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THE ROLE OF CITIES IN CREATING  
COMPETITIVE ADVANTAGES

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# Impact of Tourism on Competitiveness and Internationalization of Cities

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## Introduction

Over half of world's population lives in the cities and they attract the largest part of the world's tourist traffic: in Europe, at the beginning of the first decade of the 21st century, urban tourism accounted for 30% of travels and 20% of tourist trips [Law, 2002; UNWTO, 2011]. Tourism function, the most exogenous of all city functions, determines the degree of its openness, while the size and quality of tourism development is a determinant of city's reception possibilities. Urbanized areas are struggling with various negative phenomena affecting their balance and development potential, while tourism has, on the one hand, a significant share in it, and on the other – it can be a buffer, used to revitalize and regenerate the strained function and physical tissue of the city.

When analyzing the tourism function development of urban centers, researchers lack the studies devoted to this subject<sup>1</sup>. This is partly due to the difficulty of measuring the effects of tourism development, or more precisely – identifying and estimating the effects that can be attributed to tourism, among many others, caused by various forms of human activity in the multi-dimensional functional space of the city. The second source is of methodical nature: a large number of entities and the complexity of relationships and institutional ties between the actors of the economic, social and cultural scene of the city make it a challenge to both identify stakeholders of urban tourism development and to indicate their role in shaping the sustainable development strategy of this industry.

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<sup>1</sup> This direction of research develops in principle in the 1990s, but it is believed that urbanized areas are "lost" for sustainable development [see, e.g., Hinch, 1996; Barke, Newton, 1995; Ashworth, 1992].

The aim of this study is to explain the basic concepts of tourism function of the city and to determine its impact on the internationalization process and the level of city's competitiveness.

## The Concept of City's Tourism Function

The statistical definitions of the United Nations World Tourism Organization (UNWTO), also adopted by the UN Statistics Commission and Eurostat [UNWTO, 1993], are commonly used in the analysis of tourist traffic and the economic consequences of its development. They treat economic criterion as the basic one for distinguishing tourist trips<sup>2</sup>. According to the organizations, the concept of tourism means "general activities of persons traveling and staying constantly in places outside their usual environment for a period not exceeding 12 months for recreational, business or other purposes" [UNWTO, 1993]. Detailed calculation and strict classification of forms of this movement would exclude new forms of tourism from the research perspective. On the other hand, general calculation of tourism purposes allows to maintain flexibility in the conditions of constantly changing market in this sector, where we observe development of the offer and extraordinary dynamics of needs reported by participants of the tourist traffic.

Tourists are visitors who need to be distinguished from other travelers by using the same three criteria (place, time and purpose) that appeared in the definition of tourism. Therefore, visitor is a person traveling to a place outside its everyday surrounding for a period not longer than 12 consecutive months, if the primary purpose of the trip is not to be employed and paid from the funds coming from the visited place<sup>3</sup> [Eurostat, 1995]. Visitors can be divided into: tourists (using at least one accommodation in the visited place) and visitors who are staying for one day only (not using accommodation at the visited place).

Taking into consideration one-day trips impinges significantly on the scale of the phenomenon and economic effects of tourism, which is of particular importance

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<sup>2</sup> The economic criterion makes it possible to unambiguously separate tourist travels from economic and political migrations, which have a different effect on the economy of tourism destination regions.

<sup>3</sup> These criteria mean that tourist trips do not include trips aimed at permanent settlement, seasonal employment, commuting to work or school, because the time criterion ("no more than 12 consecutive months") or location ("out of everyday activities area") is not met. A tourist trip does not have to take place in leisure time, it may concern interests and professional matters, if the remuneration of the participants of this movement comes from the place of their permanent residence and not from the destination of the trip. According to the economic criterion, the effect, in the form of an inflow of financial resources to the place visited, will be the same (in terms of the direction of cash flow), as in case of tourist travels carried out in free time.

in the era of dynamic development of the so-called urban tourism, including growing popularity of short trips to big cities (i.e., city breaks). It also has impact on the nature of the tourist offers, as recognizing the needs of visitors who do not stay overnight enables the creation of specific market niches. For this reason, the approach to measuring the scale and intensity of tourist traffic, prevailing in the 1990s (based on data from accommodation facilities), is nowadays being increasingly replaced by measuring the number of arrivals to urban centers (and thus including one-day trips). It significantly changes knowledge about the economic effects of tourism development of the city.

Detailed data on measuring the effects of tourism development in Warsaw are presented in the following parts of the text, however, at this point it is worth noting that the number of tourists visiting the capital city in 2016 amounted to 9.6 million (of which 6.9 million are domestic tourists), while the number of one-day visitors exceeded 11.1 million people (of which 10 million are Poles). This information [SBRiPT, 2017] is essential not only due to the revenues generated for the city budget by one-day visitors, but also in the context of strategic planning – including taking measures to extend these stays, for example by appropriately shaping the cultural and recreational offer.

The economic consequences of tourism are manifested in the form of tourism goods and services – created, being available and developed to meet the needs of this movement (demand approach). Unlike other sectors of economy, tourism is not, as in case of other industries, vertical organization, covering all processes of production and distribution. They may include a wide variety of goods and services offered by the various branches of the economy. These include products manufactured mainly for tourists (e.g., accommodation services), but also goods and services used by other consumer groups, and goods that are unsuitable or difficult to use in a different way than through the tourist offer (beauty of the landscape and architecture, places of historical events, cultural legacy).

Large cities are the most important centers on the global tourism market [Law, 2002; Page, Hall, 2003; Hayllar et al., 2008; Maitland, Newman, 2009], while playing a dual role. First of all, they generate enormous “outside” tourist traffic (both in terms of business and leisure tourism due to the above-average wealth of residents). Secondly, they are the most visited areas and their significance is determined by: population potential, historical and cultural heritage, multi-functionality resulting from their diverse socio-economic structure, developed infrastructure and transport accessibility [Niemczyk, 2010]. Particular importance should be attributed to the so-called business tourism, for which the cities remain the most important destination. This type of traffic differs significantly from the others, both in terms of the standard of the sought services and the acceptable level of prices. Many tourism enterprises (mainly hotels, as well as catering businesses, transport companies and enterprises offering recreational

services), thanks to business trips, have the opportunity to differentiate their offer. A relatively new but important trend in the business tourism market is offering a special combination of business services and leisure travel services, referred to collectively as a *bleisure offer* (business plus leisure). Cities offer the greatest potential for this form of tourism.

The discussion on the tourism function of the city, should not be limited to the concept of urban tourism, because in urbanized areas various forms of leisure, business, cultural, religious, convention, and even qualified or health tourism can be implemented. Tourism function may be of a mass character, as well as organized or individual. It should also include visiting friends or relatives and distinguish the aforementioned one-day visitors who are more difficult to measure and characterize.

All forms of mentioned activities "constitute in-the-city tourism, but they are not always identical with urban tourism, which is a separate phenomenon (...) " [Madurowicz, 2008, pp. 11–16]. Key research issues should include:

- patterns of functional connections between strictly urban development and tourism infrastructure from a resident's, tourist's and planner's point of view;
- tourists' behavior in various moments of their stay in the city;
- cultural context of urban revitalization, the importance of tourism for regeneration of city centers and post-industrial districts;
- external and internal communication and service accessibility;
- business and organizational connections;
- recognizing the potential of tourism (e.g., in terms of spatial development, infrastructure, new jobs creation);
- dynamics of urban community interacting with visitors;
- potential sources of conflicts between residents and visitors;
- defining the boundaries of tourist absorption and, finally, promoting the tourism function and the city itself [Madurowicz, 2008; Van der Borg, 1991; Paskaleva-Shapira, 2007; Law, 1996; Page, 1995].

## Tourism in the Structure of City's Functions

Zmyślony [2015] treats tourism as a component of city's economic structure, affecting it in the economic and spatial sphere. Therefore, the analysis should cover both the relation of tourism in connection to other types of socio-economic activities forming each city, as well as tourism shaping relations of the city with regard to closer and further environment. If we assume after Suliborski [2010] six basic approaches to urban functions (cognitive reflection, city's feature, city's activity, relationship, type

of activity of city's residents and clusters of work and places of residence), tourism undoubtedly is reflected in four of them: city's feature, cognitive reflection, relationship system and city's activities.

The approach to tourism function as the city's feature is the oldest and the most widespread, as it is associated with geographical perception of tourism function. It refers to strictly material (physical) form of urban space, in which the progress of city's development is usually of a jumping nature, triggered by investment activity, since a certain activity implies adequate development [Regulski, 1982]. In this sense, in every city there is a technical and social infrastructure, and within the latter, apart from educational, scientific, cultural, health and social care, public administration, we also deal with recreational, sports and tourism infrastructure [Ginsbert-Gebert, 1984].

Geographical approach to tourism function introduces the analysis of tourism values, tourism development (accompanying base) and finally the tourist traffic: its intensity, streams, flow direction, etc. [Fischbach, 1989; Włodarczyk, 2009]. The location of tourist facilities and devices usually shows a fragmented spatial concentration, which concerns both cultural sites and historical heritage objects, as well as contemporary business tourism development centers (convention and exhibition centers) and the accompanying transport base. Such development of tourism function often leads to creation of symbolically isolated (less frequently physically isolated) tourist zones, which when uncontrolled can lead to various dysfunctions: social, economic and even ecological, as it happens in big tourist metropolises<sup>4</sup>. Spirou [2011, pp. 78–87] distinguishes five types of tourist districts, indicating that two of them (ethnic and historical districts) are the essence of cities and are simply adapted for tourism purposes<sup>5</sup>, while others are created for the needs of urban tourism economy development (leisure, sports districts, theme parks).

Considering city's function within the second category – as a cognitive reflection – refers to the set of city's features that determine its individuality, uniqueness or similarity to other cities. In relation to the previous category (city's feature), cognitive reflection has a more symbolic, image-like level and has an extremely subjective character – each entity (researcher, resident, observer, tourist) creates his own image of the city, perceives its other features and looks for different ones (often referring to own expectations or general stereotypes). Zmysłony [2015] emphasizes that the semantic context of tourism function, analyzed through cognitive reflection, is broad,

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<sup>4</sup> After Merton [2002] it should be assumed that functions are "observable effects that contribute to the adaptation and modification of a given system", whereas dysfunctions are "observable results that reduce a given adaptation or modification" [Merton, 2002, p. 102].

<sup>5</sup> Ethnic districts include China Town in Chicago, New York, London, Kazimierz in Cracow, Jozefov in Prague, French Vieux Carre in New Orleans, and historical: Roman Trastevere, Gothic Quarter in Barcelona, Acropolis in Athens, Lisbon Alfama or even Old Town in Warsaw.

interpreted on the basis of person's own perception and reflection emerging when experiencing the city, but also formulated in guidebooks, as well as in popular and scientific literature. Due to the subjective nature of cognition, tourism function of a city or its districts is a subject to further categorization, depending on previous interests and preferred form of tourist traffic practiced by a given person (cognitive, recreational, leisure, business, sports tourism, etc.). This fact should additionally lead to a deeper qualitative research of tourist traffic, since the results can help to verify the beliefs of city's authorities and tourism organizers regarding tourists' perceptions of the leading tourism function of the metropolis. Such a surprise, for example, was finding that a significant number of tourists visit Warsaw for recreational purposes and not for cultural or business ones.

The impact of tourism on city's competitiveness is most strongly manifested within the third category – in the city's social and economic activities. Tourism function is one of the most important generators of jobs and economic activity, and thus is a source of income for the city budget and indirectly its attractiveness as a place of work and life (investments, events, number of operating institutions, etc.). In addition to administrative, political, industrial, commercial and communication functions (housing, educational, cultural, health and communal), tourism function<sup>6</sup> is present in most urban centers or specialized parts thereof, although it is not always distinguished as a separate one. The city's life cycle and changes in its surroundings (e.g., technological progress, globalization) affect changes in its functional structure, in particular they lead to changes in the dominant function (i.e., functions succession<sup>7</sup>). The urban role of tourism can sometimes lose its significance, when a frequently visited place becomes an attractive place for business meetings, and over time simply the target of investments. On the other hand, the former industrial cities (including ports or important trade centers), significant religious sites or important administrative nodes, as they get richer and develop, start to attract tourist traffic thanks to its cultural development, impressive architecture or organization of events.

An expression of presence and subsequent increase of tourism function's level is a growing number and spatial activity of visitors, exceeding the intensity of residents' activity. However, the problem of most studies on urban organisms is the shortage of statistics on the movement of people as an effect and manifestation of city's function, while at the same time an excessive number of quantitative research on tourism.

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<sup>6</sup> It should be noted that the health, recreational and business functions are also included in the tourism function of the city, although in some classifications it is a tourism function included in the category of service functions [Kielczewska-Zaleska, 1972].

<sup>7</sup> Lack of function's succession leads to stagnation and even to regress in the development of the city [Kostrowicki, 1952].

Meanwhile, many activities in the city area, including periodically increasing clusters and flows of people, require reliable spatial and time analysis (daily and weekly fluctuations), correlated with tourist and non-tourist events as well as typological structure of travelers, the average length of their stay etc. Current monitoring systems (GPS, beacons, payment card systems, Wi-Fi and recording devices appearing within the routers' range without need to log in) allow for extremely detailed traffic analysis in urban space, and thus are the basis for managing this space and time, as well as making strategic decisions regarding planning, organization and transformation of urban functions. With regards to the tourism function, such a detailed analysis is additionally of great value from the accuracy perspective, when assessing the importance of tourist activity from social and economic function perspective. Usually the assessment of this role is distorted (overvalued in small cities and undervalued in large ones) or just blurred due to the heterogeneous character of the tourism industry.

Theories of central places and the economic base of the city are the conceptual basis for city's function as a relation [Maik, 1988; Suliborski, 2010]. On the structural and functional basis, tourism function of the city has been defined as the entire socio-economic activity directed at servicing tourists and at the same time implemented by a given city in the national economy system [Matczak, 1989] or (in the light of another definition) "activities and incentives generated by a spatial unit (...) towards inbound tourism, as well as the effects and consequences of this activity on its structure and economic life" [Liszewski, 1995, p. 4]. These definitions emphasize the important, city-creating role of tourism and its value from the perspective of internationalization of the city, thus, indicate the importance of distinguishing exogenous and endogenous functions [Brol et al., 1990]. Tourism heterogeneity makes these two dimensions to be often mixed up – numerous functions of services in the city (i.e., endogenous functions) determine the quality of life, therefore, have an impact on the city's competitiveness on domestic and global tourism market. The exogenous functions (implemented "for the outside world"), besides tourism, include also education, culture, external transport or administration – however, many of them could not be implemented without the development of the tourism infrastructure (accommodation, alimentation), but at the same time they stimulate the development of tourism (arrivals for the purpose of participating in cultural life, treatment or education).

The synergy of the phenomena discussed is also manifested in the creation of attractiveness of urban space in terms of tourist traffic, which in effect increases the attractiveness of living in the city and serves the residents. In this way, typical exogenous functions initiate endogenic changes. An important external function of tourism in the city is also the redistribution of income on the national scale and even at the international level. Finally, the last aspect of city's internationalization through



the development of tourism (outbound and inbound) is the opening to "the Other" – taming strangeness, accepting differences and diversity.

Finishing the reflections on the tourism function of the city, it is worth mentioning the diversity of human needs, which can be satisfied by participation in tourist traffic, its servicing or even just observation. These are not only cognitive (educational), recreational and business needs, but also social, economic and psychological needs influenced by diverse cultural, demographic, economic (including consumer) and social trends.

## Functions and Dysfunctions of Tourism in the City

Tourism may have a negative impact on the socio-cultural and natural environment. Then, we can talk about the so-called tourism development dysfunctions that have determined the four phases of criticism of tourism business:

1. the earliest (nineteenth century) accuses certain social groups of being privileged (aristocracy) and the lack of access to tourism of other groups;
2. second phase indicates technical development of tourism so it becomes similar to post-war period industry (the birth of the concept of tourism industry);
3. third phase, initiated by the 3rd International WTO Congress in Manila in 1980, complains that tourism, in general, brings more damage than benefits, which is manifested mainly in the negative impact of foreign tourists on developing countries (a new form of colonialism), cultural conflicts and intensification of criminogenic phenomena;
4. current phase is concerned with the destruction of both natural and social environment.

As part of cultural and social dysfunctions, most frequently attention is drawn to the tourists' behavior deviating from the standards accepted in the visited places, prejudices and stereotypes (occur both on the side of tourists and residents); disappearance of authentic (non-commercial) hospitality, lowering the quality of residents' life in case of excessive concentration of tourist traffic which introduces many inconveniences and limitations in everyday life and professional life of residents; social pathologies (especially felt in large, anonymous human gatherings); demonstrative attitudes and behaviors of rich tourists; traffic congestion, limitation of pedestrians' freedom, numerous accidents, increased noise and undesirable architectural transformations.

In addition to desired economic effects (redistribution of income, economic activation, etc.), tourism also causes a number of economic dysfunctions, including intensifying cities competition (for the flow of tourism capital, investing in exchange

of services, creating and maintaining the headquarters of economic organizations, etc.). Other economic dysfunctions include the intensification of mutual dependencies of areas receiving tourists from places/countries of their origin (especially dangerous in case of the so-called tourist monoculture or being dependent on the stream of tourists coming from only one economic area). Tourism development may also be conducive to raising the inflation rate (in regions and tourist cities it is much higher than the national average), seasonality of employment (although this phenomenon is less relevant for large urban centers), speculation of construction grounds and uncontrolled increase of property prices. In spite of appearances, environmental dysfunctions concern not only valuable natural areas, but also common problems: discharges of waste and emission of pollution, littering streets, beaches, etc., occurring as a result of development and concentration of tourism, general problem of excessive number of tourists in relation to the number of permanent residents and congestion of hiking trails/tourist routes and selected objects<sup>8</sup>.

Many of the mentioned issues are within the scope of research on sustainable development of cities and tourism itself. In the most general terms, sustainable tourism in urban areas is tourism that reconciles the needs of today's tourists with the needs of city residents<sup>9</sup>, while protecting and strengthening the possibilities of their own development in the future. In other words, ensuring profitability at the same time does not harm the community, natural environment or cultural heritage of the city. The most important challenges for sustainable tourism are both located in the area of consumption patterns<sup>10</sup> and the production model (the shape of value chain), where the local community and interactions between residents and visitors occupy an important place.

The topic of sustainable tourism development appeared, among others, in the Implementation Plan adopted in Johannesburg during The World Summit on Sustainable Development [Johannesburg Summit, 2011]. On the European level, the necessary guidelines for achieving sustainable tourism development and appropriate

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<sup>8</sup> On urbanized areas it is impossible to separate tourism space and ensure the isolation of permanent residents, as well as to preserve the conditions and quality of life they are accustomed to, all the more the indispensable element of tourist attractiveness is close contact with culture and the local community. As a result, competition for access to attractions and urban space intensifies, in which visitors often win (and the inflow of money behind them).

<sup>9</sup> Ensuring a balance between the needs of residents and visitors is one of the greatest challenges for the development of urban tourism. An incisive example is the matter of car transport. Noise, air pollution, reduced street patency, limited parking space and degradation of traffic safety are phenomena so embedded in the landscape of large cities that it is difficult to determine what share should be attributed to tourism. Attempts to reduce these dysfunctions turn out to be either ineffective (e.g., park and ride system used in many European cities), or equally affect tourists and local residents, which causes conflict between these groups (paid parking zones or contingency charge system – "tax on congestion" – used in London).

<sup>10</sup> This primarily concerns the use of urban space, seasonal distribution and tourist destinations.

models of continuous advancement for all types of tourist reception areas are increasingly stressed [COM, 2003; 2006]. However, literature in the field of sustainable tourism development does not necessarily allow to find indications and solutions that can be adapted in relation to tourism in urban areas.

The sustainable development of tourism in the city depends on such factors as:

- tourist attractiveness of the city,
- socio-economic potential of the city,
- compliance with proportions between shaping the rate of increase in the resource intensity of tourism economy in relation to natural and social environment and the rate of increase in the reproduction of resources,
- maintaining the quality of life and a cultural landscape as well as stable economic development,
- holistic and integrated approach to urban area management, taking into account various functions of the city [cf. Kołodziejcki, 2001; Kaźmierczak, 2008].

A characteristic feature of the city is a large accumulation and density of anthropogenic elements in relation to natural elements. The mutual proportions and dependencies between these elements of the city structure create a specific environment of human life. It is not a natural environment and, although to a various degree transformed, may pose a threat to life and health of residents and a barrier for further development of the city. At the same time, the dependence of tourism on the good quality of environment, cultural diversity and social interaction, sense of security and prosperity, make cities naturally perceived as an extremely important tourist destination.

The fact that poorly planned or over-developed tourism can contribute to the destruction of attributes that are of key importance for tourists, makes the needs of tourists to become a driving force for the protection and promotion of urban assets – either directly (by raising awareness and collecting funds for their support), or indirectly (by providing economic justification for providing such support by others). Thus, connecting the assumptions and guidelines for sustainable development of the city and tourism becomes a natural consequence and, at the same time, a *sine qua non* condition for the effectiveness of projects in this area.

The uncontrolled development of tourism becomes a threat to the foundations of its existence. The cost of these phenomena may, in extreme cases, exceed the benefits of tourism development, while these dysfunctions reduce the quality of tourists' experiences and violate the image of the city. It automatically reduces its competitiveness – both as a travel destination and a place to live. Therefore, the measurement of quantitative and qualitative effects of tourism development becomes a key problem of the development of tourism strategies of cities.

## Measurement of Tourism Function of the City

Measures concerning tourist activity in the regional or urban dimension are categorized in a very diverse way. Heeley [2011] proposes the following groups of indicators:

- measures characterizing the economy (number of visits, accommodations, attendance rate in hotels);
- measures characterizing the impact of tourism on the local community (level of visitors' expenses, income from tourism, employment in tourism);
- marketing measures (effectiveness of urban tourism organizations);
- benchmarking measures (comparisons between cities).

In countries such as Poland, where the perception of tourist activity has long remained a social domain and not a branch of economy, methods are still being developed for measuring the economic function of tourism, which would better determine the importance of this industry for city budgets and the dynamics of their development. However, one should not forget that in the context of internationalization and increasing competitiveness of cities, qualitative research is also indispensable, as it will not only show the competitive advantages of a given city in the tourism dimension (domestic and international), but also the quality and attractiveness of life. Basic measures may become helpful. They include: number, capacity or structure type and distribution of accommodation, catering, conference and exhibition facilities, transport devices (for internal and external transport) and accompanying facilities (recreation and sports, cultural and leisure, shopping and services, organization and information, regeneration and cosmetics, or healing and spa). Due to the difficulty of measuring numerous elements and manifestations of city's tourism function, in order to simplify it, the number of accommodation places is considered to be a basic measure of benchmarking of the tourism function, according to the assumption that it reflects (through investors' involvement and the use of accommodation) the actual tourist attractiveness of the city in the business, political, recreational, and health dimensions (in case of a therapeutic or health recreation function) as well as cultural. This measure is used, among others, in the report of European Cities Marketing [ECM, 2014].

Quality characteristics are also established based on numerous quantitative tests (measures), e.g., based on the density and type of tourist routes and bike paths, the number and spatial distribution of gastronomic points, spatial distribution of tourist values in correlation with the location of tourist facilities, number and capacity of transport infrastructure facilities, punctuality of public transport, availability of tourist information (also in virtual form).

Great importance is also attached to measures of relative tourism function, because they reflect the intensity of tourism development (both the tourism function and the tourist traffic itself). These include indicators referring to the accommodation capacity in relation to the number of inhabitants (e.g., the Baretje and Defert index), or to the surface of the town and indicators of the intensity of tourist traffic (calculated as the ratio of tourists to the number of permanent residents, or the number of overnight stays to the number of permanent residents), alternatively, the tourist traffic density index may be used (relation of the number of tourists using accommodation to the area in square kilometers).

An excellent review of all applicable measures of tourism function was presented by Zmysłony [2015], at the same time indicating that in many cases the cost of measurement turns out to be higher than the benefits from the possible application of a given indicator. It is worth noting, however, that some measures allow the usage of benchmarking analysis for many cities, and on this basis determine their potential for internationalization and the ability to compete.

Through measuring the functional specialization of the city, one can make attempts to measure the tourism function as a city's activity, e.g., by measuring the share of employment in services and trade generated by tourism services, the number of tourism businesses or the relative rate of tourism activity. A certain challenge is the previously mentioned heterogeneity of tourism, which does not allow to separate from the urban structures those institutions or jobs that should be clearly and exclusively identified with tourism. Even accommodation facilities – apparently related only to tourist traffic – also organize ventures (banquets, conferences, etc.) addressed to permanent residents. In case of transport or gastronomy, it is even more difficult to determine the part of economic activity attributed to tourism.

This degree of blurring is particularly large in the major urban centers, where even shopping malls can obtain a significant share of income from serving visitors. Separating tourism from the list of various forms of economic activity is all the more difficult since Section I of the Polish Classification of Activities (PKD), most strongly associated with tourism (accommodation and gastronomy), does not disclose the scope of tourism economy, which, after all, includes the use of culture, leisure and sport, and in the conditions of the largest metropolises, it may even determine the profitability of maintaining selected cultural objects. Thus, with an increasing interest in the role of tourism in regional/urban development and the search for tools to measure its economic effects and active tourism policy, gradually increases the need to measure the impact of tourism on GDP, which is now a widely used measure of the size of country's or region/city's economy. In order to determine the contribution of tourism to GDP, it is necessary to select the types of economic activities and to divide them into

several categories depending on the strength of their relationship with tourism. Those, whose relationship with tourism is the strongest, have been described as characteristic tourism activities (tourism industries) and form the supply side of tourism. If it were assumed that the tourism supply is created by all goods and services purchased by tourists, in practice it would turn out that they can be almost all consumer products in the economy. Therefore, a solution was adopted which is based on the strength of relationship between a given type of economic activity and its basic products with reference to their significance for tourist consumption. One has distinguished three types of economic activities and corresponding products:

- specific tourist products (similarly characteristic types of tourist activities (CRDT), which include products that meet one of the following criteria:
  - the product represents a significant part of tourist expenses,
  - significant part of the production of a given product or service is purchased by tourists,
  - lack of a given product would have a meaningful impact on tourist demand, even if it does not represent a significant part of this demand;
- products related to tourism – which are largely purchased by participants of the tourist traffic; they correspond to the activities connected with tourism;
- other products that are occasionally purchased by tourists, and corresponding activities.

Due to different relevance of tourism in the economy of particular regions of Poland, it was also necessary to develop a method for estimating its effects (impact on GDP) at the national and regional (voivodship) level. This is a compromise, since the acceptance of smaller units, i.e., sub-regions, as a subject of analysis would significantly increase the labor-intensity and costs of the project, although it should be remembered that the sub-regions are more uniform in economic and geographical terms than the voivodships. In addition, a pilot study was also carried out for the capital city of Warsaw.

## The Impact of Tourism on Warsaw Economy

Until 2016, no surveys of tourist traffic in large cities were carried out in Poland, which would meet the requirements of international standards and at the same time guarantee comparability of data in all major urban centers of the country. It was only in 2016 when "Standard for Measuring the Size of Tourist Traffic" (hereinafter referred to as the Standard) was developed, and it was the first attempt to disseminate a set of good practices and principles enabling the standardization of tourist traffic research

conducted by urban centers of metropolitan type. It was developed at the initiative of the municipal authorities of Gdańsk, Poznań, Warsaw and Wrocław, who wanted to reconcile on a way to study tourism (including estimating its size) and to disseminate a set of best practices for conducting tourism research, helpful for entities carrying out research based on the methods of applied social sciences.

The algorithm that is an integral part of the Standard includes in particular: indicating the type and scope of secondary data for the purposes of estimating the volume of tourist traffic available in the public statistics data sets for individual cities, indicating the type and scope of primary data for the purposes of estimating the volume of tourist traffic, description of obtaining primary data method, including the method of determining the sample size in continuous and incidental studies; description of sampling locations and its size in individual locations; list of questions covered by the standard for questionnaire surveys and description of measurement conditions (sample size, type of sample, measurement conditions, measurement technique, time period of field research).

Estimating the impact of tourism on Warsaw economy required linking the results of tourist traffic survey with methods of examining the economic significance of tourism according to methodology developed on the basis of recommendations of UNWTO, OECD and Eurostat. The main sources of data include the results of tourism research carried out in the capital city of Warsaw, statistical yearbooks of Mazowieckie voivodship and Warsaw as well as statistical bulletins. Due to the fact that the scope of published data was not adapted to the needs of the analysis of the tourism contribution to the city's economy, it was necessary to use additional sources of information:

- enterprises structural statistics database Eurostat,
- financial statements of PKP Intercity and Koleje Mazowieckie,
- information on income taxes provided by the Chamber of Tax Administration,
- statistics of the Civil Aviation Office,
- Ministry of Sport and Tourism register of tour operators and travel agents,
- results of field research conducted among people visiting Warsaw,
- results of the omnibus survey conducted on a sample of inhabitants of Poland aged 15+.

The scope of available information does not provide a full picture of the contribution of tourism to Warsaw economy, nevertheless, it allows to obtain the results of estimates in terms of tourism consumption, added value and tourism contribution to the creation of Warsaw's GDP, as well as data on the level and structure of employment, expenditure on fixed assets, income and outcome from the budget of the capital city of Warsaw generated by tourism in 2016, and for comparison – in 2014.

The study included the so-called tourism industries i.e., those for which tourism is an important development factor<sup>11</sup>.

The contribution of tourism to Warsaw's GDP has been estimated at 14.2 million PLN in 2014 and 15.4 million PLN – in 2016 [SBRiPT, 2017]. The contribution of individual tourist activities to the creation of gross added value in 2014 and 2016 is presented in Table 16.1.

**Table 16.1. Contribution of particular tourist activities to the creation of gross added value in 2014 and 2016**

Types of activities	Gross added value generated in individual types of activities (million PLN)	
	2014	2016
Accommodation	416	472
Services related to catering	1,311	1,960
Passenger railway transport	1,263	1,550
Passenger land transport	2,079	1,944
Passenger air transport	2,050	2,200
Services supporting air transport	616	702
Activities related to tourism	316	364
Activities in the field of culture and leisure*	3,497	3,770
In total	11,547	12,962

\* Activities of libraries, archives, museums and other cultural activities; sports, entertainment and recreational activities.  
Source: SBRiPT [2017].

Added value generated in Warsaw by enterprises from characteristic tourist activities amounted to 11,547 million PLN in 2014 and accounted for 5.8% of the gross added value generated at that time. In 2016, it reached 12,962 million PLN (both values in current prices), which meant an increase of 12%. Nevertheless, the results of individual industries were varied – the largest increase was seen in food-related services (49%) as well as intercity passenger transport (23%). At the other extreme there was other passenger land transport, which recorded a 6% decrease in gross added value. The contribution of individual sectors in the creation of gross added value was relatively stable. Cultural and leisure activities had the largest share, while air and land passenger transports changed places: the second and third.

The calculation of tourism contribution to the creation of Warsaw's GDP requires complementing gross added value by the value of net indirect taxes on products

<sup>11</sup> They are estimates and may not fully take into account the effects of microenterprises' activities, for the reason that the majority of companies' data include entities with more than nine employees.



generated in tourism industries. As a result, its size is estimated to 14,175 million PLN in 2014 and 15,363 million PLN in 2016. In 2014, the contribution of tourism industries to GDP in Warsaw amounted to 6.2%.

When it comes to employment in tourism industries in Warsaw along with the division into types of activity – it is shown in Table 16.2.

**Table 16.2. Employment in tourism industries in Warsaw in 2014 and 2016**

Types of activities	Employees	
	2014	2016
Accommodation	13,190	13,000
Services related to catering	15,965	16,300
Passenger railway transport	9,844	9,800
Passenger land transport	4,564	4,375
Passenger air transport	3,000	3,050
Services supporting air transport	4,005	4,000
Activities related to tourism	3,527	3,700
Activities in the field of culture and leisure*	15,307	15,900
In total	69,402	70,125

\* Activities of libraries, archives, museums and other cultural activities; sports, entertainment and leisure activities.

Source: SBRIPT [2017].

Data on the labor market are one of the most important information about the economic and social situation in a given country or region. However, in case of tourism supply, collecting these data is very difficult due to seasonality and low stability of employment, a large share of microenterprises and the presence of shadow economy. These phenomena particularly occur within catering services connected with accommodation in places other than hotels and partly in passenger transport. The impact of these factors on the labor market in tourism in urban tourist centers such as Warsaw is slightly smaller due to the lower seasonality index and the large share of hotels in the accommodation base. According to available statistical data, the number of employed in tourism industries in Warsaw amounted to 69,402 persons in 2014 and 70,125 persons in 2016. It constituted 6.2% of total employment in Warsaw in 2014 (no data for comparison in 2016). During this period, the employment in the tourism sectors increased in total by 1% [SBRIPT, 2017].

Investments on tourism in Warsaw are an interesting finding. Their calculation in tourism is not simple (limitations related to the lack of data or problems in including the initiatives into the tourism category). The estimated values for five characteristic activities (tourism industries) show an increase in expenditures, which cannot be

confused with the value of fixed assets generated in their effect. The largest investments are related to transport. It requires the most extensive infrastructure, including road and rail system (along with metro). It should be remembered that they also serve the residents of Warsaw (and even to a greater extent than tourists). The situation is similar regarding the expenditures on sports, leisure and cultural activities, which build the attractiveness of Warsaw, both from the perspective of tourists and residents. Investments related to the field of servicing the tourist traffic e.g., accommodation, are lower – 244.9 million PLN [SBRiPT, 2017]. This value most strongly indicates potential for tourism. The growing base, the activity of large hotel chains investing in facilities, whose basis of income are tourists, proves a positive perception of tourism as a field of economic activity.

**Table 16.3. Investment expenditures on tourism in Warsaw in 2014 and 2016**

Types of activities	Expenditures (million PLN)	
	2014	2016
Accommodation	244.9	268.5
Services related to catering	163.7	178.6
Transport*	1,238.3	1,358.9
Activities related to tourism	19.7	21.8
Activities in the field of culture and leisure**	553.4	591.0
In total	2,220.2	2,418.8

\* Including activities supporting air transport.

\*\* Activities of libraries, archives, museums and other cultural activities; sports, entertainment and leisure activities.

Source: SBRiPT [2017].

When it comes to the share of tourism in the budgetary revenue and expenditure of the capital city of Warsaw, the revenue from tourism in 2014 amounted to 80,266.9 PLN, and in 2016–99,041.7 PLN. The share of tourism in the budgetary revenue of the capital city of Warsaw in 2014 amounted to 0.59% and in 2016–0.67%. Budgetary expenditure on tourism in 2014 amounted to 4,156.3 PLN, a year later – 3,955.7 PLN, and 1,551.9 PLN in 2016. Finally, the share of tourism in the budgetary expenditure of the capital city in 2014 and 2015 amounted to 0.03%, and in 2016–0.04% [SBRiPT, 2017].

Tourism has a direct impact on the scale of own revenue of local government units. In the case of capital city of Warsaw, its main sources of income from this account were: share in revenue from income tax (from natural and legal persons) and income from property tax. It should be emphasized that the share of local government units in revenue from income tax varies depending on the type of taxpayer. In case of natural persons, in the years 2014–2016, the total revenues to the budget of county

government and municipal government from personal income tax were on the level of 49.59% of their total amount, while for legal entities – 8.11%. The analysis shows that the total revenue from income tax generated by tourism was systematically growing and amounted to: in 2014–76,721.9 PLN in 2015–88,303.8 PLN, in 2016–94,704.8 PLN [SBRiPT, 2017].

Another source of budgetary revenue of the capital city of Warsaw, generated by tourism, was income from property tax, collected from facilities that create tourist infrastructure and in particular facilities used for accommodating tourists. The lack of data concerning the size of these objects entailed the need to estimate it. The number of accommodation places (provided in statistical studies) and the minimum area per one accommodation space in this database specified in the regulations (taking into account the diversity resulting from the type, standard and category of the facility) became the basis for the calculations. It shows that the revenue from the real estate tax, collected from the facilities included in the accommodation base, amounted to: 4,305.0 PLN in 2014, in 2015–4,313.8 PLN and in 2016–4,336.9 PLN [SBRiPT, 2017]. However, the above calculation does not take into account the taxation of space used by travel agencies and tourist information centers. Adding these spaces justifies the conclusion that the income from property tax generated by tourism was higher than it results from the calculation presented. In the years 2014–2016, revenue from tourism, from income tax and real estate tax systematically increased and reached the following levels: in 2014–81 million, in 2015–93 million, and in 2016–99 million. Their share in total revenues also increased: from 0.59% in 2014 to 0.65% in 2015, and to 0.67% in 2016. Whereas, the spending on tourism in the analyzed period amounted to: in 2014–4.2 million PLN, in 2015–4 million PLN, and in 2016–5.5 million PLN. The share of expenditure on tourism in the total amount of expenses from the budget of the capital city of Warsaw ranged from 0.03% in 2014 and 2015 to 0.04% in 2016 [SBRiPT, 2017].

## Warsaw in Rankings of Cities and Tourists Opinions

Openness in the tourism sphere proves general hospitality, tolerance and readiness of the city to build and care for transnational relations in other spheres of social, cultural and economic life. " (...) the scale and scope of internationalization should be treated in terms of the city's readiness to participate in various development processes of modern civilization" [Zmysłony, 2015, p. 317]. Taking this into consideration, Warsaw with 20.8 million visitors annually, of which almost 3 million are foreign visitors, is the largest internationalization center among Polish cities [SBRiPT, 2017].

Nevertheless, the distribution of main purposes for visiting Warsaw is surprising: while the highest rate is attributed to visiting monuments as part of domestic and foreign traffic (respectively 40% and 29%), the leisure purposes (17% of domestic tourists and 24% of foreigners) are in second place, and only in further places are: visits to friends and relatives (11% and 9%), business matters (5% and 7%) and participation in cultural events (5% and 2%) [Tourism in Warsaw, 2017]. On a scale of 1 to 10, the assessment of tourist attractiveness of Warsaw in the eyes of tourists is at the level of 8.2, and the average length of stay in the city is 4.5 days. As one can expect, the average declared amount of expenses during a visit in Warsaw is significantly higher for foreigners (1,422 PLN) than for Poles (402 PLN), but the average tendency of tourists to recommend a trip to Warsaw to a family or friend in both groups is at the level of 8.4 (on a scale of 1 to 10) [Tourism in Warsaw, 2017].

In the ranking of European cities with the best economic prospects [E-REGI, 2016], Warsaw occupies the 20th place (1st place among the cities of Central and Eastern Europe) while in the fDi ranking of European Cities and Regions of the Future 2016/17 it takes the 4th place in the business friendliness category, 6th place in the East European Cities of the Future 2016/17 category and in the EMEA Investor Intentions Survey 2016 ranking (in the field of real estate investments) [Mullan, 2016].

What is more, Warsaw achieves high results in terms of generally understood quality of life: 79% of residents having a choice indicate Warsaw for the city they want to live in, 85% – well assess the level of security in Warsaw, 84% – highly evaluate order and cleanliness in the city, 87% – well assess the condition of urban greenery and availability of green areas, 85% – highly evaluate functioning of public transport, and 70% – considers Warsaw a city friendly to cyclists [Tourism in Warsaw, 2017].

In the context of internationalization, the transport accessibility of the city – mainly aviation – is of particular importance. In the ranking comparing European airports in terms of amenities for passengers [Best Airports in Europe, 2016], Chopin airport took 11th place, and in the list of airports with the highest number of new connections (Euro ANNIE) – 1st place. Chopin Airport was also honored with the title of IDOLA among institutions and companies friendly to the blind (ultrasound typhlographic maps).

Another important indicator of the city's competitiveness and its internationalization is the number and nature of conference events. In 2016, over 17.5 thousand of these events were held (another Polish city in this category, Cracow, recorded only 7,000 meetings), and the number of participants reached almost 1.5 million. In the world ranking of ICCA (International Congress and Convention Association), Warsaw took 19th place among European cities [Tourism in Warsaw, 2017].

However, according to the synthetic indicator of the international potential of Polish cities, in terms of tourism function in 2012 (last survey), Cracow is ahead of

Warsaw (0.72 vs. 0.69), while at the beginning of the first decade of the 21st century Warsaw was the undisputed leader [Zmysłony, 2015]. Both cities improved their results, but Cracow noted a much higher dynamics of changes. These two cities have also achieved the status of international cities in respect of tourism functions, which means their very wide opening to foreign countries, nevertheless, the structure of their international potential is different. The earlier mentioned indicator was developed by Zmysłony [2015] on the basis of the following components:

- intensity of foreign tourist traffic (number of accommodations provided to foreigners/number of inhabitants  $\times$  100);
- intensity of foreign accommodation and catering operations (number of foreign entities – accommodation + catering/number of business entities  $\times$  100,000);
- city's networking/international cultural heritage (number of direct foreign air connections/number of inhabitants  $\times$  1 million);
- intensity of foreign activities in the sphere of organization and servicing tourist traffic (number of foreign entities – organizers, pilots, guides/number of business entities  $\times$  100,000);
- intensity of foreign activities in the sphere of culture and sport (number of foreign entities – culture + sport/number of foreign entities  $\times$  100,000);
- international museum-connected activity (number of exhibitions from abroad in museums/number of inhabitants  $\times$  1 million).

Being acquainted with the component structure of tourism internationalization potential indicator, it should be noted that Cracow is characterized by the highest degree of openness to foreign countries only in the area of the size of international tourist traffic, whereas in Warsaw the highest degree of internationalization was found in economic terms (the intensity of foreign activity in the field of accommodation and catering, organization and servicing tourism, culture and sport). Such a structure seems to be beneficial for two reasons: firstly, through diversification it reduces the risk of collapse of the internationalization potential. Secondly, it ties up the tourist climate of the city to a lesser extent with the level of economic stability of the rest of the world. In case of unfavorable economic phenomena abroad, reducing expenses on leisure tourism is the fastest, while much slower – on business tourism and economic exchange.

## Conclusions

The dynamic development of tourism makes it not only an important source of income and employment in urban areas, but also of cultural and social development (redistribution of income, reduction of poverty, increase of attractiveness and quality of

life). It also causes negative consequences: from degradation of anthropogenic values, appropriation of urban space, reduction of accessibility (physical and economic) of the city center and attractions that are important from the point of view of local residents (parks, boulevards, promenades, recreational and cultural facilities), to increased costs of living and displacing other forms of economic and investment activity.

Undertaking activities in the field of investment plans, city development strategies or protection of its resources require reliable knowledge about the impact and significance of individual urban functions and the potential for their development. Tourism – as one of the most important exogenous functions – also shows significant importance in the context of internationalization of the city: it has both the power of attraction, as well as it is conducive to the generation of traffic, which strengthens ties with other economic areas, allows synergies in the development of culture and shapes social relations.

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