

# THE ROLE OF LOCAL GOVERNMENT IN FINANCING OF TOURISM IN POLAND

*Marcin Hyski, Academy of Physical Education in Katowice*  
*Valeri Krutikov, Business and Technologies Institute in Kaluga*

## SUMMARY

The article touches the problems of tourist traffic in Poland. This issue is the subject of interest in the context of the role in its intensification played by expenditure of local government units: gminas (NUTS level-5) and poviats (NUTS level-4). The aim of the study is to evaluate the correlation between the amount of expenditure incurred from public funds of gminas and poviats level and the number of tourists accommodated in given area. This objective also includes the knowledge of the spatial variation of both categories. The study includes the entire Poland's surface and takes into account the territorial-administrative division onto poviats and voivodships (NUTS level-2).

The analysis has been based on data from 2012. The study has made it possible to classify the voivodships in terms of the number of accommodated tourists attributable to 100 km<sup>2</sup> and expenditure on tourism. The study has also enabled the presentation of the spatial structure of both analyzed categories. The 3-Means Method was used for the classification of voivodships.

**Keywords:** local government expenditure on tourism, tourist traffic in Poland.

## INTRODUCTION

In the professional literature, legislation and policy documents of national and community level, measures aimed at tourism development are often a recommended way to stimulate the local economy (Kaczmarek, 2003, p. 29–47; Chudy-Hyski, 2009). This indicates that the stimulation of that sphere of human activity (on the one hand professional, and on the other as a means of leisure time activities) may be a factor in socio-economic development of given area. It should be remembered that not every area is characterized by sufficient tourist values, and they are not always available to a sufficient extent. Consumers in the tourist market have not always sufficient information on their occurrence. The implementation of promotional activities (Trojanowski, 2010) and different measures enabling the usage of existing tourist values by the authorities at various levels is necessary.

The important role in the indicated field is played by local government units at various levels. Among the tasks of gminas and powiats (directly related to the development of tourism) there are in particular public tasks in the range of physical education, culture, historical monuments protection, and promotion. The local government units also perform other tasks which are indirectly related to the development of tourism (eg in the field of environmental protection and nature conservation, public order and security of citizens, as well as public transport and public roads) (*Ustawa...*, 1998; *Ustawa...*, 1990).

The subject of the study is an analysis of tourist traffic and its dependence on expenditure of gminas and powiats on tourism. Tourist traffic was assessed on the basis of the number of accommodated tourists. This ratio has been expressed as the number of tourists accommodated per 100 km<sup>2</sup> of given surface (the Defert Indicator) (Mazurka-Łopacińska, 1999, 69). The aim of this paper is to examine the correlation between expenditure on tourism, and the intensity of tourist traffic, as well as its evaluation of spatial diversity of both categories. The analysis uses statistical data provided by the Central Statistical Office (GUS) in the Local Data Bank (Bank Danych Lokalnych at [www.stat.gov.pl](http://www.stat.gov.pl)).

## LOCAL GOVERNMENT EXPENDITURE ON TOURISM

Tourism is one of the tasks of their own of local government of gminas' level (Nomenclature of Territorial Units for Statistics, NUTS level-5) and of powiats' level (NUTS level-4). Expenditure on tourism (Chapter 630 of local budgets) performed by these self-government units is analyzed at first globally in the system of powiats, and then by voivodships (NUTS level-2).

The tasks of gminas and powiats in the field of tourism are optional, which is reflected in the significant diversity of the level of expenditure for this purpose. In 2012, not all local government units have decided to incur expenditure on tourism. It was only 34.2 % of gminas and 43.2 % of powiats. In 2012, each gmina spent an average of 200 thousand PLN (about 48 thousand euros), while each powiat spent about 70 thousand PLN (almost 17 thousand euros). These data expressed per one tourist amounted to 236 PLN and 6 PLN respectively (data relate only to the registered tourist traffic).

In 2012, in the system of voivodships (Table 1), the highest total expenditure on tourism (total expenditure from the budgets of gminas and powiats) was reported in the following voivodships: Pomorskie (85.5 million PLN), Zachodnio-

pomorskie (63.9 million PLN) and Dolnoslaskie (55.7 million PLN). In terms of the spent amounts calculated per one tourist, they were following voivodships: Warmińsko-Mazurskie (48.22 PLN per one tourist), Lubelskie (46.21 PLN) and Pomorskie (43.47 PLN).

**Table 1.** The expenditure of gminas and poviats on tourism and the number of tourists accommodated by voivodships in 2012

Voivodship	Expenditure on tourism [million PLN]	Number of tourists [thousand]	Expenditure on tourism per one tourist [PLN]	Number of tourists per 100 km <sup>2</sup>
Dolnośląskie	55.7	2 195.3	25.35	11 005.6
Kujawsko-Pomorskie	20.5	866.7	23.65	4822.4
Lubelskie	33.6	727.3	46.21	2894.9
Lubuskie	22.0	612.3	35.91	4377.1
Łódzkie	24.9	1 126.1	22.08	6181.1
Małopolskie	23.8	3 567.5	6.68	23496.6
Mazowieckie	35.5	3 648.2	9.73	10 259.8
Opolskie	9.0	266.9	33.53	2835.9
Podkarpackie	19.4	782.1	24.74	4382.6
Podlaskie	22.0	594.5	37.00	2944.7
Pomorskie	85.5	1 966.8	43.47	10 741.8
Śląskie	21.4	1 861.1	11.51	15 090.8
Świętokrzyskie	11.3	448.7	25.06	3831.2
Warmińsko-Mazurskie	50.8	1 052.4	48.22	4353.4
Wielkopolskie	27.5	1 595.2	17.24	5348.4
Zachodniopomorskie	63.9	2 090.1	30.59	9130.3
POLAND	526.6	23 401.1	22.50	7484.1

Source: Own calculations based on data from the Central Statistical Office ([www.stat.gov.pl](http://www.stat.gov.pl)).



Source: Own calculations.

Fig. 1. Classification of voivodships according to the amount of expenditure on tourism in 2012

Spatial analysis of the amount of expenditure of gminas and poviats on tourism by voivodships was carried out by The 3-Means Method (Nowak, 1990, p. 93). This method allows to obtain four groups of objects (voivodships in this case), each of which has a different mean level of the variable. The higher the index number, the lower the average level of the variable. The first two groups are characterized by a mean level of the indicator above the average for all voivodships in Poland, and the two next - below the average (Figure 1).

## TOURIST TRAFFIC IN POLAND

In 2012, in the spatial configuration of the voivodships, the largest absolute number of accommodated tourists characterized the following voivodships

(Table 1): Mazowieckie (3.65 million tourists), Malopolskie (3.57 million) and Dolnoslaskie (2.19 million). In contrast, the smallest number of tourists was reported in the following voivodships: Opolskie (0.27 million) and Swietokrzyskie (0.45 million).

In 2012, in Poland, there were an average of nearly 7.5 thousand accommodated tourists per every 100 km<sup>2</sup> of its total surface. The analysis of spatial differentiation of voivodships according to the number of accommodated tourists per 100 km<sup>2</sup> of the total area (Figure 2) was also carried out using the 3-Means Method.



Source: Own calculations.

Fig. 2. Classification of voivodships according to number of tourists per 100 km<sup>2</sup> in 2012

The first typological group is characterized by the highest values of the index of number of accommodated tourists per 100 km<sup>2</sup>. This group includes only

two voivodships (Slaskie and Malopolskie). Above average but not the highest value of the analyzed indicator (second typological group) were reported in four voivodships (Dolnoslaskie, Mazowieckie, Pomorskie and Zachodnio-Pomorskie). The third and largest typological group embraces six voivodships (Podkarpackie, Lodzkie, Lubuskie, Wielkopolskie, Kujawsko-Pomorskie and Warmińsko-Mazurskie) in which the value of the analyzed index is below the average (but not at the lowest level). Four voivodships (Podlaskie, Lubelskie, Opolskie and Swietokrzyskie) are in the fourth group with the lowest values of indicator of the number of accommodated tourists per 100 km<sup>2</sup>.

In both classifications received as a result of the analysis, it is difficult to visually indicate any geographical regularity in placement of voivodships.

## CONCLUSIONS

The analysis of the amount of expenditure of local government units on tourism allows expressing the conclusion that gminas and powiats have very great diversity in this field. However, a large number of local government units does not include at all this type of expenditure in their budgets.

An attempt to detect the correlation between the number of accommodated tourists and the amount of expenditure on tourism was also undertaken in frame of the study. The analysis was conducted with the use of the Pearson correlation coefficient and Spearman's rank correlation coefficient. None of the used correlation coefficients did not indicate on correlation at significant level.

Discussing the issue of correlation of both analyzed indicators, you should bear in mind that although the local government has some influence on the level of tourist consumption, because it shapes awareness about the occurrence of tourist values in the area, nevertheless, the tourist attractions, as an object of tourist consumption, are the main purpose of tourist trips. So, the tourist values play a more important role in attracting of tourists than other factors, including actions undertaken by local government units.

## REFERENCES

1. Chudy-Hyski, D. (2009). Uwarunkowania turystycznego kierunku rozwoju górskich obszarów wiejskich Polski. In *Infrastruktura i Ekologia Terenów Wiejskich*, 1, 309.

2. Kaczmarek, G. (2003). Turystyka panaceum na problemy społeczności lokalnych...? In *Turystyka siłą napędową w działaniach na rzecz zwalczania skutków ubóstwa, tworzenia miejsc pracy i harmonii społecznej* (pp. 29–47). Bydgoszcz: Wyd. Wyższej Pomorskiej Szkoły Turystyki i Hotelarstwa.
3. Mazurek-Łopacińska, K. (Eds.). (1999). *Problemy zarządzania sferą kultury i turystyki*. Warszawa–Wrocław: Wydawnictwo Akademii Ekonomicznej im. Oskara Langego we Wrocławiu.
4. Nowak, E. (1990). *Metody taksonomiczne w klasyfikacji obiektów społeczno-gospodarczych*. Warszawa: Polskie Wydawnictwo Ekonomiczne.
5. Trojanowski, T. (2010). International promotion mix. In A. Pabian (Ed.). *Zintegrowana działalność promocyjna na rynkach krajowych i międzynarodowych*. Częstochowa: Wydawnictwo Politechniki Częstochowskiej.
6. Ustawa z dnia 5 czerwca 1998 roku o samorządzie powiatowym. Consolidated text. In *Dziennik Ustaw* No. 142 from 2001, pos. 1592, amended.
7. Ustawa z dnia 8 marca 1990 roku o samorządzie gminnym. Consolidated text. In *Dziennik Ustaw* from 2013, pos. 594, amended.

## VIETOS SAVIVALDOS VAIDMUO FINANSUOJANT TURIZMĄ LENKIJOS

*Marcin Hyski, Valeri Krutikov*

### *Santrauka*

Straipsnyje nagrinėjama turistų srautų problema Lenkijoje. Šis klausimas tampa aktualus didėjant šalies administracinių vienetų savivaldos išlaidoms turizmui gminuose (NUTS-5) ir pavietuose (NUTS-4). Tyrimo tikslas – įvertinti skirtumą tarp valsčių išlaidų gminų ir pavietų mastu dydį bei apsistojusių turistų konkrečioje vietovėje koreliaciją. Tyrimas apima visą Lenkijos teritoriją-administracinę suskirstymą pavietų ir vaivadijų (NUTS-2) lygmeniu. Analizė grindžiama 2012 m. duomenimis. Buvo tiriamas apsistojusių turistų ir turizmo išlaidos 100 km<sup>2</sup> plote. Tai leido pateikti abiejų tirtų kategorijų erdvinę išraišką.

**Reikšminiai žodžiai:** vietos valdžios išlaidos turizmui, turizmo srautai Lenkijoje.