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TOURISM AS A FACTOR OF ECONOMIC GROWTH AND EMPLOYMENT IN POLAND IN THE YEARS OF 2007–2011

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The article aims at presenting travel and tourism economy in Poland in the years of 2007–2011.

The authors wish to demonstrate the role and meaning of tourism in the socio-economic development of Poland, particularly including tourism contribution to Gross Domestic Product and employment. To meet this objective, the first part of the article presents the notion of travel and tourism economy, issues related to quantification of travel and tourism economy, and basic methods applied while measuring tourism contribution to the socio-economic development (a multiplier, a tourism satellite account). Then, some analysis of data that describe a position of tourism in the national economy and its contribution to selected economic values particularly including Gross Domestic Product and employment is carried out.

Key words: tourism, travel and tourism economy, travel and tourism industry, tourism multiplier, a satellite tourism account.

Introduction

Tourism in its broad meaning plays an important role in dynamising economy. It largely influences economic growth and employment. Tourism activates regions economically. Due to tourism, there is some inflow of capital into regions, new employment opportunities emerge, local companies enjoy higher sales, there is some increase in local inhabitants' incomes, budgets are provided with more money originating from taxes. Great importance of tourism for the socio-economic development of any country or region is based on the fact that it is the tourism that boosts extra business activities and employment, thus contributing to the boom in other sectors of any economy (a multiplication effect of tourism).

According to forecasts presented by the *World Travel & Tourism Council* (WTTC) importance of tourism will be constantly growing.

In the era of slump and soaring unemployment, especially the one that affects young people, tourism is of great value because of its major potential to generate employment opportunities for young people.

The article aims at presenting travel and tourism economy in Poland in the years of 2007–2011.

To meet this objective, authors decide to deal with issues related to quantification of indexes that characterise travel and tourism economy. Subsequently, they present all the values estimated. Much attention is paid to the contribution of tourism to Gross Domestic

Product and employment in Poland. The article mainly uses data that is available in the Satellite Tourism Account for Poland in the Years of 2009–2010 (Ministry of Sport and Tourism) – Rachunek Satelitarny Turystyki dla Polski za lata 2009–2010 and in the following reports: the Report on Travel and Tourism Economy in the Years of 2007–2011 (Ministry of Sport and Tourism) – Raport o stanie gospodarki turystycznej w latach 2007–2011 (Ministerstwo Sportu i Turystyki) and the Report – Consolidated Market of Spending on Tourism in Poland (Ministry of Sport and Tourism) – Raport – Skonsolidowany rachunek wydatków na turystykę w Polsce (Ministerstwo Sportu i Turystyki).

1. Travel and tourism economy versus travel and tourism industry (differences in definitions)

Tourism influences different aspects of life in different ways. Hence, in the literature related, the following two notions function: travel and tourism economy and travel and tourism industry.

The notion of travel and tourism economy was introduced by the *World Travel and Tourism Council* (WTTC) and it covers all forms of activities that «... result from the broadly understood tourism demand that includes both goods and services directly related to tourism consumption and all forms of business activities that are strictly or partly dependant on the flow of tourists and whose development would not be possible (or would be much more difficult) if not for tourism» [5].

Travel and tourism industry is defined as «a part of travel and tourism economy that only covers production of strictly tourism related goods and services that are connected to accommodation, catering, leisure and transportation» [13].

Although there is still some discussion over W. W. Gaworecki's [3] interpretation of the notion of travel and tourism economy, a majority of authors functioning in the Polish literature of the subject agree with this definition. According to Gaworecki travel and tourism economy is «a complex of different economic and social functions that are directly or indirectly developed in order to satisfy increasing demand of humans for tourism related goods and services» [4].

A. S. Kornak and A. Rapacz refer to travel and tourism economy as «a set of diversified functions that are directly or indirectly developed to meet people's needs connected to and resulting from people's eagerness to participate in different forms and types of tourism and leisure» [8].

Both definitions highlight complexity of travel and tourism economy and its close relation to the process of tourism consumption [16]. Travel and tourism economy is also defined as a system of interdependencies that emerge in the process of meeting needs of tourists by institutions and organisations that participate in the very process [17]. However, a notion of travel and tourism industry is defined as «a complex of inter-connected business entities and other organisations that are involved in production of goods and services that would have no reason for existence if not for the demand of tourism related actors, or goods and services without which tourists would not be able to satisfy their basic tourism related needs» [1]. This definition emphasises importance of sectors that service, exclusively or in a majority of cases, participants of tourism movement (e.g. passenger aviation, hotel industry, tourist intermediaries and agents), and it includes sectors that in their great part provide services not only to tourists but also to residents and travellers

who are not tourists (e.g. catering, transportation, etc.). The definition in question is not as broad as the definition of travel and tourism economy. Therefore, it seems justifiable to notice the difference between the notions discussed. Travel and tourism industry is a part of travel and tourism economy that involves actions aimed at direct realisation of demand demonstrated by tourists. Other forms of business activities that are indirectly connected with travel and tourism are, however, some complementation that facilitates travel and tourism economy and enables its smooth functioning [13].

Tourism is a part of the national economy. As a result of tourism participation in different sectors of the national economy that produce tourism related goods and services and that are functionally inter-connected, tourism is a sort of «a collective phenomenon». In different economy classifications tourism is not adequately presented [25].

In the Code List of Classification of Business Activities in Poland (Polska Klasyfikacja Działalności - PKD) and in the Polish Code List of Goods and Services (Polska Klasyfikacji Wyrobów i Usług - PKWiU) that are both binding in Poland tourism does not function as a part of the economy. Basic parts of travel and tourism economy are classified in sections that directly refer to elements of the travel and tourism market. The sections in question include the following: Hotels and Restaurants and Transportation, Warehousing and Communications.

As it is mentioned above, travel and tourism related activities could be indirectly found in other sectors of economy. Therefore, it is possible to state that travel and tourism economy is not an independent sector like in case of Trade, Transportation or Healthcare.

2. Tourism multiplier

Tourism contribution to socio-economic development of any region / country is, in practice, difficult to quantify as a result of tourism «ubiquity» in economy and the functions tourism takes.

To estimate effects of tourism that somehow influence acceleration of socio-economic development the theory of tourism multiplier is applied. Model of multiplier economic effects of tourism is a sum of the direct economic effect, indirect economic effect and induced economic effect. This multiplier measures total effects of initial tourism spending in a given area as a result of the spending penetration in economy [9].

Indirect effect along with the induced one are a secondary effect of travel and tourism spending. Together with direct (primary) effect they decide the power of a tourism multiplier [4]. Contribution of indirect and induced effects is higher when local travel and tourism industry are more integrated with other sectors of economy [15].

To calculate volume of the financial effect that originates from tourists' spending a money multiplier may also be used, especially before the spending leaves the sphere of business activities [10]. Money multiplier indicates effects obtained by each monetary unit spent on goods and services in travel and tourism before the monetary unit in question leaves the sphere of business activities.

3. Satellite tourism account

As a result of its complexity, it is hardly possible to apply simple statistics to describe travel and tourism. Travel and tourism is not defined in a standard system of national accounts as one sector of economy. Therefore, on the basis of this system, it is not possible to determine economic effects clearly because such effects are dispersed in different forms

of business activities [4]. That is why, an initiative to formulate a satellite tourism account has emerged. Concepts of this account were presented by OECD, WTO and WTTC and they involved different solutions, which resulted in much diversification of the account results obtained. OECD and WTO decided to coordinate their efforts and suggested their own common methodology. The methodology in question was accepted and published by the World Tourism Organisation, OECD and Eurostat in 2001. The methodology is suggested by the European Union as a tool used to measure economic effects of travel and tourism in its Member States [26]. The satellite tourism account's major function is to determine travel and tourism contribution to national economy on the basis of the following macro-economic parameters: value added (Gross Domestic Product), global production, tourism consumption, employment and accumulation.

An overview entitled «Tourism Satellite Account for Poland» (Rachunek Satelitarny Turystyki dla Polski) published since 2003 by the Institute of Tourism (Instytut Turystyki) has provided foundations laid to estimate tourism satellite accounts for Poland. Methodological instructions are given in the Tourism Satellite Account 2002 (Rachunek Satelitarny za rok 2002).

A complete version of the Tourism Satellite Account is created only in selected years. However, simplified versions of the Tourism Satellite Account are prepared on an ongoing basis. These versions include selected indexes that can be assessed in short time intervals.

A simplified version of the Tourism Satellite Account for Poland 2009–2010 contains assessment of major indexes in Polish travel and tourism economy. The indexes in question include the following:

- tourism consumption in its demand perspective;
- coefficients of tourism value added for particular sectors that make up the travel and tourism economy;
- assessment of the tourism value added in particular sectors of the travel and tourism economy and the ratio of the Gross Domestic Product generated by travel and tourism to the whole economy;
- description of the employment structure in characteristic forms of travel and tourism related activities;
- assessment of investment in fixed assets made by entities that function in the travel and business economy (in characteristic forms of travel and tourism related activities) [18].

Tourism consumption [19] measured in the demand perspective in the years of 2009–2010 keeps decreasing like in the years 2008–2009. A large decrease in average spending of non-residents in 2010 as compared to 2009 explains why a 4,8 % increase in non-residents visiting Poland in 2009 did not generate any actual benefits to Polish travel and tourism economy. Total tourism related spending excluding business trips was estimated to reach 23,261 million PLN in 2009. However, in 2010 this amount was 22,046 million PLN. Non-residents' tourism consumption remained stable (inter alia as a result of exchange rate fluctuations). On the other hand, residents' tourism consumption decreased remarkably by as much as 10 %. The most important elements of the declared tourism consumption included catering services (23,9 % of the spending volume in 2009 and 25 % in 2010).

Catering was followed by spending on accommodation services, groceries, beverages, tobacco related products, culture and leisure related services and fuel. In case of tourism organised by travel agencies, spending is said to reach 6,957 million PLN in 2009 and 6,723 million PLN in 2010.

Tourism related Gross Domestic Product [20] was assessed to be 1,6 % of the whole Gross Domestic Product. The assessment was based on the 2009 and 2010 prices and it included trade and secondary activities performed in the years in question. Year 2010 witnessed a slight decrease in the ratio of tourism related Gross Domestic Product to the global production of households in Poland. In 2010, as compared to 2009, there was a 4,2 % increase in travel and tourism economy that is measured by means of the ratio of gross value added with a simultaneous increase in gross value added of the whole economy by 4,4 %. Total global production of entities that provide services or sell goods belonging to the group of characteristic forms of travel and tourism related activities amounted to 262,953 million PLN in 2009 and 274,065 million PLN in 2010 – the 4,2 % increase was reported. In case of particular sections of the Code List of Classification of Business Activities in Poland the following values were observed: 28,558 million PLN in Section I (the Code List of Classification of Business Activities in Poland 2007) in 2009 and 29,896 million PLN in 2010 (3,4 % increase). In case of Section H there was a 4,9 % increase and Section R reported a 2 % decrease. Global production of the trade sector increased from 387,3 million PLN in 2009 to 403,5 million in 2010 (4,4 % increase).

Increase in global production in the economy of 2010 was 4,4 %. In the sectors discussed the increase was reported to reach 11,2 %. Increase in value added in characteristic forms of travel and tourism related activities excluding trade was, as it had already been estimated, 4,2.

Employment in travel and tourism [21] – in 2009 having taken the tourism value added coefficient into account a number of people employed in characteristic forms of travel and tourism related activities was estimated to be 161,568 jobs (including 66,089 males and 95,479 females). In 2010 the value went down to 157,888 people (including 92,898 females). In businesses that operated within travel and tourism economy a number of employees amounted 508,850 in 2009 and 539,740 in 2010. A number of people who worked but were not employed (owners and their relatives) reached 259,767 in 2009 and 254,089 in 2010. A ratio of people who worked in all tourism related sectors as compared to the whole employment in the national economy was 5,6 % in 2009 and 5,4 % in 2010.

Investment expenditures and capital accumulation [21] – in 2009 non-financial assets owned amounted to total value of 43,1 billion PLN including 6,7 billion PLN allocated in land and 36,4 billion PLN in buildings, different premises and civil engineering constructions. In 2010 total value of assets amounted to 45,4 billion PLN. Despite some increase in non-financial assets owned, the years subject to this analysis witnessed some decrease in spending aimed at the assets in question, i. e. in 2009 4,44 billion PLN was spent and in 2010 only 3,93 billion PLN was spent.

4. Contribution of travel and tourism economy to Gross Domestic Product [22]

Other methods that are used to demonstrate importance of travel and tourism for any economy involve analyses of travel and economy impact on country's Gross Domestic Product and balance of payments. In order to analyse contribution of travel and tourism to

Gross Domestic Product methods of product streams and costs are applied.

Contribution of travel and tourism to value added is directly influenced by the volume of tourism movement and foreign currency inflows generated by tourism. Gross Domestic Product largely depends on the amount of incomes originating from tourism services sold. The greatest contribution to this part of the Gross Domestic Product that comes from travel and tourism is usually made by hotels and transportation companies.

In Poland in the period of 2007–2011 contribution of travel and tourism economy to Gross Domestic Product remained on the high level, i.e. approximately 5–6 %.

In the period subject to this analysis the highest revenues originating from travel and tourism economy were reported in 2008 (75 billion PLN). In 2011 the revenues went down to 72,7 billion PLN, which undoubtedly resulted from the world economic crisis. Following WTTC forecasts, Poland faces new opportunities for tourism development and travel and tourism contribution to Gross Domestic Product in Poland is planned to reach 5,8 % – increase from 72,7 billion PLN to more than 120 billion PLN in 2020 [29], which means that travel and tourism will play a major role in stimulating Polish Gross domestic Product in subsequent years.

Table 1

Contribution of travel and tourism economy to Gross Domestic Product
in the years 2007–2011

Particulars	2007	2008	2009	2010	2011
Gross Domestic Product (in PLN billion)	1 176,7	1275,4	1343,4	1415,4	1476,4
Travel and tourism revenues as estimated by the Institute of tourism (in PLN billion)	70	75	70,7	74,2	72,7
Contribution of travel and tourism to Gross Domestic Product (in %)	6,0	5,9	5,3	5,3	4,9

Source: Raport o stanie gospodarki turystycznej w latach 2007–2011, Ministerstwo Sportu i Turystyki, Warszawa, luty 2013, p. 75.

5. Tourism in Polish trade

Tourism plays a major role in Polish trade. In 2011 tourism related export amounted to 31,5 billion PLN, which was 4,7% of the total exports [6]. In the years of 2007–2011 tourism contribution to exports remained stable and reached the level of 5–6% [27].

Table 2

Contribution of international tourism in exports in the years of 2007–2011

Exports	2007	2008	2009	2010	2011
Exports of goods and services as described by the National Bank of Poland	479,6 billion	508,9 billion	530,3 billion	598,1 billion	677,0 billion
Tourism related exports (foreigner' spending in Poland) as described by the institute of Tourism	29,1 billion	28,1 billion	27,8 billion	28,9 billion	31,5 billion
Contribution of tourism to exports	6,1 %	5,6 %	5,2 %	4,8 %	4,7 %

Source: Raport o stanie gospodarki turystycznej w latach 2007–2011, Ministerstwo Sportu i Turystyki, Warszawa, luty 2013, p. 77.

Table 3

Contribution of international tourism to imports in the years of 2007-2011

Imports	2007	2008	2009	2010	2011
Imports of goods and services as described by the National Bank of Poland	513,4 billion	559,5 billion	529,3 billion	624,2 billion	699,4 billion
Tourism related imports (Polish citizens' spending while travelling abroad) as described by the institute of Tourism	19,0 billion	18.5 billion	13,5 billion	18,3 billion	11,7 billion
Contribution of tourism to imports	3,7 %	3,3 %	2,6 %	2,9 %	1,7 %
Balance of tourism related payments (tourism related exports – tourism related imports)	9,5 billion	5,7 billion	9,8 billion	10,6 billion	19,8 billion

Source: Raport o stanie gospodarki turystycznej w latach 2007-2011, Ministerstwo Sportu i Turystyki, Warszawa, luty 2013, p. 77.

In total, in the years of 2007–2011 balance of tourism related payments in Poland rose considerably from the level of 9,5 billion PLN to 19,8 billion PLN, which results from the increase in tourism related exports by 8 % with a simultaneous decrease in tourism related imports by 40.

6. Employment in tourism

According to World Travel and Tourism Council (WTTC) a number of people employed in the travel and tourism sector in Poland was 306 thousand in 2011, i. e. 2 % of the total employment. In travel and tourism economy including related sectors that are influenced by travel and tourism 761 thousand employees found their jobs, i. e. 4,7 % of the total

employment [28].

In the years 2007–2011 the highest employment in tourism was observed in Mazowieckie voivodeship – approximately 25 thousand people on average, in Silesian Voivodeship – approximately more than 20 thousand people on average, Małopolskie Voivodeship – approximately 20 thousand people on average and in Dolnośląskie and Pomorskie Voivodeships – over 15 thousand people on average [2]. Regional diversification may result, inter alia, from intensive concentration of tourism movement in the vicinity of the largest cities and some growing potential of tourism in cities.

Tourism generates extra employment opportunities in related sectors. It is estimated that one job position in tourism generates additional three or four job positions in tourism related sectors [23].

A number of people working in tourism makes up 4,7 % of the total employment, which shows that Poland lags behind the European Union labour markets where people employed in tourism make up 8,5 % of the total employment. According to forecasts by WTTC, in 2022 a number of people employed in tourism in Poland will reach nearly 400 thousand and in travel and tourism economy – approximately 950 thousand, i.e. 5,8 % [24].

Employment is one of five indexes that are taken into consideration while working on a tourism satellite account for travel and tourism sectors in particular countries and regions of the world.

In the years 2007–2011 employment observed in catering and hotel industry related jobs was really diversified in Poland. The Figure 1 illustrates this issue

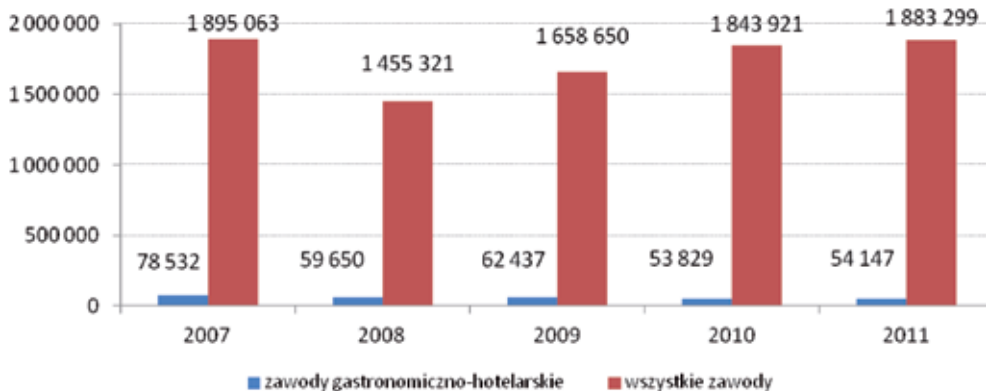


Figure 1. Registered unemployed in the mid-year period in the years of 2007–2011 in catering and hotel industry related professions and in all professions (30th June of a given year)

Source: Raport o stanie gospodarki turystycznej w latach 2007–2011, Ministerstwo Sportu i Turystyki, Warszawa, luty 2013, p. 82.

Tourism may also be an effective tool to be used while preventing and fighting unemployment.

While dynamising development of local and regional economies, tourism provides opportunities to get employed and earn money for local communities that inhabit areas

that are attractive for tourists.

Tourism belongs to key sectors of national economies in numerous countries. Dynamic development of this sector has influenced acceleration of the economic growth observed in many countries and contributed to modernisation of economies in the countries in question. Tourism may also influence socio-economic development of areas that host tourists, which results from the multiplier effect. Tourism may stimulate such development due to the following:

- generating value added, which results in some increase in Gross Domestic Product,
- increasing inflows of foreign currencies as a result of goods and services provided for the tourism movement,
- stimulating development of entrepreneurship and infrastructure,
- generating new employment opportunities,
- increasing incomes of inhabitants of tourist regions, and
- influencing budget revenues of local self-governments [7].

Numerous functions of contemporary tourism are cumulated on the following three levels: economic, socio-cultural and environmental.

7. Tourism in the policy of the State

Tourism susceptibility to external influences, its interdisciplinary and seasonal nature along with its sensitivity calls for external support aimed at tourism related markets. Tourism should occupy an important place in the state's policy. In Poland, the period of 2007–2011 that is subject to this analysis is a very important in activities undertaken by the Polish Tourism Organisation (Polska Organizacji Turystycznej). For the first, time programmes that supported development of tourism related products and that advertised Poland as a travel destination were created and implemented. The programmes in question were co-financed by the European union structural funds. Realisations included, inter alia, such promotional campaigns aimed at foreign and domestic markets as «We Are Promoting Poland Together» («Promujemy Polskę Razem»), «Beautiful East» («Piękny Wschód»), a campaign related to the UEFA EURO 2012™, or the campaign that was connected with the world competition named «New 7 Wonders» (since 2009), in which the Mazurian Lake District and the Białowieża Forest took part.

Due to provisions of the National Strategic Reference Framework 2007–2013 structural funds could be utilised on the horizontal level for the first time, which greatly supported the travel and tourism sector by means of financial aid provided within multi-year financial perspective of 2007–2013.

Actions undertaken by the state on the central and self-governmental levels remarkably influence development of tourism. These actions require additional spending that comes from the state budget or budgets of voivodeships and other administrative units, cities, towns and communes.

Table 2 shows spending of government administration on tourism in Poland in the years of 2007–2011.

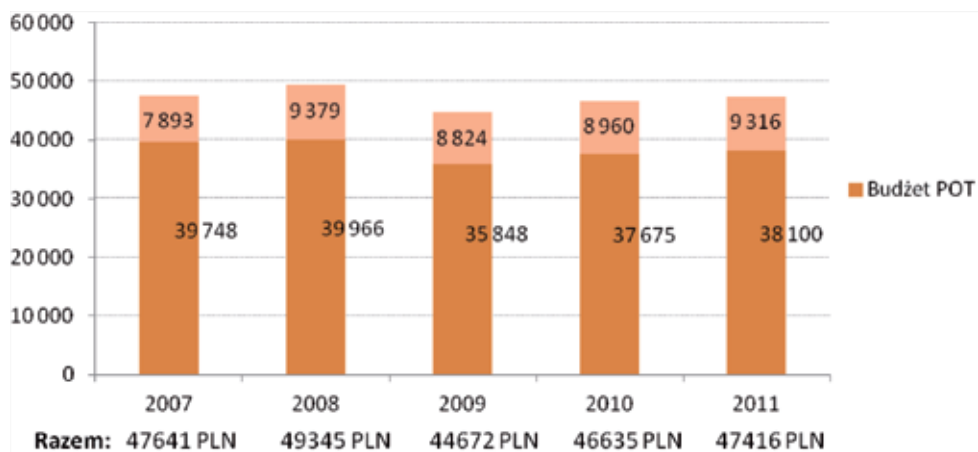


Figure 2. Spending of government administration on tourism within the budget Part Budżet POT – Polish Tourism Organisation budget 40 – Tourism in the years 2007–2011 (in thousand PLN) – execution

Source: Raport o stanie gospodarki turystycznej w latach 2007–2011, Ministerstwo Sportu i Turystyki, Warszawa, luty 2013, p. 71.

In the period of 2007–2011 in the group of the territorial self-government units, communes spent the most money on tourism, i. e.: 142 million PLN in 2007, 480 million in 2010 – on average approximately 65–70 % of the total spending of territorial self-government units. In the period in question many self-governments started to work on their own strategies of tourism development (or strategies of regional development) that referred to tourism related priorities set in «Directions of Tourism Development till 2015» («Kierunki rozwoju turystyki do 2015 roku»). On the level of territorial self-government units a process of intensive collaboration with local and regional tourism organisations started and this collaboration involved undertaking actions to develop tourism and tourism related products and introduce promotional strategies.

Tourism policy in Poland is a part of the internal market of the European Communities and it has much positive influence on economic growth and employment in Europe. Suggestions to strengthen competitiveness of the European tourism were meticulously presented in the 2010 European Commission Communiqué entitled «Europe, the world's No 1 tourist destination – a new political framework for tourism in Europe». Another important direction of actions undertaken by the European Union to support tourism may be found in promotion of tourism sustainable development because tourism is a branch that is particularly connected to sustainable development.

Conclusion

The analysis of data concerning condition of tourism in Poland allows for drawing the following conclusion:

- Contribution of travel and tourism economy to Gross Domestic Product was approximately 5 % in the period of 2007–2011. According to forecasts this contribution

is supposed to grow to reach 5,8 % (an increase from 72,7 billion PLN to over 120 billion PLN in 2020). In 2011 tourism related export was 31,5 billion PLN, which made up 4,7 % of the total exports.

- Tourism influences development of other sectors because of indirect spending and it flexibly stimulates creating new employment opportunities in tourism and related sectors.

- A number of people employed in tourism reached approximately 200–300 thousand in the period of 2007–2011. Travel and tourism economy employed approximately 761 thousand people at that time, i. e. 4,7 % of the total employment.

- Tourism may play an important role in fighting unemployment. Experts estimate that one job position in tourism generates additional three or four job positions in other sectors that are related to tourism.

- General balance of trade in tourism increased considerably in the period of 2007–2011, which results from the increase in tourism related exports by 8 % with the simultaneous decrease in imports by 40 %.

- Government spending on tourism in the period subject to research hardly fluctuated. In 2011 the spending was 47,4 million PLN including 38 million budget of the Polish Tourism Organization.

- Self-government spending on tourism increased almost four times in the period subject to research.

- Increase in importance of the tourism related sector calls for strong support of the state on the central and self-governmental levels. Such actions require spending that originates from central and self-governmental budgets.

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ТУРИЗМ ЯК ФАКТОР ЕКОНОМІЧНОГО ЗРОСТАННЯ І ЗАЙНЯТОСТІ В ПОЛЬЩІ УПРОДОВЖ 2007–2011 РОКІВ

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Метою статті є представлення економіки туризму в Польщі упродовж 2007–2011 рр.

Автори демонструють роль і значення туризму в соціально-економічному розвитку Польщі, зокрема, внесок туризму у ВВП і зайнятості. Для досягнення цієї мети перша частина статті представляє поняття туризму і економіки авіаперевезень, питання, пов'язані з кількісною оцінкою туризму і економіки авіаперевезень та основні методи, які застосовують при вимірюванні внеску туризму в соціально-економічний розвиток. Далі виконано деякий аналіз даних, які описують положення туризму в економіці країни, та його внесок в окремі економічні цінності, передусім валового внутрішнього продукту.

Ключові слова: туризм, економіка подорожей та туризм, індустрія туризму і авіаперевезень, множник туризму.

ТУРИЗМ КАК ФАКТОР ЭКОНОМИЧЕСКОГО РОСТА И ЗАНЯТОСТИ В ПОЛЬШЕ В 2007–2011 ГОДАХ

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Целью статьи является представление экономики туризма в Польше в 2007–2011 гг.

Авторы демонстрируют роль и значение туризма в социально-экономическом развитии Польши, в частности, вклад туризма в ВВП и занятости. Для достижения этой цели первая часть статьи представляет понятие туризма и авиаперевозок, вопросы, связанные с количественной оценкой туризма и экономики авиаперевозок и основные методы, применяемые при измерении вклада туризма в социально-экономическое развитие. Далее предложен некоторый анализ данных, которые описывают положение туризма в экономике страны и его вклад в отдельные экономические ценности, прежде всего валового внутреннего продукта и занятости.

Ключевые слова: туризм, экономика путешествия и туризм, индустрия туризма и авиаперевозок, множитель туризма.