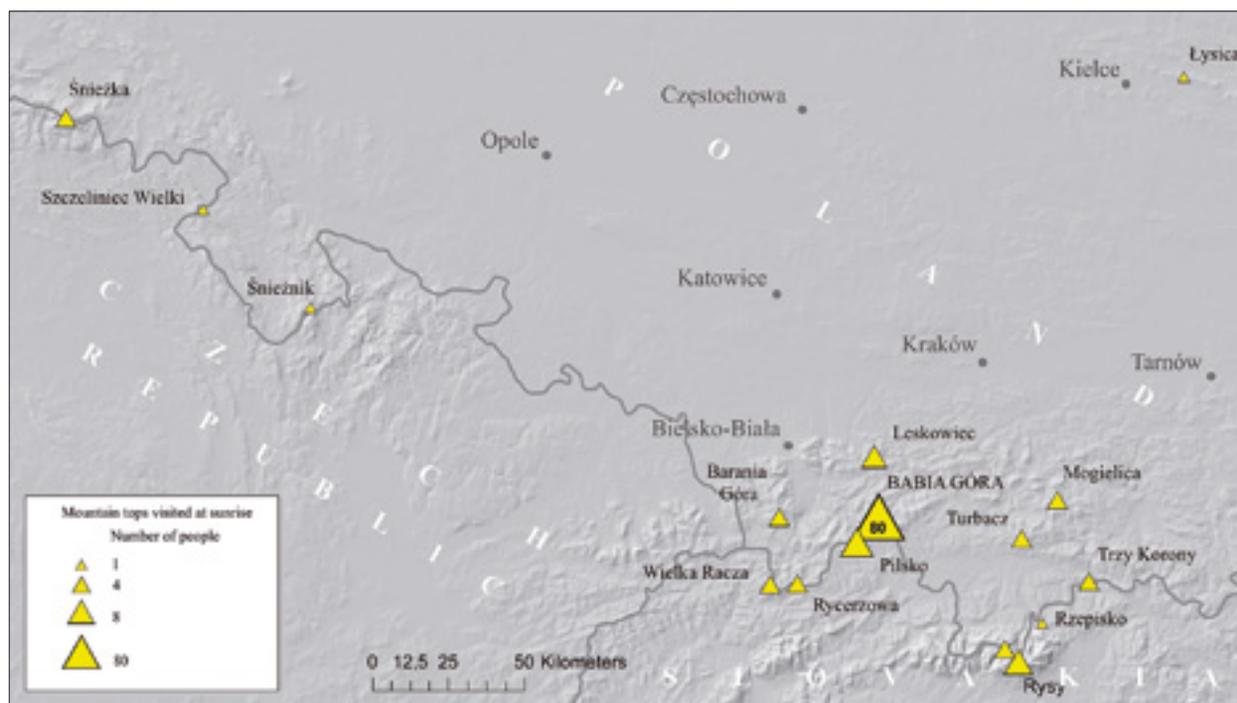


Fig. 4. Mountain tops in southern Poland visited at sunrise by people surveyed on Babia Góra peak

Source: Own elaboration using digital elevation model SRTM

On the other hand, one can enumerate several examples of resources that are not managed at all but still constitute a 'pulling' factor. This leads to the acceptance of the second group of definitions of tourist attractions: chronologically older but much broader in terms of their notional scope. As an example, Lew's (1987) definition can be quoted – 'tourist attractions consist of all those elements of a "non-home" place that draw discretionary travelers away from their homes', which is similar to the generic Lundberg (1985) definition, already provided in the introduction section. In addition, Mattsson et al. (2006) argues that something may only be termed 'attraction' – in opposition to 'attractor' – after it has been 'discovered' by tourists, which is undoubtedly true for the described phenomenon. The use of these approaches clearly justifies treating sunrises observed from the peak of Babia Góra as a tourist attraction. The origin of tourists reaching the summit in relation to the sunrise phenomenon provides information about the spatial scope of the attraction. Although the majority of spectators came from within the adjacent region, the presence of some people from more distant parts of Poland suggests that the attraction is of supraregional importance.

4.2. Push and pull motives of sunrise observers

The results of the presented case study can be put into the context of much further-reaching methodological research on that fundamental term. This implies that the attractiveness of the sunrise itself is not the only factor determining its existence as a tourist attraction. Another is tourists' earlier motivation to see the phenomenon. Taking into consideration the push and pull factors theory, incentives of surveyed people were divided into two groups. Most of them were socio-psychological motives (push factors): to accompany friends, to impress friends, to do something spontaneous and unusual, to calm down, to celebrate birthday, to drink alcohol in a special place, to do something for the first time, to go for a scout trip, to go for a walk with the dog or to test touristic equipment. On the other hand, the group of attraction-generated motives (pull factors) include: observation of the

sunrise and associated phenomena, observation of the view from the peak of Babia Góra, experiences connected with spending time on Babia Góra at night. Although most of the noted motivations are classified as push factors, the largest group of surveyed tourists selected a pull factor (sunrise observation). This incentive was also the most important one for the half of them.

From the point of view of the main objective of the study, the importance of the pull factor: 'observation of the sunrise and associated phenomena' justifies defining sunrise as a tourist attraction. This motive explains the reason of early morning visits on mountain peaks. That creates the crucial difference between the motivations of people surveyed at sunrise and tourists hiking in mountain areas during the daytime. The research of Pan and Ryan (2007) shows that push factors (mainly relaxation) motivate people visiting the mountains to a greater extent than the pull factors. In contrast, the pull factors were much more important for sunrise observers, for whom admiring a sunrise was the main motivation. Nonetheless, social and emotional factors, which should be considered as push (internal) factors, are relatively significant as well. Push factors which were indicated by tourists allowed them to decide on the type of activity (including emotional thrill, spending time with friends etc.), but only pull factors determined the choice of a particular attraction and destination (here: sunrise observed from the peak of Babia Góra).

The statement that sunrise should be considered to be a tourist attraction can be additionally supported by the relatively high percentage of people who previously observed a corresponding phenomenon from Babia Góra or other peaks. Likewise, the high percentage of people who would like to return to Babia Góra to experience the sunrise again backs up this hypothesis. Further, that indicates tourist loyalty towards the destination, which is directly determined by the satisfaction, and indirectly affected by tourist motivation (Lee, Hsu, 2011). Tourist loyalty can also contribute to creation of the positive word of mouth of the attraction (Lee, Hsu, 2011).

The distribution of peaks from which people have already experienced a sunrise is uneven and is probably related to where they originated from. However, it may be noted that, apart from Babia Góra, there are several peaks which are famous for

unique sunrise observations. These include mountain peaks: Rysy, Śnieżka and Pilsko in Poland as well as Mount Blanc (Italy/France), Gran Paradiso (Italy), Triglav (Slovenia) or Mount Sinai (Egypt). All those summits provide favourable conditions for sunrise observation as they all are the highest peaks in their respective areas, relatively isolated and located above the tree line. Comparative research on the landscape ephemera of supraregional importance may be conducted on those peaks. Moreover, the fact that tourists mentioned many other places where they experienced sunrises shows that they perceive each site as a separate tourist attraction which is worth visiting. That is why deep investigation of certain phenomena related to the particular case studies is still needed.

4.3. The role of landscape ephemera in tourism

Popularity of ephemeral landscapes (e.g., sunrise) observation can be explained by Swarbrooke's theory (2002), who points out that nowadays a tourist or a visitor attraction product can be treated as an experience which includes planning the trip, the journey to the particular place and the time spent at the attraction as well as the keeping of memories connected with the place after a visit. The last two elements are probably particularly important for the viewers of sunrises as a result of the ephemerality of the phenomenon. Though, memories, in their visual aspect, may be materialized in the photographs taken during the trip. This even constituted one of the motivations for undertaking the journey for a quarter of the tourists surveyed.

Furthermore, according to Swarbrooke (2002), the mentioned experience is affected by the tangible elements of the attraction (e.g., infrastructure) as well as a range of factors which are largely outside of a tourist's control, for instance the weather. The latter is crucial in the attractiveness and uniqueness of viewing a sunrise. An identical sunrise can never be seen twice from the same point due to the host of phenomena that accompany it (especially the 'sea of fog' and atmospheric refraction), the different colours of the sun and the sky, the shapes of clouds as well as non-optical characteristics, which can be sensually perceived. Moreo-

ver, as a sunrise can be observed only once a day, it may be considered as a type of temporary tourist attraction (Swarbrooke, 2002).

In this context, various sorts of landscape ephemera may be considered as tourist. There are many examples of specific ephemeral phenomena, ones varying in the spatio-temporal permanence they are experienced by tourists, which may be not only sun-related phenomena (a sunrise, sunset, solar eclipse) but also the northern lights (aurora borealis) or severe weather phenomena (e.g., tornados). Those specific landscape ephemera together with features of nature are the cores that aid in the creation of unique genius loci or the spirit of a place. An example of the latter was shown by Pressman (1996: 527) who described the 'northern experience' as a 'configurations of rocks, ground and trees; sun, cloud and shadow; streams, lakes, rivers, ponds, oceans; and mist, fog, rain, snow' as well as the occasion appearance of the mysterious lights of the aurora borealis and 'white nights'. Likewise, Jacobsen (1997) analysed the northern landscape; however, his considerations concerned the specific landscape of the Nord Cape. The location of the cape itself (the most northern part of Norway and Europe, above the Arctic Circle, in the mysterious land of the Sami people), makes it a desirable destination. What is more, the pristine nature and seasonal phenomena such as 'white nights' and the polar night with the landscape ephemera of the northern lights provide tourists with extraordinary experiences. Such experiences are also sought on the part of film tourists, who would like to feel the romantic or fantastic scenery they saw in the film (Carl et al., 2007; Connell, 2012). On the contrary, a second group of film tourists focus on attempts to experience a ephemeral phenomenon such as a tornado for the emotional thrill (Connell, 2012). Our research also proved that the emotional thrill accounts for one of the motivating factors resulting in a tourist climbing to the peak of Babia Góra at night. Besides, it showed that such experiences are particularly appealing for young people, for those below 35. Considering the time of the climb, it is explainable that most of the tourists were men, probably adventure seekers. Consequently, modern-day tourism is not only about seeing sights but, above all, assembling different types of experience. What is more, the specific experienc-

es are closely linked to the place where they could be gained. There are some landscape ephemera, e.g. sunrise or sunset, that are ubiquitous and can be experienced in specific places all over the world, and others, e.g. tornados or northern lights, that are attached to particular geographical regions, and only there research on them can be conducted.

Sunrise and sunset observations in certain destinations worldwide have already been specified as tourist attractions as well. Nevertheless, the issue has been recognized to a very limited extent. On the example of the camel safari in Jaisalmar in India (Shackley, 1996), they constitute a combined tourist product with a camel safari through the sandy dunes. A famous sightseeing spot known for observation at sunrise is Uluru in Australia mentioned by Harper (1997) and Zeppel (1998). Harper (1997) refers also to the aspect of the specific behaviour of tourists observing sunrises and sunsets in the Grand Canyon National Park. However, those reflections cannot be directly associated with the authors' observations on Babia Góra, mostly due to the marked difference in the accessibility of those viewing points. Furthermore, experiencing sunrises was enumerated as one of the tourists' motivation for participating in cruises offered by the Holland America Line and Princess Cruises. The passengers were interviewed at Port Everglades in Fort Lauderdale, Florida (Hung, Petrick, 2011). This example shows that the described attraction is not limited to mountain tourist activity.

According to the findings of many authors (e.g., Dawson et al., 2009; Zhang, Wang, 2013) nature-oriented attractions are particularly vulnerable to weather-derived fluctuations in visitor numbers. This observation should be applicable to landscape ephemera attractions in particular. Conversely, although the number of tourists who reached the summit of Babia Góra at dawn varied considerably across each day of the study period, no strong relation with weather conditions was noted. This may be due to the fact that tourists planning a trip to experience a sunrise rely on the weather conditions forecast for the stations located at the foot of the massif, which are often very different from those observed at the summit. Among the factors that influence the number of people the moon phase may be considered as it is potentially easier to climb on a moonlit night. The coincidence of a full moon and

the largest turnout (5 August 2012) on the peak of Babia Góra is noteworthy. However, another visit on the peak in the same moon phase (1-2 September 2012) did not confirm this explanation.

5. Conclusions

The peak of Babia Góra is frequently visited by people at dawn and the observation of sunrise is the main motivation for such ascents. Inconveniences which have to be faced during night ascending the peak of a mountain 1725 m high show that the pulling force is substantially strong. It proves not only the attractiveness of the place at a particular moment of the day, but indicates that sunrise acts as a separate tourist attraction. Moreover, as some of the tourists visiting Babia Góra to see a sunrise come from relatively distant places, the phenomenon may be considered to be a supraregional attraction.

Besides Babia Góra, many other mountain tops are visited at the time of sunrise, which indicates a commonness for the activity. An overview of the subject literature and the conducted research confirms that the viewing of various sorts of ephemeral landscapes, including sunrises and sunsets, is becoming one of the types of present-day tourism. Also, it reflects crucial role of experience and contact with nature in contemporary tourist trends. The temporality and changeability of landscape ephemera makes it more desirable and valuable for tourists. What is more, in case of sunrise, the impressions retained as a consequence of sunrise observation are combined with preceding emotional thrill caused by spending time in mountains at night. That contributes to the uniqueness of such experiences. Our research showed that there is a group of tourists who frequently seek this type of activity. Therefore, landscape ephemera can be utilized in the tourist marketing of numerous places.

The analysis of tourist motivations and the role of push and pull factors is crucial for the study. Research revealed the importance of the pull factors for described attraction, which is probably common for most of landscape ephemera. However several push factors were provided as well, e.g., social factors and emotional thrill aroused by spending time in mountains at night. Thus, we can conclude that

the significance of push factors is typical for destination offering mainly relaxation opportunities whereas the domination of pull factors in motivation hierarchy draw people to attraction from tourists' 'must to see' list.

An attempt to characterize the sunrise as a tourist attraction on the basis of the typologies and definitions presented in the article is not a trivial task. The sunrise as an ephemeral phenomenon has some specific features because of which it does not always fit into theoretical divisions, even those successfully structuring more conventional tourist attractions. Therefore, studies focusing exclusively on characteristics and classification of such tourist attractions as ephemeral phenomena are needed.

Although there are many other peaks than Babia Góra which attract tourists at sunrise, the ephemerality, uniqueness and spatial diversity of this particular phenomena mean that only an assemblage of detailed case studies may give appropriate insight into its function as a tourist attraction. However, several aspects of the phenomenon are universal, especially in relation to the tourist flow management. Since the results can be easily related to, compared and then used in managing other similar sites, the international importance of the study should be emphasized.

References

- Brassley, P.**, 1998: On the unrecognized significance of the ephemeral landscape. In: *Landscape Research*, Vol. 23, No. 2, pp. 119-132. DOI: 0142-6397/98/020119-14.
- Carl, D., Kindon, S. and Smith, K.**, 2007: Tourists Experiences of Film Locations: New Zealand as "Middle-Earth". In: *Tourism Geographies*, Vol. 9, No. 1, pp. 49-63. DOI: 10.1080/14616680601092881.
- Chen, C.-H. and Takama, Y.**, 2012: Hybrid approach of using visual and tag information for situation-oriented clustering of sightseeing spot images. In: *Proceedings - 2012 Conference on Technologies and Applications of Artificial Intelligence*, TAAI 2012, pp. 256-261. DOI: 10.1109/TAAI.2012.32.
- Connell, J.**, 2012: Film tourism - Evolution, progress and prospects. In: *Tourism Management*, Vol. 33, pp. 1007-1029. DOI: 10.1016/j.tourman.2012.02.008.
- Crompton, J.L.**, 1979: Motivations for Pleasure Vacation. In: *Annals of Tourism Research*, Vol. 6, No. 4, pp. 408-424. DOI: 10.1177/004728758001900185.
- Dann, G.M.S.**, 1977: Anomie, ego-enhancement and tourism. In: *Annals of Tourism Research*, Vol. 4, No. 4, pp. 184-194. DOI: 10.1016/0160-7383(77)90037-8.
- Dawson, J., Scott, D. and McBoyle, G.**, 2009: Climate change analogue analysis of ski tourism in the north-eastern USA. In: *Climate Research*, Vol. 39, pp. 1-9. DOI: 0.3354/cr00793.
- Graburn, N.H.H.**, 1977: Tourism: The Sacred Journey. In: Smith, V. editor, *Hosts and Guests*, Philadelphia: University of Pennsylvania Press, pp. 17-31.
- Gyimóthy, S. and Mykletun, R.**, 2004: Play in adventure tourism. The case of arctic trekking. In: *Annals of Tourism Research*, Vol. 31, No. 4, pp. 855-878. DOI: 10.1016/j.annals.2004.03.005.
- Harper, T.**, 1997: Parks for People. In: *Search of the Cutting Edge in Visitor Management*. Winston Churchill Memorial Trust of Australia, pp. 57 [online] URL http://churchilltrust.com.au/site_media/fellows/Harper_Terry_1996.pdf.
- Hsu, T.-K., Tsai, Y.-F. and Wu, H.H.**, 2009: The preference analysis for tourist choice of destination: A case study of Taiwan. In: *Tourism Management*, Vol. 30, pp. 288-297.
- Hu, W. and Wall, G.**, 2005: Environmental management, environmental image and the competitive tourist attraction. In: *Journal of Sustainable Tourism*, Vol. 13, No. 6, pp. 617-635. DOI: 10.1016/j.tourman.2008.07.011.
- Hung, K. and Petrick, J.F.**, 2011: Why do you cruise? Exploring the motivations for taking cruise holidays, and the construction of a cruising motivation scale. In: *Tourism Management*, Vol. 32, pp. 386-393. DOI: 10.1016/j.tourman.2010.03.008.
- Jacobsen, J.K.S.**, 1997: The making of an attraction. The case of North Cape. In: *Annals of Tourism Research*, Vol. 24, No. 2, pp. 341-356. DOI: 10.1016/S0160-7383(97)80005-9.
- Kim, S.S., Lee, Ch.-K. and Klenosky, D.B.**, 2003: The influence of push and pull factors at Korean national parks. In: *Tourism Management*, Vol. 24, pp. 169-180. DOI: 10.1016/S0261-5177(02)00059-6.
- Klenosky, D.B.**, 2002: The pull of tourism destinations: A means-end investigation. In: *Journal of Travel Research*, Vol. 40, No. 4, pp. 385-395. DOI: 10.1177/004728750204000405.

- Kozak, M., 2002:** Comparative analysis of tourist motivations by nationality and destinations. In: *Tourism Management*, Vol. 23, pp. 221–232. DOI: 10.1016/S0261-5177(01)00090-5.
- Lee, T.H. and Hsu, F.Y., 2011:** Examining How Attending Motivation and Satisfaction Affects the Loyalty for Attendees at Aboriginal Festivals. In: *International Journal of Tourism Research*, Vol. 15, pp. 18-34. DOI: 10.1002/jtr.867.
- Leiper, N., 1990:** Tourist attraction systems. In: *Annals of Tourism Research*, Vol. 17, No. 2, pp. 367–384. DOI: 10.1016/0160-7383(90)90004-B.
- Lew, A.A., 1987:** A framework of tourist attraction research. In: *Annals of Tourism Research*, Vol. 14, pp. 553-575. DOI: 0160.7383157.
- Lundberg, D., 1985:** *The Tourist Business*, New York: Van Nostrand Reinhold.
- Mattsson, J., Sundbo, J. and Fussing-Jensen, C., 2006:** Innovation Systems in Tourism: The Roles of Attractors and Scene-Takers. In: *Industry and Innovation*, Vol. 12, No. 3, pp. 357-381.
- Middleton, W.T.C., 1988:** *Marketing in Travel and Tourism*, London: Heinemann.
- Mohammad, B.A. and Som, A.P.M., 2010:** An Analysis of Push and Pull Travel Motivations of Foreign Tourists to Jordan. In: *International Journal of Business and Management*, Vol. 5, No. 12, pp. 41-50. DOI: 10.1080/13662710500195967.
- Palang, H., Printsman, A. and Sooväli, H., 2007:** Seasonality and landscapes. In: Palang, H., Sooväli, H., Printsman, A. editors, *Seasonal Landscapes*, Dordrecht: Springer, pp. 1-16.
- Pan, T.-J., 2012:** Motivations of volunteer overseas and what have we learned – The experience of Taiwanese students. In: *Tourism Management*, Vol. 33, pp. 1493-1501. DOI: 10.1016/j.tourman.2012.02.003.
- Pan, S. and Ryan, C., 2007:** Mountain Areas and Visitor Usage – Motivations and Determinants of Satisfaction: The Case of Pirongia Forest Park, New Zealand. In: *Journal of Sustainable Tourism*, Vol. 15, No. 3, pp. 288–308. DOI: 10.2167/jost662.0.
- Perry, M., 1975:** Planning and evaluating advertising campaigns related to tourist destinations. In: Ladany, S.P. editor, *Management Science Applications to Leisure Time Operations*, New York: American Elsevier Publishing Co, pp. 116-123.
- Pressman, N., 1996:** Sustainable winter cities: Future directions for planning, policy and design. In: *Atmospheric environment*, Vol. 30, No. 3, pp. 521-529. DOI: 1352-2310(95)00012-7.
- Ryan, C., Hughes, K. and Chringwin, S., 2000:** The gaze, spectacle and ecotourism. In: *Annals of Tourism Research*, Vol. 27, No. 1, pp. 148-163. DOI: 0160-7383(99)00061-4.
- Shackley, M., 1996:** Community impact of the camel safari industry in Jaisalmar, Rajasthan. In: *Tourism Management*, Vol. 17, No. 3, pp. 213-218. DOI: 0261-517706100008-8.
- Sharma, K.K., 2005:** *Tourism and Development*, New Delhi: Sarup & Sons.
- Swarbrooke, J., 2002:** *Development and Management of Visitor Attractions*, Kent: Reed Educational and Professional Publishing Ltd.
- Uysal, M. and Hagan, L., 1993:** Motivations of pleasure travel and tourism. In: Khan, M., Olsen, M. and Var, T. editors, *Encyclopaedia of hospitality and tourism*, New York: Van Nostrand Reinhold, pp. 798–810.
- Zeppel, H., 1998:** Tourism in Aboriginal Australia. In: *Tourism Management*, Vol. 19, No. 5, pp. 485-488. DOI: 50261-5177(98)00050-8.
- Zhang, F. and Wang, X.H., 2013:** Assessing preferences of beach users for certain aspects of weather and ocean conditions: Case studies from Australia. In: *International Journal of Biometeorology*, Vol. 57, No. 3, pp. 337-347. DOI: 10.1007/s00484-012-0556-4.

