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## THE REGIONAL IDENTITY OF THE INHABITANTS OF ŚWIĘTOKRZYSKIE IN CONDITIONS OF GLOBALIZATION

### *Дзеканський П. Регіональна ідентичність мешканців Свєнтокшиського воєводства в умовах глобалізації*

*Стаття присвячена аналізу регіональної ідентичності на прикладі мешканців Свєнтокшиського воєводства. Автор стверджує, що польські регіони все більше усвідомлюють переваги творення образів. Чіткий регіональний бренд, його ідентифікаційний потенціал додає для регіонів привабливості серед споживачів (туристів, інвесторів, потенційних мешканців). Ідентичність визначається як перевага не лише для цілого регіону, але й для багатьох груп.*

**Ключові слова:** ідентичність, регіональна ідентичність, глобалізація, Свєнтокшиське воєводство.

### *Dzyekanskyu P. Regional identity Domestic Świętokrzyskie province under globalization*

*The article is devoted to the analysis of regional identity of the inhabitants of Świętokrzyskie. Author states that Polish regions are increasingly recognizing the benefits of image. Strong regional brand, his identity-merge the potential of the region and presents it to add interest to market customers (visitors, investors, potential residents). Identity means the benefits not only for the region as a whole, but also for many groups.*

**Key words:** identity, regional identity, globalizaion, Świętokrzyskie.

### *Дзеканский П. Региональная идентичность жителей Свєнтокшиского воєводства в условиях глобализации*

*Стаття посвящена аналізу регіональної ідентичності на примере жителєй Свєнтокшиского воєводства. Автор утверждаєт, что польские регионы все более осознают преимущества создания образов. Четкий региональный бренд добавляет для регионов привлекательности среди потребителей (туристов, инвесторов, потенциальных*

*жителей). Идентичность определяется как преимущество не только для целого региона, но и для многих групп.*

**Ключевые слова:** *идентичность, региональная идентичность, глобализация, Свентокшиское воеводство.*

## Introduction

R. Kapuściński wrote changes the culture of the world. It dominates in the present, while the current fast and comment, which must be delivered now, immediately<sup>1</sup>. Whether in a global world, where ideas, values, goods, symbols freely penetrate through the territorial limits meaningless and does not have the ability to participate in the transformation, which carries the modernity is still the place for local identity and attachment to private homeland. If a part of the human population of each permanent tradition is important in a situation where the world is forcing to continuously shoot without watching in the past, to the pursuit of the news and a better tomorrow?

Voivodship was created January 1 1999, its surface area is 11 671 km<sup>2</sup> which constitutes 3,7% of the surface area of the country. It resides. 1.3 million inhabitants. Province is divided into 14 districts and 102 municipalities, including the city of Kielce in the County. Voivodship is an agricultural and industrial. The industry is dominated by the northern part of the province, while agriculture and fruit growing in the South.

The beauty of the Land and cultural heritage is impressive Świętokrzyska. Bricked fortresses, Romanesque and Gothic churches, abbeys, palaces and mansions, unusual of elsewhere in nature reserves. To this day there are still few and far between sacred and secular wooden architecture monuments. Wooden churches, bell towers, manor houses, cottages and homesteads, true pearls of the świętokrzyski region its remarkable design. The largest group among the wooden relics in the Świętokrzyskie sacral objects churches, chapels, belfries. In churches, mostly of timbered design oriented, can be found on the walls and ceiling rich polychrome, Baroque, late Baroque or Rococo equipment – beautiful altars, crucifixes, statues and paintings of the Virgin Mary, the Saints. One for the faithful to this day, the other a bit forgotten and occasionally opened, is wishing to return to the glory years<sup>2</sup>.

<sup>1</sup> R. Kapuściński, *Lapidarium VI*, Warszawa 2007, s. 35; A. Giddens, *Nowoczesność i tożsamość. «Ja» i społeczeństwo w epoce późnej nowoczesności*, Warszawa 2006, s. 31.

<sup>2</sup> [www.drewniane.swietokrzyskie.travel](http://www.drewniane.swietokrzyskie.travel) [05.02.2013].

### **Globalization, as a new challenge of space time**

Globalization has changed the nature of identity, it exposed the social role of context, freed from the role of determining the impact that involve identity-building in terms of industrial society<sup>1</sup>. Globalization as a concept applies to both «shrinking» of the world as well as improving the understanding of the world as a whole. Both of these factors reinforce the dependency, and global understanding of the world as a unity in the twentieth century<sup>2</sup>. Globalization as a very general term, and capacitive means both the distribution, reproduction and unifying conduct patterns, attitudes, acceptance by the media of popular science, the penetration of cultural elements, mixing these elements, as well as the speed with which these processes occur thanks to a new technique (computer revolution)<sup>3</sup>. H. Dembiński believes that «Globalization is a process of gradual contraction of space-time in which we move and in which we operate<sup>4</sup>.

The processes of globalization are a source of polarization of the international community. Produced by globalization of the line differs from those that still until recently mapped out the structure of reality (ideologies, Imperial impact zone). This is a line in an increasingly rich and getting a higher percentage of poorer. This line is not only between countries and regions, but also inside the societies in individual countries. Strobe Talbott wrote about polaryzmie, «which is no longer the iron curtain between East and West. This is the line between stability and instability, integration and disintegration, prosperity and poverty»<sup>5</sup>.

Particular cultural and ethnic beginning, as the primary determinant of regionalism as collectivities that extracted may take steps to promote its own culture and defending their own identity. Regional-

<sup>1</sup> E. Bielska, Konteksty społeczeństwa globalnego a perspektywy tożsamości, [w:] Bajkowski T., Sawicki K. (red.), Tożsamość osobowa a tożsamości społeczne, Trans Humana, Białystok 2001, s. 31.

<sup>2</sup> I. Czaja, Globalizacja, globalizm, przedsiębiorczość – szanse i zagrożenia, [w:] Klich J. (red.), Globalizacja ISS, Kraków 2001, s. 65 -67.

<sup>3</sup> Tamże, s.67/

<sup>4</sup> P.H. Dembiński, Globalizacja – wyzwanie i szansa, [w:] Klich J. (red.), Globalizacja ISS, Kraków 2001, s. 19.

<sup>5</sup> Por. R. Kuźniar, Globalizacja, geopolityka i polityka zagraniczna, [http://www.qnet.pl/warecka/sprawy/kuzniar\\_globalizacja\\_geopolityka\\_i\\_polityka\\_zagraniczna.html](http://www.qnet.pl/warecka/sprawy/kuzniar_globalizacja_geopolityka_i_polityka_zagraniczna.html) [05.02.2013].

ism is therefore the socio-cultural movement, emerging as part of a separate area, based on local culture, specific needs and aspirations of local residents and a sense of identity. His goal is a fundamental appreciation of the area concerned, and such a relief, it would be close to its citizens. It's just that the restoration has kept one of the fundamental principles of the European Union, which is subsidiarity (subsidiarity). In accordance with this policy, the impact of the regional authorities is a support for local actions, and the actions of the Government are using for regions where such assistance is needed.

### **Territorial identity**

The identity of the category is very much a wildcard. Defined is depending on mainstream scientific or research. In General, it is defined as being a different entity and identify yourself with some elements of social reality, and also to enable others to define and identify a particular object, by certain features characteristic for him<sup>1</sup>. Very often distinguish between the sociology unit identity-conceived as a set of ideas and beliefs about the social actor, the courts themselves<sup>2</sup>, and social identity. The latter is defined as the identity of the individual, social group or collectivity, which it locates itself by which and in some area, or social reality itself is embedded in this reality by an external observer (another unit, group, collectivity)<sup>3</sup>.

Regional and local identity is special cases social and cultural identity based on tradition at the local or regional. They relate to clearly defined and delimited territory, region (s), its specific characteristics of social, cultural, economic, distinguishing it from other regions. Regional identity is the result of a long process of historical evolution, expressing itself in joint concepts, shared experiences, shared ethnic, language, culture, and usually a common religion. National identity is therefore an organic nature<sup>4</sup>.

An important determinant of territorial identity is the existence of emotional ties with the territory, landscape, as well as with people resident in that territory (territorial quantitatively, the local communi-

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<sup>1</sup> K. Olechnicki, P. Załęcki (red.), *Słownik socjologiczny*, Toruń 1997, s. 228.

<sup>2</sup> *Encyklopedia socjologii*, Warszawa 2002, s. 252.

<sup>3</sup> *Słownik socjologiczny*, op. cit., s. 228.

<sup>4</sup> S. Huntington, *American Politics. The Promise of Disharmony*, Cambridge University Press, Cambridge 1981, s. 60.

ty) and material culture and spiritual creations, symbols corresponding to the territory, and so both the material and spiritual heritage of the area. Emotional bond referred to, is not something reserved only for the individual, it also has a smaller or larger social groups, from the neighbourhood to the national State, starting with a circle or even greater territorial community. In this shot you can define territorial identity as the identity of a certain group that perceives the specified piece of space as a component of a common sense of belonging, which is functional to group cohesion and represents the element of an ideological representation of the concept We<sup>1</sup>.

It is worth noting that at the core of marketing activity of each territorial unit should be its identity. Each place has, in fact, its own identity, which includes: name, geographical location, climate, history, culture, infrastructure, architecture and inhabitants. In marketing terms, each of these elements may be a chance of finding a unique distinguishing feature, which will attract representatives of the desired target groups<sup>2</sup>.

At the present time about buying the goods and services they decide not only their real effects, but also perceptions audiences about the product. It is important, which is associated with the brand – its prestige, quality and trust upon. A similar situation also applies to regions (local governments). In addition to this, what it offers to the residents, investors and tourists, it is also important that, with what Associates, or his image<sup>3</sup>. The owner of the brand creates its image, but defines its identity that it contributes to an<sup>4</sup>. The identity of the region is formed by the elements: 1. organic (history, culture, the degree of unionisation of the region), 2. economics (analysis of economic activities, which dominated on the ground, the economic situation of the diagnosis), 3. geographic (the impact of geographical elements on the identity of the inhabitants, the location of economic activity, the dominance of economic activity type) oraz 4. symbolic (the Visual identity of the region – landscapes, architecture). The essence of the place are, among

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<sup>1</sup> Tamże, s. 82-83.

<sup>2</sup> Por. M. Gascó-Hernández, T. Torres-Coronas, Information Communication Technologies and City Marketing: Digital Opportunities for Cities Around the World, Information Science Reference, Hershey 2009, s. 12.

<sup>3</sup> Raporty na temat wielkich miast Polski. Trójmiasto, PwC, Warszawa 2011, s. 22.

<sup>4</sup> J. Kall, Jak zbudować silną markę od podstaw, Helion, Gliwice 2006, s. 28.

others: landscape, art, history, architecture, public services, your own products, famous people and their reputation<sup>1</sup>.

Identity and identification of regional activity are conducive to people in their own «small homelands» contributing to their dynamics, which carries out mainly by endogenous factors<sup>2</sup>.

The identity of this «self-awareness» of the entity and the image of it's the consequence<sup>3</sup>. Identity is what the entity is in fact, and what the expression of an external image is. According to Ph. Kotler identity means the manner in which the organization wants to be identified by the audience, image and what is actually perceived environment by<sup>4</sup>. The identity can be called the image desired. Between the desired and the actual image, however, there is almost always a dissonance, and their compatibility is very rare and it can be considered rather as ideal destination<sup>5</sup>.

### **The identity of the Świętokrzyskie and its creation**

In Poland since the early 1990s, you can observe the process of revitalization of regional identity. Political and economic changes have favored the emergence of movements and parties that have begun to refer to regional traditions and demand more autonomy from the central authorities, or even autonomy for their regions. Recovered pretty much established by partitions should. Began perceive the differences between regions. On the other hand, the process of reunification of Europe and the Polish membership in the European Union, enforce the need to adapt to new conditions of political, economic and social. In a United Europe, a key unit of the region became<sup>6</sup>.

Analysis of regional identity is typically a multidimensional nature and multi-threaded. In the case of studies analysis of identity includes

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<sup>1</sup> Handbook on Tourism Destination Branding, Draft, ETC, UNWTO, Stockholm 2009, June, s. 56.

<sup>2</sup> Por. M.S. Szczepański, *Modernizacja, rozwój zależny, rozwój endogeny. Socjologiczne studium teorii rozwoju społecznego*, Katowice 1998.

<sup>3</sup> J. Altkorn, *Kształtowanie rynkowego wizerunku firmy*, Wyd. AE w Krakowie, Kraków 2002.

<sup>4</sup> Ph. Kotler, *Marketing. Analiza, planowanie, wdrażanie i kontrola*, Gebethner & Ska, Warszawa 1994, s. 279.

<sup>5</sup> Tamże.

<sup>6</sup> *Tożsamość mieszkańców Dolnego Śląska*, [http://www.cmsiko.pl/resources/files/raporty/6\\_CMS\\_2011\\_Tozsamosc.pdf](http://www.cmsiko.pl/resources/files/raporty/6_CMS_2011_Tozsamosc.pdf) [05.02.2013].

primarily the prospect of psychological, sociological, and historical. Symbolic universe: form regional identification with the region, its community and culture, functioning in the minds of individuals and the collective consciousness on the breaks «we» and «they» and the related sense of distinctness, the assignment to the space and places of cultural heritage awareness, understanding and the ability to read meanings, symbols, material culture and a sense of connection with the history of the region and the protagonists, the community group management, the existence of certain specific forms of construction, especially with regard to traditional construction<sup>1</sup>.

Modern regional development concepts assume the role of regional identity in the creation of development projects. Well, it is stressed that a strong regional identity, a sense of identification with the place, the social bonds with other people can help you undertake rehabilitation projects. The identity of the Świętokrzyskie is a reflection of the vision and the desired image of the region, transferred to the market in the form of programmed and consistent marketing efforts. Image and talks about how the area in question, the product is perceived by the tourist, which is indirectly reflected the effects of different external stimuli, including knowingly conducted market operations made the artwork a unique identity of the region.

Elements of creating brand identity Świętokrzyskie are:

- the name is «Świętokrzyski – Place Power»
- Świętokrzyskie Mountains-symbol with Characteristic rocks and Holy Cross, Paradise Cave, Spa, beautiful landscapes, monuments, Silica near Ostrowiec Świętokrzyski, paleontology, technical monuments, interesting flora and fauna, traditions, folklore and regional fields striped uniforms, places of worship, Bałtów, Wiślica (City Museum),
- atmosphere-friendly place active vacations, accommodation, with a wide range of high quality services, open to tourists, full of secrets, an extremely diverse and rich,
- events-event «Dymarki Świętokrzyskie», «Festival in Tokarnia-Wytopki Lead», «Iron Roots»,
- presentation – visual identity system of the century.

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<sup>1</sup> M.S. Szczepański, Tożsamość regionalna – w kręgu pojęć podstawowych i metodologii badań, [w:] G. Gorzelaka, M. S. Szczepańskiego, T. Zaryckiego (red.), *Rozwój-Region-Społeczeństwo. Z okazji Jubileuszu Profesora Bohdana Jałowickiego*, Wyd. Europejskiego Instytutu Rozwoju Regionalnego i Lokalnego, Warszawa – Katowice 1999, s 76 i 82.



**Figure 1. Passwords and promotional logos voivodship in the process of creation of the identity**

Source: own elaboration based on [www.rot.swietokrzyzske.travel.pl](http://www.rot.swietokrzyzske.travel.pl) (23.01.2012)

Świątokrzyżskie-Place power refers to the multiplicity and diversity of Świątokrzyżskie. The symbolic space under this outbreak. These are places that give extraordinary power to the people visiting them. Place nearby under the areas in which the focused energy, happy place. Residents of the province believe that on the slopes near the monastery on the Holy Cross there is a mirror image at chakra.





**Figure 2. The Logo is the symbol of świętokrzyskiem and Lublin**

Source: own elaboration based on [http://www.rpo-swietokrzyskie.pl/data/Pliki/94\\_Strategia\\_rozwoju\\_turystyki\\_w\\_wojew\\_d\\_ztwie\\_wi\\_tokrzyskim\\_na\\_lata\\_2006-2014.pdf](http://www.rpo-swietokrzyskie.pl/data/Pliki/94_Strategia_rozwoju_turystyki_w_wojew_d_ztwie_wi_tokrzyskim_na_lata_2006-2014.pdf) (23.01.2012)

The space can be considered as infinite extent, in which the human world of symbols or imagined only materialized. It's also the volume defined by the physical elements and visual imagination. Space must have its own myth created by love, work and human imagination, and so preserved in the memory of man's knowledge of both the past and the legend. One is just complete the value existing at the moment of physical elements, creating its cultural value. Symbol in the human consciousness is formed by memory, by the memory of their ancestors and their achievements<sup>1</sup>.

Penetration in this culture must not be restricted only to acquire information and contemplation. The main reason should be the desire to draw from the history of their own culture in order to build our identities. To strengthen its own identity we will be when this happen our culture and its creations become for us an inspiration for creating the future.

The identity of the region is included in the uniqueness of its built and natural landscape (some plains, ravines, valleys, rivers), different for each of the history of the local community and in attempts to commemorate her (monuments, places of memory, monuments), specific features and in his symbolic layer (the pronunciation of the patriotic or religious sites).

Świętokrzyski Region loved Kings and can be families, and numerous castles, palaces and manor houses show how rich and turbulent history was his. Any way that he shall choose a tourist, leads

<sup>1</sup> Por. R. Dubois, *Pochwała różnorodności*, PIW, Warszawa 1986; J.M. Chmielewski, *Teoria urbanistyki. w projektowaniu i planowaniu miast*, Warszawa, Oficyna Wydawnicza Politechniki Warszawskiej, Warszawa 2005, s. 16 i 19.

through the village of unique wildlife souvenirs of the past, which has inspired many writers and artists.



Ethnographic Park in Tokarnia



Krzyżtopór Castle in Ujazd



Wiślica



Klimontów and surroundings



Dworek Nicholas Reja



Henryk Sienkiewicz Museum



Holy Cross



Cistercian Monastery in Koprzywnica



Sobków-Knights Castle

### Figure 3. Monuments of the area advertised in Świętokrzyskie

Source: own elaboration based on [www.rot.swietokrzyskie.travel.pl](http://www.rot.swietokrzyskie.travel.pl) (23.01.2012)

An identity is a specific climate space – unique forms of use and development of space, color, mood. Of course, the climate of the place is formed by the natural landscape, architecture and urban planning in the region. Świętokrzyski Region and impressive magic land: Poniż, capital of Kielce, Sandomierz, Jędrzejów, Busko-Zdrój, Końskie, Opatów and many others. Great monuments of art and architecture, priceless archeological, geological and historical memorabilia.

Regional identity can be understood as a collective, social and individual identification with the region and its resources, their socio-cultural systems, occupied territories, spaces and finally places, or its environ-

ment. The pride of the świętokrzyski region is a wonderful and unique nature, protected area 8 parks, which are entirely within the province.



Ponidzie



Opatów



Chęciny



Ostrowiec Świętokrzyski

Świętokrzyskie  
Mountains

Jędrzejów

#### Figure 4. Advertised and Świętokrzyskie regions constituting its identity

Source: own elaboration based on [www.rot.swietokrzyskie.travel.pl](http://www.rot.swietokrzyskie.travel.pl) (23.01.2012)



Krzemionki



Świętokrzyski GeoRaj

Świętokrzyska fauna  
and flora

Rezerwat Wietrznia



Kadzielnia Reserve

In the spring,  
Świętokrzyskie

#### Figure 5. Świętokrzyska in the process identity of the creative nature

Source: own elaboration based on [www.rot.swietokrzyskie.travel.pl](http://www.rot.swietokrzyskie.travel.pl) (23.01.2012)

You can also mention about the whole range of initiatives to promote the region, which also create his identity. To some extent these activities are initiated and coordinated by regional and local authorities. Among them it is worth to indicate, among other things. For projects that promote regional foods and forming a regional brand: «Świętokrzyskie-what good!», «Brand Świętokrzyska», « Sandomierz Apple». The Sabbath of witches, Cabaret with the holiday spirits, and many other tournaments that invite you into the magical world of legends, the concerts of famous stars, scenery.



International Tournament

The Sabbath  
Of Witches-KadzielniaŚwiętokrzyskie Caroling  
with the starsThe relationship with  
the plan of the hit series  
«father Matthew»

Dymarki świętokrzyskie



Chałupkowe Garncynki

Archaeological picnic  
«Rydno»

Bałtowskie Sideways

Meeting with Jewish  
culture in Chmielnik

### Figure 6.Świętokrzyskie events in advertising

Source: own elaboration based on [www.rot.swietokrzyskie.travel.pl](http://www.rot.swietokrzyskie.travel.pl)  
(23.01.2012)

### Summary

The overall aim of the identity is always getting the potential to build a competitive advantage. Identity is a team of attributes that a Region constantly forward. Currently, the identity is not shaping up to be only in the sense of fidelity to the heritage received from the past. For some social actors and cultural content world consumer goods make up the only boundaries. Under which define and construct their identity. Experience, information about the remote temporarily and spatially people and events-will enable the imagining of alternative lifestyles. Create the same identity of the region.<sup>1</sup>

Polish regions are increasingly recognizing the benefits of image. Strong regional brand, his identity-merge the potential of the region and presents it to add interest to market customers (visitors, investors, potential residents). Identity means the benefits not only for the region as a whole, but also for many groups. Benefit from her residents-regional brand strengthens their pride, a sense of belonging and identification with the region; business entities – the strong brand of the region strengthens the market position of businesses operating in the region (this is especially important for the tourism industry is the conspicuous regional brand attracts the attention and encourages tourists to the arrival in the place); If local manufacturers is a brand of the region gives you the ability to enhance the effects of promotional activities generated by these regional products by highlighting the place of origin of these products.

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<sup>1</sup> Za J.B. Thompson, Media i nowoczesność. Społeczna teoria mediów, Wrocław 2006, s. 191.

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