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The development of tourist space in Polish port cities

Ewa Hącia*

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

Abstract

The main aim of this article is to present the results of the analysis of tourist space in Polish port cities. Particular attention has been paid to the aspect of tourism development in four cities (Szczecin, Świnoujście, Gdańsk and Gdynia). They are cities where ports of major importance for the national economy are located. This area is also characterized by significant tourist traffic. The state of tourist accommodation and tourist traffic intensity in four Polish port cities, according to some criteria, has been examined. It is indicated that the formation of tourism development is also dependent on the creation and implementation of policy. Due to the close relationship between effective transport and tourism, aspects of city logistics should be taken into account as well as others.

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Keywords: tourist space; port cities; development; tourism policy; city logistics

1. Introduction

Tourism is related to other regional and national sectors of economy. The appropriate tourism policy should promote the development of the tourist region in all its aspects. This applies to the region as a whole and all elements of the space. It also includes also an urban tourist area. Determining the importance of tourism in a city is essential to create development. The specificity of the city also affects the development of other sectors of the economy, related to tourism.

The main aim of this article is to present the results of the analysis of tourist space in Polish port cities. Particular attention has been paid to the aspect of tourism development in four cities (Szczecin, Świnoujście, Gdańsk, Gdynia).

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

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

They are cities where ports of major importance for the national economy are located. This area is also characterized by significant tourist traffic. The state of tourist accommodation and tourist traffic intensity in four Polish port cities, according to some criteria, have been examined. It has been indicated that the formation of tourism development is also dependent on the creation and implementation of policy.

2. Tourist accommodation in Polish port cities

Tourist space is part of a geographical and socio-economic space where tourist phenomena takes place (Warszyńska & Jackowski, 1979). Tourist place is a settled unit (city, district, village) with tourist attractions, tourism infrastructure, communications availability and it is the destination of tourist migration (Warszyńska & Jackowski, 1979). Tourist space, including tourist places, should be adapted to the needs of tourist traffic. Tourist facilities fulfill this role.

Tourist facilities include these elements, which ensure proper functioning of the tourist reception area, with an assumption that all needs of the tourists are met (Kaczmarek, Stasiak & Włodarczyk, 2010). It consists of tourist accommodation, catering units and transport.

An essential element of the tourist facilities is the tourist accommodation, which represents all the places where tourists can spend the night, outside the place of their abode. The state of tourist accommodation in Polish port cities (Szczecin, Świnoujście, Gdańsk and Gdynia) in the year 2012 is shown in Table 1. The characteristic of tourist accommodation includes figures and selected indicators, which are often used as gauges of the tourist development of the region (or place). The Baretje's and Defert's rate is one of the most commonly used indicators in the case of the evaluation of tourist accommodation. It is measured in the number of bed places per 100 inhabitants (Kurek & Mika, 2008). In spatial analysis other indicators are used, for example the number of bed places per 1 km², called the tourist accommodation density rate.

Table 1 contains information about the tourist accommodation establishments and also includes rooms for rent (guest rooms) and agrotourism lodging, which previously was a separate group – "individual tourist accommodation establishment". It has stopped using the division of tourist accommodation into collective and individual since 2012. This change was caused by the need to adapt to the requirements of the European Union contained in the regulation of the European Parliament of 6 July 2011 concerning European statistics on tourism (No 692/2011, Official Journal of the European Union L 192/17).

Table 1. The state of tourist accommodation in Szczecin, Świnoujście, Gdańsk and Gdynia in the year 2012.

Specification	Szczecin	Świnoujście	Gdańsk	Gdynia
<i>Tourist accommodation establishments</i>				
Number of facilities	51	105	118	33
Number of bed places	7211	9703	13417	2680
Number of bed places per 100 inhabitants (Baretje's and Defert's rate)	1.76	23.41	2.91	1.08
Number of bed places per 1 km ² (the tourist accommodation density rate)	23.96	49.25	51.21	19.85
Occupancy rate of bed places [%]	37.2	47.6	40.6	31.5
<i>Hotels and similar establishments (hotels, motels, boarding houses, other hotel facilities)</i>				
Number of facilities	30	29	61	14
Number of bed places	3772	2896	6815	1465
Number of hotels	19	12	36	13
Number of bed places in hotels	3102	1652	5068	1416

Source: own study based on: Local Data Bank, Central Statistical Office, Poland, www.stat.gov.pl/bdl – 13.03.2014.

The size of the tourist accommodation is very important factor in stimulation of tourist traffic. Four port cities are located in two Polish voivodeships: West Pomeranian (Szczecin, Świnoujście) and Pomeranian (Gdańsk, Gdynia). These areas, situated on the Baltic Sea in the northern part of Poland, belong to the most attractive tourist regions of the country. They are characterized by significant tourist traffic and visited by domestic and foreign tourists, especially on longer trips.

The results of the analysis of the Baretje's and Defert's rate, as gauged by the tourist development of the place, for four port cities, show that tourism in Świnoujście plays the most important role. This rate (23.41) is the highest and higher than the average for Poland (1.75) and for West Pomeranian voivodeship (6.97). The lowest indicator was in Gdynia (1.08). In terms of the number of bed places, Gdańsk is the leader.

According to the analysis of the second rate, as shown in Table 1, the highest rate is in Gdańsk (51.21), which means that there is the highest density of the tourist accommodation. Also Świnoujście is characterized by high density. On the other hand the lowest indicator was observed in Gdynia.

On the basis of the occupancy rate of bed places, there is unused potential in four cities. In the year 2012 this rate for Świnoujście, Gdańsk and Szczecin exceeded the average for Poland (33.6%). The highest rate was in Świnoujście, but only 47.6% of the available bed places were occupied (during the year). On the other hand Gdynia was characterized by the lowest occupancy rate of bed places.

In Table 1 particular attention is paid to hotels, as a separate category among the tourist accommodation, which was deliberate. The analysis of statistical data has allowed the formulation of some conclusions. The calculation was made on the basis of the statistical data from the Local Data Bank (Central Statistical Office, Poland).

Firstly, the number of hotels in Poland is growing from year to year. In 2012 it increased by over 200% in comparison with 1995. In the same time, number of bed places in hotels grew by approximately 165.5%. The following growth of bed places in hotels in Polish port cities has been noticed:

- Świnoujście – 406.75%,
- Gdańsk – 238.32%,
- Szczecin – 59.98%,
- Gdynia – 56.81%.

Compared to the result of the voivodeship survey, a larger growth was in Pomeranian (222.20%), but in West Pomeranian – 188.70%. It is noticeable that the biggest growth in the number of bed places in hotels has been observed in Świnoujście. However, it is noteworthy that growth in Gdańsk has been spectacular especially in last few years (see fig. 1). It is connected with the European Football Championship, that was organized in Poland and Ukraine in 2012. Figure 1 shows the number of bed places in hotels in Szczecin, Świnoujście, Gdańsk and Gdynia in the years 1995 – 2012. Now, Gdańsk is the leader in this field.

Secondly, hotels are accommodation establishments, which foreign tourists selected the most frequently. In 2012, about 80% of foreign tourists who spent the night in Poland, chose the hotel. The percentage of foreign tourists in hotels to the total number of foreign visitors accommodated in facilities in the four port cities was varied. The highest has been reported in Gdynia – 97.74%, lower in Gdańsk – 81.44% and in Szczecin – 91.21%. However, the lowest has been in Świnoujście – only 43.54%. The position of Świnoujście is due to the specificity of this place which provides different types of accommodation. For example holiday centers (20.50%) or other hotel facilities (20.83%), are also very popular among foreign tourists. Two years (1995, 2012) are shown in Figure 2 for comparison. The results are similar, although the number of tourists in Świnoujście and Gdańsk in 2012 was higher than in 1995. Considering the total number of domestic and foreign tourists, the percentage of those accommodated in hotels is lower. In 2012 it was 80.53% in Gdynia, 79.30% – Szczecin, 65.86% – Gdańsk and only 25.44 – Świnoujście.

Finally, almost all hotels are year-round facilities. They are able to receive tourists throughout the year and the occupancy rate of bed places in hotels is higher than in all the objects together.

The increase of tourist traffic depends on accommodation accessibility and also the other elements of tourist facilities. Catering units, transport and other factors play an important role in tourism development, but it is not

subject of this article. However, higher occupancy rates of tourist accommodation establishments could affect the growth of the other needs of the tourists.

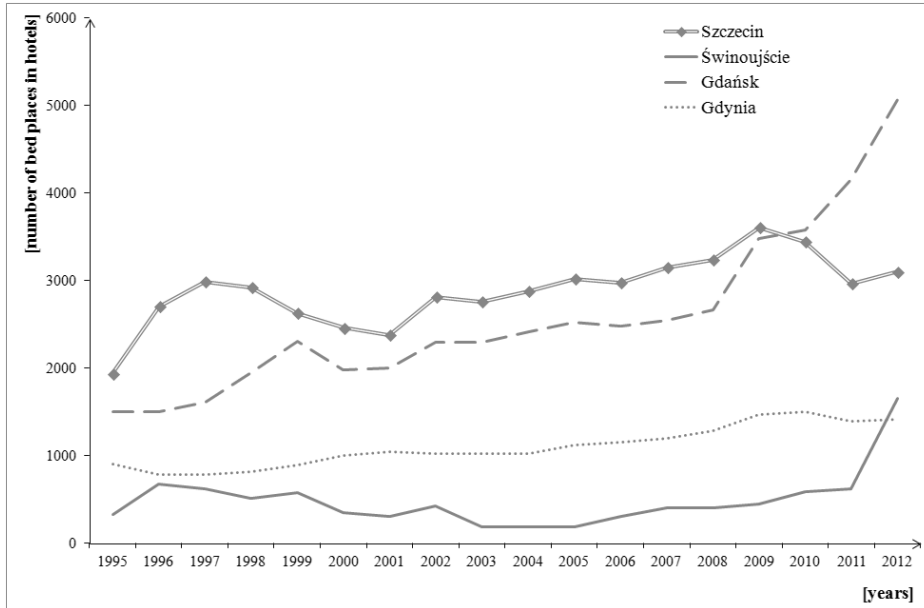


Fig. 1. Number of bed places in hotels in Szczecin, Świnoujście, Gdańsk and Gdynia in the years 1995 – 2012.
Source: own study based on: Local Data Bank, Central Statistical Office, Poland, www.stat.gov.pl/bdl – 13.03.2014.

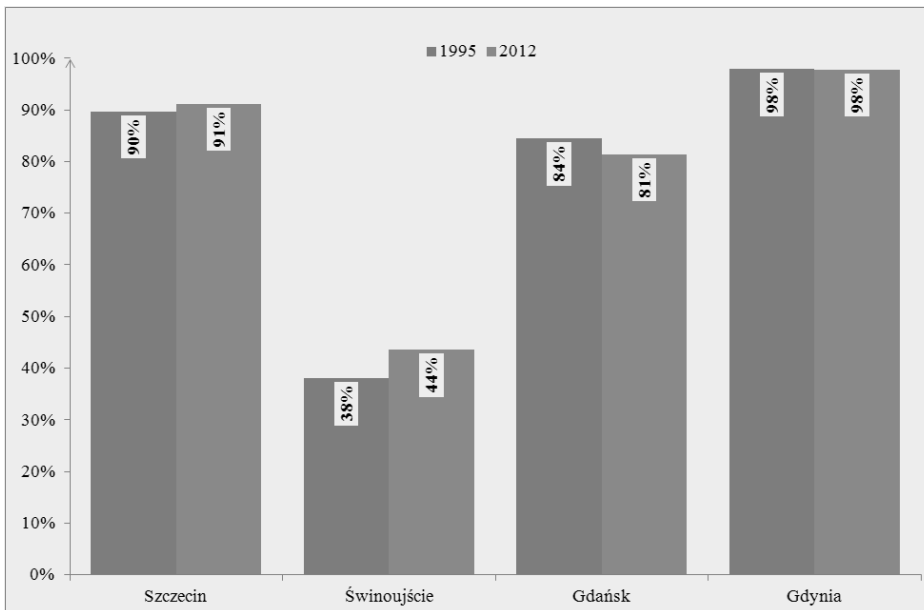


Fig. 2. The percentage of foreign tourists in hotels in the total number of foreign visitors accommodated in facilities in Szczecin, Świnoujście, Gdańsk and Gdynia in the years 1995 and 2012.
Source: own study based on: Local Data Bank, Central Statistical Office, Poland, www.stat.gov.pl/bdl – 13.03.2014.

3. Tourist traffic in Polish port cities

Tourist traffic is a phenomenon of a social and economic nature. Its participants create demand for goods and services, which causes certain consequences in the tourist reception and transit areas. It creates the phenomenon of tourism if is supplemented with economic, organizational and legal system, including support for tourist traffic, system of coordination and supervision carried out by specified institutions (Meyer, 2007). Tourist traffic is carried out in a specific area. The tourist reception area is a piece of space, which changes under tourist traffic.

The volume of tourist traffic is measured by the number of tourists accommodated in facilities, the number of overnight stays and the occupancy rate of bed places. According to these criteria, the analysis of tourist traffic in 4 Polish port cities has been made.

The percentage of tourists and overnight stays in tourist accommodation establishments in Szczecin, Świnoujście, Gdańsk and Gdynia in the total number for voivodeship in the years 1995 and 2012 is presented in Tables 2 and 3. The share of each city in all voivodeship reflects the importance of tourism in this area. It is interesting to compare this situation in the years 1995 and 2012.

In West Pomeranian voivodeship the share of Szczecin in terms of the total number of tourists and foreign tourists was larger. However, the share of Świnoujście was larger, when the number of overnight stays was considered. In the second voivodeship, the share of Gdańsk was much higher than that of Gdynia, taking into account the number of tourists as well as the number of overnight stays. The same relations occurred in 1995 and 2012. However, in terms of the volume of the share, the situation in 2012 changed in comparison with 1995. Between these years the growth of the share of Gdańsk in Pomeranian voivodeship in all analyzed terms was observed. This was also the case with Świnoujście in West Pomeranian voivodeship. It is noteworthy that the position of Gdańsk was strengthened, especially considering the number of overnight stays by foreign tourists. The share rose from 24.53% in 1995 to 56.72% in 2012. It is over 32 percentage points. Szczecin is the city, whose position in West Pomeranian voivodeship was weakened. In terms of the number of foreign tourists, the share decreased by about 30 percent (from 58.70% to 28.44%).

Table 2. Tourists and overnight stays in tourist accommodation establishments in Szczecin, Świnoujście, Gdańsk and Gdynia in the year 1995 (in %).

Specification	Voivodeship	City	Number of tourists accommodated total	Number of foreign tourists accommodated	Number of overnight stays total	Number of overnight stays of foreign tourists
The share of city in all voivodeship	West Pomeranian voivodeship	Szczecin	25.38	58.70	1.68	8.06
		Świnoujście	5.88	4.49	8.18	14.40
	Pomeranian voivodeship	Gdańsk	24.91	49.35	8.53	24.53
		Gdynia	7.01	15.13	0.87	1.33

Source: own study based on: Local Data Bank, Central Statistical Office, Poland, www.stat.gov.pl/bdl – 13.03.2014.

Table 3. Tourists and overnight stays in tourist accommodation establishments in Szczecin, Świnoujście, Gdańsk and Gdynia in the year 2012 (in %).

Specification	Voivodeship	City	Number of tourists accommodated total	Number of foreign tourists accommodated	Number of overnight stays total	Number of overnight stays of foreign tourists
The share of city in all voivodeship	West Pomeranian voivodeship	Szczecin	18.60	28.44	6.67	8.99
		Świnoujście	9.17	17.30	11.82	22.31
	Pomeranian voivodeship	Gdańsk	31.43	59.04	22.91	56.72
		Gdynia	5.95	7.87	3.78	7.72

Source: own study based on: Local Data Bank, Central Statistical Office, Poland, www.stat.gov.pl/bdl – 13.03.2014.

Inbound foreign tourism in all four cities plays an important role, and the share of foreign tourists of the total number of tourists accommodated there is significant. It is much higher than in the case of whole voivodeships (West Pomeranian, Pomeranian). The same situation occurred when taking into account the number of tourists as well as the number of overnight stays.

The following changes in the percentage of foreign tourists of the total number of tourists accommodated in Polish port cities (given in percentage points) have been observed:

- a decrease of 15.4 in Szczecin (from 50.80% in 1995 to 35.40% in 2012),
- an increase of 26.87 in Świnoujście (from 16.77% to 43.64%),
- a decrease of 6.59 in Gdańsk (from 42.80% to 36.21%),
- a decrease of 21.12 in Gdynia (from 46.63% to 25.51%).

However, considering the number of overnight stays of foreign tourists in the same period, the increases of the following number of percentage points have been noticed:

- 10.35 in Szczecin (from 20.75% in 1995 to 31.10% in 2012),
- 35.95 in Świnoujście (from 7.62% to 43.57%),
- 25.74 in Gdańsk (from 8.69% to 34.43%),
- 23.80 in Gdynia (from 4.62% to 28.42%).

The biggest growth was noticed in Świnoujście (the only city with an increase of a share of foreign tourists in the total number of tourists accommodated). Moreover, there was observed also the largest increase in terms of the number of bed places in hotels. It was also observed that, foreign tourists extended their stay in Polish port cities. It is connected with wider interest in Poland by foreign tourists.

The structure of the foreign tourists accommodated in Szczecin, Świnoujście, Gdańsk and Gdynia in 2012, by country, is given in Table 4. The results of an analysis of the data as presented in this table show, that the Germans were in the majority, especially in Świnoujście. Tourists from Germany are the largest group of foreign tourists in tourist accommodation establishments in Poland. Only Gdynia (from four port cities) is an exception in this case. The Russians were in the majority there, but the Germans were located in second position. A high percentage of foreign tourists in these cities constituted Scandinavians (the Danes, the Swedes and the Norwegians). Besides this, the Brits were 9.22% of all foreign tourists accommodated in Gdynia.

In the case of the analysis of tourist traffic, many indicators can be used. Some of them are treated as intensity rate. Schneider's rate and Charvat's rate are the most popular. The first of them is measured by the number of tourists accommodated per 100 inhabitants. The second of them is measured in number of overnight stays per 100 inhabitants (Warszyńska & Jackowski, 1979). In spatial analysis, other indicators are used, for example the number of tourists per 1 km² (Kurek & Mika, 2008), that is called the tourist traffic density rate.

The tourist traffic intensity and density rates in Szczecin, Świnoujście, Gdańsk and Gdynia in the year 2012 are presented in Table 5. The rates presented in the table confirm varied tourist traffic intensity and density in these four cities. Schneider's rate and Charvat's rate in Świnoujście were the highest, whereas Gdynia had the lowest. The tourist traffic density rate in Gdańsk was the highest.

The same indicators were gauged also for two other cities, characterized by significant tourist traffic, for comparison. These are the cities, where the small ports are located. Kołobrzeg and Międzyzdroje were taken into account, due to their existing international passenger traffic.

In 2012 the tourist traffic intensity and density rates in Kołobrzeg and Międzyzdroje were much higher than presented in Table 5. In Kołobrzeg Schneider's rate was 745.27 (it means about 7 tourists per 1 inhabitant) and Charvat's rate was 6071.25. However, in Międzyzdroje the first rate was 2121.70 (about 21 tourists per 1 inhabitant), the second rate was 9642.01. These two (small) port cities were also characterized by very high tourist traffic density. The rate was the following:

- 13494.46 in Kołobrzeg,
- 29672 in Międzyzdroje.

Table 4. Foreign tourists in tourist accommodation establishments in Szczecin, Świnoujście, Gdańsk and Gdynia in the year 2012 (in %).

The percentage of tourist from this country in the total number of foreign visitors accommodated in facilities in the city		The percentage of tourist from this country in the total number of foreign visitors accommodated in facilities in the city	
<i>Szczecin</i>		<i>Świnoujście</i>	
1. Germany	46.14	1. Germany	91.18
2. Denmark	19.62	2. Sweden	3.82
3. Sweden	5.55	3. Denmark	1.45
4. Norway	3.92	4. Norway	0.76
5. Netherlands	2.98	5. Russia	0.42
6. United Kingdom	2.32	6. Italy	0.30
7. Other countries	19.18	7. Other countries	2.08
<i>Gdańsk</i>		<i>Gdynia</i>	
1. Germany	29.70	1. Russia	28.46
2. Norway	11.66	2. Germany	17.11
3. Russia	10.49	3. United Kingdom	9.22
4. Sweden	5.05	4. Sweden	8.16
5. United Kingdom	5.04	5. Spain	5.78
6. Finland	4.97	6. Norway	5.04
7. Other countries	30.10	7. Other countries	26.24

Source: own study based on: Local Data Bank, Central Statistical Office, Poland, www.stat.gov.pl/bdl – 13.03.2014

Table 5. The tourist traffic intensity and density rates in Szczecin, Świnoujście, Gdańsk and Gdynia in the year 2012.

Specification	Szczecin	Świnoujście	Gdańsk	Gdynia
Number of tourists accommodated per 100 inhabitants (Schneider's rate)	90.90	441.73	127.83	44.79
Number of overnight stays per 100 inhabitants (Charvat's rate)	178.38	3113.27	318.52	97.21
Number of tourists per 1 km ² (the tourist traffic density rate)	1234.92	930.75	2246.42	825.20

Source: own study based on: Local Data Bank, Central Statistical Office, Poland, www.stat.gov.pl/bdl – 13.03.2014.

The international passenger traffic at seaports is very a important factor in tourist traffic, because a lot of foreign tourists travel by ferries, especially from Scandinavia. According to data from the Central Statistical Office (Poland), in 2012 the percentages of ports in the international passenger traffic were as follows: 54.61% – Świnoujście, 31.32% – Gdynia, 9.10% – Gdańsk, 3.21% – Międzyzdroje, 1.64% – Kołobrzeg, 0.06% – Szczecin, 0.06% – other ports.

4. The formation of the tourism development

The impact of tourism on the economic development of the cities and all regions is multifaceted. There is a lot of change in tourist reception areas. They are stimulated by the development of tourism there. The knowledge of the sources and the ability to predict the consequences of this influence can be a crucial factor in the development of an attractive region for tourists. However, an adequate shaping of tourism development, taking into account this knowledge and skills, allows the minimization of negative and maximization of positive effects. It is essential to

determine the importance and potential of tourism development in order to avoid overestimating or underestimating its role.

The influence of tourism on city or region can be both positive and negative. The examples of the positive aspect are (Kruczek & Zmysłony, 2010):

- rise in income,
- employment growth and business development,
- stimulation of investments,
- modernization of technical, communicative and social facilities,
- attractive image of city or region.

The examples of the negative aspect are (Kruczek & Zmysłony, 2010):

- increase in prices,
- inhibiting the development of other types of economy activity,
- congestion, commercialism,
- risk of related development.

The shaping of tourist space is planning activities, which are oriented to creating comprehensive solutions. They should be supportive of the sustainable regional development, in accordance with the Lisbon Strategy. It is very important to promote and implement innovative solutions in the field of spatial planning for tourist space.

Due to the heterogeneity of tourism, its development requires detailed planning with a focus on sustainable management of resources. Tourism development planning should be based on the concept of strategic management. The basis for such approach is strategic planning, including the process of creating and implementing the strategy.

Tourism development strategy is a long-term concept of the shaping of tourism function in the area (city, region, country). This document sets general directions, ordered development priorities and identifies ways and means of implementation (Kruczek & Zmysłony, 2010). The strategy consists of a desired future state and ways of its realization. The absence of it can cause the randomness of the decision-making process concerning the development of tourism (Gołembski, 2009). Development strategy is treated as a vital instrument of regional policy closely associated with sectoral policy. This includes tourism policy with tourism development strategy being its part.

Tourism policy, as a sectoral policy, is designed to shape the optimal size and structure of tourist traffic by means of economic rights in the sphere of tourist economy. Its task is also coordination of the development of tourism, taking into account the diversity of relationships with other sectors (Szostak, 2007). The realization of these goals is possible due to the set of rules, guidelines, directives, development objectives and strategies, forming the framework for group and individual decision making, which also is called a tourism policy (Kozak, 2009).

The shape of the tourism policy is dependent on many factors. They include, inter alia:

- degree of the tourism development,
- tourism potential,
- awareness of the benefits of tourism,
- funds for tourism development,
- favor with public and regional authorities.

The implementation of effective tourism policy, including the shaping of tourism development, should lead to rational use of tourist attractions.

The development of Polish port cities and coastal regions, considered to be attractive for tourists, is also determined by maritime and transport policy. Direction of this policy is shown in the following very important documents: Maritime Policy of the Republic of Poland to 2020 (project), Transport Development Strategy to 2020 (with a view to 2030), Integrated Maritime Policy for the European Union, National Development Strategy 2020, Poland 2030, National Strategy of Regional Development 2010 – 2020. Tourism is indicated as an important factor in the development of Polish coastal regions. In Polish port cities (Szczecin, Świnoujście, Gdańsk, Gdynia) there

were prepared strategic documents containing guidelines on tourism development. They are separate papers or part of city strategy.

In the process of the formation of the tourism development the negative aspects of tourism should be taken into account. It is very important to know the negative consequences of the development of tourism in the cities. The cities which are characterized by very high tourist traffic density have to solve problems connected with city logistics. A large number of tourists generates increasing demand of recipients, delivery needs, pollution, congestion.

As already mentioned, Międzyzdroje is visited by about 21 tourists per 1 inhabitant. Other seaside resorts are more overcrowded. For example: Rewal – about 142 tourists per 1 inhabitant, Mielno – about 58, Dziwnów – about 46 (Kijewska, Iwan & Kaczmarczyk, 2012).

Due to the seasonal character of tourism, larger concentration is observed during the summer months in these places. Rising tourist traffic generates increased daily volumes of deliveries made to facilities situated in seaside resorts. The growth of delivery volume during the peak season is spectacular in comparison to outside season, on average in Rewal – 3138%, Mielno – 3132%, Dziwnów – 2231% (Kijewska, Iwan & Kaczmarczyk, 2012). This situation causes some problems with the organization of deliveries in this region. Szczecin and Świnoujście, as port cities, should take part in solving delivery difficulties.

On the basis of the research carried out by (Chwesiuk, Kijewska & Iwan, 2010), there are some logistics solutions for making deliveries to seaside resorts more effective. Local Urban Consolidation Centres (UCCs) are proposed to be applied in West Pomeranian voivodeship (Kijewska, Iwan & Kaczmarczyk, 2012).

Urban Consolidation Centres should first of all contribute to (Chwesiuk, Kijewska & Iwan, 2010):

- reducing the costs of transport-manufacturers supply of goods for recipients located in the city to the centre from which deliveries to the final customers are realized after all supplies had been accumulated from a specified territory
- better use of the transport fleet,
- reducing noise and pollution due to the use of environmentally friendly means of transport at the time and in the area where the traffic of traditional means of transport would be impossible (e.g. in the city centres at night),
- making orders with cargo flow. It should be kept in mind that both wholesale traders and retailers appear to be located mostly in the same territory which is the cause of additional loads, traffic jams and the supply routes crossed. In practice this leads to more intensive traffic between these points.

Due to the close relationship between effective transport and tourism, aspects of city logistics should be taken into account as well as others. Therefore, tourism policy should include appropriate guidelines.

5. Conclusions

Szczecin, Świnoujście, Gdańsk and Gdynia are the cities where ports of major importance for the national economy are located. Over 80% of international passenger traffic in Polish ports take place in Świnoujście and Gdynia. Many foreign tourists travel by ferries, especially from Scandinavia. The inhabitants of this European region are a large group of foreign tourist accommodated in four aforementioned port cities.

On the basis of the occupancy rate of bed places, there is unused potential in Szczecin, Świnoujście, Gdańsk and Gdynia. However, when considering bed places in hotels, the situation is better. Hotels are year-round facilities. They are accommodation establishments, which foreign tourists selected the most frequently. Therefore, the number of hotels in Poland is growing from year to year. In 2012 it increased by over 200% in comparison with 1995.

The highest density of the tourist accommodation and tourist traffic is in Gdańsk, the lowest in Gdynia. The impact of tourism on the economic development of the cities and all regions is multifaceted. Therefore, effective tourism policy should promote sustainable development of tourist regions in all its aspects. Tourism policies should also include directions for the use of some proposed solutions in city logistics.

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