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Tourist activity among urban singles in view of socio-demographic factors

Elżbieta Biernat[1], Adrian P. Lubowiecki-Vikuk[2]

[1] Warsaw School of Economics, Warsaw, Poland
[2] Nicolaus Copernicus University, Toruń, Poland

ABSTRACT

Aim of Study. Evaluation of urban singles' tourist activity in view of socio-demographic factors.
Material and Methods. The study involved 598 randomly selected singles from Warsaw and Poznań. They represented six socio-occupational groups. The relationship between tourist activity and socio-demographic variables characterizing the socio-demographic structure of respondents was established with the chi-square test.
Results. The rate of tourist activity of the respondents was over 90%. Singles from Warsaw prefer shorter but more frequent trips. Among the respondents, a very active group was within the age range of 50-60 years. A high positive correlation was found between participation in tourism and the levels of education and income. There was no such relationship between the sexes. The most frequently declared purposes for trips were strictly tourist, VFR and business.
Conclusions. The clash of the growing trend in the number of people running one-person households with a tendency to seek individualized ways of spending free time, forces the managers of physical activity and tourism to tailor their offers for this specific target group.

KEY WORDS single person, tourist activity, socio-demographic factors.

Introduction

Following civilizational megatrends, new expectations and needs of consumers are being shaped for various products and services, including sport, recreation and tourism. Due to socio-demographic trends such as aging population, an increasing number of single households and the decline of social bonds, there has been a growing demand for products and services developed for single persons [1].

One of many different reasons for living alone is that singles are free to make any decisions, which greatly influences their way of spending free time. Therefore, there is a need for scientific research on the behavior of this market segment, especially in the area of time management including practicing tourism. Tourist activity among singles is a pioneering research area, especially on the basis of praxeological sciences, including leisure sciences. So far, rather few studies have been devoted to singles in Poland, all of which being cross-referenced in this paper.

A single is understood as a person that has never been married, or no longer remains in marriage or any other relationship (e.g. civil partnership, cohabitation) because of the partner's death, termination of marriage or a divorce [1]. In economic terms, singles are individuals who manage their own one-person households of metropolitan, urban or rural character. According to demographic data, a higher percentage of single households is located in large urban areas. Hence, the aim of this study was to assess the level of tourist activity of metropolitan singles from Warsaw and Poznań. It seems that the comparison of the levels and factors determining the singles' tourist activity can contribute to the understanding of differences in leisure behavior of residents from places of similar size. The scientific debate about determinants of tourist activity among various social groups – in consideration of the level, style and quality of life – still remains an open and interesting research trend.

Material and Methods

The study involved 598 randomly selected singles from the Polish cities of Warsaw and Poznań, representing six socio-occupational groups: (1) government representatives, senior officials, professional activists; (2) managers, specialists of various fields, education professionals and others as well as unclassified; (3) unskilled employees in trade and services; (4) manual workers; (5) intermediate staff of different specializations; and (6) school and university students [2].

Table I. Number of subjects (n = 598) within given categories of socio-demographic variables

Variable		Poznań		Warsaw	
		n	%	n	%
Sex	Male	122	40.8	122	40.8
	Female	177	5.2	177	59.2
Age	18-19	9	3.0	9	3.0
	20-29	160	53.5	160	53.5
	30-39	79	26.4	79	26.4
	40-49	25	8.4	25	8.4
	50-60	26	8.7	26	8.7
Education	Primary/vocational	10	3.3	10	3.3
	Secondary	103	34.4	103	34.4
	Higher	186	62.2	186	62.2
Profession	Government representatives, senior official, professional activists	8	2.7	51	17.1
	Managers, specialists of various sciences, education and other as well as unclassified	99	33.1	17	5.7
	Unskilled employees in trade and services	55	18.4	157	52.5
	Manual workers	9	3.0	49	16.4
	Intermediate staff of various specializations	80	26.8	9	3.0
	Students	48	16.1	16	5.4
Income	up to PLN 1500	82	27.4	175	58.5
	PLN 1501-2000	44	14.7	34	11.4
	over PLN 2000	165	55.2	36	12.0
	no answer	8	2.7	54	18.1

The study was conducted at the end of the summer (November 2007-2008) and winter (March 2008-2009) tourist seasons. A two-stage drawing system was used for sample selection. The first step was to draw an institution employing people of a particular profession from among all the institutions of this kind in Warsaw and Poznań. The exception was the group of retail workers, where particular city streets were drawn with a significant number of commercial buildings.

The second stage was to draw a particular number of persons in each institution. In small institutions all individuals were included in the study. In institutions employing or educating a larger number of people, a 10-percent test sample was drawn.

In each randomly selected college/school, one group/class was drawn and all students/pupils were subjects of the study, usually during the language classes.

The study was in a survey form. Direct interviews (standardized) were conducted by trained and supervised interviewers, according to a specific plan. The percentage of refusals to be interviewed was low (3-5%). The survey, following a pilot study, included questions on participation in tourism in the last year. Questions were asked about tourist trips (participation in at least one trip during the period considered), their duration (up to 5 days, 5-10 days, more than 10 days), frequency (number of travels subjects took in the examined year) and their purpose (tourism, visiting friends and relatives (VFR), business, medical, religious, other). In addition to data on participation in tourism, the interviewers also collected data on respondents' gender, age, education, profession and income. Based on these data, the respondents were qualified into individual categories by age (18-19, 20-29, 30-39, 40-49, 50-60 years), education (primary/vocational, secondary, higher), income (up to PLN 1,500, 1,501-2,000, over 2,000 net). The number of respondents in each category is shown in Table I.

The relationship between tourist activity and socio-demographic variables characterizing the respondents' socio-demographic structure was established with the chi-square test. Statistical analysis was performed using the STATISTICA 9.0 PL software package. The level of statistical significance was set at $p < 0.05$.

Results

Taking tourist trips (regardless of their duration) during the examined period was declared by more than 90% of respondents (99.3% from Poznań, and 94.3% from Warsaw). Statistically significant differences in the frequency of trips were noted. Once a year, on any trip (< 5 days, 5-10 days, > 10 days) men from Poznań were leaving (11.5%) relatively more often ($p < 0.05$) than men from Warsaw (3.3%). Singles from Poznań declared four trips in a year (men – 18.9%, and women – 19.2%), i.e. more often than their counterparts from Warsaw (5.7% and 10.2%, respectively). A contrary situation was in cases of five or more trips a year (Warsaw: men – 68.9%, women – 55.9%; and Poznań: 41.0% and 39.5%, respectively). Tourist trips two times a year were declared by

14.7% of Poznań singles and by 9.7% of Warsaw singles, and three trips a year by 14.0% and 9.7%, respectively. However, significant differences in that regard were not found.

The chi-square test showed statistically significant relationships between types of trip duration (< 5 days, 5-10 days, > 10 days) and socio-demographic factors. 10.5% of singles travelled for less than five days (Poznań – 6.4%; Warsaw – 15.4%). In the case of Poznań singles, the trips were more often reported by people with primary/vocational education (30.0%; Table II). Among the Warsaw residents the vast majority were leaving for a short period of time (5-10 days; Table III). These were young people (20-39 years) with a higher and secondary education, declaring their income up to PLN 1,500, and belonging to the group of government representatives, senior officials, professional activists, unskilled workers in trade and services as well as manual workers.

Trips from 5 to 10 days were taken in the examined year by 22.1% of respondents from Poznań and 4.3% from Warsaw (13.9% of all men and 12.7% of all women). The analysis of the sample group from Poznań demonstrated that these trips were more often declared by men (26.2%) than women (19.2%), by those with primary/vocational education (30.0%) than by those with secondary education (6.8%) and higher education (4.9%) and declaring a net income of PLN 1,500-2,000 for an independent household (38.6% vs. < 1,500 PLN – 23.2% and > 2000 PLN – 17.1%; Tab. II). Residents of Poznań, especially singles aged 20-29 and 50-60 years, as well as representatives of all professional groups except for manual workers travelled for 5-10 days more often ($p < 0.05$) than for less than 5 days (Table II). Statistically significant differences in that regard were not found among the Warsaw residents (Table III).

Trips for more than 10 days were declared by 69.2% of Poznań residents and 73.6% of Warsaw residents (74.2% of men and 69.5% women). All respondents reported them relatively more frequently ($p < 0.05$) than the other types of trips. In the sample group from Poznań, singles with a higher (75.1%) and secondary (63.1%) education were leaving more often ($p < 0.05$) for more than 10 days than singles with a primary/vocational education (30.0%; Table II). Singles declaring an income from PLN 1,500 to 2,000 travelled less frequently than subjects from other income categories. In the capital city – apart from singles with an income > 2,000 PLN, who undertook frequent holiday trips, no statistically significant differences were indicated (Table III).

The comparison of both groups (from both cities) in terms of types of trips (< 5 days, 5-10 days and > 10 days) and socio-demographic factors (sex, age, education, socio-occupational group, income) showed that men (11.5%) and women (18.1%) from Warsaw travelled more frequently for short holiday trips (< 5 days; $p < 0.05$) than men and women from Poznań (5.7% and 6.8%, respectively). Significant differences were also found among the youngest (18-39 years)

Table II. Duration of tourist trips among Poznań singles, depending on socio-demographic characteristics

Variable		Tourist trips							
		> 5 days		5-10 days		> 10 days		no response	
		n	%	n	%	n	%	n	%
Sex	Male	7	5.7	32	26.2[f]	80	65.6	3	2.5
	Female	12	6.8	34	19.2	127	71.8	4	2.3
Age	18-19	–	–	2	22.2	7	77.0[c]	–	–
	20-29	13	8.1	36	22.5[d]	107	66.9[c]	4	2.5
	30-39	–	–	17	21.5	59	74.7[c]	3	3.8
	40-49	3	12.0	4	16.0	18	72.0[c]	–	–
	50-60	3	15.0	7	35.0[d]	16	80.0[c]	–	–
Education	Primary/vocational	3	30.0[b]	4	40.0[b]	3	30.0	–	–
	Secondary	7	6.8	29	28.2[d]	65	63.1[b,c]	2	1.9
	Higher	9	4.9	33	17.8[d]	139	75.1[b,c]	4	2.2
Profession	Government representatives, senior officials, professional activists	1	12.5	2	25.0[d]	5	62.5[c]	–	–
	Managers, specialists of various sciences, education and other as well as not classified	3	3.0	22	22.2[d]	70	70.7[c]	4	4.0
	Unskilled employees in trade and services	7	1.8	13	12.7[d]	34	23.6[c]	1	5.5
	Blue collar workers	2	22.2	–	–	6	66.7[c]	1	11.1
	Intermediate staff of various specializations	4	5.1	18	22.8[d]	57	72.2[c]	–	–
	Students	2	4.2	11	22.9[d]	35	72.9[c]	–	–
Income	up to PLN 1,500	8	9.8	19	23.2[d]	53	64.6[c,g]	2	2.4
	PLN 1,501-2,000	3	6.8	7	38.6[d,g]	24	54.5[c]	–	–
	over PLN 2,000	8	4.9	28	17.1[d]	124	75.6[c,e]	4	2.4

[b] elementary/vocational education vs. secondary, higher edu cation; [c] > 10 days vs. 5-10 days > 5 days; [d] < 5 days vs. 5-10 days; [e] > 2,000 PLN vs. 1,500 and 1,501-2,000 PLN; [f] men vs. women; [g] 1,501-2,000 PLN vs. up to 1500 and >2000 PLN.

Table III. Duration in time of tourist trips among Warsaw singles, depending on socio-demographic characteristics

Variable		Tourist trips							
		> 5 days		5-10 days		> 10 days		no response	
		n	%	n	%	n	%	n	%
Sex	Male	14	11.5[d]	2	1.6	101	82.8[c]	5	4.1
	Female	32	18.1[d]	11	6.2	119	67.2[c]	15	8.5
Age	18-19	1	11.1	–	–	8	88.0[c]	–	–
	20-29	26	16.3[d]	5	3.1	117	73.1[c]	12	7.5
	30-39	15	19.0[d]	5	6.3	56	70.9[c]	3	3.8
	40-49	2	8.0	1	4.0	21	84.0[c]	1	4.0
	50-60	2	10.0	2	10.0	18	90.0[c]	4	20.0
Education	Primary/vocational	–	–	–	–	7	70.0[c]	3	30.0
	Secondary	19	18.4[d]	4	3.9	71	68.9[c]	9	8.7
	Higher	27	14.5[d]	9	4.8	142	76.3[c]	8	4.3
Profession	Government representatives, senior officials, professional activists	9	17.6[d]	1	2.0	39	76.5[c]	2	3.9
	Managers, specialists of various sciences, education and other as well as not classified	1	5.9	1	5.9	15	88.2[c]	–	–
	Unskilled employees in trade and services	22	14.0[d]	9	5.7	116	73.9[c]	10	6.4
	Manual workers	12	24.5[d]	2	4.1	29	59.2[c]	6	12.2
	Intermediate staff of various specializations	2	22.2	–	–	6	66.7[c]	1	11.1
	Students	–	–	–	–	15	93.8[c]	1	6.3
Income	up to PLN 1,500	28	16.0[d]	7	4.0	126	70.2[c]	14	8.0
	PLN 1,501-2,000	7	20.6	2	5.9	24	70.6[c]	1	2.9
	over PLN 2,000	2	5.6	1	2.8	32	88.9[c,e]	1	2.8

[c] >10 days vs. 5-10 days, > 5 days; [d] < 5 days vs. 5-10 days; [e] over PLN 2,000 vs. up to PLN 1,500.

and the oldest (40-60 years) respondents. It turned out that it was more often declared by young people from Warsaw (15.5% vs. 2.7%) and older residents from Poznań (23.5% vs. 9.0%). The analysis of short trips in view of respondents' level of education showed that the discussed trips were declared more frequently by singles from Warsaw than singles from Poznań with a secondary (18.4% vs. 6.8%) and higher education (14.5% vs. 4.9%). However, among singles with a primary/vocational education the situation was the opposite (30% vs. 0%; Table II, III). Short trips were also more often reported by Warsaw residents being intermediate staff of various specializations (24.5%) and unskilled workers in trade and services (14.0%) than representatives of the same groups from Poznań (5.1% and 1.8%). Among people with an income up to PLN 2,000, the Warsaw singles undertook shorter holiday trips than singles from Poznań.

Singles from Poznań went for longer trips (5-10 days) relatively more often ($p < 0.05$). Both men (26.2%) and women (19.2%) from Poznań declared such trips more often than singles from Warsaw (1.6% and 6.2%, respectively). The same was true for people with a secondary and higher education. The percentage of people from Poznań with a secondary education taking trips for 5-10 days was 28.2%, and with a higher education – 17.8% (Table II). Meanwhile, in Warsaw, this percentage amounted to 3.9% and 4.8%, respectively (Table III). Statistically significant age-dependent differences were found only in the case of the youngest respondents, i.e. singles aged 20-39 from Poznań (22.1%) and Warsaw (3.1%).

The analysis of 5-10 day trips depending on the occupation showed that managers and specialists of various sciences, education and others as well as unclassified (22.2%); government representatives, senior officials, professional activists (25%); and unskilled employees in trade and services (12.7%) from Poznań preferred such trips more frequently than their counterparts from Warsaw (2%, 5.9% and 5.7%, respectively). The Warsaw residents with an income below 1,500 PLN (4.0%), from PLN 1,500 to 2,000 (5.9%) and above 2,000 PLN (2.8%) declared fewer 5-10 day trips than residents of Poznań belonging to these groups (23.2%, 38.6% and 17.1%).

In the case of holiday trips longer than 10 days significant differences between singles from Poznań and Warsaw were noted only between professional groups. It was found that the unskilled employees in trade and services (73.9%) and students (93.8%) from Warsaw were taking more often ($p < 0.05$) trips longer than 10 days than the same group from Poznań (23.6% and 72.9%, respectively).

The most common purpose of all trips was strictly tourism (relatively more often stated by singles from Poznań – 83.3% than from Warsaw – 79.6%). Detailed statistically significant differences in each group are shown in Table IV (respondents from Poznań) and Table V (respondents from Warsaw). The comparison of both groups (from both cities) in terms of the purpose of the trip (tourism, VFR, business, medical, religious, other) and socio-demographic factors determining them (sex, age, education, socio-occupational group, income) showed that the tourist purpose was more frequently declared by residents of Poznań than Warsaw, mainly men (46.2%), aged 20-29 (56.3%), declaring an income over PLN 2,000 (45.2%), belonging to the groups of

Table IV. Tourism purpose as declared by Poznań singles, depending on socio-demographic characteristics

Variable		Tourist		VFR		Business		Medical		Religious		Other	
		n	%	n	%	n	%	n	%	n	%	n	%
Sex	Male	138	46.2	90	30.1	48	16.1	9	3.0	5	1.7	23	7.7
	Female	100	33.4	64	21.4	54	18.1	9	3.0	2	0.7	23	7.7
Age	18-19	7	3.1	3	1.0	3	1.0	1	0.3	–	–	3	1.0
	20-29	129	56.3[a]	82	27.4	55	18.4[a]	7	2.3	5	1.7	25	8.4
	30-39	65	28.4	43	14.4	30	10.0	6	2.0	2	0.7	11	3.7
	40-49	21	9.2	10	3.3	10	3.3	1	0.3	–	–	6	2.0
	50-60	16	7.0	16	5.4	4	1.3	3	1.0	–	–	1	0.3
Education	Primary/vocational	7	2.3	3	1.0	3	1.0	–	–	–	–	4	1.3
	Secondary	73	24.4	56	18.7	28	9.4	9	3.0	3	1.0	18	6.0
	Higher	158	52.8[b]	95	31.8	71	23.7	9	3.0	4	1.3	24	8.0
Profession	Government representatives, senior officials, professional activists	5	1.7	5	1.7	–	–	–	–	–	–	1	0.3
	Managers, specialists of various sciences, education and other as well as not classified	82	27.4	51	17.1	44	14.7[c]	5	1.7	1	0.3	13	4.3
	Unskilled employees in trade and services	39	13.0	24	8.0	17	5.7	2	0.7	–	–	11	3.7
	Manual workers	5	1.7	5	1.7	1	0.3	2	0.7	–	–	2	0.7
	Intermediate staff of various specializations	66	22.1	48	16.1	27	9.0	5	1.7	3	1.0	7	2.3
	Students	41	13.7	21	7.0	13	4.3	4	1.3	3	1.0	12	4.0
Income	up to PLN 1,500	67	22.4	45	15.1	20	6.7	2	0.7	3	1.0	14	4.7
	PLN 1501-2,000	30	10.0	28	9.4	12	4.0	2	0.7	1	0.3	7	2.3
	over PLN 2,000	135	45.2[d]	79	26.4	69	23.1[d]	10	3.3	3	1.0	25	8.4

Percentages do not add up to 100 – multiple choice answers; [a] 20-29 years vs. other age categories; [b] higher vs. secondary, elementary/vocational education; [c] managers, professionals of various sciences, education and other as well as unclassified vs. manual workers; [d] over PLN 2,000 vs. 1,501-2,000 PL.

Table V. Tourism purpose as declared by Warsaw singles, depending on socio-demographic characteristics

	Variable	Tourist		VFR		Business		Medical		Religious		Other	
		n	%	n	%	n	%	n	%	n	%	n	%
Sex	Male	106	35.5[a]	61	20.4[b]	42	14.0	4	1.3	10	3.3	21	7.0
	Female	143	47.8[a]	91	30.4[b]	35	11.7	3	1.0	6	2.0	31	10.4
Age	18-19	4	1.3	5	1.7	–	–	–	–	1	0.3	2	0.7
	20-29	133	44.5[c]	88	29.4[c]	37	12.4[c]	2	0.7	5	1.7	28	9.4
	30-39	70	23.4[d]	39	13.0[d]	29	9.7[d]	1	0.3	4	1.3	15	5.0
	40-49	21	7.0	12	4.0	8	2.7	2	0.7	2	0.7	2	0.7
	50-60	21	7.0	8	2.7	3	1.0	2	0.7	4	1.3	5	1.7
Education	Primary/vocational	5	1.7	4	1.3	1	0.3	–	–	–	–	1	0.3
	Secondary	80	26.8[f]	48	16.1[f]	13	4.3	3	1.0	2	0.7	15	5.0
	Higher	164	54.8[e]	100	33.4[e]	63	21.1[e]	4	1.3	14	4.7	36	12.0
Profession	Government representatives, senior officials, professional activists	47	15.7	30	10.0	11	3.7	–	–	2	0.7	15	5.0
	Managers, specialists of various sciences, education and other as well as not classified	13	4.3	10	3.3	4	1.3	1	0.3	1	0.3	4	1.3
	Unskilled employees in trade and services	137	45.8[g]	74	24.7[g]	56	18.7[g]	6	2.0	11	3.7	25	8.4
	Manual workers	36	12.0	21	7.0	2	0.7	–	–	1	0.3	4	1.3
	Intermediate staff of various specializations	4	1.3	6	2.0	2	0.7	–	–	–	–	–	–
	Students	12	4.0	11	3.7	2	0.7	–	–	1	0.3	4	1.3
Income	up to PLN 1,500	147	49.2[a,h]	89	29.8[h]	35	11.7[h]	4	1.3	10	3.3	24	8.0[h]
	PLN 1501-2,000	30	10.0	20	6.7	14	4.7	–	–	–	–	10	3.3
	over PLN 2,000	33	11.0	19	6.4	20	6.7	2	0.7	2	0.7	9	3.0

Percentages do not add up to 100 – multiple choice answers; [a] tourist vs. others; [b] VFR vs. business, medical, religious, other; [c] 20-29 vs. other age categories; [d] 30-39 vs. 40-49 and 50-60; [e] higher vs. secondary, elementary/vocational education; [f] secondary vs. elementary/vocational education; [g] unskilled employees in trade and services vs. other professional groups; [h] up to PLN 1,500 vs. 1,501-2000 and over PLN 2,000.

managers, specialists in various sciences, education and others as well as unclassified (27.4%); intermediate staff of various specializations (22.1%); and students (13.7%; Table IV).

In contrast, in Warsaw, tourism was more often indicated as a purpose ($p < 0.05$) by women (47.8%), representatives of public authorities, senior officials, professional activists (15.7%); unskilled workers in trade and services (45.8%), manual workers (12.0%) and individuals with an income up to PLN 1,500 (49.2%; Table V). Beside tourism, also VFR was frequently declared by single men from Poznań (30.1%) and single women from Warsaw (30.4%). In addition to manual workers, among whom there were no statistically significant differences, the same socio-professional and income groups (Poznań and Warsaw) frequently traveled to visit their friends and relatives (VFR) (Table IV and V).

Business was a travel purpose of 17.1% of respondents from Poznań and 12.9% from Warsaw. What is more, 20-29 year-old singles from Poznań (18.4%) went on business trips more frequently than their counterparts from Warsaw (12.4%). The Poznań group, which travelled for business purposes more often ($p < 0.05$) than the Warsaw group, included business managers, specialists in various sciences, education and other fields as well as unclassified (14.7% vs. 1.3%) and the intermediate staff of different specializations (9.0% vs. 0.7%). On the other hand, the trend was reverse among the unskilled workers in trade and services (18.7% vs. 5.7%). A business trip was more often declared by singles from Warsaw, with their income up to PLN 1,500 (11.7%) and from Poznań, with their income over 2,000 (23.1%).

Trips for health purposes were more frequent among singles aged 30-39 from Poznań (2.0%) than from Warsaw (0.3%), and less frequent among people with an income lower than 1,500 PLN (Poznań – 0.7%, Warsaw – 1.3%) among the groups with higher income. Trips for religious purposes were the most frequent (1.3%) among the Warsaw residents aged 50-60 years. Other objectives were usually declared by representatives of public authorities, senior officials, professional activists from Warsaw (5.0%) and intermediate staff of various specializations from Poznań (2.3%).

Discussion

An inseparable part of a modern lifestyle, particularly in highly developed countries, is consumption aimed at realization of cognitive, recreational and self-fulfillment needs. Tourist activity occupies a unique place in lifestyle consumption, and it is determined by different factors [3] such as education level [4], income [3, 5, 6], professional duties [7, 8] as well as age [9], sex and marital status [10].

Kattiyapornpong and Miller [10] prove that marital status is of great importance in planning tourist trips. Single people, with more free time and more freedom in decision making than people remaining in permanent relationships, take up multiple types of activities including those of tourist character [1].

This paper has revealed a number of determinants of tourist activity among single people, which have not been studied in Poland before. These determinants included place of residence, sex, age, education, belonging to a social and professional group as well as income. The study was conducted among nearly 600 singles living in large urban areas (Warsaw and Poznań).

The results of the study confirm the observations of Lubowiecki-Vikuk [1], who claims that the community of singles is very active in terms of participation in tourism, with the rate of tourist activity above 90% (both in Warsaw and Poznań). The same conclusion was drawn by Alejziak, who emphasized the fact that tourist trips among residents of large cities are usually several times more frequent than among rural residents [3].

Kattiyapornpong and Miller [10] claim that advanced age is not conducive to tourism, while Vaishali and Bhavna [11] and Glover and Prideaux [9] contend that the most frequent tourists are people under 45 years of age (80%). However, the case of singles from Poznań and Warsaw does not confirm that argument. Among the respondents there was a very active group aged 50-60 years. It seems that they should constitute a relevant segment of consumers to whom most of the tourist offers available on the market today should be addressed [10]. Despite various travel restrictions (e.g., health, disability, reduced vital energy), short (<5 days) and long (5-10 days) trips for this age group were recorded in the case of 50% of singles from Poznań and 20% from Warsaw, and the longest trips (> 10 days) among 80% and 90%, respectively. Yet, it should be pointed out that among young people (up to 39 years old) the Warsaw singles stood out, as they travelled for < 5 days more often than singles from Poznań (15.5% vs. 2.7% on average).

Contrary to the results of Foo [12], declarations of tourist trips did not differ considerably between the surveyed men and women. Therefore, among Polish urban respondents, regardless of their sex, participation in tourism is comparable. Nevertheless, the differences related to the place of residence and level of education were demonstrated. Spatial (geographical) factors differentiating tourist activity among singles had already been indicated by Lubowiecki-Vikuk and Miedzińska [13]. Likewise, they observed that single people in Poznań were leaving for 5-10 days more frequently than singles from Warsaw, but less frequently for less than 5 days. Hence, the respondents from Warsaw prefer shorter but more frequent trips. An indirect confirmation of this situation is the number of reported trips during a year. The results show that singles from Warsaw were more likely to travel five or more times a year (62%) than those from Poznań (over 40%) This is not an unknown phenomenon, because according to the trends in modern tourism, the number of trips per person is still increasing, but the length of these trips is continuously getting shorter [14, 15, 16]. It seems that in the capital city, which is three-times greater than Poznań, this trend is more observable. Probably for this reason, a similar regularity was noted among all the singles with a higher and secondary education, because again the residents of Poznań would more often leave for 5-10 days, and less frequently for < 5 days. However, the precise reason why Warsaw singles with a higher and secondary education prefer short trips, while Poznań singles with the same level of education prefer trips of 5-10-days, is difficult to determine. However, one can conclude that in both cases the rate of tourist activity of university graduates (97.8% – Poznań, 95.7% – Warsaw) is very high. This statement has been confirmed by virtually all

studies, which show an extremely high positive correlation of education level, not only with the level of tourist activity [3, 17], but also with the size of expenses incurred for this purpose. Although Heilbrun and Gray [18] believe that the level of education is a factor that affects participation in tourism more strongly than the level of income, many scientists highlight the fact that lack of financial resources can be a major obstacle [19], and higher income and mobility can be an important factor in performing tourism activities [18]. In the light of our own research, the financial situation of the respondents affects their holiday activity. Trips > 10 days are more frequently undertaken (than other income groups) by people living alone, but in the highest income group (> 2,000 PLN net).

In addition to age, place of residence, education and income, occupation is also important for the kind of trip undertaken. The results of these studies clearly confirm the reports by Biernat [7, 8] who claims that tourist activity depends on the profession to a greater extent. Thus the most frequently travelling group were singles on executive positions, specialists in various sciences, public officials, senior officials, and professional activists (Poznań – 100%, Warsaw – 96.1%), i.e. highly educated individuals. At the same time, the Poznań singles would participate in a 5-10-day trip more often than Warsaw singles (22% and 6%, respectively). For this period, Poznań single unskilled employees in trade and services were also leaving more frequently (13% vs. 6%). It may indicate that short trips are no longer a higher level need for this group of people.

For short trips (5-10 days) an opposite phenomenon was reported. The Warsaw intermediate staff of various specializations (22% vs. 5%) and unskilled employees in trade and services (14% vs. 2%) who were predominant in this type of trips. Due to their young age, occupation (unskilled employees in trade and services), low income and education level it can observed that these individuals are migrants from other places. However, due to a small sample of people with a primary/vocational education, these results should be approached with great caution. It seems that the people from Warsaw, because of their higher wages, have generally greater opportunities to participate in tourism. While analyzing the influence of occupation on tourist activity among singles it should be remembered that the classifications prepared according to profession are based not only on the data on the amount and structure of free time or leisure patterns, but also on the size of income as presented above.

Purposes for tourist trips among singles from Poznań and Warsaw have evolved under the influence of a variety of factors (presented in the results). The most frequently declared were strictly tourist, VFR and business. Basically, they do not differ from purposes of travel among the general Polish population [20]. However, a specific regularity is confirmed that through tourist activity, single people firstly seek new social bonds, and secondly they wish to spend their free time with friends [21]. According to Czernecka, characteristic for singles are very close relationships with family and friends [22]. They are also individuals who show a strong commitment to professional work [22]. The need for prestige and the desire to improve their standard of living and career are the reasons behind frequent business trips. According to studies, people living alone, in addition to traditional forms of tourism, are also involved in the new types of tourism such as sport [23], sexual [24], shopping, or controversial tourism [1].

It seems that tourist activity among surveyed singles is a part of mainstream modern trends in tourism, in which the complex needs for tourism and recreation are based on the concept of 3 x E (experience/excitement, exultation/entertainment, education). The results of research studies show that traveling for tourist purposes has been determined by respondents' age and education level. Therefore, tourist activities were mainly undertaken by young people, aged 20-29 years (Poznań – 56.3%; Warsaw – 44.5%) and people with a higher education (Poznań – 52.8%, Warsaw – 54.8%), who are typically characterized by active leisure time models.

Conclusions

The clash of the growing trend in the number of people running one-person households with a tendency for seeking individualized ways of spending free time, forces managers of physical activity and tourism to tailor their offers for this specific target group [1]. The consideration of heterogeneous factors which influence (and simultaneously differentiate) travel behavior among singles can be of great help in developing offers and marketing plans. However, forecasting future trends and directions of tourism development requires further systematic research.

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Correspondence should be addressed to: Dr. Elżbieta Biernat, Warsaw School of Economics, Al. Niepodległości 162, 02-554 Warsaw, Poland, mobile: +48603680948, e-mail: elzbieta.biernat@sgh.waw.pl

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