

2nd International Conference "Green Cities - Green Logistics for Greener Cities",
2-3 March 2016, Szczecin, Poland

The impact of tourist traffic on the functioning of Polish seaside health resorts

Ewa Hącia*

Maritime University of Szczecin, Faculty of Economics and Transport Engineering, ul. H. Pobożnego 11, 70-507 Szczecin, Poland

Abstract

The multifaceted development of tourism has an impact on many interrelated spheres of life. There is a strong concentration of tourist traffic on attractive tourist areas. In addition to the benefits of this phenomenon, it has many negative implications. It is extremely important to identify and to make strategic planning of activities to address emerging problems.

The aim of this article is to point to the phenomenon of increasing concentration of tourism in the Polish seaside regions, with particular emphasis on health resorts. Particular attention is paid to the negative aspects of this phenomenon in the field of emerging difficulties in the city logistics. In addition, it presents an overview of possible approaches to solving these problems.

The study involved two seaside health resorts – Świnoujście and Sopot. Analysis of tourist traffic in these cities covers the years 1995 – 2014. This analysis formed the basis for the forecast to 2020. The source of statistical data was Local Data Bank of the Central Statistical Office. Moreover, the study procedure and structure of the article were adapted to the aim of this article.

© 2016 The Authors. Published by Elsevier B.V. This is an open access article under the CC BY-NC-ND license (<http://creativecommons.org/licenses/by-nc-nd/4.0/>).

Peer-review under responsibility of the organizing committee of Green Cities 2016.

Keywords: tourist traffic; seaside health resorts; negative aspects of tourism; city logistics

1. Introduction

The impact of tourism on regional development is multifaceted. Tourist reception areas are subject to changes, which result from the development of their tourist function. These transformations are of economic, social, cultural and spatial nature. The impact of tourism on so many interrelated spheres of life has certain effects. Unfortunately, they are not only positive. The negative impact of tourism is observed mainly in the sphere of economic life

* Corresponding author. Tel.: +48-91-48-09-672

E-mail address: e.hacia@am.szczecin.pl; ehacia@op.pl

(e.g. dependence of reception areas on the tourists emission countries, increased inflation, the impact of seasonality), socio-cultural environment (e.g. social pathology, destruction of cultural and religious values, urbanization of tourist areas), and natural environment (including environmental degradation and change to its character) (Gaworecki, 2010). The consequences of tourism development occur throughout the country, voivodeship (or a smaller local unit), as well as a single town or city. It depends on the concentration of tourism.

Tourist traffic is called the temporary migration of people outside the place of their permanent residence, resulting from socially conditioned needs with various motivations (Kurek & Mika, 2008). It can also be specified more broadly as general phenomena and the effects of spatial movement of people during tourist trips (Mazurski, 2006). In order to fulfil the tourist need, the tourist must move to a specific place, where the elements of tourism supply are located. Therefore, tourism demand measured by tourist traffic is characterized by mobility and concentration in space.

As a participant of tourist traffic, a tourist expects his or her needs related to the implementation of tourist trip to be met. Therefore, there is a problem of realization of his or her demand for specific goods and services. Due to the diversity of needs reported by tourists, their satisfaction is possible through the cooperation of many sectors of the national economy. Therefore, the whole sphere of activities, equipment and resources designed to meet the needs of tourists is called tourist economy (Meyer, 2008). It consists of direct tourism economy, in which an important role is played by actors i.e. businesses, organizations, tourist agencies, meeting the needs of tourists almost exclusively (i.e. the typical tourist economy). Its main areas include (Panasiuk, 2014):

- hotel industry (accommodation)
- catering (catering services, provided mainly in accommodation facilities)
- passenger carriers,
- travel agencies,
- providers of tourist attractions.
- institutions or companies engaged in tourist information,
- tourist associations and organizations.

In addition, the tourist economy includes entities belonging to different sectors of the economy, as well as government agencies, local government units and non-governmental institutions, the operation of which is engaged in meeting the needs of tourists only within a narrow range. However, their activities in this regard may have different intensity, due to the seasonality of tourist trips.

The functioning of the tourism economy is directly associated with the economic importance of tourism in economic development. However, the activity of each of its entities indirectly causes potential negative effects of the impact of tourism on the particular area, such as the already mentioned socio-cultural and natural problems. Their distribution range may vary. They include both the entire voivodeship, and individual town or city. The size of the tourist reception area is also associated with what problems may arise in the process of providing tourist services.

For example, the implementation of related hotel and catering services, listed as a major component of the tourism economy, generates very different logistical and organizational relationships. They result from the specifics of a particular service offered to the consumer. Usually, it forces small orders and frequent “on time” deliveries, which contributes to their low efficiency (Iwan, 2013) and results in an increased number of vehicles involved (Łapko, 2014). Often, this occurs in a limited area, e.g. small tourist resorts. Moreover, when pointing to the close relationship of tourism with efficient transport, it is important to highlight its impact on city logistics. It is associated with increasing (mostly seasonal) demand for goods, movement of people in order to reach their destination and travelling within this area during holidays. And this undoubtedly leads to the environmental consequences.

2. Tourist attractiveness of health resorts in comparison to Polish seaside regions

Tourism attractiveness is influenced mainly by tourist attractions, tourist infrastructure and transport infrastructure, which are components of tourist potential – a condition for the development of tourism in a given area (Kaczmarek, Stasiak & Włodarczyk, 2010). They enable for the proper tourist traffic management. The more attractive the area, the more tourists attracted. The organization of activities related to meeting the needs of tourist services in the cities is

Download English Version:

<https://daneshyari.com/en/article/5125503>

Download Persian Version:

<https://daneshyari.com/article/5125503>

[Daneshyari.com](https://daneshyari.com)