
Gord and Knights Tournament in Byczyna as an Example of History Management in Public Space – Interactive Historical Marketing and its Educational and Promotional Values

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Abstract:

Purpose: The aim of the paper was to present the results, in which the authors explored the subject of history management in public space on the example of the gord and knightly tournament in Byczyna. It also allowed the authors to investigate the subject of historic marketing and its educational and promotional values. The authors referred to the specific situation related to the prevailing Covid-19 epidemic and its impact on historical reconstruction and related aspects of management and marketing.

Design/Methodology/Approach: The research methodology is based primarily on personal surveys, expert interviews, and a confrontation with the latest research literature.

Findings: The study of the dynamic subject of history management in public space on the example of the gord and tournament in Byczyna made it possible to find the basic opportunities and threats which people undertaking such an enterprise may take into account. The global pandemic, which began during the research, added several new factors, often radically changing the situation of public history managers. The use of research methods, supported by the latest literature on the subject, allows for a cross-sectional presentation of the subject matter, as well as a challenge for further research.

Practical Implications: The study may have a positive impact on both the development of regional and national tourism and the development of interactive education. It can also deepen the knowledge of those who manage public history and of those who are interested in it. This article is also a substantive support for people who want to deal with public history management.

Originality/value: Using the methods presented the article contributes to the enrichment of knowledge in the discipline of management, and especially in an unexplored field of study of public history and historical reconstruction. The article will be a useful tool both for other researchers and people personally involved in public history projects.

Keywords: Public history, management, historical marketing, education, heritage promotion.

JEL classification: M31, L83, Z30, Z32, Z33,

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1. Introduction

The enigmatic notion of the management of history in public space can essentially be referred to two issues related to it. First, it should be understood as a concept of history distribution, and second, as a way of disseminating historical knowledge and education. Mikos von Rohrscheidt (2018), who focused on the issue of distribution of cultural heritage in the context of tourism, also referred it to history itself. According to Rohrscheidt, making heritage accessible is about enabling, creating proposals and points of confrontation for cultural participants in such a way as to provide them with access to culture, to its material and intellectual forms of testimony, to enable independent interpretation, education and experience at different levels. The general concept of practical actions aimed at trying to manage cultural heritage took its origin in the USA in the 1970s, and concerned the problems that archaeology had to face. For the mission of preserving cultural heritage came into conflict with public interests. Archaeology could not oppose the increasingly expansive economy. In this conflict it was perceived that archaeological heritage is part of general culture therefore the principle of "preservation in development" applied not only to what is underground but also to all above-ground infrastructure such as architectural and ethnographic relics and all intangible heritage.

Today we have a much broader perspective even on these conclusions developed in the 1990s. Specialists deal with this problem within the mission of cultural heritage management, which is understood as a social practice, a scientific discipline - together with the specialization of cultural resource management developed in this discipline. Their task is to protect and correctly use the resources to satisfy the needs of the public, as well as to bind people to the past through memories and knowledge of the past, thus supporting their sense of identity. Everything is based on the tools found in the cultural space, i.e., art, tradition, language or landscape (Małysiak, 2020). The confrontation with heritage and the past takes different forms. It can be a passive reception by observing a reenactment event, listening to accounts of World War II witnesses during a lecture. However, it can also be active through independent participation in historical reenactment, urban games, exploration of historical places. As well as systematic through visiting exhibitions or thematic tourism (Mikos von Rohrscheid, 2018). It is important to remember that management and marketing professionals drew their inspiration from the fields of corporate management and strategic planning and had a great influence on tourism planning.

Marketing, public relations or sales specialists also had a great input. They analyzed not only the potential of a place, but also paid attention to market analysis and competition potential. NGOs also play an important role in tourism planning processes. Today we are dealing with sustainable tourism, which takes into account the needs of consumers as well as local residents (Morrison, 2018). It should be assumed with certainty that cultural tourism is a driving force not only locally but also globally (Herje, 2008; Richards, 2001), which can gain to a large extent through

the involvement of public history tools. It is already happening, take for example the work *Tourism 2020 - Vision* developed by the World Tourism Organization (UNWTO). This oldest type of tourism is developing especially in areas related to education, experiences or entertainment. Cultural tourism is no longer elitist high tourism, but education-oriented general tourism. A cultural asset is not only an object, but also an event (historical festival, exhibition, workshop, etc.) with an educational focus (Tourism...1999). Historical tourism is rarely distinguished from cultural tourism, most often referring to the terminology present in encyclopedic descriptions. It is not possible to state unequivocally whether the preferences of the recipients favor primarily this form of learning about historical resources and content. Recipients through systematic and cognitive approach exploit this content through active participation in heritage tourism, but if they expect direct contact with the past they decide to experience living history, including primarily through participation in re-enactments of events, reconstruction events, demonstrations of everyday life, etc. (Mikos von Rohrscheid 2018; Timothy and Boyd, 2003; Bowes, 1989; Jamieson 1998). In order to avoid cognitive errors, we should therefore assume, following Mikos von Rohrscheid, that historical tourism covers all historical aspects of tourism connected with culture and civilisation (Mikos von Rohrscheid 2010).

At this point we should also refer to the issue of public history, which through a wide range of activities aimed at professionalizing the community of historians and a huge impact on the development of tourism is a particularly important point of consideration. Public historians are the circle of "ordinary" people who deal with history outside the walls of academies and universities. They are all museum workers, tour guides, organizers of educational projects, journalists, etc. as well as enthusiasts such as historical reconstructionists who combine their hobby with the search for and dissemination of knowledge about the past. Grassroots activities of these people have influenced both the formation of awareness about the protection of historical heritage, the interest in the past and places that have become tourist destinations, the deepening of a sense of identity or the very promotion of knowledge, the acquisition of greater awareness (Dean, 2018; Hayden 2009; Miller 1992).

The notion of public history began to take shape on a par with ideas about heritage management in the 1970s in the United States. There, for the first time, people began to talk about history, not only as a science, but above all as history cultivated with people in mind, created for people and about them (Meringolo, 2004; Cauvin, 2016). The birth of the phenomenon was fostered by Americans' progressive interest in their own past related to both the fashion for seeking genealogical connotations and the celebration of the state's bicentennial. Additionally, the public's interest in history itself was changing, for whom the world of micro history was becoming increasingly attractive. People began to turn more and more readily to the history of "everyday life" as well as to that which had hitherto been a taboo subject for them. These topics ranged from issues of ethnicity, racism, sexual minority issues,

women's place in society, subcultures, and local and private histories (Wojdon, 2018). In the UK, public history was seen as an attempt to fill a void in areas of history previously unexplored. For the academic community there, it represented an opportunity to introduce changes in the methodology of doing history (Liddington, 2001; Sayer 2015). In Germany, on the other hand, history in public space was understood more as the transmission of historical knowledge in such a way that it meets the expectations of the audience (Wojdon, 2015). This type of transmission was called "applied history" there, and its main purpose of applied history was to shape the historical imagination and to acquire workshop competencies that influence the critical analysis of extensive source material, which in turn influenced the development of an appropriate workshop for the transmission of relevant content (Traba, 2014).

Thus, if we consider that public history focuses on the problem of examining the historical consciousness of the audience and, through it, composes a flexible and methodical means of communication, along with the optimal content for effective communication with people, it would turn out that the two issues differ practically nothing. This relationship has already been noticed by other researchers and they increasingly use both issues interchangeably in their publications (Małysiak and Puzsko, 2020). The use of innovative research methods and technologies in the field of history dissemination introduces flexibility and originality necessary in today's message in line with society's expectations. It should be acknowledged that history enters the sphere of management and activities related to widely understood marketing. Contemporary graduates of humanities, including history, become not only scientists or teachers, but more and more often we can see them working in widely understood "culture", often as organisers of historical events, managers of programmes popularising science or owners of historical buildings. The impact of public history can be seen largely in the field of living history. One of the objectives (often considered as the main one) of living history tourism is to participate in events aiming at reconstruction of historical events, presentation of traditional life, re-enactment of battles or other historical events (Mikos von Rohrscheid, 2010).

Having mainly living history tourism in mind, it should be noted that this kind of cultural tourism serves to deepen the participant's contact with history, from different kinds of cultural areas and different time periods (Buczakowka, 2008). It is within its framework that the phenomenon of historical reenactment functions. The subject of our research was the activity of reenactment, which serves primarily profit-making purposes, and its functioning is closely related to historical marketing in the broadest sense. It is these "small corporations" of historical re-enactors organizing various commercial events that are the "living tourist asset", without which historical tourism could not exist (Mikos von Rohrscheid, 2011). Festivals in particular lead the way here because of their entertainment value. They attract the largest crowds of spectators, among whom more and more often appear guests from abroad. Well organized and promoted events, such as Dni Grunwaldu (Ratkowska, 2008), Festiwal Słowian i Wikingów or the Turniej Rycerski w Byczynie, over time

transformed from a local event into an international one.

However, the living history events, which seem to satisfy entertainment needs in the first place, above all serve a higher purpose - that of conveying knowledge. Telling about historical events by means of a directed reenactment show, as well as heritage values during demonstrations or workshops have an educational character. And only the duration and subordination of tourists' activities to the programme of the event and its services make it similar to a regular event. Instead, they are distinguished by their focus on the exploitation of historical content and by the dominant program elements showing past events (Mikos von Rohrscheid, 2018), composed in such a way as to realistically present a reenactment process whose axis is a historical fact. The impact of such events on regional and national tourism activity is undeniable. More and more often historical festivals are organized for longer periods of time than one-day events, and their area of exploration is still expanding. Over the past few years we can observe not only a significant increase in the activity of various new organizations gathering reenactors, but above all an increase in interest among the audience in this type of marketing activities (mainly colorful and dynamic battle re-enactments).

The range of proposals for reenactment in Poland has definitely expanded, trying to meet the growing expectations of the audience. Until recently, this elite form of cultural tourism focused on the most accurate recreation of an occasional character, over the past few years has become expansive and extremely entrepreneurial. Reconstructionist have realized the potential they have and the advantage of being able to run their business on the basis of external funding, thanks to which they can combine their passion with the possibility of gainful employment. It should be added that reenactor groups are often the main driving force behind the promotion of urban and local historic spaces. They create conditions to increase attendance at museums and shape the identity of places of important historical events.

2. Methodology and Background

Historical reconstruction, which is one of the most popular manifestations of the concept of public history at present, is a fairly recent and therefore dynamic phenomenon. In Poland it is extremely popular and concerns a wide range of historical periods. The beginnings of the re-enactment movement date back to the end of the seventies of the twentieth century, when knightly tournaments started in Golub-Dobrzyń, the originator of which was the director of the local castle, Zygmunt Kwiatkowski. However, despite the symbolic importance for the future development of the reconstruction, the activities of those days were purely hobbyist in nature and due to the approach, aimed rather at providing participants and spectators with good fun and entertainment, rather than the most realistic approach to the recreation of the era, therefore we can start talking about the real reconstruction in the period beginning several years later.

The place and time that became crucial for the development and professionalization of reenactment of the early 15th century were the July anniversaries of the Battle of Grunwald, celebrated in the vicinity of the monument commemorating this great victory, located in the so-called "Grunwald fields" in the village of Stębark. For decades, this place was visited in the summer by scouts who, in their own way, commemorated one of the most famous battles of the middle ages. Since 1992, people who pioneered the reenactment movement have been coming there every year. Initially, they cooperated with scouts, creating a very simplified program of reenactment meetings, in which only a few enthusiasts participated, with equipment representing a level of theatrical realism rather than reconstruction. Formalized structures of 15th-century reconstruction in the form of knightly brotherhoods began to crystallize in the 1990s. According to the methodology proposed by Wojnarowicz and Małysiak (2019) these were typical organizations of the so-called first wave, which was formed by spontaneous organizations of people interested in a given era, usually coming from one environment, similar area of residence.

One of such brotherhoods of the first wave is Opolskie Bractwo Rycerskie, whose beginnings date back to the year 2000. It was one of the first to formalize its existence and two years after its foundation it was registered as an association in the National Court Register. With certainty it can be said that this organization, from the beginning of its existence, was in the avant-garde of progressive professionalization of re-enactment movement, in which a huge share has the charismatic leader of brotherhood and President of the Association - Andrzej "efendi" Kościuk, whose leadership sense and visionary approach allows to create and set new standards in the Polish professionalization of historical re-enactment. In our work we used not only the knowledge and research done so far, but also an expert interview with Mr. Kościuk, who, because of his long-standing experience in managing projects of interest to us, i.e. the medieval gord in Byczyna and the international knights tournament taking place there, turned out to be a very helpful source of professional knowledge.

The first re-enactment tournaments organised by the Opolskie Bractwo Rycerskie took place in Opole itself, in the Skansen Wsi Opolskiej museum in the Bierkowice district, where, among the rustic monuments, the re-enactors and tourists could participate in professionally, as for those early times, prepared competitions and shows. However, OBR was looking for a place to carry out its planned historical events, which would be even more suited to their combat, even military atmosphere.

Therefore, since 2003 the organization of tournaments in Byczyna has begun. It is a place inseparably connected with Polish history. This is where, on 24 January 1588, a battle took place between the armies of the Habsburg pretender to the Polish throne (after the death of King Stefan Batory), Archduke Maximilian III, and the army of the Polish-Lithuanian Commonwealth, commanded by Grand Crown Hetman Jan Zamoyski, a supporter of Zygmunt III Waza. Choosing such a venue, which was a recognizable brand, was a great marketing idea and certainly contributed to further

organizational and attendance success. During the first years of the organization of the Byczyna tournament, while building its brand and recognition, the event took place under the historic walls of the city of Byczyna. With time, this formula began to limit the organizers, who decided to look for a new solution that would take their flagship product of historical reconstruction to another level of realism.

3. From Project to Realization – Medieval Gord and International Knights Tournament

The decision was made to build a reconstruction of a medieval gord. This event was unique in Polish reconstruction, especially in terms of its scale. The realization of this huge undertaking required cooperation with local authorities. Encouraged by the potential publicity of their territory and the possibility of attracting many more tourists, the authorities of the community of Byczyna co-participated in the realization of the erection of the gord. In addition, the construction of the fortress received a grant from INTERREG Poland-Czech Republic. This is a programme which enables the financing of cross-border projects in the Czech-Polish border area. It is managed by the Ministry for Regional Development of the Czech Republic. The main contact points for entities interested in participating in INTERREG and beneficiaries of funding are the Joint Secretariat based in Olomouc and the Marshal Offices located in the programming area. Under this programme it has also been possible on several occasions to co-finance the organization of the tournament events, which are held in Byczyna.

From the very beginning the project of the gord was set with the vision of realizing a place which would not only be used once or twice a year during the knightly tournament, but thanks to its well-thought-out construction, would be able to "live" and earn its keep all the time. Therefore, despite its visual historicity, it is built according to all modern construction principles, using state-of-the-art building materials, as well as facilities such as toilets and bathrooms. Everything is clad in historical materials - above all in high-grade larch wood. The existing accommodation in the Byczyna fortress, as well as the inn allow the organization of a wide range of events throughout most of the year (in fact, only the winter period, when the weather in Poland is difficult and no open-air events are organized anywhere, prevents the full functioning of the fortress). The Byczyna gord hosts activities for schools (both with and without accommodation), holiday themed camps, as well as bespoke events and family parties. Various music festivals are organised, including folk, metal and rock music, as well as motorbike club rallies, fairs and other events. This enables the castle to earn money for its expansion, to cover the empty winter period, maintenance and repairs.

In order to encourage tourists to visit the gord and make use of its facilities, the owners of the fortress have prepared numerous attractions, which increase the quality of their stay and encourage tourists to choose this place. The castle itself is surrounded by a six-metre high ogive. Inside, there are tribunes, watchtowers, an

inn, an armoury, a smithy, a torture chamber, archery lanes, and lanes for throwing spears, knives and axes. Professionally trained guides can take viewers around the whole area explaining what each room and piece of equipment is used for. Pottery and minter's workshops, rides in a historic carriage are organised. You can bathe in traditional Scandinavian tubs. There are also replicas of siege machines (working, in 1:1 scale), the number of which reached 11 last year. Apart from that, non-reconstruction and typically tourist entertainments are available, such as escape rooms, quads, canoe and pedal boat rentals, paintball. Such a diversified offer makes it possible to reach a wide spectrum of potential customers.

The most interesting annual event is, of course, the knightly tournament, which moved to Byczyna gord from under the city walls in 2008. It is one of the largest events of this type taking place in Poland. The number of participants depends, of course, as with other outdoor events, on weather issues, but it does not fall below 300 people, even in the most difficult conditions, and usually reaches 600 participants. This is of course a great logistical and organizational challenge for the Opolskie Bractwo Rycerskie, but using their experience they manage to organize it with the highest quality every year and thus attract new participants, at the same time maintaining the attachment to this point in the calendar of historical events of the regulars who always book their time for the Byczyna tournament.

A very important element of the organization of the tournament in the Byczyna gord is international cooperation. Every year participants come from several, sometimes more than a dozen different countries. Many of these brotherhoods enrich the tournament programme with both cultural and historical points, allowing to present the specificity of their countries and regions of origin. These include concerts, dance performances, fire dance shows, pyrotechnic shows, as well as historical lectures and martial arts demonstrations specific to the performers. The positive reception of these performances, as well as the participation of members of foreign societies, lead to the establishment of initially informal, and later formal, threads of understanding, which result in a network of numerous joint international projects. Over the last ten years members of the Opolskie Bractwo Rycerskie have participated in foreign tournaments and other historical events in such countries as Croatia, Germany, Austria, Slovakia, Hungary, the Czech Republic, Serbia, Italy, Belarus, Lithuania, or the United States of America, among others. Organised trips to these events take place several times a year, often more than once to a given country, allowing for closer business and social contacts.

4. International Cooperation and Youth-Related Actions

An additional benefit of such extensive international cooperation is the publicity of Byczyna gord and the tournament itself among international tourists. The fame presenting this festival as one of the brightest points on the map of Polish public history events causes that every year visitors come from dozens of countries from all over the world, sometimes even very distant from Poland. An additional attraction

for many of them is the Polish law concerning this kind of events and the possibilities of using military equipment at them. In many countries, the simulation of explosions and other pyrotechnics of this type is either prohibited or subject to restrictions that make it practically impossible to use them during historical events. Similarly, there are countries where full-contact knightly combat is forbidden, even with blunt weapons. Therefore, the programme points prepared at each tournament arouse great interest. At the historical event in Byczyna the knightly struggles called the European Cup were initiated in 2008. The participants of these duels were and are the top European competitors of this discipline - even world champions fought here and the success in Byczyna competition is one of the most appreciated in this discipline in Poland and Europe.

The number of spectators watching the live tournament, which always lasts three days, reaches several thousand. This makes the entire accommodation base within a radius of fifty kilometres from Byczyna occupied only by tourists coming to watch this historical event. It also enjoys great interest among the local community and is an important point in the calendar of mass events in the region. As a result, the last tournaments were held simultaneously at three locations in close proximity to each other (the gord itself, the borough and the area next to the lake close to the fortress) in order to be able to accommodate all willing spectators while ensuring their safety. This, of course, also applies to other events which take place in the gord, as the brand made by the organizer of the tournament, which testifies to the quality of event services, is an excellent recommendation for all kinds of other projects.

One of the most important element of organizing events with a public history theme is opening up this field of study to children and young people. In these times of digitization and the abandonment of classical scientific methods, public history, which is carried out through unconventional activities such as historical reconstruction, material history in an appropriate setting, etc., is one of the most important ways of conveying top-quality scientific historical material. It is one of the most important ways through which scientific historical material of the highest quality can be conveyed. The tournament in Byczyna, as well as other initiatives taking place on the fortress grounds, always focuses on bringing history closer to the young and the youngest visitors in a way that will interest them and may inspire them both to study it further and, what often happens, to become interested in personal participation in the reconstruction movement. The Opolskie Bractwo Rycerskie, apart from low-commercial activities for children and youths, also sponsors summer camps in the castle for children from poorer families from Poland and the Czech Republic, who can come with their family relatives.

5. Media and Marketing

In the modern world, where even the best-prepared event, without an appropriate media setting, publicity and marketing preparation, may fail in terms of attendance and business, events such as those organized in Byczyna are particularly vulnerable

to situations such as the fact that the geographical location of the fortress - far from a large city, without a railway station, with only a train-stop situated a few kilometers from the historical event - may pose a certain obstacle both to reaching the interested public and to advertising the event. Therefore, traditional methods of promotion in the form of putting up posters or handing out flyers in the nearby region are kept to a minimum, as they have little impact on attendance. Much more emphasis is placed on two other pillars - internet and media. On the internet, through social media, it is very easy to reach a very wide audience, especially those to whom historical events in a modern form, being a combination of learning and fun are directed. At the same time the Opolskie Bractwo Rycerskie authorities take care of media advertisement and setting of their events, especially the knightly tournament. Obtained media patrons, both of local and nationwide range, inform about the upcoming date of the tournament start, as well as during the tournament they broadcast the most interesting fragments of the event, interview the participants and spectators, record materials that later go to the news, and allow to prepare further programs.

Good relations with the media, constant presence in them, is a necessity in the modern world for organizers of large events, as well as for owners of such places as the Byczyna gord. The work put into cooperation with the media very quickly brings positive results and allows the brand to develop. In this respect the Opolskie Bractwo Rycerskie is one of the positive exceptions, as among the Polish historical reconstruction there is still much to be done in this field. Meanwhile, through media activities, as well as appropriately conducted internet marketing, it is possible in a short period of time to significantly expand the range of information about the undertaken projects.

6. Covid-19 Situation of 2020

The year 2020 was extremely specific for the global community, and all the restrictions and limitations that resulted from the Covid-19 pandemic, caused by the SARS-CoV-2 virus, affected practically all forms of social human activity and branches of the economy. Historical re-enactment, which is based primarily on mass events organized mainly in the open air, was severely affected by the situation. The vast majority of events have been cancelled or postponed, which has also resulted in cancellations on many occasions, as due to the ongoing pandemic situation, as well as the worsening weather (re-enactment events are mostly held from spring to autumn) it has proved impossible to carry out the undertaking. Additionally, funds proved to be a problem for the whole reconstruction movement. The organization of large events requires considerable resources, and these events are usually supported by local government authorities, as well as private sponsors in the form of companies, which often find this way an interesting way to advertise themselves. Unfortunately, the necessity of cutting funds by private partners, as well as budget cuts in local self-governments have put a question mark over the realization of any reconstruction events held in Poland.

The gord in Byczyna, just like the majority of places connected with history or entertainment, was strongly affected by the epidemic situation. Although it was possible to organize the knights tournament on the date moved from May to September (with a reduced line-up as for the Byczyna tournament standards), but at the same time it was one of the biggest, if not the biggest historical event of the year 2020 in Poland. It took place, thanks to a temporary loosening of pandemic restrictions by the Polish government, under a strict sanitary regime), but the vast majority of planned commercial events did not take place and were cancelled. Similarly, children's holiday camps did not take place, leaving the town's income for 2020 virtually nil. A small amount of support from the state, as well as small donations from members of the Opole Knights' Brotherhood and friends allowed us to still survive this crisis, but the current situation of constant uncertainty about further developments in Poland and around the world, the lack of certainty about the potential end date of pandemic restrictions, both concerning the organization of mass events and movement between countries, constantly puts a question mark over the continued possibility of conducting both the rich portfolio of public history events and even commercial ones. Much depends on the understanding by state officials of the importance of places such as Byczyna fortress for the modern promotion of Polish history and for attracting tourists from abroad to the country. It is becoming increasingly clear that in a post-pandemic reality, the importance of such events will increase, displacing the more traditional approach to both the presentation of history and tourism.

7. Conclusions

In conclusion, the scientific study of the phenomenon of the gord and the knightly tournament in Byczyna has found on this example of public history management valuable conclusions concerning historical marketing and its educational and promotional values. The problem of management in historical reconstruction is a fresh and very dynamic subject. Therefore, the still scarce literature needs to be constantly supplemented by research and describing the conclusions drawn from it. A project like the Byczyna fortress, because of its scale and thus huge possibilities in the field of realization of the public history mission. It is obvious that such a huge undertaking cannot be realized without the support of the local community. Therefore, the still scarce literature needs to be constantly supplemented by research and describing the conclusions drawn from it.

A project like the Byczyna castle, because of its scale and thus huge possibilities in the field of realization of the public history mission. A project like the Byczyna castle, because of its scale and thus huge possibilities in the field of realization of the public history mission. It is obvious that such a huge undertaking cannot be carried out without the support of local authorities and aid programmes, but once it is realized, it can become one of the most interesting tourist spots in the region and attract interest and money. Regular, annual organization of the tournament is also a challenge, but in a case like Byczyna, where high historical and logistic quality, with

a lot of attractions, can create in a relatively short time one of the most popular historical events in a large country like Poland. In order to achieve marketing success, it is necessary to maintain international cooperation, which not only results in the exchange of experience, but also attracts the interest of foreign tourists in such events. In order to realize the idea of history in the public space it must be ensured that both the general form as well as the individual attractions are adapted to the perception of children and youth, whose interest in the subject may lead to later in-depth studies on historical topics. All this must be accompanied by media coverage, because without appropriate publicity, even the most interestingly prepared historical event can simply disappear unnoticed in the crowd of other events. Apart from the classic media, it is also necessary to be present and active on the Internet, which allows reaching an international group of potential customers. Finally, it is necessary to mention the threat posed to events such as the medieval gord and the knights tournament in Byczyna.

Apart from the classic media, it is also necessary to be present and active on the Internet, which allows reaching an international group of potential customers. Finally, it is necessary to mention the threat posed to events such as the medieval castle and knights' tournament in Byczyna by the global pandemic Covid-19. On the one hand, the lack of permission to organize mass events, and on the other, problems with funds, which are relocated by potential partners and sponsors, makes it necessary for managers to look for new solutions that will allow their districts to survive. The topics discussed in the article certainly require further research, which will be particularly interesting in the situation of the end of pandemic threats and a "new opening" for many areas, including public history management.

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