PROFESSIONAL GUIDE FOR THE MICE INDUSTRY

GUIDE
HOW TO CREATE AN EVENT WITH A QUEST?

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INTRODUCTION

The guide "How to create an event offer using a quest?" is a continuation of the guide "How to create an event offer?". The aim of the publication is to improve the professional qualifications of employees in the MICE (Meeting, Incentive, Conference, Exhibition) industry, to enrich their workshop and to adapt their skills to the needs of the events market. This publication is devoted to the issue of questing and its use in the events industry, with particular emphasis on incentive travel.

The guide can be used as a professional handbook for employees in the MICE sector. The contents and checklists can also be successfully used for training current or future staff in the meetings industry. The guide combines theoretical knowledge with business practice, which is supported by detailed explanations and numerous examples drawn from the concrete implementation of events using the quest.

The guide has been divided into chapters and subchapters, which introduce the recipient in an orderly way to the detailed issues of questing in the context of events.

Infographics are included in the text to make the material clearer and to signify:

- • **Definition** ⚠
- • **Instructions** 📖ℹ
- • **Examples** 🔍
- • **Control tasks** 💡

We invite you to use this guide. We wish all current and future MICE industry professionals perseverance and we look forward to your interesting questions or suggestions. This handbook can become better and more interesting also thanks to the readers.

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WHAT IS QUESTING?

WHAT IS QUESTING?

It's difficult to find a compact and uniform-sounding definition of questing. Attempts to describe it are rather limited to enumerating its characteristic features. **The word quest comes from English and means a task**, but it also has numerous synonyms, e.g. adventure, chase, expedition, investigation, journey, trial, research, delving, mission, pursual, seeking, voyage. **However, in Polish, apart from the English name, the following terms are also used: wyprawa odkrywców (expedition of explorers) or wyprawa po skarb (treasure hunt).**

⚠️ **So what is questing? In simplest terms, it is a form of discovering local natural, cultural and historical heritage by walking unmarked trails according to rhymed instructions included in a previously prepared brochure.**

Each trail has a leitmotif – a story, which is developed as you go along the stages. The clues are often in the form of riddles and puzzles (e.g. historical, logical, off-road, natural), the solution of which determines further progress and allows to identify the next control point on the route. Completion of the route is crowned with gaining the hidden "treasure", which is usually a stamp confirming the completion of the trail.

Each quest has its own starting point and the next places on the route are found after guessing the riddle and finding a place matching the solution.

It can be, for example, a group of trees, numbers or dates on a building, a sculpture or a characteristic architectural detail.

Thus, one can say that the quest is a kind of story about a place, time, events, phenomena and people; a story which the participants discover and learn by themselves, guided by a rhyming narration.

The available studies[1] on questing describe it primarily as:

- **innovative tourism product;**
- **active form of tourism;**
- **a tool for promotion of local tourist attractions;**
- **a form of regional education;**
- **sightseeing method;**
- **field game.**

Questing, being a multi-faceted phenomenon and combining many solutions, can be an answer to the needs of various types of events. Depending on the place of implementation and the goal of the event, it can be understood in many ways. It is a combination of a sightseeing method, regional education, active recreation and promotion of local cultural, natural or historical heritage, it has a marked theme (cultural, historical, natural) and its aim is to encourage tourists to active sightseeing.

[1] Pawłowska A. „Questing jako innowacja w turystyce kulturowej" [in:] Turystyka kulturowa, no 1, 2014, p. 35

WHAT IS QUESTING?   3

Questing can therefore be considered as:

- **a tourism product** – I.e. a questing trail that combines elements of local cultural or natural heritage;
  /It is unmarked and does not require the services of a guide; the tour takes place independently; it is described in the form of rhyming clues/puzzles on schematic maps.

- **a form of tourism** – it is a complementary offer of cultural, family, school, urban, rural tourism and agrotourism;
  /The word quest emphasizes the adventurous character of this type of spending time; "questing draws on the motif of the "secret place" from childhood, which, like an archetype, slumbers in everyone and waits to be awakened."[2] As an offer for spending free time, questing does not require considerable financial outlays, as well as technical facilities, both on the part of the organizer and the participant./

- **a promotional tool** – especially for places less popular with tourists, elements of cultural or natural heritage;
  /It builds interest in regional content. It emphasizes the importance of regional identity, uniqueness of the place, "trying to extract from seemingly unattractive and often provincial phenomena, objects or histories unique values, magical, enchanting with their authenticity. It is important that this process concerns both outsiders and the so-called 'locals,' who open their eyes to something they have not seen, although they look every day." [3]

- **a method of sightseeing** that aims to get to know the cultural and natural heritage and history of a place by walking an unmarked trail described in previously prepared information materials.

- **a form of regional education** aimed at learning about the cultural and natural heritage, history of a place or its surroundings;
  /It is an innovative way of providing information about a given region. The questing routes indicate places or objects of historical, cultural or natural significance, but also intangible elements of culture, often omitted in tourist guides, sometimes known only in the local community, such as rituals, customs, folklore./

- **field game**, having a leitmotif referring to cultural, natural or historical heritage, which does not have a competitive character and is unmanned and usually does not require too much physical effort.

The questing trails can be used by individual tourists or organized tourist groups, families with children, school and student groups, employee groups (e.g., integration trips, trainings, conferences) and specific professional groups, such as teachers, naturalists, historians, athletes.

1. **Explain the terms: quest, questing**
2. **List the aims and functions of questing**

[2] Kuba J., Tyczyński Z. "Podstawowe informacje o questingu" [in:] Lenart E., Wilczyński B. (ed.) Questing jako forma aktywizacji społecznej. Bałtów: Fundacja Questingu, 2016, p.11
[3] op.cit.

BRIEF HISTORY OF QUESTING

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The inspiration for questing was a game called letterboxing, developed in the 19th century in the south-west of England in the Dartmoor National Park. The game involved wandering around the area with a map in hand and following rhyming clues in order to find boxes hidden in places representing natural or cultural heritage of the area. This form of activity, combining fun and education, quickly gained popularity, both among children and adults. Letterboxing was recognized as an effective tool for integrating the environment, strengthening local identity and constituting an attractive form of active recreation. Geocaching, where caches are found by participants using GPS devices, can be considered a modern form of letterboxing.

Questing is also based on the principles used in urban games, where the city space is used as an element of entertainment, commercialization and promotion. Scouting games, such as e.g. stealthy rides (a game consisting in solving tasks and puzzles, searching for traces and signs in order to reach a specific place) can also be considered as an inspiration for questing. However, unlike those games, they were largely based on competition, and the main reason for their creation was the need to improve the skills of orientation in the field, working with compass and map.

The questing itself was created in the 90s of the 20th century in the USA by the non-profit organization Vital Communities from White River Junction, Vermont. The main reason for its creation was the desire to create an attractive method of regional education. The activity of this organization led to the creation of Valley Quest Program – a series of recreational and educational trips (currently about 160 quests covering 50 towns in the Connecticut River valley in the states of Vermont and New Hampshire) in search of "treasures", which were unique, rediscovered places: villages, cemeteries, forests, wetlands and even fields. As a method of regional education, it was addressed primarily to the local youth in order to engage them and encourage them to learn about the cultural and natural heritage of the Connecticut River Valley of Vermont. However, the method quickly gained popularity among other residents and tourists. Hence, representatives of various levels of local communities and cultural institutions were involved in building subsequent quests: students of elementary and secondary schools, members of historical societies, foresters, rangers of parks and preserves, museum employees. The positive sides of the introduced activity, going beyond the purely entertainment dimension, were quickly noticed. Questing, similarly to letterboxing, became a tool integrating local community and strengthening its identity. As a result of these actions, the Connecticut Valley became the Valley of Quests and a model to follow for questing organizers around the world.

In Poland quests were introduced in 2006 as a part of the action promoting a local brand Baby Pruskie – two editions of the game called Horn of Plenty were created in 2006 and 2007, covering Warmia and Mazury. But the real development of questing in Poland is associated with the implementation of the project in 2011 in the province of swietokrzyskie called Bałtów – the Polish capital of questing. At that time, ten quests prepared by the inhabitants were created. Each quest describes one of ten educational paths. In the implementation of the project, as a questing coach, was involved Steven Glazer – one of the main coordinators of the development of the aforementioned Valley of Quests and co-author of the publication *Questing. A Guide to Creating Community Treasure Hunts*, which is a comprehensive treatment of the topic of questing.

BRIEF HISTORY OF QUESTING

In the data from 2016[4] we can find information about the functioning of about 700 quests in dozens of centres in Poland, which is an increase of about 100 quests in comparison with the year 2014.[5] According to the information contained in the three most popular questing sites, which are also their base, on 09/09/2021 a total of 1141 questing trails were registered.[6]

1. **Present genesis of questing.**
2. **Discuss the history and development of questing.**

[4] Kuba J., Tyczyński Z. „Podstawowe informacje o questingu" in Lenart E., Wilczyński B. (ed.) Questing jako forma aktywizacji społecznej. Bałtów: Fundacja Questingu, 2016, p.10

[5] Lenart E. „Questing w Polsce" in Lenart E., Wilczyński B. (ed.) Questing jako forma aktywizacji społecznej. Bałtów: Fundacja Questingu, 2016, p.57

[6] The data comes from the websites: Questy – Wyprawy Odkrywców (https://questy.org.pl) – 560 questów; Questing (http://questing.pl) – 344 questy; BestQuest (http://bestquest.pl) – 237 questów

QUESTS AND THE 3XE TREND

QUESTS AND THE 3XE TREND

⚠️ Tourist traffic is not only developing quantitatively, but qualitatively as well. Instead of the traditional 3xS tourism model (sun, sand, sea), many travellers choose the 3xE approach (entertainment, excitement education).[7] Various forms of physical activity, excitement, adventure, entertainment and fun combined with educational elements are important during leisure for this group of tourists. The components may occur in different proportions, with one or two predominating, or they may be distributed fairly evenly. The unique blend of knowledge, entertainment and emotion, generally consisting of the experience experienced by the tourist during the trip, is referred to as the triad of tourist experiences (TDT).
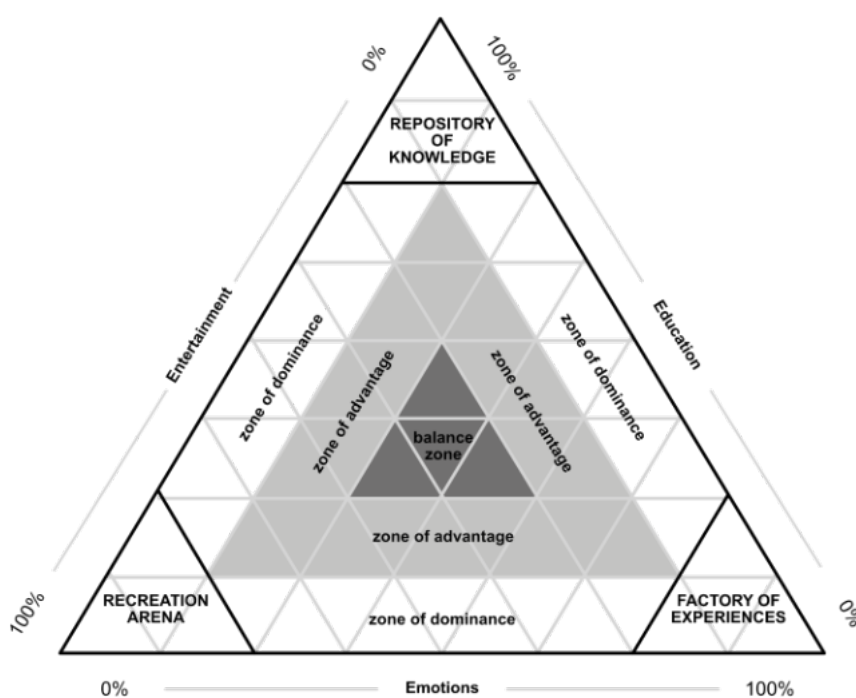
Rys. 1 Triad of tourist experiences – theoretical approach

Source: Stasiak A., Włodarczyk B., Miejsce spotkań kultury i turystyki, [in:] Krakowiak B., Stasiak A., Włodarczyk B., (ed.), Kultura i turystyka – miejsca spotkań, Wydawnictwo Uniwersytetu Łódzkiego, Łódź 2013, p. 36

Changing human needs in terms of participation in tourism cause the market to respond by creating new solutions. The principles of questing are part of the "3xE" trend present in modern tourism, combining entertainment and fun with education, emotions. Some authors[8] also emphasize the importance of the need for involvement in the passage of the questing trail, and thus, the trend is "expanded" with an additional "e" – the engagement of the tourist in sightseeing

💡 1. **Explain what is the 3xS model and what is the 3xE model in tourism; indicate the differences.**

2. **Indicate in which trend questing fits; justify your choice.**

[7] Stasiak A, Włodarczyk B. „Czy turystyka może nie być aktywna? O potrzebie klasyfikacji turystyki" [in:] Stasiak A., Śledzińska J., Włodarczyk B. (ed.) Wczoraj, dziś i jutro turystyki aktywnej i specjalistycznej. Warszawa: Polskie Towarzystwo Turystyczno-Krajoznawcze, 2015, p. 43.

[8] Wilczyński Ł. „Questing - nowy trend w turystyce" [in:] Włodarczyk B., Krakowiak B., Latosińska J (ed)., Kultura i turystyka. Wspólna droga. Łódź: Regionalna Organizacja Turystyczna Województwa Łódzkiego, 2011, p. 54

USING QUESTS IN THE ORGANISATION OF EVENTS

USING QUESTS IN THE ORGANISATION OF EVENTS

Questing as one of the forms of discovering and getting to know the world can be applied in the organisation of various types of events. **Due to its character, it can be an optional element during the organisation of congresses, conferences or exhibition fairs – as an additional attraction for their participants, or it can become one of the key elements of the whole event of incentive travel type.**

The aim of this kind of events is, above all, to increase the employee's attachment to the company and to raise their motivation. That's why incentive travel using questing can be an effective solution ensuring satisfaction of affiliation and self-fulfilment needs. As an attractive form of exploring new places questing can also be a reward for the work done so far and at the same time serve to raise the competences of the employees and increase their effectiveness in the field:

- teambuilding, cooperation,
- interpersonal communication
- building strategies and strategic thinking,
- building trust,
- problem solving
- time management,
- determination in pursuit of a goal.

Questing can be used in three categories of incentive travel:

- *Cultural Incentives*
- *Treasure*
- *Green Incentives*

They assume specific elements ensuring proper realization of the event in accordance with the assumptions. They are the basis for the development of a new quest or the use of an already existing one in a chosen destination.

Selected incentive categories	Selected exemplary elements of the base	Selected exemplary main attractions	Selected exemplary sources of inspiration
Cultural Incentives	• Material culture resources • Historic sites marked by strong symbolism	• Animation programmes • Balls • Knightly tournaments • Performances • Corporate Happening	• National and local traditions • Oriental features • in the image of ancestors • Recent history
Treasure	• Historical castles and chateaux • Treasures of material culture	• Sightseeing • Journeys • Rallies • Events	• Unique qualities and peculiarities of places • Poland's place in European history
Green Incentives	• Health resorts • National parks • Landscape parks • Farms	• Green silence • Foto safari • Trapper outings • Discovering (through active participation) life and work in the countryside • Countryside tours • Taking part in rituals	• Local assets (microclimate, mineral waters) • Unique values of the places • Unique flora and fauna • Experts • Local customs • Specificity of the farms

Table 1 - Chosen elements which guarantees succesfull realization of an incentive event
Source: own work on the basis of: Świątecki A., Socała J., Buczak T., Piesiek A. (2005), Nowy Incentive w Polsce. Wydawnictwo ELECT Business Service & Travel, Warszawa.

1. **Indicate the forms and categories of events in which the quest can be used.**
2. **Give examples of places where events with the use of quests can take place.**
3. **Give examples of sources of inspiration for creating quests**

TYPOLOGY OF QUESTING ROUTES

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⚠ Depending on the expectations of the event's client, different types of questing trails can be used. On the basis of the brief order of an incentive travel event, it's possible to create a quest dedicated for a specific group of participants or choose a quest already existing in a given area. The correct construction of the quest for a chosen area gives the possibility to duplicate it in subsequent offers built for new clients. It is therefore crucial to correctly rank the types of questing routes and to know what potential they have.

Place-based quests and story-based quests[9]

Place-based quests

- may refer to both cultural and natural heritage;
- they are focused on unique places in terms of geographical location, architecture, landscape, history (e.g. monuments, natural monuments, natural disaster sites, cultural institutions, etc.);
- unique places and objects may be located along the whole length of the trail or form its final part;
- trails may have different levels of difficulty and may be traversed on foot, by bike, by canoe or with the use of climbing equipment.

Story-based quests

- may refer to both cultural and natural heritage;
- they can be a story about events of both national and local range;
- they can refer to the lives of significant figures in the region (both positive and negative);
- as nature-related quests, they can be a story about changes taking place in the natural environment; they can focus on events related to the life cycle of nature, e.g. animal migrations, flowering of plant species, special events associated with it;
- trails which are differentiated in terms of their accessibility and how to move through them.

Regarding the theme of the questing trail[10]

Historical Quests

dealing with characters, events from the past

Cultural Quests

referring to the sphere of traditions, customs, characteristic activities, old professions, cuisine, etc.

Natural Quests

referring to natural heritage

Regarding the way in which the questing trail is navigated[11]

- walking
- cycling
- by car
- water (canoeing)

- on horseback
- skiing
- reguiring climbing equipment
- other, including virtual quest

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[9] Clark D., Glazer S. "Questing. A Guide to Creating Community Treasure Hunts". Lebanon: University Press of New England, 2004, p. 65-79.

[10] Questing website www.questing.pl (access date 09/09/2021)

[11] op. cit. (access date 09/09/2021)

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Other distinguished types of quests:

Eco questing[12]

- used mainly as an environmental education tool;
- focuses on topics such as biodiversity, species conservation, sustainable development, climate change, waste management, ecosystems and habitats, invasive species;
- often uses bioboxes and field study kits.

Seasonal quests[13]

- trails available on selected dates or periodically;
- usually associated with learning about the cycle of life of nature, e.g. animal migrations, flowering of plant species, related events;
- referring to seasonal specific local attractions, e.g. skiing, canoeing, rallies, etc.

Quests with a mission[14]

- encouraging pro-environmental actions and attitudes, developed in cooperation with social and environmental organisations;
- they may concern activities such as recycling, waste segregation, donating used clothes, limiting car use.

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1. **Characterise place-based and story-based quests.**
2. **List the types of quests in terms of the theme of the questing trail.**
3. **List the types of quests regarding the way in which the questing trail is navigated.**
4. **Explain the following terms: eco questing, seasonal quests, quests with a mission.**

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[12] Jurek M., „Ekoquest – współczesna forma edukacji. Poradnik dla nauczycieli i edukatorów". Warszawa: Wydawnictwo Fundacja alter eko, 2014, p. 11.

[13] Pawłowska A. 2014 „Questing jako innowacja w turystyce kulturowej" [in:] Turystyka Kulturowa, issue 1, 2014, p. 33.

[14] op. cit. p. 33

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Creating a quest for a specific event should be done according to the preferences of the client. After defining the scope of the event in the brief, one can start to develop a proposal of the questing trail, which will ensure that the expectations of the client are met in accordance with the purpose of the event.

> **Based on the methodology proposed by Polish Association of Incentive Travel Organisers (SOIT), it is assumed that the objectives of this type of event can be:**
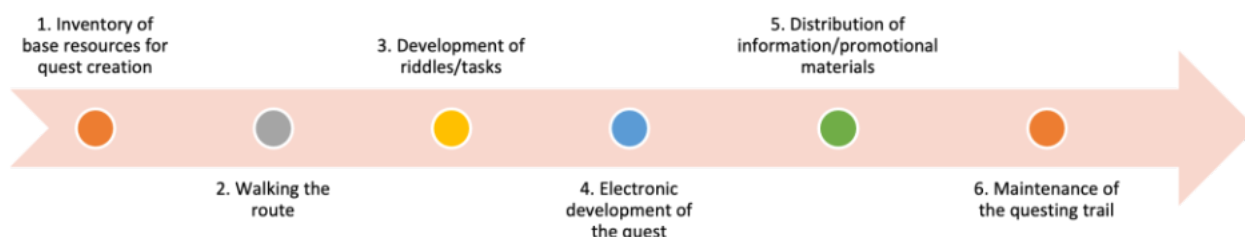>
> - motivational
> - rewarding
> - integrative
> - educational
> - recreational
> - outdoor trip
> - other

Once the purpose of the event has been identified, it can be assigned to one of the four groups proposed by SOIT:

- cognitive/exploratory
- adventurous
- cultural
- sporting

When designing a questing trail, it is important to remember that it can be – just like a tourist trail – designed as a linear trail (leading the participant from point A to B) or as a loop trail (leading the participant from point A to point A). In contrast to the tourist trails, their development is not so cost-intensive, because as unmarked trails do not require investment in special infrastructure and marking in the field.[15] The scope of planned work on the development of the quest should take into account 6 stages:

1. Inventory of base resources for quest creation
2. Walking the route
3. Development of riddles/tasks
4. Electronic development of the quest
5. Distribution of information/promotional materials
6. Maintenance of the questing trail

6.1. Stage 1. Inventory of base resources for quest creation

> The inventory of natural and cultural heritage resources of the area is the basic task, which will allow us to determine the potential of a given place for the creation of questing routes. The analysis should include both material heritage and elements of spiritual culture, history, traditions, customs, and legends.
>
> While working on the project we should first of all look for the elements "which are characteristic and unique for a given region in quantitative or qualitative terms, and those which most accurately illustrate its distinctiveness and uniqueness, and in temporal terms constitute

[15] Gołoś G., „Questing i gry terenowe jako atrakcyjne rekreacyjno edukacyjne formy aktywności na terenach leśnych" w Studia i Materiały Centrum Edukacji Przyrodniczo-Leśnej, nr 1 (34), t. 15, 2013, s. 77.

METHODOLOGY OF CREATING A QUEST

the identity of a "small homeland". (...) The most important thing is that all these places, objects, people, stories and historical events should be memorable, attract attention and evoke emotions, which means that even if they are the source of micro-scale (local) content at the moment, they will give the possibility to tell about them and lead tourists through their mysteries in such a way that they will gain the rank of macro-scale (universal) information".[16]

"In creating an attractive trail, not only places and objects of natural, landscape or cultural value are used, but also objects of public infrastructure, such as post offices, stores or restaurants, which help visitors orient themselves in the area. It is important to discover the unusual nature of space by paying attention to seemingly "ordinary" places and see in them uniqueness, value and attractiveness".[17]

The inventory is carried out through joint workshop work of all those involved in the quest's design. Undoubtedly, a wide group of representatives of various local institutions and entities (local government, cultural, scientific, and educational institutions, organizations for the protection of cultural heritage, institutions and organizations related to the protection of nature and environment, etc.), as well as the inhabitants of the local community, should be involved in the development of the quest. Such a diverse group of stakeholders will allow for a more complete identification of the potential of a given place to create a questing trail.

The base resource inventory can be divided into a preliminary and a supplementary inventory. The preliminary inventory is used to identify the potential of a given place for the creation of questing trails and to initially sketch out an idea for our quest, for which we will then conduct a supplementary inventory.

Good site reconnaissance should include marking:

- the most important and popular private buildings, e.g. stores, restaurants;
- objects connected with local culture and history, e.g. monuments, architectural monuments, roadside figures, old buildings;
- other elements of infrastructure, e.g. old transport systems;
- places of public interest (offices, museums, post office, school, etc.) and public transport stops;
- terrain and topography: hills, valleys, watercourses (rivers, lakes, ponds, streams), soil, rock outcrops, erratic boulders, forests, groves
- characteristic elements of nature, e.g. monuments of nature, old trees, parks, reserves, places where specific plants can be found, places characterized by the occurrence of characteristic natural phenomena
- neighbouring towns and villages;
- other favourite places for us or for local residents.

The above list is useful for learning about the material elements of the environment. However, in order to learn about spiritual culture (history, traditions, customs, legends) and knowledge of natural resources, the primary sources of information should be:

[16] Kuba J., Tyczyński Z. „Podstawowe informacje o questingu" [in:] Lenart E., Wilczyński B. (ed.) Questing jako forma aktywizacji społecznej. Bałtów: Fundacja Questingu, 2016, p.12

[17] Warcholik W. „Szlaki questingowe w obszarach miejskich na przykładzie Krakowa" [in:] „Annales Universitatis Paedagogicae Cracoviensis Studia Geographica" no 13, 2019, p.100

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- people with historical knowledge, storing in their memory the old image of places or local anecdotes, legends and stories,
- people with unusual occupations,
- enthusiasts of local culture and nature, etc.,
- libraries, museums, open-air museums, etc.,
- institutions dealing with environmental and nature protection,
- publications (tourist guides, press articles, specialized literature), old photographs, documentary and nature films, the Internet.

From the collection of gathered elements we choose the most interesting ones that show potential for creating an interesting, emotionally evocative story. On their basis we create drafts of a rhyming story. If necessary, we supplement the collected material with further, more detailed information.

At the inventory stage we can use various methods to document the elements we have learned: photographs, films, recordings, notes, letters, mapping the place (drawing all the important elements of a given area by hand), etc. We analyse all the collected descriptions, photos, maps, guidebooks, studies on anthropogenic and natural values.

We can finish the inventory stage when we have defined the following elements:

- the theme of the quest, its idea and keynote;
- the method of completing the questing trail (on foot, by bike, kayak or other means of transport) – verified at the stage of completing the route;
- the target group – verified at the stage of completing the route;
- the route of the quest, i.e. a map with proposed landmarks and places of narration, as well as the starting point and ending point.

Below is presented a detailed list of elements, which – depending on the needs – should be taken into account at the stage of the analysis of the area.

1. Location

   a. Is the village located in the vicinity of other towns? If yes, which ones and at what distance? Does the distance allow to lead the questing trail through more than one village?

   b. Is the village located close to bigger urban centres and at what distance?

   c. What kind of transport connections does the questing village have (national roads, highways, railroad connection etc.)?

   d. In which physio-geographical units is the area through which the trail is to go located (flat plains, undulating, hilly, depressions, highlands, mid-mountain basins, low, medium, high mountains etc.)?

   e. What are the most varied terrains in the area?

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2. Natural features

    a. Is the terrain varied?

    b. What are the geological characteristics of the terrain?

    c. What are the highest/lowest points of the terrain?

    d. What are the soil types in the study area?

    e. What are the characteristic mountain ranges?

    f. What is the forest cover of the study area? What types of forests/trees are present? Are historic stands of trees present? What is the area of arable land, meadows, pastures?

    g. What is the climate of the study area (total precipitation, growing season, etc.)?

    h. What is the river network of the study area?

    i. What animal and plant species occur in the area? Are there any endangered species? Is the area covered by a special protection program, such as "Natura 2000"?

    j. What rivers, streams, brooks, lakes, ponds, fishponds, fisheries, water reservoirs, ponds, ponds, lagoons, etc. are present in the area? Are oxbow lakes, wetlands, and marshy areas present?

    k. What mountain peaks occur in the study area? Are there any viewpoints?

    l. Are there any natural monuments, landscape parks, nature trails, nature reserves, national parks, hamlets?

3. Natural features

    3.1. Architectural sites

    The most interesting architectural sites should be identified (market squares, plazas, manor houses, sacral complexes, fortresses, castles, palaces, town halls, chapels, churches, manor-park complexes, gardens, parks, station buildings, railroad stations, old wooden houses, urban fortifications etc.) and the widest possible information should be obtained about them regarding

        a. time of construction;

        b. architectural style

        c. characteristic structural elements;

        d. characteristic elements of equipment, e.g. for churches: chancel, main altar, side altars, paintings, sculptures, bas-reliefs, frescoes, stained-glass windows, pulpit, organ, baptistery, towers, sarcophagi, etc.;

        e. characteristic elements surrounding the site, such as gardens, parks, trees, groves, ponds, natural monuments, erratic boulders, elements of small architecture

        f. other no longer existing buildings in the vicinity of the site;

        g. the founder of the site;

        h. past and present owners of the site;

        i. functions the site performed in the past and at present;

        j. significant historical and current events associated with the site;

        k. stories/legends associated with the site;

        l. mentions of the site, e.g. in literary works, paintings, music, etc.

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3.2. Elements of street furniture:

 a. sculptures, statues;

 b. shrines;

 c. roadside figures;

 d. wooden crosses, stone crosses;

 e. obelisks.

3.3. Other sites:

 a. cemeteries;

 b. bridges;

 c. dams;

 d. granaries;

 e. wells;

 f. fences, walls;

 g. former trails, railroads, etc.

 h. sites left over from monuments that no longer exist;

 i. mounds erected e.g. to commemorate important events;

 j. apiaries;

 k. others.

4. History of the locality:

 a. ownership changes;

 b. cultural, religious changes;

 c. historical and cultural events related to the locality;

 d. old buildings, structures (farms, mills, factories, inns, etc.)

 e. famous people connected with the locality but not necessarily enjoying a good reputation;

 f. organisations active in the locality (associations, societies, foundations, bands, circles, clubs, etc.);

 g. products made in the locality;

 h. contemporary periodic events held in the locality.

5. People and organizations:

 a. noble houses and families;

 b. famous people;

 c. functioning organizations, such as associations, societies, clubs, housewives' circles, etc. What are their objectives? Can the involvement of members of a given organization be helpful in developing a questing trail?

 d. libraries, community centres, museums, open-air museums, galleries devoted to folk art;

 e. enthusiasts of local history, nature, culture;

 f. agrotourism farms;

 g. schools;

 h. conference and training centres.

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Types of quests that can be created based on the analysis of the site:

Historical

it is a good solution for the locality, which has at least a few points that allow for the historical story of the locality; historical quests can lead through the existing places as well as those that are interesting and important for the past of the place; the stories can be based on both real events and legends associated with the locality or person; the route can be focused around a specific object and combine the story of its history with the description of its values.

Concerning the life of a famous person

connected with a given locality; the story may concern a wider group of people, e.g. a whole family; the person may also be a fictional narrator of the story learned during the trail.

Referring to the local tradition of making a particular product

(e.g. wickerwork trail), animal husbandry (e.g. Karp Valley trail), plant growing (e.g. rose gardens trail), etc.; they can be combined with workshops presenting the way of making a particular product, principles of plant growing or animal husbandry (e.g. functioning of a fish pond – the way of filling it, stocking, catching fish, cleaning).

Architectural

describing a specific construction of a single building or a complex of buildings.

Nature trails

trails through places with exceptional resources of flora and fauna, with particular emphasis on areas with special status, such as Natura 2000 areas; they can be designed as walking, cycling, canoeing, horseback riding quests; they can include valuable natural places - both natural and created or transformed by man; in particular, cycling or canoeing trails can run through more than one village.

Connected to the objects of religious worship (the so-called small sacral architecture)

a quest that could be designed as a bicycle trail, where the figurines, chapels, roadside crosses would be the next points of the route.

Scenic

presenting diverse landforms; showing how settlements, buildings, culture were shaped in the landscape; may be designed for different seasons.

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6.2. **Stage 2. Walking the route**

We walk the route to verify our stated goals in the field. At this point we focus on:

- write down any new features you notice that might improve the quest;
- eliminate places that are distant, dangerous, or irrelevant to the content of the quest;
- systematize the places that are important for the narrative;
- the starting and ending point of the quest - the trail should begin at a public place, accessible to everyone; the end of the quest should be a place of interest and be the culmination of the participant's efforts; marking the end point will also help the participant to plan the return;
- attractiveness of the route – is the route varied enough, does it provide the right dose of emotions, do the open places interweave with the closed ones;
- identifying all obstacles that may hinder the completion of the route, e.g. checking if there are no obstacles blocking the movement, checking the quality of Internet access along the route if the quest uses QR codes, for example;
- walking the trail, which should serve the purpose of defining the final time of the passage, level of difficulty, target group (whether the quest can be completed by children, people with disabilities), method of passage (on foot, by bike, by canoe, etc.).

The realization of the above assumptions determines the verification of the quality of the questing trail, which will be included in the offer directed to the client. If at the stage of verification of individual elements mistakes are noticed, they should not only be corrected, but also the whole stage should be repeated in order to verify the quality of introduced changes in the designed trail.

6.3. **Stage 3. Development of riddles/tasks**

When we have marked out particular points of wandering and interesting places, we move on to creating a description of our questing route in the form of a rhyming story. This stage is crucial from the point of view of the quest as an element of incentive travel. **We have to pay attention to the attractiveness of the message and the clarity and coherence of the instructions necessary for the completion of certain stages of the questing.** It will ensure a coherent and efficient realization of the whole programme of the event. At this stage, it's worthwhile to involve creative people – people with a background in Polish language or poetry can be helpful.

The description prepared by us should first of all[19]:

- be pleasant, easy to read and coherent;
- have an educational value, i.e., refer to the facts related to the topic of the quest;
- inform about the direction of moving (connect particular points on the trail);
- contain clues for solving puzzles, finding the target place;

[19] Kuba J., Tyczyński Z. „Podstawowe informacje o questingu" [in:] Lenart E., Wilczyński B. (ed.) Questing jako forma aktywizacji społecznej. Bałtów: Fundacja Questingu, 2016, p. 13
Warcholik W. „Szlaki questingowe w obszarach miejskich na przykładzie Krakowa" [in:] „Annales Universitatis Paedagogicae Cracoviensis Studia Geographica" no 13, 2019, p.103

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- include a variety of tasks and puzzles, such as text tasks, crosswords, rebus, maps, logic puzzles, mathematical tasks, riddles, connecting the dots, QR codes, etc.
- be enriched with graphic elements such as maps, drawings, photos;
- take into account the age level of the target group – different level of difficulty will have puzzles on the trails designed for children and others for adults;
- be adapted to the layout of successive points on the route (checkpoints); a solution based on chronology, contrast, intensity, etc. can be used.

In the further part of this manual we present sample materials addressed to the questing participants, presenting selected questing trails. The materials can be used as a model to develop their own content describing the trail, and can also be a source of inspiration to create more descriptive texts in accordance with the principles of questing.

6.4. Stage 4. Preparation of information materials

After completing the above-described stages, including the final determination of the trail and its description, development of riddles and tasks, determining the time and method of passage and the target group, information materials on the planned quest should be prepared.

Development of materials should include:

1. preparation of a map and description for participants;
2. preparation of the description for organizers;
3. preparation of offer/media information
4. development of a dedicated mobile application supporting the quest (optional).

At this stage we will need the help of a computer graphic designer and (optionally) a programmer, whose skills will allow us to give our idea the final shape. The programmer's help is important if we assume that our questing trail can be operated by smartphones or tablets.

The quest organizer should take care of preparing an information brochure in both electronic and paper form.

When preparing paper instructions, it is worth taking care that:

- make sure the booklet is in a convenient format, folded in parts to make it easy to store while walking the route;[20]
- choose an appropriate size of the font and size of the windows, which are left for the participant to fill in;
- the type of paper should allow the participant to write the answer on (e.g., chalky paper will not be used here);
- Include a brief introduction to the theme of the quest (quest theme),
- Include information about the starting point of the questing trail, the length of the route, how to navigate the trail, the time of the passage, contact information for the guardian of the trail, the people who developed the quest, and any restrictions, such as age;
- leave a place to stamp the trail after its completion.

[20] Kuba J., Tyczyński Z. „Podstawowe informacje o questingu" [in:] Lenart E., Wilczyński B. (ed.) Questing jako forma aktywizacji społecznej. Bałtów: Fundacja Questingu, 2016, p. 14.

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Sample questing leaflets are shown below.

Source: https://www.ziqa.pl/ulotki-questingowe/

METHODOLOGY OF CREATING A QUEST — 24

Aż do prostopadłej „czarnej drogi" leśnym traktem ruszaj
(Ze względu na jej barwę leśnicy tak ją zowią tutaj).
Skręć w kierunku szlabanu w oddali widocznego;
Za nim już szosa ze Zdun do Baszkowa, Questowy Kolego!
Skręć w nią w lewo, manewr powtórz kilkadziesiąt metrów dalej,
Zjeżdżając z szosy ku najbliższej w lewo dróżce napotkanej.
Zaraz do sztucznego stawu Węgielnik zawiodą nas drogi questowe –
Jest to piękny śródleśny zbiornik, pełniący funkcje przeciwpożarowe.

Jedź dalej w kierunku Zdun, staw miń z lewej strony,
Kolejny słupek na Twej drodze numerami
157 / 160 / 156 / 157 jest oznaczony.
Nie przejmuj się, z szosy łatwo cyferki dostrzeżesz,
Mając go po lewej, w leśną drogę zjedź na swym rowerze.
Szukaj kolejnej ścieżki w lewo.
Na jej końcu wielkie drzewo się znajduje,
A mała zielona tabliczka na nim, o czymś ważnym informuje:
Jest to _ _ _ _ _ _ _ _ _ _ _ _ _ _ _ _ _ _

Z wielu względów tak właśnie został wyróżniony.
O wyjątkowości tego dębu świadczą wiek i wielkość jego.
W Polsce występują dwa rodzaje owego:
Dąb szypułkowy i bezszypułkowy – szypułkowy rośnie tutaj.
Pod drzewem liści i żołędzi (nawet suchych) szukaj;
Zwróć uwagę na żołędzie na szypułkach właśnie osadzone
I nerwy na liściach do końcówek klap i do wcięć
między nimi poprowadzone.

Wróć do ścieżki z której tu zjechałeś,
Czyli w prawo i do szosy – dobrze się udało!
W lewo w stronę Zdun quest teraz jechać każe –
Komin cukrowni kierunek odpowiedni wskaże.
Przejedź przez przejazd kolejowy, miń cmentarz i skręć w lewo.
Przetnij główną drogą Plac Tadeusza Kościuszki, Kolego.
Potem skręć w prawo, w ul. Kobylińską bez chwili spoczynku
I oto już jesteś na zdunowskim rynku!
Odszukaj na mapie przy Ratuszu ulicę Łacnową,
W Restauracji Impuls pod numerem _ _ zakończysz
przygodę questową.
Przybij jeszcze pieczątkę i odgadnij hasło questu tego,

_1_ _2_ _3_ _4_   _5_ _6_ _7_ _8_ _9_ _10_

A może po tej wyprawie zjesz tu coś pysznego?

Gdzie to jest?
Tereny leśne położone pomiędzy Zdunami a Baszkowem w gminie Zduny.
Zduny to miasto położone w zachodniej części Wysoczyzny Kaliskiej (Koźmińskiej), w odległości ok. 7 km od Krotoszyna i ok. 39 km od Ostrowa Wielkopolskiego.

Jak dojechać?
Z Krotoszyna do Zdun drogą krajową nr 15.

Początek Questu:
Parking parafii pw. św. Jana Chrzciciela w Zdunach, ul. Kobylińska 25.

Rodzaj Questu: rowerowy

Długość trasy: ok. 15 km

Opiekun Questu:
Joanna Oleszyńska-Niżniowska.

Projekt przygotowany przez:
Joannę Oleszyńską-Niżniowską oraz uczestników spotkań edukacyjnych QPW, we współpracy z Planet PR oraz SLGDOPW.

Stowarzyszenie Lokalna Grupa Działania „Okno Południowej Wielkopolski" zaprasza na

Questing
Ścieżką przyrodniczą przez baszkowskie lasy

PARTNERSTWO QUESTINGU

miejsce na pieczątkę

www.Questing.pl

www.partnerstwo.questing.pl
www.slgdopw.pl

Drogi Questowiczu! Na wyprawę dziś Cię zapraszamy!
Lecz zanim się wybierzesz w tą wędrówkę z nami,
Sprawdź pod nr tel. 62 725 32 68 lub 608 501 395 czy Nadleśniczy
Nie ogłosił przeciwpożarowego zakazu wstępu do lasu w tej okolicy.
Przeczytaj też uważnie oraz zapamiętaj
Piktogramy mówiące o zasadach – każda z nich jest święta!

Jeśli na parkingu w Zdunach plecami staniesz
Do Kościoła parafialnego pod św. Jana Chrzciciela wezwaniem,
To do znaku STOP ruszaj i potem skręć w lewo,
Aż dotrzesz do przejazdu kolejowego.
Prosto dalej do drogi głównej popedałuj śmiało,
Tak jak na Kobylin jechać stąd by należało.
Gdy znak na Ostatni Grosz zobaczysz niebawem,
Zjedź z asfaltu i kieruj się na najbliższą widoczną osadę.

Kawałek za mostkiem, przy leśnym polu z drogi prawej strony,
Biały betonowy słupek został postawiony.
Na nim dwie liczby – przepisz je dokładnie: _ _ _ / _ _ _
Czy wiesz jak się on nazywa? Czy sam to odgadniesz?
To słupek oddziałowy – leśnicy na skrzyżowaniach je stawiają,
Gdzie się linie gospodarcze z oddziałowymi spotkają.

Teraz bardzo ważna dla Ciebie podpowiedź –
Bez niej rozwiązania zagadek się nie dowiesz!
Zapamiętaj, by wszystkie liczby, które będziesz spisywać
Zawsze od najmniejszej do największej w wyniku notować.

Jedź prosto, z prawej strony słupka kolejnego szukaj;
Przepisz z niego liczby zgodnie ze wskazówką i umieść je tutaj:

Ruszaj dalej tak, jak Cię droga poprowadzi –
Rozglądać się wkoło jednak nie zawadzi.

Za rozstajem dróg, na drugim skrzyżowaniu po prawej stronie
Znajdziesz kolejną wskazówkę – ruszaj zatem do niej.
To następny słupek, zatrzymaj się przy nim na chwilę
I spójrz na ten drzewostan – widoki to miłe...
W ich składzie gatunkowym sosna dominuje;
Zaraz wiek tych drzew iglastych sam z nami oszacujesz!
Stań opodal drzewa, spójrz uważnie na nie;
Gałęzie wyrastają w tzw. okółkach, mój Drogi Kompanie.

A drzewo tylko jeden okółek wytwarza co roku.
Gdy podejdziesz do sosny bliżej, tak na parę kroków,
Na części odziomkowej, gdzie odległość od gruntu jest mała,
Zobaczysz, że ta część okółków już poodpadała.
W fazie młodnika te części pnia światła za wiele nie mają,
Co powoduje, że dolne gałązki schną oraz odpadają.
Proces ten oczyszczaniem drzewa z gałęzi zwykle się mianuje.
Jeśli staniesz przed sosną i okółki dobrze porachujesz,
(Bez gałązek oraz z gałązkami) i 2 do tego dodasz,
Sosna swój wiek tajemny jak na dłoni Ci poda.
Dwójkę dodajemy, bo przez dwa lata pierwsze
Sosna nie wykształca okółka, jest za mała jeszcze.
A jak poznać wiek ściętego drzewa? Wiedz, że to po prostu
Policzenie późnych (ciemniejszych) wewnątrz pnia przyrostów.
Czy cyfry na słupku teraz już dojrzałeś?
_ _ / _ _ _ / _ _ _ / _ _ _

Jeśli poprawnie je na ulotkę zatem przepisałeś,
Ruszaj dalej. Niedługo po prawej spotkasz się z drzewami
Oznaczonych literą „R" i białymi opaskami.
To rezerwat przyrody – teren prawnie chroniony,
A wstęp za jego granice został zabroniony!
Ochrona ekosystemu torfowiskowego – takie jest zadanie,
Jakie spełniać ma rezerwat o nazwie „Mszar Bogdaniec".
Te stale wilgotne tereny torfowe porastają,
A ich obumarłe szczątki w torf się zamieniają.
Podstawienie liczb wyżej przedtem zapisanych
Da Ci wiek torfowiska na ponad _ _ _ _ _ lat oszacowany.

Jeśli jest Was co najmniej dwoje – Wasze kolejne zadanie,
To dębu z białą opaską na granicy rezerwatu odszukanie.
Choć na drzewo wchodzić wcale nie musicie,
Zaraz jego wysokość bez miary zmierzycie!
Niech jedno z Was chwyci prosty patyk i trzyma go pionowo,
Mając ramię wyprostowane dokładnie przed sobą.
Teraz trzeba stanąć w takiej odległości od drzewa mierzonego,
By górny koniec patyka pokrywał się z wierzchołkiem jego.
Podstawę drzewa kciukiem na nim sobie zaznaczamy,
A potem poziomo naszą „miarkę" obracamy.
O zmierzenie odległości parokrokami quest Was teraz prosi
(Para kroków przeciętnego Europejczyka ok. 1,5 m ma wynosić)
Drugi Questowicz niech ruszy spod drzewa w kierunku wskazanym,
Czyli tym, gdzie czubek patyka w poziomie został skierowany.
Gdzie patyk się kończy, tam kroczenia już zaprzestać trzeba
Oto jest wysokość mierzonego drzewa!

Udaj się w kierunku przeciwnym niż ten, z którego przybyłeś.
Z lewej aleję dębową, a z prawej rezerwatu ścianę zostawiłeś.
Gdy szosę Baszków – Konarzew bezpiecznie już przetniesz,
Po drugiej stronie ze słupkiem z liczbami wnet znowu się zetkniesz
Są to: _ _ _ / _ _ _ / _ _ _ / _ _ _ – czy już je notujesz?
Rusz teraz na północ – najniższa z liczb ten kierunek wskazuje.

Przejedź następnie tak, by po lewej została uprawa sosnowa –
Nim osiągnie 4 m jest zakaz wstępu na nią – w pamięci to zachowaj!

Jedź dalej przed siebie, Questowy Kolego,
Aż do Krzyża _ _ _ _ _ _ EO _ _ K _ _ _ O.
Nieopodal w Trafarach w lazarecie żołnierze do zdrowia wracali,
Kiedy po przegranej kampanii w Rosji na Zachód się wycofywali.
Zmarłych grzebano w lesie. Krzyż, który dziś Ci pokazuję,
Miejsce ich mogiły dawnej znamionuje.

Zastanów się teraz, gdzie się północ znajdowała?
Czas, by w przeciwnym kierunku Twa kierownica się udała.
Gdy wrócisz do szosy, skręć od razu w prawo
I w stronę Baszkowa popedałuj żwawo!

Na wysokości słupka oddziałowego,
144 / 145 / 136 / 135 w ukrytą ścieżkę skręć w lewo.
Za chwilę pojawi się przed Tobą rogatka
I rezerwat florystyczny „Baszków", też nie lada gratka!
Ma na celu zachowanie (ze względów dydaktyczno-naukowych)
Fragmentu boru mieszanego wraz z unikatowym
Stanowiskiem Długosza Królewskiego, Drogi Kompanie.
Czy z nazwą Osmunda Regalis wcześniej się spotkałeś?
Czy o tej okazałej, wieloletniej P _ _ P _ _ _ _ _ I kiedyś już słyszałeś?
Może osiągać wysokość 2 metrów, jak udowodniono;
W Polsce jest bardzo rzadka, objęta ścisłą ochroną.
Spośród 20 gatunków tych paproci w Polsce jeden występuje,
A jedno z jego największych stanowisk teraz właśnie wizytujesz.
Teraz dowiesz się, kiedy po raz pierwszy w księgach zaznaczono,
Że w baszkowskim lesie Długosza Królewskiego znaleziono.
Najpierw poznaj rok powstania tego Rezerwatu _ _ _ _
Dla pewności na tablicy poszukaj też tej daty.
Odejmij teraz od niej liczbę przez „Oczko" symbolizowaną:

Wtedy w Okręgowym Komitecie Ochrony Przyrody go zarejestrowano.

Z traktu wróć do szosy, skręć w lewo i jedź dalej prosto,
Tak, aby do słupka z prawej strony teraz Cię poniosło.
Jego numer to: 146 / 147 / 137 / 138 – i tam, gdzie on stoi,
W lewo w dróżkę skieruj się „rumakiem" swoim.
Jakie drzewa ją zdobią? Zagadka to łatwa, a rzecz dziś nie nowa:
Otacza Cię właśnie kolejna aleja D _ _ B _ _ _
Za chwilę po prawej zobaczysz, że zabudowania się wyłaniają;
Osadą Hadrianów to miejsce ludzie nazywają.
Rozległe pola i ambony na nich ustawiane
Świadczą o tym, że łowiectwo jest tu często uprawiane.

Jedź leśną drogą, ignorując miejsca na przystanek wszystkie,
Aż z lewej ujrzysz _ _ _ _ _ _ Z księżnej Olgierdowej Czartoryskiej.
Za ocalenie życia w czasie burzy Pani owa Bogu wdzięczna była,
Przeto w lipcu 1929 roku krzyż ów tutaj postawiła.
Głowa Jezusa kierunek przeciwny wskazuje
Do tego, w którym quest teraz jechać nakazuje.

METHODOLOGY OF CREATING A QUEST

25

Quest
Polak Węgier dwa bratanki

Miejsce na skarb

Twórcy questu:

Kacper Strączek, Karol Milaniak, Mateusz Koterba, Patrycja Óżóg, Ania Stroczyńska, Karina Janosz, Dominika Milaniak, Natalia Knutelska, Emilia Sowa, Dominik Kordecki, Łukasz Połka, Paweł Sołtys, Anna Krzysik, Emilia Kiedziuch, Wiktoria Krzysik, Karolina Cipta, Wiktoria Janeczek, Aleksandra Stronczek, Anna Tomasz, Wojciech Radecki, Zuzanna Magiera, Elżbieta Łukuś, Natalia Niemiec

Rysunki:

Emila Kiedziuch, Dominik Kordecki, Zuzanna Magiera

Opiekun questu:

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Tel. 18 262 89 27
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Organizator:

Gmina Łapsze Niżne

Konsultacje:

Barbara Kazior, Trener Questingu,
Fundacja Miejsc i Ludzi Aktywnych
MiLA www.mila.org.pl
www.bestquest.pl

Gdzie to jest?

Niedzica jest miejscowością leżącą w polskiej części Spisza, a quest biegnie przez część Niedzica Zamek. Dojechać tu można drogą nr 969 z Nowego Targu. Samochód zaparkuj na jednym z parkingów przy zamku lub poniżej drogi do Sromowiec Niżnych. Quest rozpoczyna się w przy kawiarni „Turbinka", ul. Widókowa 3, Niedzica.

Tematyka:

Quest opowiada o zamku, jego właścicielach i historii miejscowości. Można poznać dzięki niemu niektóre legendy i tajemnicze wydarzenia.

Czas przejścia: 1 h 30 min

Teraz progi przekrocz i wejdź na dziedziniec,
Gdzie usłyszysz o inkaskiej księżniczce Uminie,
Której ojcem był Sebastian Berzeviczy
Podróżnik, co żywot wiódł awanturniczy.

Poślubił on Indiankę szlachetnego rodu.
Gdy musiał uciekać z Uminą z powodu
Upadku powstania, w Niedzicy się skryli.
Trafił tu testament Inków razem z nimi.

Pismem węzełkowym quipu napisany,
Pod progiem zamku był dobrze schowany.
Umina przez prześladowców zasztyletowana,
W srebrnej trumnie została pochowana.

Na dziedzińcu, gdzie ___ ___ liczby ma złote,
Wejście do muzeum, gdzie zagladnij potem,
Teraz skieruj kroki znów do głównej bramy,
Tu na pewno nie spotkasz dzisiaj białej damy.

Jeśli spojrzysz w prawo, Czorsztyn w dali widać.
Zamek, co historie musi inne skrywać.
Choć Cię może nęcić jego czar z daleka,
Na skarb czas już nadszedt, więc dłużej nie zwlekaj.

Na dole nie przegap tutejszej armaty,
Co strzegła właścicieli majątków bogatych.
Strzeż się potworów, co armatę trzymają,
___ rybie uchwyty strasznie wyglądają.

Szukaj aż znajdziesz na armacie imię,
___ ___ Coratsa, a skarb Cię nie minie.
Przed armatą znajdziesz dwa słupy z kamieni
Jeden obejdź a oczy swe skieruj ku ziemi.

Hasło już odczytaj z zebranych literek,
Nie bój się nie spotkasz z hasła bohaterek.

1 2 3 4 5 6 7 8 9 10 11 12 13
14 15 16 17 18 19 20 21 22

Witaj w Niedzicy, w pięknej, spiskiej krainie.
Niech Ci w niej czas szybko i miło popłynie.
Za chwilę wyruszysz w pełną przygód drogę,
Lecz Ci najpierw zdradzę maleńką przestrogę.

Liczy się dziś wiedza i dobra zabawa,
A nie wygrana i z niej w świecie sława.
Gdy stoisz przed Turbinką i wyruszyć masz chęć,
Idź prosto przez parking i na pasy skręć.

Sprawdź czy jest bezpiecznie i ruszaj przez pasy,
Potem w górę, gdzie ujrzysz zamek pełen krasy.
Na rozwidleniu dróg nietypowy dom stoi,
Który dzisiaj chętnych nakarmi i napoi.

Z muru pruskiego dom jedyny na Spiszu
Przy drodze Karczma ___ skryta w drzew zaciszu.
Na jednym z nich ___ ___ może Cię nie zmyla.
Niech na chwilę się karty historii rozchyła.

Przez wieki panami ziem tych Węgry byli,
Rządzili mądrze i w zamku dostatnio żyli.
Zacne rody – ostatni Salamonowie.
Obecnie na pamiątkę w wieży zamkowej

Węgierska melodia o dwunastej grana,
Tak jak restauracja ___ ___ jest zwana.
Najdłużej w Europie trwała tu pańszczyzna,
Do XX[1] wieku – długo – każdy przyzna.

Karczma była dawniej zarządcy siedzibą,
Gdzie chłopi stawali się latem i zimą
Na dźwięk dzwonka już o szóstej z rana
Do pracy w gospodarstwie dla swojego pana.

Jan Janos był ostatnim chłopem pańszczyźnianym,
W spiskiej mowie dawniej żelorzem nazwanym.
Skarbnicą historii było jego życie.
Sto cztery lata przeżył pracowicie.

Idź ___ ___ szlakiem prosto, później w lewo,
Spójrz za drewniany płot – zobaczysz drzewo
I bryłę budynku dużego, ciemnego,
Strzałka Cię zachęci by dotrzeć do niego.

W XVIII wieku został zbudowany,
Zimą jest zazwyczaj on pozamykany.
Przez trzy wieki przez Spiszaków używany
___ z belek drewnianych na zrąb wykonany.

1) Na Spiszu pańszczyzna trwała do 1931 roku.

Rynna tradycyjna jest tu też drewniana
A z niej ___ ___ wisi do wody łapania.
Trzy łódki drewniane, dłubankami zwane
Przez flisaków na Dunajcu były używane.

Obok kapliczka z siedmioma dzwonkami,
Otoczona bardzo starymi lipami.
Możesz spichlerz zwiedzić, jeśli masz ochotę,
Lub iść dalej questem i wrócić tu potem.

Dalej Profesorską idź w górę ulicą,
Dotrzesz do budynku, który był celnicą.
Jest ___ ___ , w ogrodzie pięknie położona
Przy zaporty budowie tutaj przeniesiona.

Dawniej stała dumnie na polskiej granicy.
Bezpieczeństwa kraju w niej strzegli strażnicy.
Policz, ___ osiem ma celnica stara.
O jej zachowanie ktoś tu się postarał.

Mały domek obok – kurnik ista bajka,
Stąd na stół zamkowy były dróB i jajka.
Gdy wzrok swój odwrócisz od pięknej celnicy,
Pomyśl, że tu kiedyś byli sadownicy.

Co w Ilony Salamon pracowali sady,
Z niego owoce na kompot i powideł każde.
W lecie swój sad pani chętnie odwiedzała
I słodkie owoce z drzew prosto zrywała.

Z Profesorskiej w Salomonów kroki skieruj
I pod górę wzdłuż płotu i dalej maszeruj
Gdy zobaczysz z krzyżem niską czarną bramę,
Doszedłeś do miejsca, gdzie żałoby lament.

Cmentarz ___ ___ – obiekt zabytkowy
Ostatnich właścicieli mogilnik rodowy.
Tu mąż Ilony przystań znalazł pod wapienną skałą,
___ Gezane – grób z tabliczką małą.

W którym i Ilona, co się z domu ___ ___ nazywała
I innych Salamonów rezydencja stała.
W roku 1977
w kościele w Niedzicy, zwiedzenia wartym,

Ilonę pożegnali jej dawni poddani
Hołd oddając ostatni swojej zmarłej pani.
Po quęście warto swe kroki skierować
Do św. Bartłomieja, gotyckiego kościoła.

Idź w dół ulicą uczonych z powrotem,
Miń celnicę i spichlerz i przez pasy potem.
Za pasami w prawo niech Cię park przyciągnie.
Schodków sześć i będą znów nowe historie.

Drogowskaz Ci wskaże, gdzie w ___ ___ cichej
Biała Dama, Umina – statki są nieliche.
Ty w przeciwną stronę skieruj kroki swoje
A otworzy przed Tobą gościnne podwoje

Budynek co służy za ___ ___
Przewodnik o powozach opowie tu barwnie.
Panie mknęły z zamku powozem na kawę
Później tu się pierwszy samochód pojawił.

Teraz w stronę zamku, choć nie jest on celem
Lecz miejsce, gdzie legenda, których jest tu wiele.
W dębowej kapliczce ze ___ ___ św. Jerzy
I historią, w którą nie każdy uwierzy.

Właściciel zamku zakochał się w Cygance,
Co go omamiła swym niezwykłym tańcem.
Żołądź w ziemię wsadziła i strzec go kazała
By rodzina silna na wiek wieków trwała.

Kolejny potomek nie dbał o cenny dąb,
Czar Cyganki sprawił, że dzieci nie miał on.
Z lewej tablica – „ ___ ___ " zamek zwie się tak
Na drodze do niego „Strzeż się ___ " znak.

Różne rody z zamku obszarem władały,
Z nich liczne węgierskie pochodzenie miały:
Berzeviczy, Zapolya, Horvath, Salamon,
Jedynie ród Łaskich był pewną odmianą.

Zamek powstał wysoko na wapiennej skale,
Od XIV wieku stoi jak na piedestale.
Nad bramą wejściową widnieje herb Horvathów,
W którym gryf trzyma w łapach ___ ___ magnatów.

METHODOLOGY OF CREATING A QUEST

Examples of mobile applications supporting the completion of quests:

Gdańskie Quests
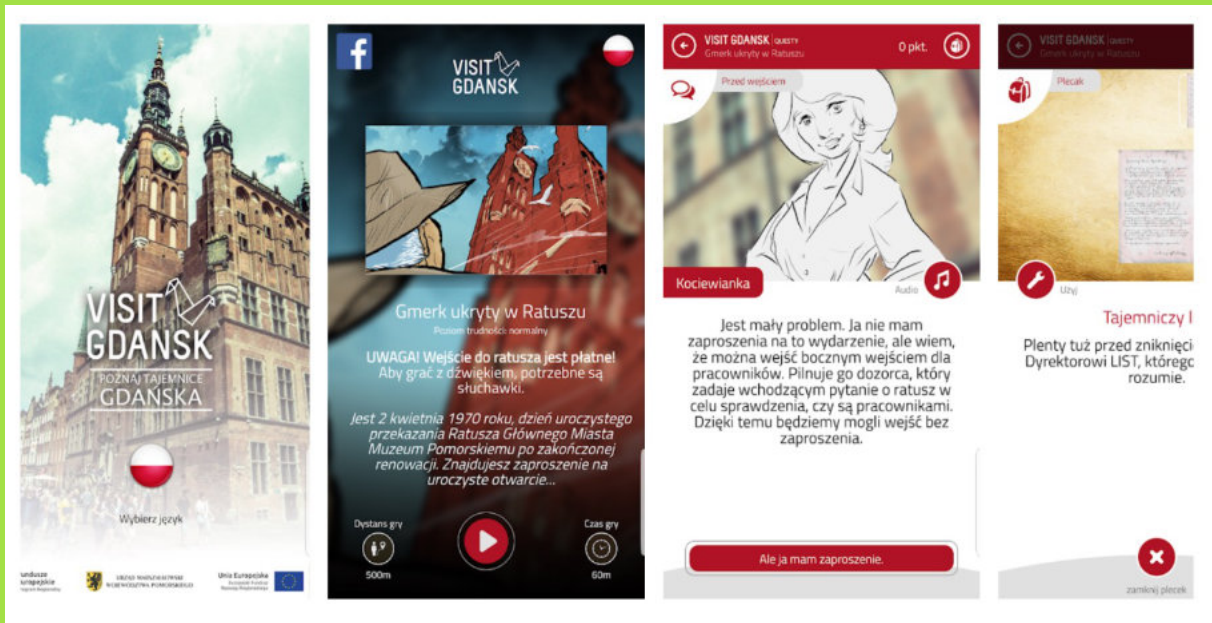
Source: https://play.google.com/store/apps/details?id=games.outgo.questygdansk&hl=en_US&gl=US
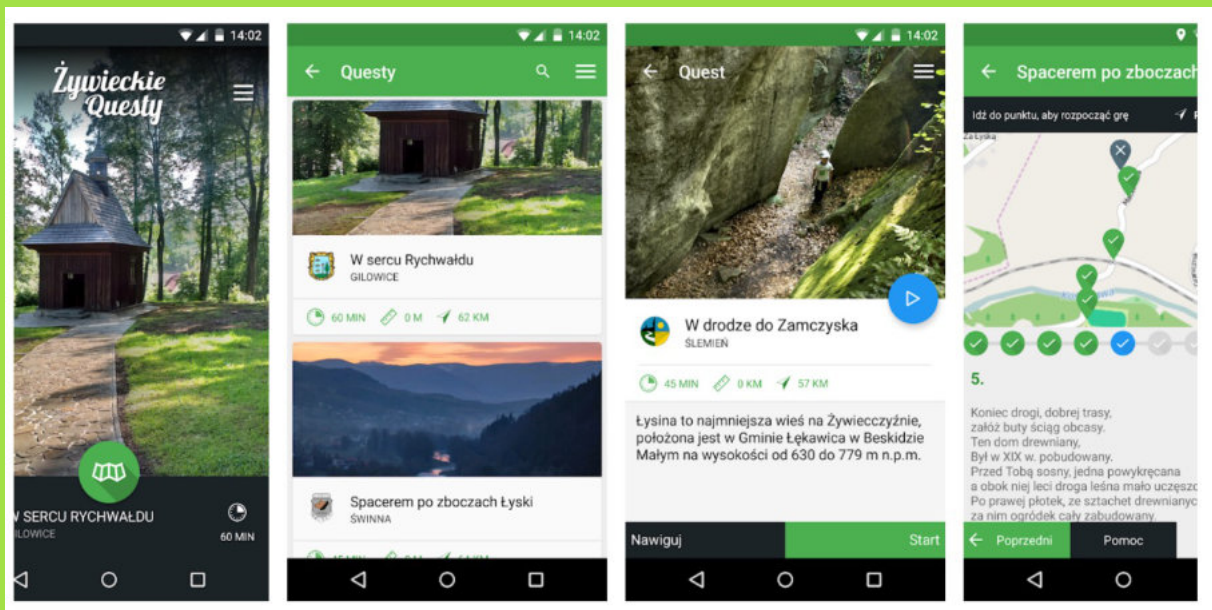
Jeleniogórskie Quests

Source: https://play.google.com/store/apps/details?id=games.outgo.questygdansk&hl=en_US&gl=US
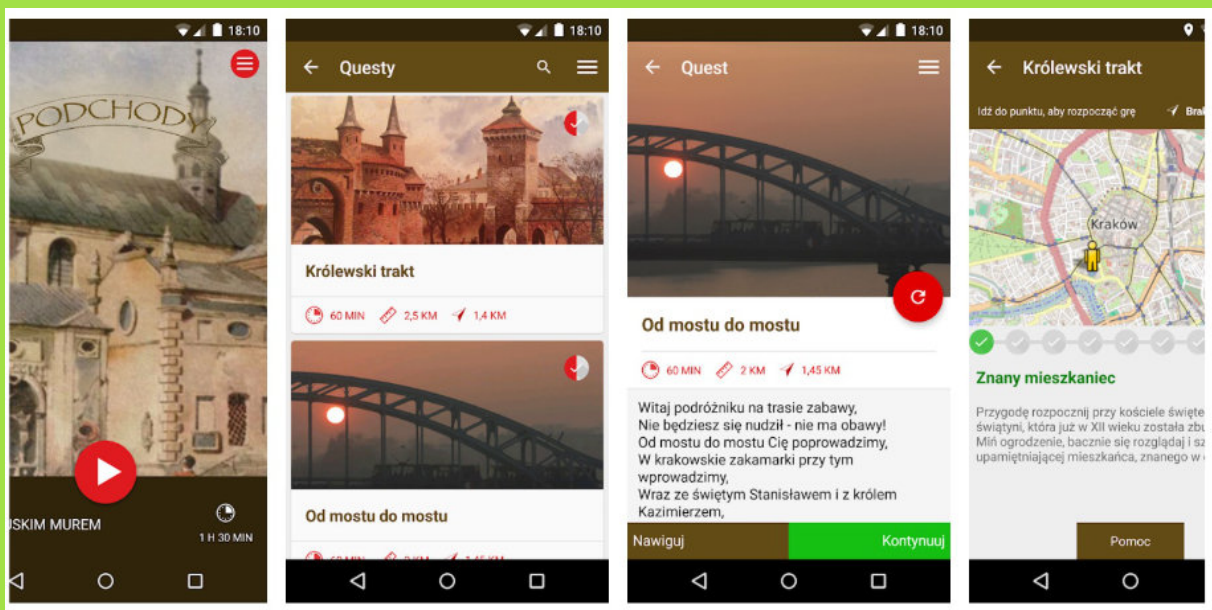
METHODOLOGY OF CREATING A QUEST

Żywieckie Quests

Source: https://play.google.com/store/apps/details?id=pl.amistad.treespot.zywieckiequesty&hl=en_US&gl=US

Monkey tricks, quests in Cracow

Source: https://play.google.com/store/apps/details?id=pl.amistad.treespot.podchody&hl=en_US&gl=US

METHODOLOGY OF CREATING A QUEST

Quests. Greenways Bike Trail in the Lublin Region
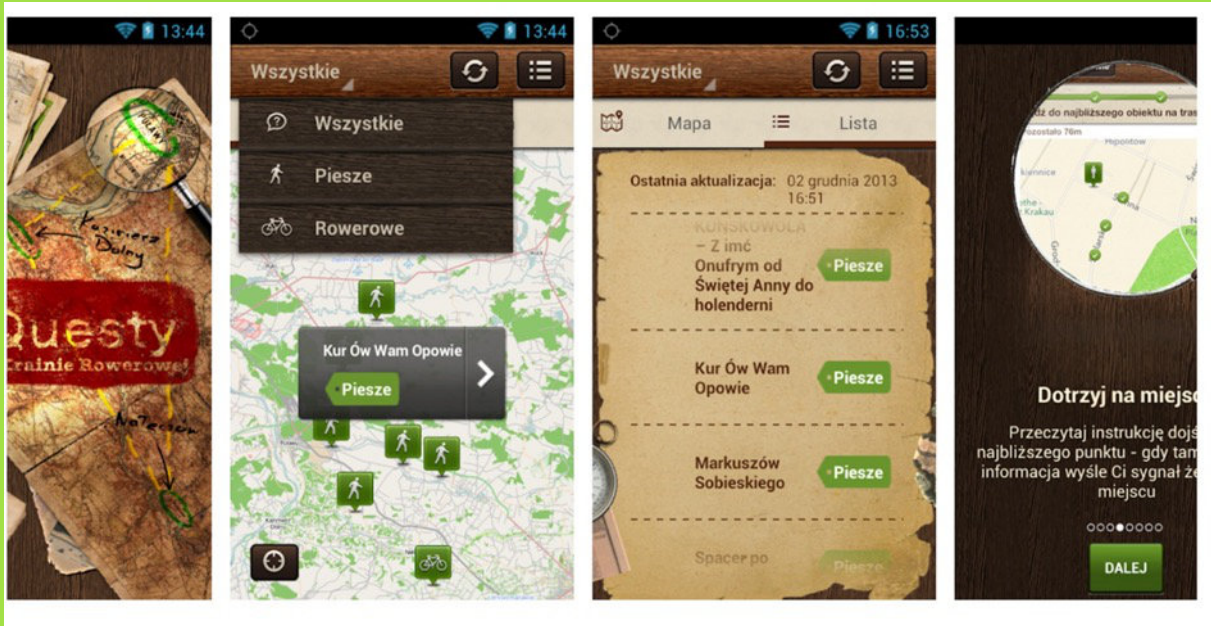
Source: https://play.google.com/store/apps/details?id=pl.amistad.treespot.zywieckiequesty&hl=en_US&gl=US

QUESTS – Expedition of explorers

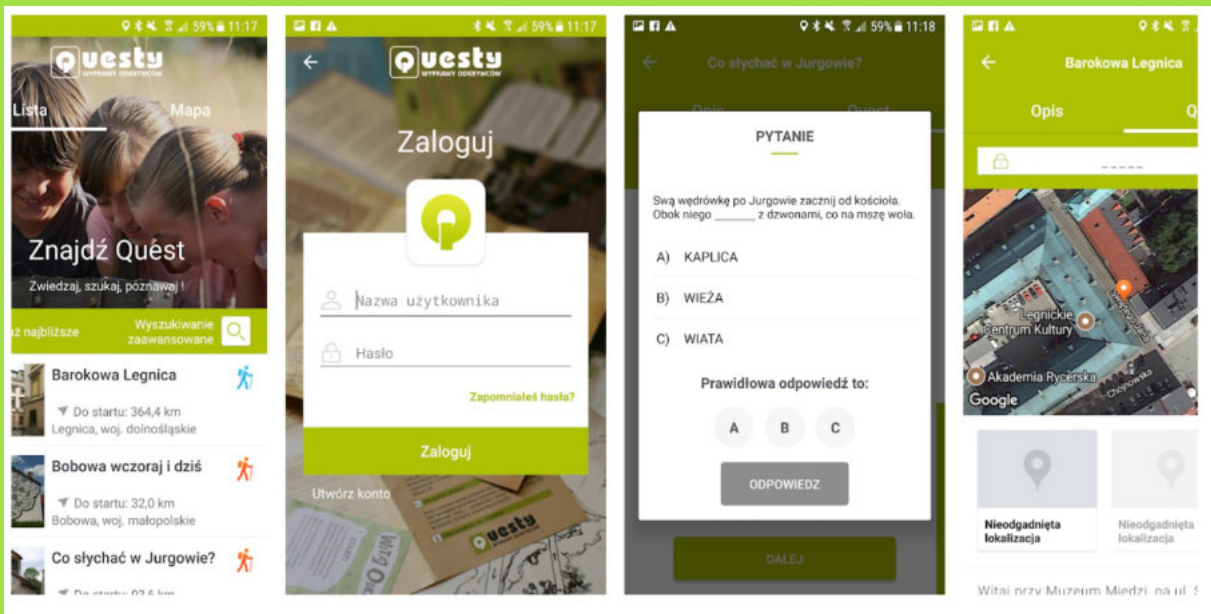

Source: https://play.google.com/store/apps/details?id=pl.bystep.questy.wyprawy.odkrywcow&hl=en_US&gl=US

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"Treasure" as the culmination of a questing expedition.

The preparation of the "treasure" should include:

– preparing a stamp symbolizing the quest; the stamp is a confirmation of completing the questing trail;

– preparing the box where the stamp will be hidden with a pad and ink;

– choosing the place where the "treasure" will be hidden; the place should be interesting. We can use tree hollows, recesses in monuments, walls, etc.

– It's a good practice to put a quest book (logbook) in the box, where quest participants can leave an entry, for example a comment about the travelled trail. It's also a good idea to put a pen or pencil in the box.

– You can also put small gifts for the participants in the box;

– You can also consider preparing a certificate, which instead of or next to a stamp will confirm the completion of the quest.

6.5. Stage 5. Distribution of information/promotional materials

The next stage of work on the questing trail is the distribution of information about the trail. In case of using the questing trails for incentive travel events, it comes down to delivering the developed information and promotional materials to the client. Those materials can be in a paper form (e.g. brochures) or electronic – files sent by e-mail or through social media. A smartphone or tablet supported application can also be used for this purpose. Therefore, the regulations of the mobile application supporting the passage of the quest should be prepared and sent to the principal. Detailed information can be found in the further part of the manual, concerning regulations.

6.6. Stage 6. Maintenance of the questing trail

The questing trails should be unattended, which means that the questers should be able to go on their own without the help of a guide.[21] However, it should not be equated with the lack of necessity of supervision or control of the trail.[22] For this reason, the questing organizer should appoint a guardian of the questing trail. It can be a person or an institution.

The guardian of the questing trail should, in particular:

• periodically check the trail to see if it can be completed by the participants (if there are any obstacles on the route);

• update the quest, if the route needs to be changed (e.g., if it's impassable) or if the quest needs to be made more attractive (e.g., new information on the theme of the quest);

• check the contents of the box (stamp, ink pad, notebook, pen, souvenirs).

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[21] Pawłowska A. 2014, „Questing jako innowacja w turystyce kulturowej", [in:] Turystyka Kulturowa, 1/2014. The possibility of independent touring of places using the questing method is pointed out by the author in several places. See pages: 30,31,34,38,44.

[22] Warcholik W. „Szlaki questingowe w obszarach miejskich na przykładzie Krakowa" [in:] „Annales Universitatis Paedagogicae Cracoviensis Studia Geographica" no 13, 2019, p.103

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6.7. **Elements of a well-designed quest[23]**

A properly designed quest should combine elements of education, recreation and fun, should integrate, motivate, engage, develop creativity and carry with it positive emotions. Thus, the ideal quest:

- is a good way of having fun – provides active recreation, getting to know local natural and cultural heritage, searching for treasure;

- constitutes a challenge – its construction, theme, course should motivate to walk the whole trail; various riddles and visited places should provide a sufficient dose of emotions;

- is solvable – the difficulty is adjusted to the recipient, the ending should be achievable and satisfying;

- leads through an interesting, intriguing area – picturesque landscapes, varied places, open spaces are mixed with closed ones, interesting monuments, natural values, individual points on the trail correspond well to the theme of the quest;

- tells an interesting story – focuses on historical curiosities, concerning less known facts, not disseminated in tourist guidebooks;

- uses intriguing riddles – contains a variety of tasks in rhyme form, cryptic clues, an interesting map;

- is a result of teamwork – people with unique knowledge about the region, regionalists and representatives of local communities should be involved in creating the trail

- has a well-hidden treasure – it should be an element motivating to visit, a good practice is a promise of a reward (small or original gift)

- is attractive every time – it allows to visit the same place or area again and again in order to discover and get to know other attractions and tourist values.

1. **List the objectives of an incentive travel event.**
2. **List and describe the stages of creating a quest.**
3. **Discuss the tasks of the questing trail guardian.**
4. **Give the features of properly developed quest.**
5. **Develop information materials for independently planned quest.**

[23] Clark D., Glazer S. „Questing. A Guide to Creating Community Treasure Hunts", Lebanon: University Press of New England, 2004, p. 61-63.

THE QUEST'S STATUTE AND THE MOBILE APPLICATION'S STATUTE

THE QUEST'S STATUTE AND THE MOBILE APPLICATION'S STATUTE

When planning a questing trail, it is recommended to prepare the quest's statute and regulations for using the dedicated mobile application (optional), which will specify the terms of participation in the event. **These documents should be made available to the participants before they decide to take part in the quest or download the mobile application.**

7.1.   The statute of the quest

The quest's statute should specify:

§1 Basic information

1. Name of the quest;
2. The organiser of the quest, including contact details;
3. Purpose of the quest, theme of the quest (e.g. to acquaint participants with the history of the place);
4. Where to get information about the quest (e.g. website, headquarters of the quest organizer, institutions such as libraries, museums, hotels, etc.).

§2.Organisational arrangements

1. Indicate whether the quest is a one-off, cyclical or continuous. In the case of one-off and cyclical quests it is necessary to indicate the time when it is possible to complete the quest. You can also indicate whether the quest is organised as part of a specific event (festival) taking place in a given town.
2. Brief characteristics of the objects visited on the questing trail.
3. If the quest is divided into rounds (e.g. if there are more people willing to go through the trail), you should specify the number of rounds and the starting time of each round. The quest can also be divided into stages in the case of longer trails. If this is the case, the statutes should specify the stages, indicating the place where each successive stage begins.
4. Information about the participants of the quest – who can take part in it, whether the quest is open or closed, whether minors, disabled people can take part in it (if yes, a guardian is required).
5. Whether the quest is supervised by a person appointed by the organiser.

§3 Rules of passing

1. What are the rules of the quest? What do quest participants have to do to complete a quest? Do I need to register to take part in a quest? If so, where do you register?
2. Can I take part in the quest as a single person or as part of a team? If you need to form a team, indicate the minimum/maximum number of team members.
3. Is there a reward for completing the quest (other than the traditional stamp)? How many people are eligible to receive it? Are there any consolation prizes and how many? What are the rules for selecting the winners? At this point you can also specify the type of individual prizes.

THE QUEST'S STATUTE AND THE MOBILE APPLICATION'S STATUTE

4. If there are prizes and the quest can be completed several times, the rules should state that the prize can only be received once.
5. Conditions for collecting the prizes – place of collection, need for confirmation of receipt of the prize.

§ 4 Other conditions

1. Information about the use of image and the processing of personal data, if these circumstances are related to the implementation of the quest.
2. Conditions of the organizer's liability for any damage incurred by participants or third parties caused in connection with the participation in the quest.
3. Conditions of refusal to participate in the quiz – for example, to a participant who disrupts the course of the quiz or whose behaviour threatens his or her own safety or health or the safety of other participants, or to a participant who is under the influence of alcohol or drugs
4. Information that participation in a quiz is equivalent to acceptance of its regulations.
5. Information about the right to change the regulations by the organizer.
6. Information about the place of publication of the rules.

7.2. The statute for using the mobile application

If the quest also includes the possibility of using a dedicated mobile application, it is worthwhile to develop rules for its operation. In that case, if the quest organizer meets the definition of a service provider, as defined in Art. 2 sec. 6 of the Act of 18 July 2002 on providing services by electronic means (Journal of Laws of 2020, item 344, with later amendments): *service provider – a natural person, a legal person or an organizational unit without legal personality, which, conducting, even if only incidentally, an economic or professional activity, provides services electronically; The regulations should meet the conditions specified in Article 8 of this Act.*

In such case the regulations of the mobile application should specify:

1. Organizer with the address of its registered office, taxpayer identification number (TIN/NIP) and National Business Registry Number (REGON).
2. Information that the rules are those referred to in the aforementioned article 8 of the Act.
3. What are the services provided by the application? It can be, for example, quest service, popularization of questing as an innovative form of cognitive tourism, increasing the attractiveness of the region, the possibility of participation in gamification, sending push information about new features of the application.
4. Where to download the application.
5. Languages available in the application.
6. Whether the download and use of the application is free.
7. Information that the costs of data transmission associated with the download and use of the application are borne by its users, and information that the service provider is not

THE QUEST'S STATUTE AND THE MOBILE APPLICATION'S STATUTE

responsible for the amount of fees charged for the use of data transmission necessary for the use of the application.

8. Information that the service provider is not responsible for limitations or technical problems in data communications systems used by mobile devices of the users, which prevent or restrict the users from using the application and the services offered through it.

9. Who is the user of the application according to these regulations?

10. Whether Internet connection and other technical requirements necessary to use the application are required.

11. Information, whether using the application involves processing of personal data. The principles of processing of such data should be indicated here.

12. Conditions of discontinuing the use of the application by permanent removal of the application from the device by the user.

13. Information about the service provider's ownership rights to the materials made available through the application.

14. Information about the obligation to use the application in a manner consistent with applicable law, the rules of use of the application, the rules of stores from which the application was downloaded, the rules of social intercourse.

15. Information about the supplementary nature of the rules in relation to the regulations and privacy policies of stores from which the application was downloaded.

16. Other information: the complaint procedure, the principles of changing the rules of use of the application, the right of the service provider to establish a binding interpretation of the rules, information that ignorance of the rules does not relieve from its observance, and other provisions that will be applicable to matters not covered by the regulations.

7.3. Example of the quest statute

Regulations of the quest "Famous residents of Sucha on their way to fame"

§1. Basic Information

1. The Organizer of the Quest "Famous inhabitants of Sucha on their way to fame" is Event Company "Sky is no limit" with headquarters in Sucha Beskidzka (34-220), 1 Eventowa Street, skyisnolimit@event.pl

2. The Quest shall be carried out under the rules set out in these Regulations.

3. The goal of the Quest is to acquaint participants with the profiles of famous people from Sucha Beskidzka.

4. Information about the Quest can be found on the website www.skyisnotlimit.pl.

§2. Organizational principles

1. The organization of the Quest is understood as the preparation of tasks and other activities ensuring its proper operation.

THE QUEST'S STATUTE AND THE MOBILE APPLICATION'S STATUTE

2. The Quest takes place between 1st and 31st July 2022 and includes the following places/objects:
   a. Site 1
   b. Site 2
   c. Site 3
   d. ...
3. The participation in the Quest is free of charge.

§3. Rules of the passage

1. The participants' task is to move between successive points and perform tasks. For each completed task participants receive points.
2. Along the route participants move on foot.
3. The quest takes place in normal city traffic, that is why participants are obliged to be extra careful and obey traffic rules. The organizer does not provide medical care for the participants.
4. Registration of a team consisting of three persons is a condition of participation in the game.
5. Team registration takes place at the Organizer's headquarters at Eventowa Street 1.
6. During the registration team receives materials and game cards.
7. Minors can participate in the game only under supervision of adults.
8. Employees or immediate family members of the Organizer's staff are not allowed to participate in the game.
9. Participants should return completed game cards to the Organizer's office on the day of the game before the 1:00 p.m.
10. The main prize goes to the team with the highest number of points.
11. Other participants of the game receive consolation prize – commemorative lanyards.
12. Announcement of results takes place after the last registered team passes the trail. Prizes can be collected in the Organizer's office.

§ 4 Other conditions

1. Participants entering the game take all the legal-civil responsibility for the entire duration of the game. In the case of minors, parents/legal guardians are responsible for such a person.
2. In case of violation of these Regulations by a participant or team, breaking the rules of fair play or obstructing the play of other participants, the Organizer has the right at any time to exclude the team from the game. Organizer's decision in this matter is final.
3. The Organizer may refuse to allow a participant to take part in the game if he finds that the participant is under the influence of alcohol or other drugs.
4. The Organizer shall not be held responsible for any behaviour of the participants of the game which may violate public order or the personal interests of third parties.
5. The organizer is not responsible for items lost, left unattended by a participant.

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6. The Organizer is not a party between the participants and third parties whose property may be violated during the game.
7. By participating in the game, the participant agrees to:
    a. to take part in the Quest under the conditions specified in these regulations;
    b. the Organizer to process the personal data of the participants to the extent necessary to carry out the game;
    c. publication by the Organizer on websites and social networking sites.
8. The regulations can be found on the Organizer's website.
9. In matters concerning the course of the game, not provided for by these regulations, the Organiser shall have the casting vote.
10. The Organizer reserves the right to postpone, prolong, interrupt or cancel the game for important reasons.
11. The organizer reserves the right to make changes to the regulations.

7.4. **Example of mobile application regulations**

REGULATIONS OF THE "SUSKIE QUESTY" MOBILE APPLICATION

1. The Regulations apply to services provided electronically by: Event Company "SKY IS NO LIMIT" with its registered office in Sucha Beskidzka (34-220), 1 Eventowa Street, NIP 1111111111, REGON: 222222222, hereinafter referred to as "Service Provider".
2. The Regulations in question are rules within the meaning of Article 8 of the Act of 18 July 2002 on electronic provision of services (Journal of Laws of 2020, item 334).
3. Services provided by the SUSKIE QUESTY Application consist in particular in:
    • servicing quests, i.e. field games
    • popularization of questing as an innovative form of cognitive tourism
    • increasing the attractiveness of the region
    • possibility of participation in gamification,
    • sending information of Push type about new functionalities of the mobile application.
3. The application can be downloaded using the online stores: App Store (for iOS) and Google Play (for Android).
    a. Application and quests will be available in 4 language versions: Polish, English, German and Russian. The user will be able to choose the language.
    b. Downloading the Application from the aforementioned stores, as well as using the services offered by means of the Application is free of charge. The above does not exclude the necessity to pay entrance fees to some historical sites, e.g. Suski Museum.
    c. The costs of data transmission required for downloading, installation, activation and use of the Application shall be borne by the users themselves pursuant to agreements concluded with telecommunications operators or other Internet providers. The Provider shall not be responsible for the amount of fees charged for the use of data transmission necessary for using the Application. The Provider recommends that the

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Users of the Application use the applications or the operating system functions that measure the data transmitted.

d. The Provider shall not be responsible for any limitations or technical problems in the data communications systems used by Users' mobile devices, which prevent or restrict Users from using the Application and the services offered through it.

4. Within the meaning of the present Regulations, the User is a natural person who, via the SUSKIE QUESTY mobile application installed on the User's mobile device, uses the functionalities offered by the application.

5. Internet connection is necessary to use the SUSKIE QUESTY application.

6. The application contains a group of quests. The puzzles included in them can be in the form of test questions, audio files, graphic files or augmented reality objects. Answers to the puzzles will be given in the form of a choice test (4 possible answers). After selecting the correct answer, the User will receive directions on how to reach the next point. In case of giving a wrong answer, the User may use the hint. In this case, the user gets less points for the correct answer. In the last point of each quest there is a "treasure" in a form of personalized diploma with a possibility to publish it in social media.

7. "SKY IS NO LIMIT" event company declares that by participating in a game, which is one of the functionalities of the SUSKIE QUESTY application, the Service Provider processes the User's personal data. The collection, processing and use of such data by the Service Provider is necessary for the process of verification of the User's participation in the game at the moment of its conclusion, understood as the receipt of the prize. The Service Provider shall also use Users' personal data for marketing purposes. By accepting these Terms of Use the User declares that they agree to have their personal data processed by the Service Provider to the extent indicated and that they have been informed about their right to access and correct their personal data.

8. These regulations are only supplementary to the privacy policy of Google Play and App Store. Provider is not responsible for the privacy policy of Google Play and App Store and compliance with the provisions of the Act on Personal Data Protection and the Act on Provision of Electronic Services within the Google Play and App Store markets.

9. The User may terminate the use of the SUSKIE QUESTY application at any time by permanently removing the application from his/her mobile device.

10. Materials made available by means of the SUSKIE QUESTY application, including in particular texts, photographs, film materials, sound materials, compilations and databases are the property of the Service Provider.

11. Users are obliged to use the Application in a manner consistent with the applicable law, the Regulations and rules of stores from which the Application was downloaded, as well as with the rules of social interaction, including general rules for the use of the Internet and mobile applications.

12. The Service Provider has the right to change the Terms and Conditions at any time. Amendments to the Terms of Use shall become effective upon posting on the Application. The amendments shall be deemed accepted by the User upon his/her use of the Application.

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13. The final interpretation of the rules lies with the Service Provider. In cases of dispute, the decision of the Service Provider is final. Ignorance of the rules does not relieve the participant from compliance with them. In matters not covered by these Regulations shall apply the relevant provisions of Polish law, in particular the Civil Code, the Act of 18 July 2002 on electronic services.

1. **Discuss the necessary elements of the quest statute.**
2. **Discuss the necessary elements of the quest mobile app usage rules.**

AN EXAMPLE OF AN INCENTIVE TRAVEL EVENT PLAN WITH THE USE OF QUESTING

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When planning an event, start by clearly formulating the expectations of the commissioning party. In order to do so, it is worth using the incentive travel brief form recommended by the Polish Association of Incentive Travel Organisers.

Brief of an incentive travel trip **Recommended by the Association of Incentive Travel Organisers**	
Commissioning party's data	
Name and surname	
Company name	
Address	
Industry	
Email	
Contact phone number	
Basic information about the trip	
Planned departure date	
Approximate duration including flight	
Preferred country, region	
Previous travel experience (location, type of programme)	
Group description	
Anticipated number of participants	
Age range	
Gender division	
Professional specification	
Type of mutual relations of participants, e.g. employees, contractors, clients, VIPs, other	

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Characteristics of the trip	
Intended purpose	• Motivational
	• Rewarding
	• Integrative
	• Educational
	• Recreational
	• Outdoor trip (photo sessions, film sets)
	• Other
Programme	• Cognitive/exploratory
	• Adventure
	• Cultural
	• Sporting
What the programme must include	
What cannot be included in the programme	
Standard of services	
Accommodation	
Hotel standard (number of stars)	
Type of rooms (SGL, DBL, TPL)	
Preferred facility features (swimming pool, spa, location away from civilization, green areas, golf course, etc.)	
Means of transport	
Plane (first, business, economy class)	
Preferred airline	
Train (1st class, 2nd class)	
Coach	
Transportation on site	
Own - for group use only	
Local - public transport	

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Catering	
Local cuisine	
European cuisine	
Type of meals	• Breakfast
	• Lunch
	• Dinner
	• Supper
	• All inclusive
Special meals (gala dinners, banquets, others)	
Conference room	
Number of participants	
Duration	
Coffee breaks	
Setting (theatre, classroom, letter U, other)	
Equipment (projector screen, sound system, flipchart)	
Budget	
Estimated budget (per person and per group)	
Currency (PLN, USD, EUR)	
Additional information	
Branding (badges, invitations, maps, menus, programme, hotel and transport markings, departure logo)	
Communication with participants (client's intranet, web platform, SMS, email)	
Special requests (gifts for participants, welcome letters, surprises, etc.)	
Possibility of a debriefing meeting	
Deadline for questions via email, telephone	
Deadline for an initial offer	
Contact person for technical questions (name and surname, telephone, e-mail)	
Other questions, suggestions, expectations, special requests not included in the form	
Source of information about us (Internet, fairs, recommendations, other)	

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The key information needed to include questing in an incentive travel offer is to define the goal of the event and the type of programme.

Below is a sample plan of an incentive travel of a cognitive character with the use of a quest created on the basis of the place and history.

DAY 1

- Departure of the participants from the principal's (employer's) office in the morning
- Arrival to the hotel and accommodation – Dwor Kombornia Hotel (https://www.dworkombornia.pl/pl)
- Lunch
- Meeting in the conference room, presentation of the programme
- Visiting the Kombornia Dwor complex – English-style park, manor orchards and vegetable garden, manor ponds.
- Time at the disposal of participants in the hotel SPA
- Welcome dinner combined with a tasting of Carpathian wines in the Carpathian Wine Salon
- Overnight

DAY 2

- Breakfast at the hotel
- Canoeing down the picturesque San River Valley
- Return to the hotel, time to relax
- Dinner in the Magnolia restaurant, awarded in the yellow guide Gault & Millau – tasting menu
- Time at the disposal of participants in the hotel SPA
- Dinner with a banquet - tasting of regional specialties

DAY 3

- Breakfast at the hotel
- Transfer to Krosno
- Passing the questing trail "Love Krosno"

Below an example of a questing leaflet:

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Source: http://questing.pl/pokochaj-krosno/

Below is an example of the text of a quest (versed directions):

> Now on the map connect the numbers if you please
>
> A large number appears, which is your set of keys!
>
> Turn to the rocks that are quite near
>
> Count to the number, then stop – is it clear?
>
> Use your hands to feel all around.
>
> We guarantee that the prize you have found.
>
> (...)
>
> From the days of yore, an old town road you roam
>
> Look for a few fenceposts made of stone.
>
> The quacking and peeping you may hear,
>
> May be frog's music reaching your ear.
>
> Listen for the bubbly song sparrow's
>
> „Madge, Madge, please put on the teakettle" song
>
> Or the „wichity, wichity" of the common yellowthroat,
>
> You can hardly go wrong![23]

1. **Develop a sample plan for a motivational incentive travel event using a quest with an ecological mission.**
2. **Develop a short versed text as a guideline on the questing trail.**

[23] Clark D., Glazer S., Questing: A Guide to Creating Community Treasure Hunts, UPNE, UK, 2004, p.p. 152