

RECONSTRUCTION OF THE BATTLE OF GRUNWALD AS EMOTIONAL PROMOTIONAL MESSAGE

Janusz HOCHLEITNER*

University of Warmia and Mazury in Olsztyn, Faculty of Humanities,
1 Kurta Obitza Str., 10-725 Olsztyn; e-mail: janusz.hochleitner@uwm.edu.pl

Michał MAKOWSKI

Powislanski College in Kwidzyn, Faculty of Management,
29 11th. Listopada Str., 82-500 Kwidzyn; e-mail: makowm@wp.pl

Abstract: The study presents the possibility of using an event in promotional activities in the market of tourist services. Authors indicated the most important issues related to the practical implementation of a promotional event of a reconstruction of historical events as an example of modern reconstruction of a medieval battle of Grunwald. Increasing number of such events show widespread demand for participation in cultural tourism. These events give people excellent opportunity to emotional join in playing the scene in historic costumes or even visit the camps of reconstruction groups.

Key words: culture tourism, historical staging, battlefield tourism, promotion, event marketing

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INTRODUCTION

There are many ways for promotion of specific goods, services or ideas. Promotion requires a perfect understanding of the product features, customer needs and expectations but also appropriate creativity and attractiveness. The use of traditional promotion tools is becoming increasingly apparent boring and ineffective.

Looking for an efficient way to exist in the minds of recipients of promotional messages it becomes necessary to temporarily penetrate into their consciousness. It is not about the impact of unconscious, but about the emotional involvement of human consciousness voluntarily participating in the process of marketing communications.

This paper describes the possibility of use an event in promotion activities in the market of tourist services. This theme turns out to be significant due to the increasing number of outdoor events of some kind of a reconstruction of historical events. For this analysis, we chose the modern reconstruction of a medieval battle, which took place in 1410.

BATTLEFIELD TOURISM

In the terminology of historical tourism, reconstructions are often treated as value of events in the form of festivals, fairs and shows – when the arrival of tourists is

* Corresponding author

determined because the event takes place. In this way, this form of leisure activity should be classified as cultural tourism. Historical reconstructions are trying to present in the theatrical sense interpretation of historical knowledge.

Staging major events for the peoples are held around the world. In fact, the first reconstructions of the historical events were in the ancient theaters. In ancient Rome, gladiators during their fighting, they reconstructed the famous battle. In the Middle Ages, a major restoration of the past were mysteries of the Passion of Christ and Christmas nativity play. Modern productions were born in Europe in the 50s of the twentieth century. Among the Britons, reconstructions have become a common form of living history lessons in schools and museums. The idea of playing old history arrived to Poland in 1977 (Ossowska and Kozłowski, 1996). The activities presented historical events other than the from Middle Ages. The most popular event in Poland are for example: Viking's presentations at the island of Wolin, the Seven Years War from the eighteenth century presented by the city of Silesia and the Czech Republic, events also show Napoleon's successes and failures from the nineteenth century, but the most popular productions show facts from the World War II (Kępa Oksywska, Kock, Warsaw).

These productions are inspiring challenge for lot of people. First of all, in these events one should see the important occasion to promote people's activity. Therefore, very often events are in interest of researchers, interested in cultural tourism. In contemporary tourism, the historical-military form is becoming increasingly popular, what is really evidenced by the appearance new term battlefield tourism (Lloyd, 1998; Ryan 2007). The history of this kind of tourism are rooted deeply in the past. Certainly, it was already disseminated in the nineteenth century. The increase of this form of tourism, could be observed in Europe after the First World War. In this time were disseminated specially organized tours to Verdun or the Somme valley or to the battlefields in Flanders, and also around Olsztynek in Poland, where in 1914 was held the famous Battle of Tannenberg (Kowalczyk, 2009). The last fact was the German attempt to a new interpretation of the battle of Grunwald in 1410 (Radziwiłłowicz, 2003).

RECONSTRUCTION OF THE BATTLE OF GRUNWALD

Grunwald tradition is deeply rooted in the consciousness of Poles. In the battle from 1410 were involved representatives from many nations. Poles' historical knowledge of this event is mainly built on two artistic interpretations: literary work of Henryk Sienkiewicz the Nobel laureate, and the monumental picture of painter Jan Matejko. At these presentations the last few generations of Poles imagined the the great military triumph of Polish army. Moreover, the movie "*Krzyżacy*" from 1960, directed by Aleksander Ford also confirmed Grunwald triumph (Porębski, 1960; Kuczyński, 1963; Gutowski and Nowojczyk, 2005).

At the story of indicated works it was began directing productions of Grunwald battle. The intention of this production is not a faithful reproduction. It is also difficult to try to play all the action from 15 July 1410 (Nadolski, 1990). The main topics presented during the staging refers to the most important topics of the battle, such as: waiting to start a fight, offering swords Polish king, the death of Grand Master of the Teutonic Knights and the final triumph.

The main organizer of the reconstruction is Mayor of Grunwald, and founded in 2001, "*Foundation of Grunwald*". The direct organizers are responsible for the logistics. The municipality is responsible for the construction the camp for the knights, but knights have to bring the tents themselves. Knights for taking part in the staging do not get a salary. Marketing success of this the historic staging depends on the creativity of "*The Brotherhood of Knights*". In April 1986 the Polish Club Martial Arts Polonicum Signum created the first Brotherhood of Knights in Poland in Zawiercie. In May, the members of the Club created the Brotherhood of Knights of Ogródzieniecki Area Signum Polonicum.

Later, in Warsaw was established “*Historic Theater of Battle*”, specialized group of knights. Most intensely at that time the Brotherhood of Knights were created in central and northern Poland, for example, Gdansk Fencing School of St. George, the Brotherhood of the Sword and Crossbow from Warsaw. Very important role in the development of the Brotherhood of the Knights played Jaroslaw Struczyński. In the early 90s of Twentieth century he undertook the renewal of the castle in Gniezno city. In 1993, held the Knights' Tournament at Sword of Jan III Sobieski. Very quickly it became an international tournament. In 1997 all Brotherhood of Knights in Poland signed the Rule and Code of Knight. Since then, the main meeting place for Brotherhoods of Knight became the anniversary celebrations of the Battle of Grunwald.

The first performance in the fields of Grunwald took place in 1998. The organizers did not expect that up to 15,000 spectators and about 500 knights will come. In 1999 there were 40,000 spectators, and the Brotherhood of Knights were represented by Poland, Belarus, Ukraine, France, the Czech Republic and Lithuania. The Knights were nearly 750. In celebration in 2000 were present at the Polish and Lithuanian presidents. Organizers staged in 2001 enabled the viewers to visit the precipitate chivalrous, fun, music and the purchase of memorabilia connected with the tradition of knights. In the camp were two thousands of knights from different countries, but in the fight was only half of them. The fight seen by approximately 50 thousand people. Staging of 2001 took place perfectly, the knights had little injuries and among the spectators fainted several people. Just before the staging, it turned out that the grand master of the Teutonic Jungingen intends to send to the King Jagiello, three swords, not two. Jagiello, however, strongly protested, and the battle proceeded according to the historical scenario. Before staging in 2002, there was a lot of optimism among the Knights, as if they did not know what fate will prepare them once again the king of the Polish army. During the march into battle Teutonic Knights were singing happy song (Kurier Ławski, 2002). Previously assured that they will not lose this time (Gazeta Olsztyńska, 2002). But as always, interpreters remained faithful of the old historical facts.

In 2004, in the knights camps lived about 3,5 thousand people. The following year, the Knights came to Grunwald, even from Finland. The staging was attended by about 1,500 people. Reconstruction was viewed from 65 to 80 thousand spectators. This time the fight was not ended with the intervention of emergency (Gazeta Wyborcza, 2005).

In the year 2007 there was a jubilee staging. The battle began with a new element. Viewers saw the reapers working calmly, who after a few minutes were attacked by the Teutonic Knights. It was also seen burning alive farmer and another dragged behind a horse (Hochleitner and Jasieniewska, 2010).

In 2010, the organizers have prepared a jubilee staging, which the knights play 600 years after the historic battle between the Polish-Lithuanian army against the Teutonic Knights. This great event, can become an opportunity to show the best side, not only the region but the whole country.

TOURISM MARKETING

The term “*marketing*” is commonly used but often not in the fullness of its being and essence. In popular opinion, marketing is synonymous of activity that increased sales volume, and the results bring companies lot of benefits. In the mid-70s of twentieth century came one of the first scientific definition of marketing, which implies that it is the economic process, in which the structure of demand for goods and services is anticipated and implemented through innovation, activation, and the exchange of goods and services (Kelley, 1965). Very important is also the view of Drucker, who said that in the marketing idea sale was unnecessary, because well known and understood the client's needs will make the products prepared to those needs will sell themselves (Drucker, 1973). Kotler believes that marketing includes activities to facilitate and accelerate the exchange of

satisfying through the production, pricing, promotion and distribution of goods, services and ideas (Kotler, 1996). According to the authors Żurawik and Żurawik, there are almost as many definitions as there are authors. Some authors treat marketing as a process of action, that one can manage, others as the market orientation (Żurawik and Żurawik, 2000). Usually, however, all of the authors reaching the core of this concept emphasizes the significant activity in the area of product, pricing policies, the use of distribution channels and promotion of business.

Development of marketing in tourism activities is the result of experience in industry and trade. The process of implementation, however, is dependent on many factors, pointing to the uniqueness of the characteristics of this business. It is true that marketing activities are common to different types of market activity, but there are also specific conditions of time, quantity, quality, and method of making the offer and consumption. The concept of tourism marketing has evolved on the basis of the creative adaptation of the general theory of marketing in the '60s of twentieth century.

THE TOURIST PRODUCT AND ITS PROMOTION

In a regional context, marketing can play an important role in the development of tourism demand. By creating a tourist attraction, right pricing policy and cost of access to these attractions, it is possible to emotional impact on consumer awareness and promoting cities and regions less popular so far.

On the other hand, the proper marketing techniques, the so-called. demarketing allow distraction of tourists from those areas where the capacity of Interest has already been exceeded. Further exploitation of this tourism asset can lead to a reduction of its value and quality of consumption by tourists.

In the marketing concept, product it is everything that is offered in the market to satisfy consumer needs.

The tourist product is defined in the literature, mostly in two aspects. In the strict sense - everything what tourists are buying the market in the form of a package of services, or any of the services offered separately. In largo sense - everything that tourists do during their stay, as well as advantages, facilities and services. Medlik described the tourism product more widely, as a whole tourist experience, which he is experiencing since leaving the house to the moment of the return (Zawistowska, 2003).

The conception of tourism destination means a place where tourist traffic headed and depending on the situation that may apply to municipalities or their separate parts and assemblies of municipalities, provinces, regions, and even the whole country. In this context, the destination is an area with natural, historical and ethnographic characteristics that distinguish it from others, making it attractive to people who are not its residents.

It should be noted that the basis for making consumption are the tourist attractions, which are directly or indirectly related to destination. Therefore, promotional activities in the tourist focuses on the psychological aspects relating specifically to the emotional content. Tourists are quite easy and emotionally agree o trends appealing for spending free time in certain places.

The problem is the cost of doing spectacular and creative promotional activities. Underlining the fact of immaterial services, promotion activity should materialized these attributes of the offer, which will give customers image of the subjective characteristics of the product. As the result of promotional activities will be the emotional satisfaction of customers.

MASSIVE SOCIAL EVENTS IN TERMS OF PROMOTIONAL AND PRODUCT

People are organizing various events since they began to talk to each other. But in the twentieth century people understood that the organization of various events is not

only to social entertainment, but it plays an important role in communication. In the mid 60s of Twentieth century, events were qualifying as a group of public relations activity, but in 90s the concept of event marketing was a kind of process of management through events. Therefore events have become a popular way to promote a brand or product. The most popular are “*special events*” that have to communicate with the target by market happenings, sporting events, concerts, balls or opening new branches. Another group is called “*business events*”, which including various types of fairs, conferences, events within the organization, which have to motivate employees and business partners to continue the increasing of business activity. The last group is called “*institutional events*”, which including social events organized by or on behalf of the government, and these are usually the anniversary celebrations and symposia on the pro-social subject (Gajek-Krawczyk, 2008).

Nowadays event makes a huge career. The growing number of advertising message makes problem to remember their contents. Very often it causes a dislike and disapproval of the promotional activities. As a consequence advertising in television, radio, press, or even a web site does not positive influence on human emotions.

In tourist activities the events have the most important and fundamental role of promotion. Event spectacularly draws public attention and interest in the specified issues, that triggering emotions. It also influences on the further active learning of characteristics and the charms of the area. These characteristics clearly relate to the basic model of promotion so-called AIDA.



Figure 1. Advertising by posters – place of reconstruction of the historical events
(Source: own resources)

Events in the media help to development business tourism in the small area or region in a broad context. An example of such activity could be to promote of cities (figure 1).

It is very important if one-way promotional activities could clearly evolved in the two-way communication. Comprehensive and compelling events are those which physically, intellectually and emotionally can engage the public. They also allow to build long-term, positive relationships with customers, that personally participating in such an

unusual event. In addition to promotion meaning, it is also worth emphasizing that in the case of tourism activities, events are very often the main tourism products. Thus they become the real objective of tourist activity (figure 2).

For events being promoted in various media tourists traveling dozens and sometimes hundreds of kilometers in order to personally benefit from the offered at the time of the tourist product. Participation in this type of incident is clearly mass at a given time. It also emphasizes the importance of the event and conscious of society.

EMOTIONAL PROMOTION OF THE BATTLE OF GRUNWALD

The main advantage of event is possible to build an emotional bond through direct effects on all human senses. Moreover, the induced association apply only to those persons who actively and willingly participate in this event, and therefore they are involved in such historical stories.



Figure 2. Promoted reconstructions of historical events - aspect of the product
(Source: own resources)

Reconstructions of historical events in recent years have become very popular. Experts of the history very good know the course of a particular event, but mainly this type of staging is not taking place for them. Events are for those people who wish personally feel for a moment emotions of presented scenes.

The most popular historical event, played in Poland since 1998, is the Battle of Grunwald. Outdoor event every year gets huge crowds of spectators and actors of the various battle scenes (figure 3).

Most people with an elementary knowledge of history knows the outcome of this battle, but every year, this event based on facts and literature takes place in a different way. Regardless of the specific of this show, the most important are emotions are during spectacle. People of their own volition, massively participate in this event just for emotional, not for rational and well-known result. This event is played every year and it

influences on people consciousness. Therefore it can be considered as an independent tourist product, as well as an excellent tool for promotion the region during the summer tourist activity.



Figure 3. Scenes from the staging of the Battle of Grunwald
(Source: <http://www.album-grunwaldzki.iq.pl/grunwald2004/zdjecia.php>, 6.01.2010)

CONCLUSIONS

Promotional activity in the market of tourist services focuses on psychological aspects, specifically relating to human emotion. In recent years the event makes a big career in Poland. The increasing number of advertising messages makes it increasingly difficult to remember their contents. This causes dislike and disapproval for such promotional activities. Therefore, the traditional mass advertising (in television, radio, press and internet) does not influence on human emotions.

Emotional events contribute to the spontaneous, voluntary, and long-term loyalty with the promoted tourist product. Also events increase awareness and recognition of the tourist attraction. Using the emotion and attractive topic of the event one can also influence on historical consciousness. This makes it easier to build patriotism and national pride, that is not only based on historical facts, but also at great feelings important in the life of every human.

“Battlefield tourism” is a very important promotional tool for cities and regions. This is evidenced by the thousands of tourists coming to “Days of Grunwald”, and more and more living history enthusiasts, who actively take part in events productions. The successful staging of the “Battle of Grunwald” has an important link to promote the region and the municipality. Reconstitution in Grunwald has been recognized as a tourism product of Warmia and Mazury in 2009 (Gazeta Ostródzka, 2009), and five years earlier, it received a certificate of the Polish Tourist Organization.

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