

Cultural Motives in Cross-Border Tourism: A Typology of Polish and Czech Tourists in the Euroregion Cieszyn Silesia

DOI: 10.30819/cmse.10-1.05

ABSTRACT

The aim of this article is to identify and interpret types of cross-border tourists for whom culture constitutes one of the declared components of tourist behaviour in the Polish-Czech borderland. The empirical context of the study is the Euroregion Cieszyn Silesia, where cultural heritage, events, sightseeing, recreation, shopping and everyday border mobility create a complex space of participation in culture. The article assumes that cultural experience is designed and consumed in a networked configuration: it connects places, institutions, narratives, services, activities and social relations. The analysis is based on survey data collected among Polish and Czech tourists. From an operational database comprising 1,219 observations, 171 respondents were selected who indicated cultural tourism as one of a maximum of three declared forms of activity both on the Polish side and on the Czech side of the border. The selection criterion was deliberately conservative: the study focused only on cross-border tourists who used culture during one stay on both sides of the Euroregion, rather than on respondents interested in culture in a general or one-sided way. Culture was therefore not treated as an exclusive motive, but as an important component of a broader package of cross-border practices. A two-stage cluster analysis procedure was applied: hierarchical clustering using Ward's method with squared Euclidean distance, followed by non-hierarchical k-means clustering. Four segments were identified: occasional sightseeing and leisure explorers, Czech cultural-shopping-event pragmatists, Polish active-event culture integrators, and health-shopping cultural spa visitors. The results show that the cross-border cultural tourist is not a homogeneous figure of cultural audience, but a diversified user of the borderland who combines culture with sightseeing, events, recreation, shopping and health. The article contributes to cultural management by showing how behavioural typologies can support the design of cross-border cultural and tourism products, event calendars and integrated visitor journeys.

KEY WORDS

Cultural tourism; cross-border tourism; tourist typology; cluster analysis; cultural management; Euroregion Cieszyn Silesia; Polish-Czech borderland

Paper received: 17 April 2026 • Paper revised: 18 May 2026 • Paper accepted: 16 June 2026

About author

Dr hab. inż. **Łukasz Wróblewski** [0000-0002-4465-0107], a professor at the University of Economics in Katowice. He is a rapporteur of the Commission for Polish-Czech and Polish-Slovak Relations of the Polish Academy of Sciences and a member of the Polish-Czech-Slovak Euro Institute. He serves as the editor-in-chief of several international scientific journals. He is the author of over 120 scientific publications and six books on management and marketing issues in the cultural sector.
Email: lukasz.wroblewski@ue.katowice.pl

References

- Batat, W. (2024). What does phygital really mean? A conceptual introduction to the phygital customer experience (PH-CX) framework. *Journal of Strategic Marketing*, 32(8), 1220-1243.
- Buczowska, K. (2014). Portret współczesnego turysty kulturowego [A portrait of the contemporary cultural tourist]. Poznań: AWF Poznań.
- Buhalis, D., & Sinarta, Y. (2019). Real-time co-creation and nowness service: Lessons from tourism and hospitality. *Journal of Travel & Tourism Marketing*, 36(5), 563-582.
- Chen, G., & Huang, S. (2018a). Towards an improved typology approach to segmenting cultural tourists. *International Journal of Tourism Research*, 20(2), 247-255.
- Chen, G., & Huang, S. (2018b). Understanding Chinese cultural tourists: Typology and profile. *Journal of Travel & Tourism Marketing*, 35(2), 162-177.
- Dolnicar, S. (2008). Market segmentation in tourism. In A. G. Woodside & D. Martin (Eds.), *Tourism Management: Analysis, Behaviour and Strategy* (pp. 129-150). CAB International.
- Hsu, C. H. C., Kang, S., & Wolfe, K. L. (2002). Psychographic and demographic profiles of niche market leisure travelers. *Journal of Hospitality & Tourism Research*, 26(1), 3-22.
- Kowalczyk, A. (2005). Nowe formy turystyki miejskiej [New forms of urban tourism]. *Prace i Studia Geograficzne*, 35, 155-197.
- Kurek, W. (Ed.). (2007). *Turystyka* [Tourism]. Warszawa: Wydawnictwo Naukowe PWN.
- Lemon, K. N., & Verhoef, P. C. (2016). Understanding customer experience throughout the customer journey. *Journal of Marketing*, 80(6), 69-96.
- Liszewski, S. (2013). Treści, formy, przestrzenie i klasyfikacje turystyki (artykuł dyskusyjny) [Contents, forms, spaces and classifications of tourism: A discussion article]. *Warsztaty z Geografii Turystyki*, 3, 9-19.
- Maciejewski, G., & Wróblewski, Ł. (2025). A typology of consumers based on their phygital behaviors. *Sustainability*, 17(14), 6363.
- McKercher, B. (2002). Towards a classification of cultural tourists. *International Journal of Tourism Research*, 4(1), 29-38.
- Mehmetoglu, M. (2004). A typology of tourists from a different angle. *International Journal of Hospitality & Tourism Administration*, 5(3), 69-90.
- Mikos von Rohrscheidt, A. (2016). *Turystyka kulturowa. Fenomen, potencjał, perspektywy* [Cultural tourism: Phenomenon, potential, prospects]. Wydawnictwo KulTour.pl.
- Niemczyk, A. (2012). Zróżnicowanie zachowań konsumentów na rynku turystyki kulturowej [Differentiation of consumer behaviours on the cultural tourism market]. *Zeszyty Naukowe Uniwersytetu Ekonomicznego w Krakowie. Seria Specjalna, Monografie*, 214, 231.
- Richards, G. (2018). Cultural tourism: A review of recent research and trends. *Journal of Hospitality and Tourism Management*, 36, 12-21.
- Timothy, D. J. (2001). *Tourism and Political Boundaries*. London and New York: Routledge.
- Trojan, L., & Wróblewski, Ł. (2024). *Design Thinking in Cultural and Heritage Management: Creating Solutions in the Field of Culture*. New York: Routledge.
- UNWTO (2018). *Tourism and Culture Synergies*. Madrid: World Tourism Organization. Available at: <https://doi.org/10.18111/9789284418978> (accessed 10 June 2026).
- Walmsley, B. (2016). From arts marketing to audience enrichment: How digital engagement can deepen and democratize artistic exchange with audiences. *Poetics*, 58, 66-78.

Wróblewski, Ł. (2024). Social and Marketing Aspects of Relationship Shaping on the Cross-Border Market for Cultural Services: The Context of the Polish-Czech Borderland. Berlin: Logos Verlag.

Wróblewski, Ł. (2025). Phygital Consumption of Cultural Services: Segmenting Consumers by

Purchase Channel Preferences. *Cultural Management: Science and Education*, 9(1).

Wróblewski, Ł., & Lis, M. (2021). Marketing mix of cultural institutions on the cross-border market of a city divided by a border - An analysis and evaluation. *Polish Journal of Management Studies*, 23(2), 555-572.