PROMOTION AND EDUCATIONAL ROLE OF THE HOUSE OF WORDS – LUBLIN REGIONAL TOURISM PRODUCT

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ABSTRACT

This article aims to show how the House of Words in Lublin communicates with the environment, to determine the visibility of different promotion forms and to determine the impact of institutions in Lublin as an object of industrial heritage on preserving the memory of the traditional printing methods and educational development of youth. Currently, tourist is an entity conscious of his/her rights and recognizing his/her identity, therefore trying to create his/her own image through the acquisition of certain, often niche, products. Thus, traditional forms of advertising are increasingly ignored by receivers. Enterprises try to use modern ways of communicating with the market, to make personalization of message and to include niche and scattered groups of consumers. Promoting the House of Words also takes into account the niche of its product and tries to reach customers not only using traditional promotion, but also applies social media, word-of-mouth marketing, and widely developed marketing events.

Introduction

Tourism remarkably affects the economic situation of different sectors of the economy related to the tourism services. In order to increase the attractiveness of the region, there are different forms of promotion of both the region and tourism products located in a particular place (Mańkowski, 2009). This heritage is aimed at developing

the tourism products and education of future generations. Very important also they are innovative tourist products (Novelli, Schmitz, Spencer, 2006).

In opinion of Changkai (2007), tourist product is the foundation and soul of a company, and it should satisfy desires and needs of tourists and at the same time achieve the objectives of the company, both tangible and intangible (Changkai, 2007, p. 577). According to Fu Jiaji, innovation can refer to a completely new product, its improvement, or improvement of marketing communication with customers (Jiaji Fu, 2002). Innovation in tourism can be both creating an original tourism product and creating a professional marketing environment to the existing natural or cultural values (e.g. organization of services and tourist infrastructure around objects of material culture as well as their promotion). Innovation can be a tourist product in the form of location (building, area, trail), events (e.g. festival, cultural event), service or group of services (e.g. organized tour) (Krzyżanowska, 2013, Braun, 2007). The main problem, the companies introducing innovative tourist products on the market have to deal with, is customer interest in the offer, standing out from the competition, selection of appropriate forms of promotion, while ensuring the profitability of selling the products and services (Pingfan, 2006).

The vast majority of tools, instruments, and means of promotion should be adapted to the type of products that they bring out and develop their sales. The aim of the promotion is to inform about the attractiveness and benefits of the acquisition of a given product (Caffyn, 1999). Construction of a tourist product based on the cultural richness of the region and its promotion contributes to the preservation of regional tradition and strengthening of the local communities identity (Warمیńska, 2012).

An important element of a local identity and cultural heritage is the industrial heritage (Rosiak, 1960). Museums and memory chambers are often formed in the post-industrial objects. These are innovative tourism products. They play a huge role in promoting the arts and culture; they are a living history lesson. Due to the visit to museums and memory chambers located in areas of former industrial sites, young people learn the sensitivity of their past, economic history, and traditional professions (Sawicki, 2007). Carrier of the message in such places is primarily the post-industrial exhibit object supplemented with the written and spoken word by a guide. The museum lectures and workshops are one of the forms of viewing the exhibition. These are classroom lessons taught by a teacher, a guide at the museum on a some fragment of material. The advantage of this form of lesson is a direct student's contact with relics of the past, making the ability to use primary and secondary sources to acquire new knowledge by listeners, association of known with new facts, formation of appropriate attitudes to cultural and historical monuments. In addition, visiting tour requires from the student a greater intellectual effort than classes in a traditional classroom (Sienkiewicz, 2004). Workshops are practices, due to which the visitor can acquire skills in a place where the production process or services are performed using the machines and equipment. The aim of the workshop is to creatively discover elements of industrial heritage and culture.

Purpose and method of study

The main purpose of this paper is to present the forms of promotion and communication to customers the innovative tourism product, which is the House of Words in Lublin. In addition, the effect of the activities of this object on educational development of youth was determined.

The study was performed by means of a diagnostic survey using the technique of document analysis, interview, direct questionnaires, and observation method. The secondary results were obtained through the analysis of documentation provided in the House of Words. Direct interview was conducted with employees of the

institution. Two direct surveys were conducted: one among 268 junior high school students (36.19%), high school students (38.43%), and university students (25.37%), who completed a visit to the House of Words. The second survey was conducted among 497 residents of Lublin. The survey was designed to determine whether residents of Lublin know a niche tourism product, which is the House of Words, and how they learn about events and offer of this facility. Research was supplemented by direct observation and analysis of the literature content. The study was performed in 2016.

Outline of the Lublin printing history

The history of Lublin printing dates back to the early sixteenth century, when Printing Jewish worked in the city, which issued such famous masterpieces in Yiddish as: *Babylonian Talmud*, *Cene urene* (Pentateuch for women), as well as *Kabbalistic Book of Zohar*.

The first Polish printing house in Lublin was founded in 1630 by Paweł Konrad. The printing house operated for approximately 40 years, and has released more than 114 items of books, including *Sunflower or comparison of the human will to the divine will*. After death of Paweł Konrad in 1636, the printing house was managed by his wife Anna Konrad and other owners (Dziok-Strelnik, 1997). In 1670, after the wars and the expulsion of Polish Arians, all secular printing houses were closed and were replaced with the monastic printing houses. One of these prints were pressed in *Collegii Societatis Jesu*. This printing house was established in 1683 at the Jesuit Order in Lublin, issuing mostly religious works (over 600 prints) (Gdula, 1957). After liquidation of the Jesuit Order in 1774, the printing house was taken over the Commission of National Education, expanding the thematic scope of printed books with secular topics, including political and journalistic works, novels and eulogies. More than 60 prints were issued by the printing house (Juda, 2000).

Lublin printing feature in the seventeenth and eighteenth centuries was the religious character of printed texts, profitability of published works, and a little attention to the quality and beauty of printing.

The largest number of Polish printing house in Lublin was founded in the nineteenth century, including:

- Trynitaraska Printing House that published primarily the official letters,
- Kossakowski Printing House printing newspapers, magazines, and calendars,
- Szepański Printing House specializing in printing of labels and price lists, as well as daily newspapers,
- Herszenhorn Printing House (Polish-Jewish) issuing daily *Lubliner Tugblat* (Śliz 2007).

In the twentieth century, the other printing houses were established, among others: *Powszechna*, *Ludowa*, *Ziemiańska*, *Udziałowa*, *Sztuka*, *Popularna*, and *Narodowa*. After the Second World War, universities and museums began to emerge, that also have their own printing houses. In 1976, the publishing house was founded by the Archdiocese of Lublin – *Gaudium*. The period of political transformation in Poland was characterized by the opening of the market for private printing houses, which resulted, among others, in establishing the printing houses: *Test*, *Norbertinum*, *Werset*, *Boni Libri*, *Poli hymnia*, *Czelej*, *Biblios*, and *Kagero*. In twenty-first century, publishing houses specializing in science-fiction novels and author fairy tales emerged in Lublin (Szalpak, 2005).

Establishment and activities of the House of Words

The history of printing house at the street Żmigród in Lublin dates back to the early twentieth century, where Jan Wyszogrodzki ran a small printing house. This plant in 1932 was purchased by the Lublin printers A. Michalski and J. Rybiński giving it name “Popular”. Initially, the printing house performed printing brochures and day-olds.

During the World War II, Printing House “Popular” was the biggest printing plant in Lublin, which employed more than 20 people. The printing house cooperated with the Polish underground, and printed out the underground press, underground brochures, leaflets, and even a fake identity cards and passes (Sienkiewicz, 2004, p. 147–175). In 1944, the printing house suspended its activity for a few months, because Gestapo fell on the trail of where the underground prints come from and all printing house workers were arrested. None of the prisoners survived the World War II. (Kielboń, 1998). In November 1944, printing has resumed and printing house performed orders for the Curia and the Catholic University of Lublin; it issued, among others, *Annals of Humanities*.

In the fifties of the twentieth century, the printing house was nationalized and converted into Cooperative of Printers and Bookbinders. This plant has survived unchanged until 1972 (Gdula, 1957, p. 88). In 1972, thanks to the initiative of the head Franciszek Pawelski and his deputy Władysław Bielecki, the Chamber of Printing Tradition in Lublin was founded. The Chamber gathered historical printing presses and historical documents speaking of Lublin printing. The nineties and change in the political system of the country meant that the printing house could not keep the Chamber of Printing Tradition any longer, which passed from hand to hand fell into disrepair and not maintained antique printing presses were destroyed. It was only in 2007, when the printing house was taken over by the “Brama Grodzka – Teatr NN”, which carried out a major refurbishment of rooms and printing equipment and created the Chamber of Printing in a historic site, that is currently operating under the name of “House of Words” (Szalpak, 2005, p. 8).

Modern activity of House of Words

Currently in the House of Words, there are pinch and flat printing machines, composing machines (linotypes and monotypes), equipment for the manual composition (print font sets, composition shovels, typesetting racks, sticks), binding machines, photo-reproduction cameras.

The House of Words has a permanent exhibition (antique printing machines and typesetting and bookbinding tools), provides visitors with temporary exhibitions (small graphic forms). Additionally, the personal collections of prints are provided to explore: maps, prints, postcards, posters and documents concerning the life and work of Lublin printers, publishers and booksellers. Visiting of exhibitions take place only with a guide. An innovative form of visiting the discussed museum facility is the ability to choose an interesting topic, and among the proposals are: history of paper and parchment, history of printing and prints, history of Latin script, printing techniques, process of creating books and newspapers using traditional method, bookbinding. Thus, each person can visit this place even several times and each time he/she can find out and see something else.

The House of Words also conducts workshops, during which visitors can personally do stencils and print graphics, draw the paper, compose the text and press printing on a printing press. There are conducted workshops of calligraphy based on the writings of uncial script (the thirteenth letters used for the Bible prescription), foundational (typeface designed by E. Johnston – father of modern calligraphy), gothic, and Tolkien calligraphy. These workshops are aimed mainly for school children and students.

Here is also the “Laboratory of Printing”, where designs of business cards, posters, brochures, invitations, logos, books and magazines are made, and all publications for “Brama Grodzka – Teatr NN” are developed.

Study results

At present, tourist is an entity conscious of his/her rights and recognizing his/her identity, due to which he/she tries to create his/her own image through the acquisition of certain, often niche products, therefore the traditional forms of advertising are increasingly ignored by receivers. Enterprises try to use modern ways of communicating with the market, make personalization of a message and take into account the niche and scattered groups of consumers. Promotion of the Chamber of Printing also takes into considerations the niche of its product and tries to reach customers not only applying traditional promotion, but also uses the social media, word-of-mouth marketing, and widely developed the event marketing.

Figure 1. Visibility of individual forms of House of Words promotion by residents of Lublin

Source: own study based on surveys.

Analyzing data shown in Figure 1, it was found that Lublin residents most noticed promotion in the form of event marketing (85.71% of responses). This type of marketing is a promotion tool consisting in organizing various events to achieve the objectives of the company to the external and internal environment: customers, decision-makers, partners, opinion leaders, and workers. The Home of Words organizes many original events, first and foremost there are the literary and discussion meetings. Home of Words often invites recognized and respected poets from across Poland, as well as the world, to these meetings. The guests were, among others: Jacek Podsiadło, Bohdan Zadura, Mariusz Grzebalski, Jan Wagner. In addition to this formula, there is also the formula of meetings in private spaces – “Houses of Poetry”. This activity is carried out within a year, and its intensification is happening at the Festival “City of Poetry”. As part of the project “Another Lublin”, Chamber of Printing performs both open meetings with people at risk of exclusion, reporters, and closed meetings, during which participants are familiarized with e.g. world of disabled people. To date, meetings with young blind people were implemented, Joanna Pąg (poet), Sylwia Brzozowska (photographer), Bolesław Bryński (poet and writer), Katarzyna Bierzanowski (activist), Beata Szady (reporter). In second place, there was promotion in the form of word-of-mouth marketing (48.90% of responses), i.e.

promotion passed from mouth to mouth. This applies to the state, in which the people themselves are beginning to talk about the product or brand. The organization can only try to create a situation that would provoke the community to talk. The word-of-mouth marketing involves in the creation of an impulse, that would induce a specific group of people to talk about a particular brand or to disseminate information in a different way. The main medium, in this case, is private communication, which is one of the most reliable media, which avoids less and less noticeable traditional advertising media. Promotion in social media was spotted by 32.42% of respondents. Promoting of the House of Words in social media was done primarily through the fanpage on Facebook, blogs and portals: wikipedia.pl, miastodzieci.pl, urloplandia.pl, goingapp.pl, warsztatykultury.pl, youtube.com. Traditional advertising by the House of Words took place mostly in the form of leaflets, printed posters, publications in newspapers and magazines, printed and online guidebooks, running a website <http://teatrnn.pl/domslow>. This type of advertising has been noticed by only 30.77% of respondents.

It should be emphasized that quality of services, which largely depends on manner of a product sales in direct contact of a provider with the tourist as well as benefits the tourist will get acquiring the service, is very important for the promotion of tourism products. The House of Words, apart from traditional visiting the building, also offers typography, bookbinding, paper, lithographic, and gravure printing workshops. Quality of services provided by the guides during the workshops in the opinion of respondents is shown in Figure 2.

Figure 2. Evaluation of workshops in the opinion of the respondents (5-point scale)

Source: own study based on surveys.

Based on the data presented in Figure 2, it was found that tourists rated the highest the substantive preparation of leaders (4.78 pts.). The way of teaching has been also highly rated (4.76 pts.) – the workshop leader uses interesting language, adapted to the age and interests of young people, and visitors are involved in own text composing, execution of dies, and stamping the prints using methods from the early twentieth century. Originality of workshops was ranked at the third place (4.56 pts.); nowhere else in Lublin are workshops that enable to work on original machines and tools for printing and bookbinding. Rooms, where workshops are held, visitors assessed for 4.23 pts. – respondents believe that these rooms are clean and tidy as well as adapted to the printing works, have an interesting interior design, as well as there are a lot of props, which the workshop participants can use. Educational materials were rated an average of 4.02 pts. The main advantage of conducted workshops is that respondents can use the source material.

During the diagnostic survey, respondents expressed their opinion on the knowledge and skills they gained during a visit to the House of Words in Lublin. The test results are shown in

Figure 3. The most important knowledge, which is transmitted during a visit to the House of Words in the opinion of students

Source: own study based on surveys.

Data presented in Figure 3 show that for 44.03% of students, the most valuable knowledge they have gained during their visit in the Chamber of Printing was to learn about the most important events in the life of Lublin printing, the history of which dates back to the sixteenth century. Information on the history of Lublin is often overlooked on history lessons. Meanwhile, 21.27% of respondents indicated that learning the process of books, magazines and newspapers composition was the most important thing. Due to the Chamber of Printing, they learned what machines are used for composing the text and what are the occupations of people associated with the formation of books. Further 16.04% of students drew their attention to the knowledge on the fonts composition and font types for printing, what is the difference of typesetting in the printing house from the computer-aided one, and for 11.57% of listeners, it was very important to get to know the process of creating posters and graphics printing, including the possibility of self-design the templates as well as to learn about techniques of relief printing. The history of paper and parchment formation attracted 7.09% of visitors.

Data in Figure 4 shows that the workshops printing and calligraphy the most enjoyed the visitors of the House of Words; up to 87.31% of respondents indicated that this is the original product. The next position was ranked by temporary exhibitions, e.g. biographies of Lublin citizens the most deserving for printing, and "Exhibition of the Free Word" devoted to censorship in the period from the eighteenth to twentieth century (73.39% of responses). Originality of permanent exhibitions paid attention of 66.42% of respondents, mainly due to the fact that exposed equipment and machines are fully operational, which can be used for work, any printing and bookbinding machine can be touched, and try it out. Collections of own prints were rated as the original by 57.46% of respondents; these collections reveal a fundamental role of both the spoken and printed word. The attractiveness of products located in the Chamber of Printing largely coincides with its originality, as the most attractive products, respondents considered the printing workshops (94.78% of responses) and temporary exhibitions (75.75% of responses).

Figure 4. The originality of tourism products located in the House of Words in the opinion of respondents

Source: own study based on surveys.

Figure 5. The attractiveness of tourism products located in the House of Words in the opinion of respondents

Source: own study based on surveys.

Figure 6. Number of visitors Home Words in Lublin in 2013–2016

Source: own study.

Based on shared records, it was found that not only visiting enjoyed the tourists in the House of Words, but also demonstrations of printing, papermaking, exhibitions, poetic concerts, and workshops (paper, literary, poetic, comic, writing, bookbinding, calligraphic, typesetting, designing bags, typography). Among the institutions the most interested in the offer of the House of Words were: kindergartens, elementary schools, middle schools, high schools, technical schools and professional schools.

Development of the House of Words greatly manifested in the increasing number of people using the offered services, because after four years, the number of visitors interested in the offer increased to 320%, which reflects well on the promotions (Figure 6).

Conclusions

Innovations, ideas and products based on the basis of industrial heritage are necessary to exist on today's tourism market. Such ideas included the House of Words in Lublin. This product is on the market since 2013, thus surely it should be modified and adapted to the needs of modern tourists. This is a niche product aimed at small groups of tourists, and therefore the promotion of this product is not implemented in the traditional way, instead it takes a modern channels of communication with the market.

Based on the study upon the evaluation of interactive historical exhibition in the form of workshops, following conclusions were developed:

- the most noticeable form of the House of Words promotion is promotion by organizing original events, which emphasize the importance of freedom of speech, tolerance, social and cultural problems (85.71% of responses),
- services provided in the House of Words are of high quality as evidenced by mouth-to-mouth opinion on the product (48.90%), as well as high assessment of the workshop in the opinions of respondents (more than 4 pts. out of 5),
- strong point of the innovative product is mainly the substantive knowledge and commitment of personal trainers leading workshops, cleanness and originality of the workshop rooms, and an interesting way of leading the workshops, during which visitors can take a "journey in time" to the beginning of the twentieth century and feel like real printers and bookbinders,
- development of the House of Words is most clearly evidenced by the number of people, who visited the object: during the four years, the increase was up to 320%.
- the House of Words should develop a catalog for schools, in which a detailed offer of workshops will be posted,
- employees of the House of Words should organize marketing events and cultural activities also outside their own building, e.g. within the space of the Old Town and other districts of Lublin; they can also come out with an offer to other towns located outside Lublin,
- further research should focus on the needs of the Lublin and the surrounding area residents referring to the niche tourism products; which tourist products are missing and what facilities.

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