

Restrictions in the Operation of the Polish-Czech Cross-Border Market of Cultural Services as a Factor Destimulating the Quality of Life

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ABSTRACT

The purpose of this work is to determine, by means of structural modelling, the impact (direction and strength) of the imposed restrictions (in the period of Covid-19 pandemic), related to crossing the border between Poland and the Czech Republic in the area of the Euroregion Śląsk Cieszyński - Těšínské Slezsko (EŚC-TS) on the operation of the cross-border market of cultural services, and subsequently, on the quality of life of the residents of EŚC-TS. For the needs of this work, quantitative research was conducted with the use of a standardized questionnaire on a sample of 2109 residents of EŚC-TS (1109 participants on the Polish side and 1000 on the Czech side). The obtained data were subjected to factor analysis and to Structural Equation Modelling (SEM). The results of SEM analysis confirmed that the imposed restrictions (in the period of Covid-19 pandemic), related to crossing the border between Poland and the Czech Republic in the EŚC-TS area exerted a negative (destimulating) impact on the functioning of the cross-border market of cultural services, which, as a consequence, led to the worsening of the quality of life of the residents of both the Polish and Czech side of EŚC-TS.

KEY WORDS

Culture, cross-border market, euroregion, quality of life, residents, borderland, behaviours of consumers

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