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PERCEPTION OF TOURISMSCAPE IN SUSTAINABLE AND MASS TOURISM DESTINATIONS (BASED ON VISITORS' OPINIONS)

Doroz H. **Percepcja krajobrazu turystycznego w destynacjach turystyki zrównoważonej oraz masowej (na podstawie opinii turystów)**. Nawiązując do trwającej obecnie dyskusji na temat turystyki zrównoważonej i masowej, w artykule zaprezentowano wyniki badań dotyczących krajobrazów turystycznych typowych dla obu typów destynacji turystycznych. Badania przeprowadzono w miejscach o dużych walorach kulturowych i krajobrazowych: w miejscowości Hortobágy oraz w Dolinie Pięknej Pani (Eger) na Węgrzech. Narzędziem badawczym był kwestionariusz ankiety. Respondentami byli turyści z różnych krajów świata. Wyniki pozwalają wyciągnąć wnioski dotyczące postrzegania przestrzeni turystycznej (czy szerzej krajobrazu turystycznego). Ponadto można też sformułować pewne prawidłowości odnośnie do oczekiwań turystów, stawianych poszczególnym rodzajom turystyki.

Дороз Х. Восприятие туристского ландшафта в дестинациях устойчивого и массового туризма (на основании опроса туристов). В контексте текущей дискуссии по устойчивому и массовому туризму представлены результаты исследований по восприятию туристского ландшафта, характерного для обоих видов туризма. Исследование проводилось в районе высоко аттрактивных культурных и ландшафтных ценностей: в Хортобадь и в Долине Красавиц (Эгер) в Венгрии. Исследовательским инструментом была анкета, а респондентами выступали туристы из разных стран мира. Результаты позволяют сделать выводы относительно восприятия туристского пространства (или, в более широком смысле, туристского ландшафта). Кроме этого, можно сформулировать также определенные закономерности в отношении предпочтений и ожиданий туристов по отношению к туристскому продукту для конкретных видов туризма.

Key words: tourism attractiveness, tourism space, touristscape, Hortobágy, Beautiful Woman Valley (Eger)

Słowa kluczowe: atrakcyjność turystyczna, przestrzeń turystyczna, krajobraz turystyczny, Hortobágy, Dolina Pięknej Pani (Eger)

Ключевые слова: туристическая привлекательность, туристское пространство, туристский ландшафт, Хортобадь, Долина Красавиц (Эгер)

Abstract

This article presents the results of research concerning a touristscape typical for sustainable and mass tourism in the context of the current discussion about them. The research was conducted in places characterised by huge cultural and landscape values: in the village Hortobágy and in the Beautiful Woman Valley (Eger) in Hungary. The research tool used was a questionnaire. The respondents were visitors from countries all over the world. The results allow to draw conclusions concerning the tourism space perception (or in the wider context – touristscape perception). Further-

more, it is possible to formulate some rules about tourists expectations directly to both kinds of tourism.

INTRODUCTION

Current publications regarding tourist attractions tend to focus on the problem of the narrow gap between the trap – an imitation and the tourist attraction – a unique specimen (KRUCZEK, 2009, 2016; DOROZ, JANKOWSKI, 2016). On the one hand, the destructive effects of commercial mass tourism (resulting from the emergence of tourist traps) are noticeable in both the natural and socio-cultural

spheres (MYGA-PIĄTEK, JANKOWSKI, 2009). On the other hand, the authors point to the change in tourist-consumer preferences and a gradual turn towards more sustainable forms of tourism (ALEJZIAK, 2000; NOWACKI, 2014; SUKIENNIK; 2014). An inseparable element of the discussion on the attractiveness of regions or tourist facilities is the commercialization of the tourist offer. W. FEDYK et al. (2014) understand this commercialization as a general dissemination (or even "massification") of a given tourist attraction. In the author's opinion, as the dissemination and mass reception of the tourist attraction – that is, commercialization – the aesthetic and didactic value is minimized. Another disturbing phenomenon is the widespread westernization of an attraction or tourist product, i.e. replacing of a traditional regional product (like craft products, traditional behaviors) with cultural imitation, which are most often modeled on prototypes that have proven to be commercially successful in the United States or Western European countries (DOROZ-TOMASIK, 2015). In the light of the existing literature, such activities inevitably lead to the unification of tourist attractions and depriving the recipients of the possibility of feeling the authentic and unique "*genius loci*" of the place (MYGA-PIĄTEK, 2009, 2011a). It is important to notice that one of the study area presented in this article – Hortobágy National Park – is known in Polish literature as an ecotourism destination (ZAREBA, 2006).

The purpose of this article is to find the answer to the question about the perception of the tourist landscape, and indirectly whether the above-mentioned westernization and commercialization of tourism is noticed by tourists. Is it perceived positively? And how does it affect the perception of the place?

MATERIAL AND METHODS

As U. MYGA-PIĄTEK (2011b) claims, tourism has various functions, like landscaping. In turn, B. WŁODARCZYK (2009) considers even the concept of "tourist landscape" – touristscape, understood as the physiognomy of the tourism space, which is a synthesis of natural and cultural elements and the effects of tourist activity in this space. Therefore, two areas with especially high landscape and cultural values – Hortobágy and Eger in Hungary – were selected as the places of study (fig. 1).

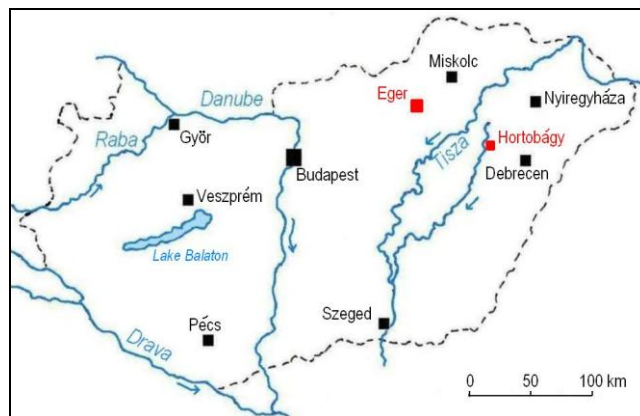


Fig. 1. Location of the study area (Eger and Hortobágy)
 Rys. 1. Lokalizacja obszaru badań (Eger i Hortobágy)
 Рис. 1. Местоположение анализируемых участков (Эгер и Хортобадь)





Photo 1. Town center of Hortobágy (photo by H. Doroz)
 Fot. 1. Centrum Hortobágy (fot. H. Doroz)
 Фот. 1. Центр г. Хортобадь (фот.: Х. Дороз)



Photo 2. Beautiful Woman Valley in Eger (after the tourist high season) (photo H. Doroz)
 Fot. 2. Dolina Pięknej Pani w Egerze (po sezonie turystycznym) (fot. H. Doroz)
 Фот. 2. Долина Красавиц в Эгер (после туристского сезона) (фот.: Х. Дороз)

In both of them the tourist space was eventually arranged for the needs of the developing tourism. In August and September 2015, surveys were carried out in both places, using a short form. The questions mainly concerned perception of the landscape, understood as a view and general atmosphere, preva-

iling in the place chosen by the author to conduct the research. In Hortobágy, it was the center of the village, which is also the tourist service center of the Hortobágy National Park (Photo 1), while for the Beautiful Woman Valley it was Eger (Photo 2). The obtained responses were analyzed and supplemented by conclusions drawn from observation.

STUDY AREA

Two places with high landscape and cultural values were selected for the research. Hortobágy is a tourist town, located on the Great Hungarian Plain, about 40 km west of Debrecen. Although the town was founded in 1968, pastoral traditions on extensive pastures around the village have been alive for over 300 years. The unique landscape of steppe called puszta (Photo 3), as well as numerous fishponds, which constitute the habitat of many bird species, together with the local pastoral culture resulted in the establishment of the first national park in Hungary (Hortobágyi Nemzeti Park – HNP) in 1973. In turn, in 1999, the Hortobágy National Park was inscribed on the UNESCO World Heritage Site (www.hnp.hu). In Polish literature Hortobágy is known as a ecotourism destination (ZARĘBA, 2006).



Photo 3. Puszta after the sunrise (phot. by H. Doroz)
 Fot. 3. Puszta po wschodzie Słońca (fot. H. Doroz)
 Фот. 3. Хортобадьская пушта на рассвете (фот.: Х. Дороз)

Eger is a town located in the north of Hungary, at the foot of the Bükk Mountains. Along Tokaj, it is the town that is most strongly associated with a Hungarian wine region. The Beautiful Woman Valley (next to the historic old town and the thermal swimming pool complex) is the main tourist traffic reception place in Eger. It is located between hills formed of volcanic tuff. In the hills, numerous

wine cellars have been carved. In these cellars local wine producers have been producing and storing their wares for generations (Photo 4). Currently, only some of the cellars have retained their original character, as most have been turned into exclusive wine bars and restaurants, and some are ruined. Some of the best-known Eger wine brands from the region are Egri Bikavér, Bikaver Superior, Pinot noir (MAZURKIEWICZ-PIZŁO 2009, p. 101). Unfortunately, as is possible to see on photo 4, the wine-cellar in Beautiful Woman Valley are only the background of tourism landscape dominated by traffic, crowd and others.



Photo 4. Wine-cellar in Beautiful Woman Valley (phot. by H. Doroz)

Fot. 4. Winiarnie w Dolinie Pięknej Pani (fot. H. Doroz)

Фот. 4. Винные погреба в Долине Красавиц (фот.: Х. Дороз)

Even though both places attract tourists with their unique qualities resulting from tradition, their current tourist offer is being expanded in a different way. In Hortobágy, a multimedia and multi-sensory nature exhibition is held, there are traditional handicraft workshops, and various forms of ecological and cultural education through direct contact with nature and folklore. In turn, in the Beautiful Woman Valley, the commercialization of the tourist offer is noticeable and manifesting in many aspects: from kitsch souvenirs, through the presence of the amusement park and tourist "trains" to multilingual menu in restaurants (menu prepared in up to 7 languages). According to the author's direct observation, both places are very well prepared to handle tourist traffic on an international scale (Table 1).

RESULTS

64 people took part in the survey (it means that the survey is only an initial research of tourism landscape). 51% of them were women. 35% of respondents were people aged 26–35, 23% were 36–45, 19% were 46–55, 16% were 16–25, 5% were 56–65 and 2% were people over 66 years of age. The biggest group of respondents were Polish (47%), then Hungarian (16%), German (12%) and Spanish, American, Romanian, Australian, Austrian, Irish, Dutch and Taiwanese (5% and less).

Table 1. Tourist traffic services in Hortobágy and Beautiful Woman Valley

Tabela 1. Obsługa ruchu turystycznego w Hortobágy i w Dolinie Pięknej Pani

Таблица 1. Обслуживание туристского движения в Хортобадь и Долине Красавиц

	Dominant type of tourism	Accessibility	Knowledge of English language	Knowledge of others foreign languages	Gastronomy	Accommodation	Educational exposition
Hortobágy	Sightseeing	Very good – it is located by the one of country road	Yes	Yes – German language	Yes	Yes	Yes
Beautiful Woman Valley	Enotourism	Good – it is necessary to drive through the town	Yes	Yes – several languages	Yes	Yes	No

Source: Own elaboration based on own research

In the first question, the general perception of the place was examined. The respondents were also asked to assess the tourist landscape of places on

a scale from 1–5, where 1 meant "I definitely do not like it" and 5 "I definitely like it" (3 was the neutral value). In Hortobágy, as many as 57% of

the respondents felt that they definitely liked the place, 36% liked it, and 7% did not express an explicit assessment (Fig. 2). As in Hortobágy, in the Beautiful Woman Valley, tourists also expressed their overall satisfaction (Fig. 3). As many as 60% said they definitely liked and 40% liked it. At no place was the answer below the neutral value, which confirms their general good preparation for servicing tourists.

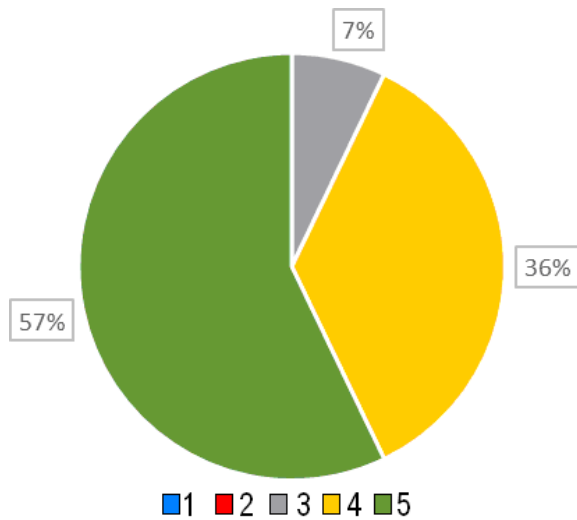


Fig. 2. The general evaluation of tourism landscape in Hortobágy (on scale of 1-5) (own elaboration):

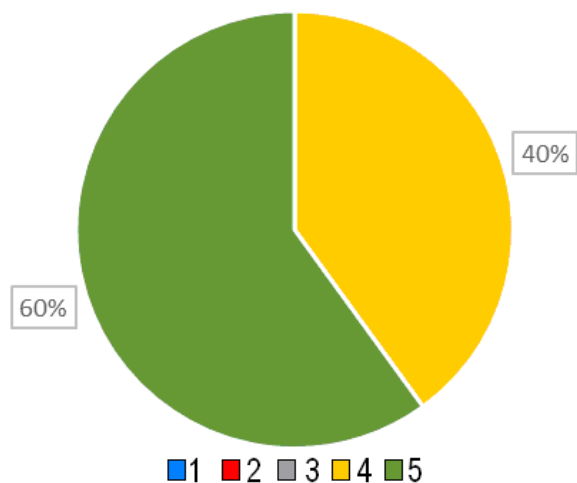
1 – I definitely do not like it, 3 – neutral, 5 – I definitely like it

Rys. 2. Ogólna ocena krajobrazu turystycznego Hortobágy (w skali 1-5) (opracowanie własne):

1 – zupełnie nie podoba mi się, 3 – ocena neutralna, 5 – bardzo mi się podoba

Рис. 2. Общая оценка туристского ландшафта Хортобадь (по шкале 1-5) (собственная разработка):

1 – мне очень не нравится, 3 – нейтральная оценка, 5 – мне очень нравится



Further asked which component of the tourist landscape is the favourite for tourists. The question was closed but allowed the possibility of adding their own answer. Fig. 4 presents the answers provided in Hortobágy, while the answers obtained in the Beautiful Woman Valley were presented in Fig. 5.

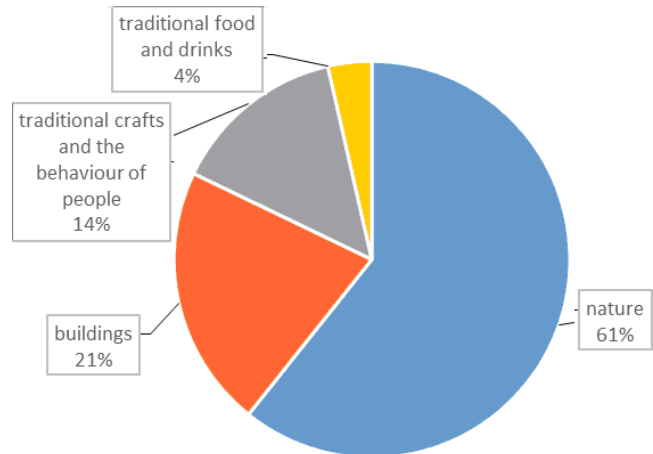


Fig. 4. The most attractive components of the tourism landscape in Hortobágy (own elaboration)

Rys. 4. Najbardziej atrakcyjne elementy krajobrazu turystycznego Hortobágy (opracowanie własne)

Рис. 4. Самые привлекательные элементы туристского ландшафта Хортобадь (собственная разработка)

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Fig. 3. The general evaluation of tourism landscape in the Beautiful Woman Valley (on scale of 1-5) (own elaboration):

1 – I definitely do not like it, 3 – neutral, 5 – I definitely like it

Rys. 3. Ogólna ocena krajobrazu turystycznego Doliny Pięknej Pani (w skali 1-5) (opracowanie własne):

1 – zupełnie nie podoba mi się, 3 – ocena neutralna, 5 – bardzo mi się podoba

Рис. 3. Общая оценка туристского ландшафта Долины Красавиц (по шкале 1-5) (собственная разработка):

1 – мне очень не нравится, 3 – нейтральная оценка, 5 – мне очень нравится

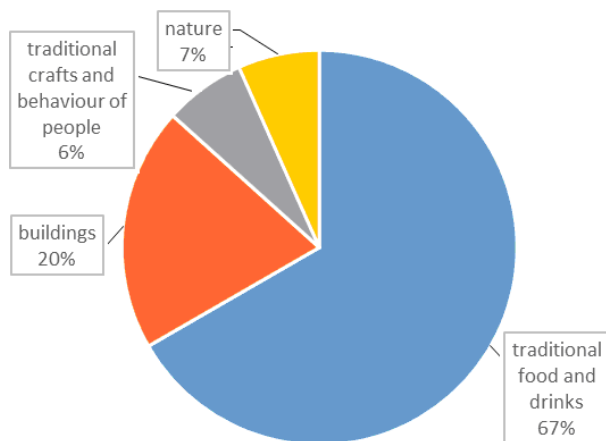


Fig. 5. The most attractive components of the touristscape in Beautiful Woman Valley (own elaboration)
 Rys. 5. Najbardziej atrakcyjne elementy krajobrazu turystycznego Doliny Pięknej Pani (opracowanie własne)
 Рис. 5. Самые привлекательные элементы туристского ландшафта Долины Красавиц (собственная разработка)

The analysis of the structure of the answer to the above question shows that in Hortobágy even the tourist landscape is identified with the surrounding natural landscape of the puszta surrounding to the village. Despite the fact that the research was conducted in the center of the village, in built-up areas, as many as 61% of respondents chose the answer that nature is the most attractive element of the landscape. Another 20% pointed to buildings, some of which date back to the 18th century, and the newer ones constitute a kind of architectural continuum, referring in shape and details to the oldest buildings. 14% of respondents drew attention to traditional crafts and local behaviors. Tourists liked mainly what they could see, among others: a saddler, a carpenter or a tailor working in their traditional workshops. In several places, the Hungarians presented the art of cracking leather whips, which were also intended for sale as souvenirs. The last 2% in their responses indicated traditional Hungarian food and drinks, which can be tasted in Hortobágy, e.g. in a historical, over 300-year-old csarda, while listening to traditional Hungarian music played live by the folk band.

In the Beautiful Woman Valley, traditional food and drinks were indicated as the dominant component of the tourist landscape by most respondents (67%). Mostly tourists meant Eger's wine. As in the case of Hortobágy, 20% of indications concerned buildings. In the Beautiful Woman Valley, these are primarily wine cellars and luxurious premises styli-

zed as traditional. 7% of respondents pointed to the surrounding nature – rock hills picturesquely surrounding the valley. In turn, 6% answered "traditional crafts and behaviors of people", emphasizing the tradition of wine production and hospitality of the inhabitants.

According to the answers given to the question about the most attractive element of the tourist landscape of Hortobágy and the Beautiful Woman Valley, tourists chose respectively natural and cultural factors as dominant. Even though the question was closed, none of the respondents gave the answer "lunapark" or "souvenir market", which indicates the priority treatment of attractions and paying less attention to tourist traps by visitors. A considerable percentage of people who particularly liked local buildings testify to their harmony with the surrounding landscape. Despite the regional differences, the traditional behavior of residents in tourists' mind strengthened the tourist attractiveness of the place and raised its assessment.

In the next question of the questionnaire, the attention of the respondents was turned to the worst elements of the tourist landscape, which spoil the overall impression. Fig. 6 shows the answers given in Hortobágy, in turn, Fig. 7 presents the answers collected in the Beautiful Woman Valley.

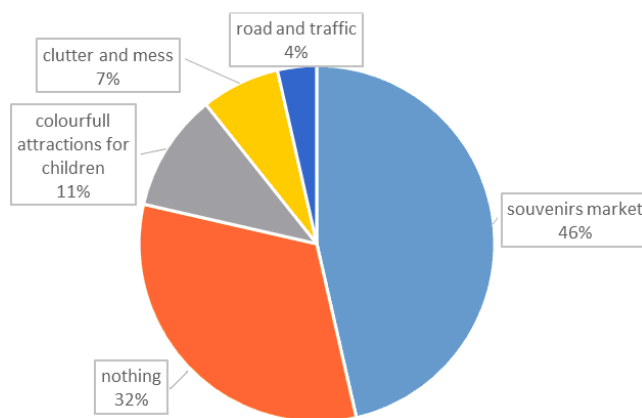


Fig. 6. Disadvantages of the touristscape in Hortobágy (own elaboration)

Rys. 6. Niekorzystne elementy krajobrazu turystycznego Hortobágy (opracowanie własne)

Рис. 6. Неблагоприятные элементы туристского ландшафта Хортобадь (собственная разработка)

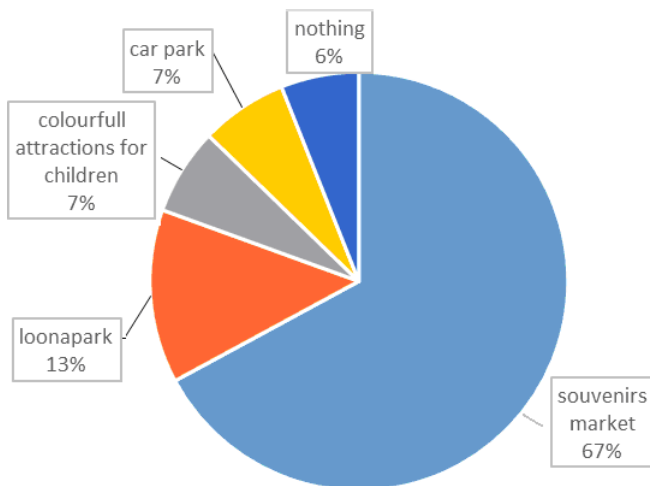


Fig. 7. Disadvantages of the touristscape in Beautiful Woman Valley (own elaboration)

Rys. 7. Niekorzystne elementy krajobrazu turystycznego w Dolinie Pięknej Pani (opracowanie własne)

Рис. 7. Неблагоприятные элементы туристского ландшафта Долины Красавиц (собственная разработка)

According to the information presented on both graphs, souvenir market (full of colorful, tacky items clashing with the surroundings) are the most flagrant for tourists (which mainly contributed to the indications in Hortobágy). In Hortobágy, a large proportion of respondents (32%) were unable to indicate a specific answer to this question, mostly being pleased with the way of arranging the tourist space of the town. Also, in the Beautiful Woman Valley, the answer "nothing" got the second most frequent (13%). In both cases tourists did not like the colorful attractions for children – inflatable slides, stands with toys and balloons, carousels and toys playing cheesy music, etc. In Hortobágy they are not a permanent element of space, however, the research coincided with the date of the Fair at the Bridge (Hídi Vásár) – a cyclical, mass cultural and entertainment event. The observation of the author shows that this convergence had its consequences also in pointing tourists to the mess and dirt in Hortobágy, which was inevitable due to the mass character of the event. Both in Hortobágy and in the Beautiful Woman Valley, there was a problem arising from the presence of car traffic. In Hortobágy, through the center of the village, there is a national road connecting Eger and Debrecen. In case of Eger, in the Beautiful Woman Valley, the problem is a huge number of cars parked along a narrow street (which is also a tourist promenade) and unrestricted traffic of cars. Due to the convergence and certain regularities of respondents' answers in both tourist destinations, it is worth presenting the

answers obtained in the diagram regardless of the location (Fig. 8). It was found that 54% of respondents consider souvenir market as a disgusting tourist space. 23% do not notice any flagrant elements at all (however, it was not examined whether in their opinion the tourist space was arranged in a proper way, or whether this answer indicates a kind of ignorance). 9% of the respondents do not like the colorful attractions for children, and another 5% found the amusement park in the Beautiful Woman Valley as an element inappropriate in relation to the surroundings. 5% of respondents pointed to the mess and dirty streets, and 4% to problems arising from the traffic of cars (frequented road in Hortobágy, cars in the Beautiful Woman Valley and lack of adequate parking).

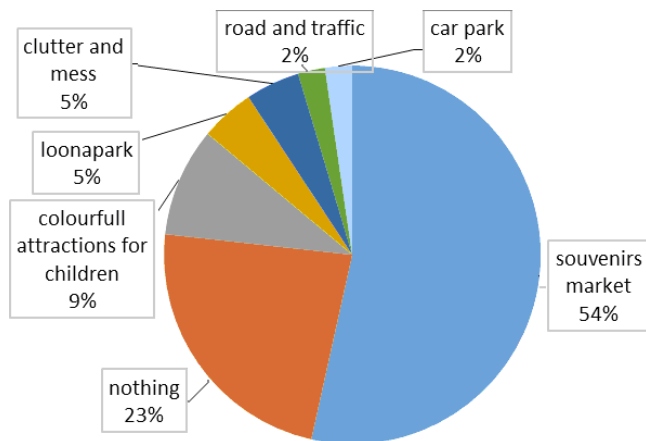


Fig. 8. Disadvantages of the touristscape (own elaboration)

Rys. 8. Niekorzystne elementy krajobrazu turystycznego (opracowanie własne)

Рис. 8. Неблагоприятные элементы туристского ландшафта (собственная разработка)

In the last question of the questionnaire, which is open, respondents were asked what they would change in a tourist landscape, to improve its aesthetics or functionality of tourism space. In the case of Hortobágy, as many as 68% of the respondents answered that nothing needs to be changed. Others proposed that souvenir market should be renovated to blend into the surrounding historic buildings. In addition, attention was paid to greater orderliness, access to shady places (which were missing at the time of the research, photo 5) and the need to improve marking of the tourist infrastructure and provide orientation plans (including ticket offices, tourist information building and attractions). One of respondents would exchange traditional white residential and farm buildings typical

to the landscape, with colorful buildings to "enliven and cheer up" the landscape.



Photo 5. Lack of shaded places to relax in Hortobágy (phot. by H. Doroz)

Fot. 5. Brak zacienionych miejsc do odpoczynku w Hortobágy (fot. H. Doroz)

Фот. 5. Нехватка тенивых мест для отдыха в Хортобадь (фот.: Х. Дороз)

In the Beautiful Woman Valley only 30% of respondents refrained from proposing changes. Several times it was stated that local car transport, stylized as train should be liquidated, due to disharmonizing the overall aesthetic impression. When it comes to communication, it was also suggested to create a common bicycle communication (bike paths, bike rentals), provide an alternative transfer to the Beautiful Woman Valley to reduce the number of cars and change the current asphalt (contrasting with surrounding rocks and historic wine cellars) on the main avenue to paving stones. Some tourists expect more places of entertainment. In addition, incoherent and somewhat exuberant responses were also obtained, such as a smaller number of tourists from Poland, greater knowledge of Polish language and availability of information in Polish (both kinds of answers given by Polish tourists ...) or a wish to provide the tourists with a swimming pool in the central point of the valley where they can enjoy the local wine.

Based on the presented results of the answer to the question about the suggestion of introducing changes, in the author's opinion, the division into conscious tourists looking for possibly the most sustainable destinations and mass tourists oriented only on consumption is strictly noticeable. At the same time, it can also be seen that both groups of tourists

in most cases have properly chosen their journey destination.

CONCLUSIONS

After analyzing the answers collected during the research, it is stated that tourists can almost faultlessly choose the destination of a holiday trip to their individual expectations, as evidenced in most of the above-average general evaluation of the Hortobágy tourist landscape and the Beautiful Woman Valley. In the case of a sustainable tourism destination, in most cases the most attractive element of tourism space was the surrounding landscape. This demonstrates the harmonious incorporation of tourist infrastructure into the landscape and the proper management of tourism, which has as little impact on the natural environment as possible. In the case of mass tourism (although on example of enotourism), the greatest asset of the place was the regional wine, which was also the main reason for choosing the Beautiful Woman Valley as the destination. Regardless of the preferred type of tourism, tourists chose the souvenir market as the element that damages aesthetic values to the greatest extent. Often, as part of the suggested changes in both of places, they proposed the reconstruction of souvenirs market in the style of surrounding older buildings. In addition, colorful attractions for children, a funfair or "trains" were recognized as further disharmonization of the landscape, which is a kind of tourist trap that proves the westernization of the local tourist product.

The disharmonious elements of touristscape, which in most cases are a manifestation of aggressive marketing of local entrepreneurs (e.g. tourist communication by colorful "trains"), are not actually attractions in the eyes of tourists. However, their continuous accumulation causes gradual insensibilization of tourists for aesthetic and educational values, and results in a constant search for strong incentives in the form of tourist traps.

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