

SUMMARY

The topic of the thesis relates to the process of shaping the regional identity by the cultural organizations existing in the Żywiec region. The paper defines various concepts of the term „identity” with particular emphasis on the phenomenon of regional identity. The work presents the characteristics of the Żywiec region with regard to its history and geography as well as its unique cultural landscape. According to the author of the thesis, the selected and analyzed institutions strongly build and maintain the regional identity of the area. The research shows that the organizations operating in the Żywiec region play an important role in maintaining and creating the regional identity. Furthermore, they significantly contribute to the promotion of the region, which in turn influences the development of tourism. Żywiec region is an interesting ethnographic territory due to the cultivation of the tradition and the local folklore. The region attracts enthusiasts of local culture and may compete with some of the most attractive tourist destinations in Poland. Żywiec region is a place where the regional culture is deeply rooted in the traditions, customs, and most of all in the everyday life of its inhabitants. The local culture seems to be a natural element of the region.