

AWARENESS OF THE CITTASLOW NETWORK AMONG STUDENTS IN OLSZTYN AND GDAŃSK CITIES

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Abstract

This study is based on an analysis of a questionnaire answered by 400 students which aimed at demonstrating the awareness of the notion of Cittaslow. The questions pertained to issues connected with environmental protection, knowledge of national heritage, participation in cultural events, and ideas how to promote Cittaslow-networked towns better. The results show that the awareness of the Cittaslow movement among students is poor. Most respondents had not heard of Cittaslow cities before the survey. According to the distinguished subgroup of students living in Cittaslow cities, the most severe environmental problem was the air pollution caused by incineration of prohibited fuel materials in household furnaces. The respondents suggest that it would be desirable to build alternative energy installations, mainly solar power facilities, in or near Cittaslow cities.

Introduction

The increasingly rapid pace of life, with such manifestations as the lack of free time, noise, unhealthy fast food, intense sensations, loud advertisements, mass tourism, etc., has been met with opposition on behalf of residents of small Italian towns, situated far from big cities that attract swarms of visitors every year. In 1986, an organisation called Slow Food

was established in the city of Bra, in Piedmont. Today, this organisation has grown over 160 countries and comprises 100 thousand members (*Slow Food... 2019*).

In 1998, the Slow Food organisation held a meeting with mayors of several Italian cities, such as Bra, Greve in Chianti, Orvieto and Positano, which led to the creation of an international network of cities, called Cittaslow (referred to as Slow Cities or Cittaslow network). The name Cittaslow is a merger of the Italian noun 'città' meaning 'a city' and the English adjective 'slow'. The full name of the organisation is Rete internazionale delle città del buon vivere, which means 'International network of good life cities'. At present, the organisation associates 252 cities from 30 countries. Most member cities are in Italy (89), with the second most numerous group of slow cities being in Poland (30) (*Cittaslow... 2019*).

Since the foundation of the Cittaslow network, the member cities have been cooperating with one another, organising international and national meetings, festivals, study trips. By being Slow Cities, they are seen as tourist destinations. The Cittaslow cities are also an object of research interest. Empirical studies in this field, mostly based on surveys conducted among residents of these cities and among tourists, are increasingly more frequent. However, no such questionnaire has been addressed to students, which has motivated us to undertake this study, with an aim to explore the state of awareness in this societal group, and particularly university students in Olsztyn, the capital of the region of Warmia and Mazury, which has the highest number of Cittaslow towns in Poland; for comparison, the same questionnaire was answered by university students from Gdańsk, the capital city of the Province of Pomerania, where only one Slow City is located and one City (Nowy Staw) is applying for membership in the organization (*Cittaslow. Aktualności... 2019*). Research results can be a valuable clue for city authorities that promote a good and peaceful rhythm of life. They can be used to better promote the city and contribute to achieving better results from belonging to the Network.

Studies into the phenomenon of Cittaslow towns, despite the short time elapsing since the foundation of the network, have rich history and literature (RADSTROM 2011, *Alternatywne modele... 2017*). The underlying cause is deep interest in the achievement of the goals which this movement, already comprising 30 cities in Poland (in 2018), has set. Other than the obvious aims, such as the development of small towns (BLAZY 2016, MAZUR-BELZYT 2018), improvement of the quality of living of their residents (MEYER and KNOX 2009) and protection of the natural environment as well as proecological education (DOMERADZKI and TYBURSKI 2011), the dominant objectives combine expectations of the Cittaslow towns' inhabi-

tants and the development of tourism are included (KÜÇÜKALTAN and PIRNAR 2016). Examples are taking care of the urban landscape, restoration of historical buildings, or broadly speaking revitalisation of the urban space (POCZOBUT 2010), building local identity (JASZCZAK and ANTOLAK 2015, PINK and SERVON 2015), creating and promoting an offer of cultural and recreational events as well as promoting local crafts and cuisine (MIELE and MURDOCH 2002). The aspect of tourism for the Cittaslow network (SUKIENNIK 2014) is obviously associated with sustainable development (EKINCI 2014, CENGİZ et al. 2017), local growth (GRUSZECKA-TIEŚLUK 2013, ZADĘCKA 2018), economy and revenue increase (ZAWADZKA 2017).

Conducting our study into students' awareness, we posed questions about knowledge, opinions and attitudes and about actions. Awareness is composed of these three levels. Furthermore, there is individual and societal awareness. The latter is divided into historical awareness, ecological (environmental), legal, civic and other types of awareness (LEWANDOWSKA 2007). In our research, the facts (knowledge), i.e. the first level of awareness, will consist of the information concerning the notion of Cittaslow, naming the cities which belong to the network, knowledge of the cities' historic buildings and cultural events which take place there. The second layer of awareness consists of opinions, attitudes and values. Consequently, there were questions about the existing and potential promotional activities as well as problems connected with the natural environment. We asked our respondents to express their opinion whether it would be advisable to locate alternative energy generation facilities near the Cittaslow cities. Apart from a simple choice (yes, no, I do not know), students were also asked to select the type(s) of alternative sources of energy that would be the most beneficial, and to justify their choice. When asking about activities, our intention was to separate knowledge from the actual involvement in the idea of 'good living cities'. We asked about participation in cultural events in Cittaslow cities, the time of year when students stay in these cities, about buying regional food, and about the need they feel to enlarge the area of green places.

To direct the research objectives, we set a task to find out to what extent students were aware of the guidelines contained in the 'Manifest of Slow Cities for the new humanism of living'. The manifest's content is being implemented by: 1) performing the environmental policy whose aim is to sustain and develop characteristics of the urban surroundings and tissue; 2) executing the infrastructural policy, whose aim is to raise the value of a given territory rather than occupying it; 3) promoting the production and use of food products made by natural technologies and in an eco-friendly manner; 5) protection of local production, rooted in the culture

and tradition, which contributes to the promotion of the whole region, 6) supporting the culture of hospitality as a moment of true connectiveness with a given community and its specific traits; promoting among residents the awareness of living in one of the Slow Cities (*Cittaslow. Vademecum* (2013), p. 5). The manifest is concordant with ‘Guidelines for Excellence’, contained in Attachment C to the Charter of the Association of Cittaslow Cities, which – by virtue of being a more detailed document – served to help us analyse the replies to our questionnaire (*Cittaslow. Vademecum* (2013), p. 19–21).

Materials and Methods

The study was conducted in April and May 2018, among 400 students in Olsztyn, the University of Warmia and Mazury (the UWM), and in Gdańsk, Gdańsk University (GU) and the University of Physical Education and Sports (AWFiS). In Olsztyn (the UWM), the questionnaire was addressed to students of the following courses: Tourism and Recreation, History (major in Tourism), International Affairs, Journalism and Social Communication. Students from Gdańsk studied the following subjects: Geography, Landscape Knowledge and History Tourism (UG), and Tourism and Recreation (AWFiS). Such selection of respondents seemed optimal for the attainment of the goal, which was to collect data for our analysis of the awareness of the presence and functioning of Slow Cities. As for the place of residence, most respondents fell in almost two equal parts (Table 1).

Table 1

Place of residence of respondents

Voivodships	Percentage of respondents
Warmińsko-mazurskie	39
Pomorskie	37
Mazowieckie	7
Podlaskie	6
Kujawsko-pomorskie	2
Others	9

The questionnaire was answered by 65% of women and 35% of men, of which 98% were young people, aged up to 30 years, while 2% were between 30 and 50 years old, and only one person was over 50 years of age.

The chosen research tool was an auditorium questionnaire, completed by students in the presence of the lecturer, who is one of the co-authors of this analysis. The questionnaire contained 17 questions, closed and open ones. There were also multiple-choice questions, as well as questions where given answers had to be ordered with respect to their importance. The questions will be discussed below in several subject-related blocks. The following analyses comprise the entire research population, without any division according to the age, place of residence or the course of studies pursued by the respondents, as such divisions would make the article less readable. On the other hand, we wished to refer the current results to some earlier studies and to scientific references. We are in possession of the source material, which will enable us to carry out an in-depth analysis at a later time.

Results and Discussion

The notion and the location of Cittaslow cities according to the students

More than half of the respondents (57%) did not know anything about the idea of Cittaslow (question 1). However, those who were familiar with it, were able to characterise Slow Cities correctly (question 2), e.g.

- cities where living is slower, people are not in a rush, they use renewable energy resources, sort out rubbish;

- Cittaslow is directed towards 'a slower pace of life', living in a Slow City is well managed, there are many opportunities for relaxation, e.g. bicycle paths, a slow city is people friendly.

- a Slow City is well organised, for example it has a well-developed tourism infrastructure, it is people-friendly;

- a city with limited motor traffic in the centre, with high quality public spaces;

- a slow city, focused on regional values, local resources;

- a city growing more slowly and less dynamically than major urban centres;

- smaller towns with high natural and cultural assets;

- the network of Good Living Cities, slow, calm, in agreement with culture;

- Cittaslow is against globalisation and is dedicated to the development of small towns.

Despite the correct answers explaining the notion, some students did not understand the specific character of Cittaslow cities and translated

this term literally. This conclusion can be drawn from examples of cities given by respondents as Slow Cities (question 3). The list included Warsaw, Kraków, Gdańsk, Lublin, Białystok, Zielona Góra, Katowice, Poznań and Wrocław, as well as some European or global cities like Copenhagen, London, New York, Sevastopol, Amsterdam, Stockholm, Barcelona, or Florence. Knowledge of the concept of the city of Cittaslow among students is relatively low, unlike among the inhabitants of these cities. In a study conducted in 2017, among 100 inhabitants from 10 Polish member cities, as much as 90% had knowledge about the city's membership of the Good Life Cities network (BATYK and WOŹNIAK 2017).

The first Polish city to join the Cittaslow network was Reszel (2004). Today, 19 cities from the Province of Warmia and Mazury are members of the network: Barczewo, Bartoszyce, Biskupiec, Bisztynek, Działdowo, Dobrze Miasto, Gołdap, Górowo Iławeckie, Jeziorany, Lidzbark Warmiński, Lidzbark Welski, Lubawa, Nidzica, Nowe Miasto Lubawskie, Orneta, Olsztynek, Pasym, Reszel, Ryn, Sępólno. Two member cities, Głubczyce and Prudnik, are in the Province of Opole. There are also single cities in other Polish provinces, such as Kalety (Province of Silesia), Murowana Goślina (Province of Wielkopolska), Nowy Dwór Gdański (Province of Pomerania), Rejowiec Fabryczny (Province of Lublin), Rzgów (Province of Łódź) and Sianów (Province of West Pomerania) – Figure 1.



Fig. 1. Location of Polish Cittaslow cities: colour gray – the area of the Warmian-Masurian voivodeship; 19 – Cittaslow cities in the province Warmia-Mazury: Barczewo, Bartoszyce, Biskupiec, Bisztynek, Działdowo, Dobrze Miasto, Gołdap, Górowo Iławeckie, Jeziorany, Lidzbark Warmiński, Lidzbark Welski, Lubawa, Nidzica, Nowe Miasto Lubawskie, Orneta, Olsztynek, Pasym, Reszel, Ryn, Sępólno

Let us now look at the respondents indicating Slow Cities correctly. Of the 377 persons who named the Cittaslow cities known to them, 157 persons lived in the Province of Warmia and Mazury. This had some influence on their answers. The city most often mentioned was Lidzbark Warmiński (49 persons), which is now the seat of the National Association of Cittaslow Cities. Similar results were obtained in surveys among urban residents (BATYK and WOŹNIAK 2017). In addition to Lidzbark Warmiński, students further mentioned Dobre Miasto (39 persons), Olsztynek and Biskupiec (27 persons each) – Figure 2. Although 146 of the respondents

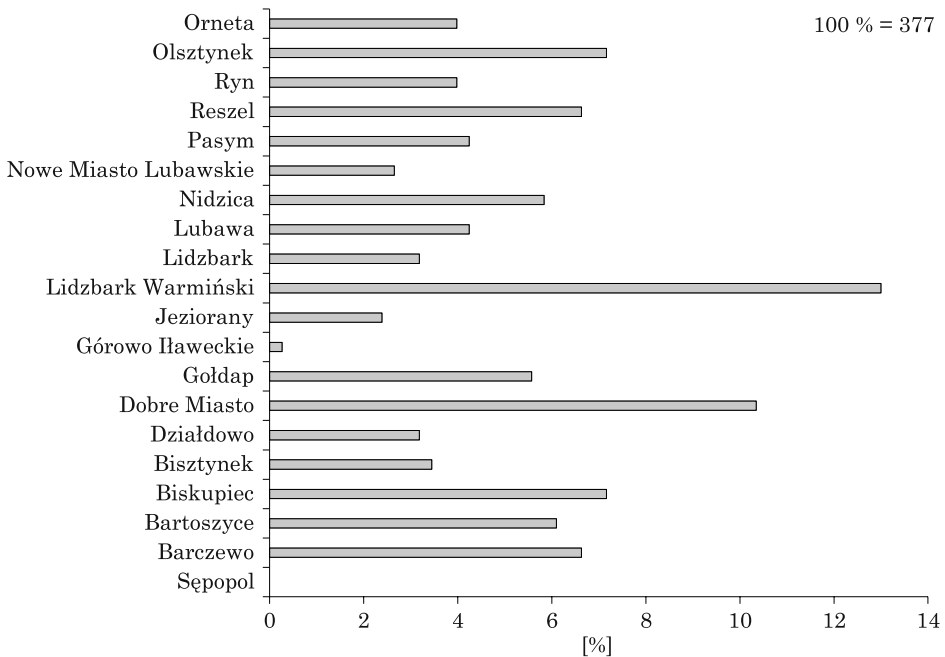


Fig. 2. Knowledge of Cittaslow cities in the province Warmia-Mazury

come from the Province of Pomerania, only 12 mentioned Nowy Dwór Gdański. Other cities which belong to the Polish network of Slow Cities, that is Prudnik and Murowana Goślina were named by 3 persons each, Kalety – two indications, and Głubczyce, Rejowiec Fabryczny and Sianów – 1 indication each.

Requirements for excellence in the Cittaslow movement

The Cittaslow Charter contains Attachment C, which defines Requirements for Excellence. It consists of eight blocks, which in total comprise 63 points. Some of these points were referred to when requesting the

respondent students to state which Slow Cities they knew. As many as 63% (220 out of 349 answering this question) admitted that they had never been in a Slow City (question 4). Hence, their other replies in the questionnaire were based on their intuition more than on experience. The remaining 37% of the respondents were asked to write their impressions of a Slow City they knew. The aim was to verify whether visitors (or inhabitants) noticed any changes induced by the implementation of the statutory tasks of Cittaslow member cities (question 5).

In compliance with Attachment C to the Cittaslow International Charter, one of the requirements for excellence is quality of urban life, which finds its manifestation in 'Plans for interventions concerning the restoration of historic urban centres and/other assets having cultural and historic value', and in 'Plans for international signposting of historic centres on tourist trails'. Slow Cities should therefore make efforts to restore and revitalise their old centers and historic monuments there. This is one of the most easily noticeable effects of cities joining the network. This result was observed by the students, who stated that the city centers had been renovated entirely (93% answers), and there were signposts and notice boards in and around the old quarters informing about historic buildings, tourist attractions, cultural heritage, etc. All tourist trails passing through the cities were also signposted (88% indications).

In the block of requirements for excellence called 'Agriculture, tourism and artisan policies' and another one defined as 'Quality of urban life policies' there are several points regarding production of local and traditional products, for example: 'Protection of handmade and labelled artisan production', 'Increasing the value of working techniques and traditional crafts', 'Creation of spaces for the commercialization of local products'. In our study, the opinions about local products, their production and distribution, were almost evenly distributed, as 55% of the respondents noticed such activities and 45% stated that local products were not noticeable in Slow Cities.

Slow Cities are obliged to promote regional and local food. This is expressed in provisions of Attachment C to the Cittaslow Charter, namely: 'Use of local products, if possible organic, in communal public restaurants (school canteens etc.)', 'Education of flavours and promoting the use of local products, if possible organic in the catering industry and private consumption', 'Support for Cittaslow campaigns and activities', and 'Collaboration with other organisations promoting natural and traditional food'. Questions 15 and 16 of our survey tested this aspect. The respondents were asked about buying local food products, and if the answer was 'no' or 'I don't know', they were requested to explain why they did not buy local food. 56% answered that would like to buy such products, but 44% did not

because of high prices (58%). Others pointed to the lack or shortage of points of sale distributing local food (37%), while few (5%) indicate specific taste of local food which they did not enjoy.

The 'Infrastructure policies' block contains such points as 'Plans for safe urban traffic', and 'Efficient cycle paths leading to schools and public buildings'. Although the Slow Cities known to our respondents had grids of bicycle lanes (84%), motor traffic was not banned in historic quarters of most of the Cittaslow member cities (75%).

The cities had green areas (96% indications) with service infrastructure, including street furniture, benches, lamp posts, litter bins and playgrounds. This is also set as an objective in the Cittaslow Charter, where the 'Guidelines for Excellence' in the section 'Agriculture, tourism and artisan policies' suggest 'Promoting municipal parks and school playgrounds, including cultivation of local plants with traditional methods'. We returned to the problem of expanding the total area of green spaces in Slow Cities, including parks, flower beds or tree stands, in our question 17. 60% of the students agreed that having more greenery was necessary. Those who admitted to not knowing or not visiting Slow Cities had no opinion on this matter (36%).

The idea of Slow Cities presumes a slower pace of life, more peaceful lifestyle and less stress, which is supposed to give rise to more friendly relationships between people as well as better well-being and more cheer among residents. 56% of our respondents said they had noticed such qualities among Cittaslow inhabitants. This is indicated in Attachment C to the Cittaslow Charter, where 'Hospitality' is included among the 'Guidelines for Excellence'.

Historic buildings, culture and promotion

In the subsequent part of the questionnaire, the respondents were asked to name historic buildings or other tourists attractions which were worth seeing in Slow Cities (question 6). This was an open question, and the suggestions were highly varied. In total, 37 elements were mentioned, of which castles (28%), basilicas and churches (145), museums (11%), Old Town squares (8%) as well as fortified walls and towers (7%) were indicated most often. Fewer persons pointed to townhalls, a skansen, a water tower, monuments and statues, a synagogue, a glassworks, graveyards, townhouses, monuments of nature. Single respondents wrote about bathing beaches, piers, amusement park, nature reserve, fort, old brewery, festival, railway bridge, spa, graduation towers, orangery, Old Prussian 'baba' stones, a mill, military barracks, or a palace. Thus, most often stu-

dents mentioned such monuments that are typical for historical cities, not necessarily in the Cittaslow Network. However, single indications suggest that the respondent had in mind a monument or attraction in a specific city, e.g. orangery (located only in Lidzbark Warmiński), spa and graduation towers (only in Gołdap), Prussian babes (in Bartoszyce), historic brewery (in Nidzica), a glassworks and an open-air museum (in Olsztynek), and a synagogue (in Barczewo). In questions 7 and 8, the respondents were asked to name cultural events which take place in Cittaslow cities, and to state whether they had taken part in any such event. Cultural events are mentioned in Attachment C to the Cittaslow Charter, namely in 'Preservation and promotion of local cultural events'. Unfortunately, as many as 86% of the students had never attended any local cultural event. Those who were unable to name specific events wrote about concerts, festivities, Christmas feasts, harvest festivals, artisan and craftsmen's fairs, street runs. Specific events most often included Days and Nights of the City (here, providing the name of a specific city) with 12 indications, or the Lidzbark Nights of Humorous and Satire, indicated by five persons. The Feliks Nowowiejski Choir Music festival in Barczewo, the Cepelinai Feast in Gołdap, and the Winter Chivalric Tournament in Nidzica were indicated 3 times each. The following events were indicated twice each: The Spit Cake Sękacz Feast, the Jazz Festival, the Herbal Festival in Olsztynek. Single persons also recalled the Festival of Pierogi in Biskupiec, The Kaziuki Wilniki Festival, the Yotvingian Run, the Procession of the Three Magi in Dobre Miasto, the Copernicus Run in Lidzbark Warmiński.

A high percentage of indications (85%) was earned by the problem of lacking sufficient information about Slow Cities (question 9). We asked students to give their ideas how Cittaslow towns could be promoted (question 10). Because the study involved a group of adolescents, whose main source of information is the Internet, they often suggested using this medium for promotional activities. The Internet was indicated most often (74 persons) as a very good and effective form of the dissemination of knowledge about the Cittaslow network. In addition, 6 persons mentioned Facebook, and 12 other students suggested websites and social media in general. 29 persons indicated mass media, sometimes specifying social media. Mass media also include television, and 26 persons suggested TV commercials, 11 indications were to use radio commercials, and 6 persons proposed advertisements in the press. One student had an idea of a column in a local newspaper dedicated to the presentation of Slow Cities. Twelve persons suggested printing and distributing leaflets. Two persons proposed placing information about Slow Cities in tourist guidebooks (which is already done).

A relatively large group of students (11 persons) said that education about the Cittaslow network in schools (from primary to secondary schools) and in higher education institutions was important. Some respondents recommended placing information boards and hoarding boards in centers of Slow Cities and along roads entering such cities (10 indications). Others wrote that travel agencies should offer special tours on the Trail of Slow Cities. Other ideas are adverts on public transport vehicles, e.g. in trains, organising more cultural events, and promoting Cittaslow cities in other Polish cities.

Students wrote:

– ‘I am the one who knows very little about such cities, so it is necessary to disseminate knowledge and to promote Slow Cities through commercials and adverts, so as to draw people’s attention to these locations’.

– ‘representatives of the Cittaslow network from time to time should give lectures at universities or in schools’.

– ‘Slow Cities should be promoted on television, radio and the Internet (interesting interviews, promotional video clips) because these media stay in memory the longest.’

– ‘Trips should be organised to such cities; it would help to place signs, for example saying that a given city belongs to the Cittaslow network’.

– ‘Commercial spots promoting Slow Cities should be given more attention, as they can show the charm, natural values and cultural assets of these locations’.

– ‘Tours offered by travel agencies, commercials on Internet websites dedicated to travel/tourism’.

Although the students emphasised the need to inform visitors that they were staying in a Slow City, 61% of our respondents said that the Cittaslow cities had proper signposting. Promotion of the Cittaslow notion is strongly underlined in the Charter of the Association. This is confirmed by several guidelines from Attachment C, such as ‘Preparation of ‘slow’ trails in the city (brochures, websites, etc.)’, ‘Constant provision of information about the importance of the Cittaslow movement to residents of Slow Cities’, ‘Supporting promotional campaigns of Slow Cities’, ‘Using the Cittaslow logo on promotional materials (websites, letterhead paper, visiting cards, etc.)’.

Protection of the natural environment

Another set of questions pertained to issues of environmental protection and healthy lifestyle. Power supply and environmental policy are both very important for Slow Cities. This objective is defined in Attachment C

to the Cittaslow Charter, under such headings as ‘A wastewater treatment plant to treat municipal or industrial wastewater’, ‘Plan to save energy in the city, and in particular by using alternative energy resources (renewable energy resources, hydrogen, small hydropower plants) and using the process of incineration of solid waste and biomass to generate energy’. Question 12 referred to environmental problems the respondents may have seen in Slow Cities they had visited. They were asked to put in order several possible issues. The most severe one, in their opinion, was the problem of waste management (33%), followed by air pollution (26%), noise (23%) and pollution of surface water bodies (17%). The obtained results show that students are quite interested in environmental protection problems. This is comparable to the research obtained in 2017 by BATYK and WOŹNIAK (2019). The analysed groups of students believed that waste was a more serious environmental problem than air pollution. This is contrary to some tracking research (*Trackingowe badania...* 2018) where the Polish population more often pointed to air contamination as an environmental issue than to the problem of rubbish. A possible explanation is that Cittaslow towns need to improve their system of waste management. More intensive environmental contamination is seen in specific seasons of the year. Thus, question no 11 was about the season of the year when the respondents visited Slow Cities. Most pointed to the summer (34%) or spring (29%), while fewer would in the winter (19%) or autumn (18%). The persons who chose the answer ‘I stay in good life cities outside the summer season’ are the ones who live there (100%). They all decided that the most noxious environmental problem was the wintertime air pollution caused by illegal incineration of waste materials in household furnaces. The severity of this problem is confirmed by analyses carried out by the WIOŚ Provincial Inspectorate for Environmental Protection (KOBUS and al. 2017), where the main source of high levels of major air pollution parameters in Poland are individual heating facilities in private flats and houses. This is contrary to the common opinion expressed by Polish citizens in tracking studies (*Trackingowe badania...* 2018)

Regardless of the year when the questionnaire was completed, the respondents most frequently pointed to emissions from large power consuming facilities, such as industrial plants, as the main source of air pollution.

Other problems which the respondents identified as causing degradation of the natural environment were: the lack of public toilets, excessive amount of advertisements, diminishing area of public green spaces, and their excessive landscaping. The presence of municipal green areas and their proper management are fundamental to the protection of biological

diversity in towns. For instance, a lawn seeded with a monoculture of plants, regularly mowed, never allowed to produce flowers or fruits, sprayed with herbicides, etc., fails to provide food or shelter to most insects or birds. Hence, in places not exposed to much walking it is worth replacing a lawn with a flower meadow (TRZASKOWSKA 2015). A meadow will attract many insects, such as honeybees, bumblebees, butterflies, beetles, as well as small insectivorous animals, including amphibians, reptiles, birds or mammals (OCKINGER et al. 2009).

Poland has committed herself to fulfil the requirements associated with the goal of reaching 20% of renewable energy resources in the national electric power generation budget by the year 2020. The students asked to complete our questionnaire are aware that some power generation facilities using alternative sources of energy need to be built in or near Cittaslow cities. 68% of the respondents agreed with it, while only 2% were against and 30% had no opinion (question 13). To gain deeper understanding, we asked: 'If there was a choice, what installations from the list below would you choose to have built in or near Cittaslow cities?' (question 14). We suggested three types of power plants: solar, wind and hydropower facilities, but we also left an option to write own ideas and justification. Nearly half of the respondents (46%) chose solar power plants, almost a third opted for wind farms (29%), while a quarter chose hydropower plants (24%). The results are in accord with the opinions about renewable energy resources expressed by a group of 88 Polish citizens interviewed by DROSIŃSKA et al. (2015). Solar, wind and water power are most often mentioned as the first three sources of energy best for the environment. The respondents were also asked to name which sources of energy they could accept in the vicinity of their home.

Conclusion

The study demonstrated little interest among student in the problems of Cittaslow cities. Few had heard about this network of cities, and often guessed the meaning of the concept. They were unable to give names of Slow Cities correctly, be it in Poland or in their own province of the country. Most had never been in any of these cities, and could not describe them, name historic buildings situated there or cultural events which take place in these cities. Those students who knew Cittaslow cities most often concluded that living there is more peaceful and at a slower pace, that historic centres of such cities are restored and revitalised, that there are bicycle paths there, and that it is possible to buy local food. They gave spe-

cific examples of historic buildings and cultural events, and were able to associate them with specific locations. However, all students had interesting ideas for promotional activities, mostly indicating the use of electronic and traditional media, but interestingly they also suggested spreading the knowledge about the Cittaslow network in schools and universities.

The environmental issue most often indicated by the students as occurring in Cittaslow cities is the problem of waste. The distinguished groups of students living in Slow Cities, however, pointed to a more serious problem of air pollution caused by burning forbidden materials in household furnaces. The respondents suggest the need to build in or near Slow Cities some installations using alternative sources of energy. The most preferred renewable energy source was solar power plants.

The respondents themselves suggested how to make students' awareness increase. They proposed to include the topic of Cittaslow cities in the subject of lectures at universities or high schools, or to organize thematic meetings and lectures from time to time. Therefore, especially UWM research workers can benefit from these applications, because in the province of Warmia and Mazury is the most Cittaslow cities in Poland.

It seems that many students heard about Cities of Good Living for the first time when filling in our questionnaire. Their astonishment at discovering the Cittaslow network and realising that it was worth finding more about it was a source of satisfaction for the research authors and a confirmation that such studies are necessary and should be repeated regularly.

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