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# St. Mary's Basilica, Krakow Cloth Hall, Wawel Castle... The Category of Unmissable View, on the Basis of Selected Tourist Attractions in Krakow

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## Abstract

Tourism is currently one of the most dynamic areas of human activity. Its development, as well as the increase of significance in various fields, are unquestionable issues. However, the processes of change are not as obvious and unidirectional as it might seem. On the one hand, there is a progressive specialization of tourism, that means the emergence of new, diverse forms of travel. On the other hand, the tourist repetition, that is following the usual routes and seeking popular, well-known attractions from various sources, is also observable. This paper deals with issues related to the category of *unmissable view* in tourism. An example, used to illustrate the functioning of places and objects belonging to the category of unmissable view, the so-called *must see*, is Krakow and its attractions. It can be treated as a universal case study, which describes this unique phenomenon. The considerations are based on own research, carried out with the aid of qualitative methods. The first method used is in-depth individual interviews with tourists visiting Krakow. During these conversations, an important topic will be photos taken by them, which will then be subjected to content analysis. The results of studies have a chance to make a kind of novelty to many fields of the social sciences (such as visual sociology, urban studies), as well as other areas of knowledge (tourism geography, marketing).

**Keywords:** category of unmissable view, tourism, tourist attractions

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