

THE IMPACT OF THE GLOBAL ECONOMIC CRISIS TOURISM IN POLAND AND IN SELECTED COUNTRIES

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Abstract. The article aims to present the influence of the 2008/2009 world economic crisis on tourism in Poland, the European Union and worldwide. It started from the collapse of the real estate market, which was preceded by several years of irrational increase in its prices. The consequences were also of great importance for business operations in the tourism sector, both on the supply and the demand plane. The study used data of World Tourism Organization and World Travel & Tourism Council, as well as statistical data of the Główny Urząd Statystyczny and reports from the Institute of Tourism. The spatial range of the analysed phenomena includes Poland in comparison with other European Union countries and the world. The article uses a descriptive method. In Poland, the economic crisis was mainly connected with the problems with Polish zloty and their consequences. There was an evident decrease in the number of foreign tourists' visits to Poland in 2008/2009. Evident falling tendencies in the 1st quarter of 2009 were also recorded in the area of accommodation for organised groups of tourists. It is also worth noting that the effects of the crisis of 2008-2009 in 2010 was stopped and e.g. In Poland recorded growth of tourist arrivals by 5%. In comparison with the same period of 2008, the total number of foreigners using that base declined by 13.2%.

Key words: economic crisis, tourism, Poland, the European Union, the world

INTRODUCTION

Tourism is a complex phenomenon. It can be assessed with respect to many aspects of human life. Thanks to

it, people get to know the world, regenerate and can shape their personality. Tourism is also an economic activity, which consists in providing tourist services. For travellers, tourism offers accommodation, gastronomic and transportation services. Due to its multidimensional character, tourism is subject to research conducted by various sciences (Kurek and Mika, 2011).

Tourist services market is constantly changing as it is influenced by various impulses coming from the international environment and factors resulting from national, regional and local conditions. The impact of these factors is reflected on the supply plane, i.e. companies' operations in the sector, and on the demand plane, i.e. tourist services customer (Zdon-Korzeniowska and Rachwał, 2011).

The main determinants of changes in world tourism are connected with globalisation and integration processes, which do not only create new conditions for companies' operations in the tourist industry but also influence the change in preferences, the model and the lifestyle of the members of the "information society", which then results in specific changes in the forms of spending free time, organizing recreation, preferences to buy certain goods and services and the choice of tourist destinations.

RESEARCH AIM, SCOPE AND METHODS

The article aims to present the influence of the 2008/2009 world economic crisis on tourism in Poland,

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the European Union and worldwide. The work uses the data from UNTWO (World Tourism Organisation) and WTTC (World Travel & Tourism Council) as well as the statistics of the Główny Urząd Statystyczny and reports of the Institute of Tourism. The spatial range of the analysed phenomena includes Poland in comparison with the countries of the “old Union” (the EU 15) and the world. The article uses a descriptive method.

ESSENCE, TYPES AND FACTORS INFLUENCING TOURISM

Tourism is a specific kind of people’s mobility. This mobility is connected with the change of a person’s stay, their life environment and mode. It is a voluntary change. Moreover, tourism includes all phenomena and relationships connected with this tourist movement. The word ‘tourism’ originates from a French word ‘tour’. It means a trip from one place to another and then a return trip to the original place (Marak, 2010).

Tourism covers all the activities performed by people who travel and stay somewhere in order to relax, on business or for other purposes for not longer than a year without a break away from their everyday environment, with the exception of trips aimed at finding employment and earning money in the visited place (Gaworecki, 2010). It is one of the quickly growing industries in Europe and all over the world. The development of tourism is a process that influences economic, social, political and ecological areas (Przeclawski, 1996).

In its broader sense, tourism means all the space mobility phenomena connected with any voluntary change of residence, mode and environment of life and personal contact with the visited environment (natural, cultural or social one) (Kruczek, 2006).

Tourism is influenced by many different factors of a global character, such as (Zdon-Korzeniowska and Rachwał, 2011):

- global climate changes, including the increased occurrence of extreme climatic changes, e.g. floods and hurricanes;
- disasters on a global scale: volcano eruptions, earthquakes (including those that result in a tsunami) etc.;
- threats of disease (e.g. flu pandemic or AIDS);
- increase in terrorism and ethnic (national), religious and other conflicts in many parts of the world, which leads to the decrease in tourists’ perception of their safety in many regions of the world.

World Tourism Organization divided tourism into (Instytut Turystyki..., 1995):

- business tourism;
- recreational tourism, active and special one;
- small border and transit tourism;
- urban tourism;
- rural tourism – agritourism;
- hard tourism (that aims to provide tourists with luxury, comfort and fast sightseeing) and soft tourism (that aims at new experience, learning new skills and physical exercise).

In relations to a particular country, one can distinguish the following types of tourism (Cymańska-Grabowska and Steblik-Wlazlak, 2011):

- domestic tourism – residents travelling within their own country;
- inbound tourism – non-residents travelling in the given country;
- outbound tourism – residents travelling in another country.

For many regions, tourism is becoming an important factor in the economic development, reduces unemployment, establishes market for food and handicraft and creates new workplaces. For many people it is a way of earning extra income. It forces the development of infrastructure, e.g. facilities necessary to protect the environment, sports and recreational facilities, retail outlets, gastronomic services and other services connected with tourists’ needs (medical and veterinary clinics, vehicle and other equipment repair stations, post offices, banks etc.) (Davidson and Cope, 2003).

The most important type of income from tourism is from the turnover of the tourist industry entities, e.g. services. Their total revenue comes from tourists and one-day visitors with the exception of the purchases made for commercial reasons. The volume of income from tourism is determined by the changes in the length of stay, the structure of expenses, cost of living, country of origin, currencies exchange rates, inflation etc. (Marak, 2010).

The latest world economic crisis (its origin is discussed below) had a strong negative impact on tourism.

ORIGIN OF THE WORLD ECONOMIC CRISIS

The economic crisis originated from a slump in the real estate market preceded by several years’ irrational

increase in house prices. It was influenced by President Clinton's policy, according to which every US citizen should be given an opportunity to possess their own house. To that end, Bill Clinton led to supporting partly public institutions – Federal National Mortgage Association and Federal Home Loan Mortgage Corporation – with considerable funding provided by the budget, i.e. American tax-payers, whose money was used by those institutions as security for mortgage taken out by people with low income (Adamowicz, 2013).

The American Federal Reserve, i.e. the institution supervising banks and responsible for the monetary policy, including deciding on interest rates, also played an important role in the outbreak of the crisis. In 2000, American stock markets crashed because of the excessive overestimation of the value of companies of the technological sector. The crisis resulted in a two-year economic recession. In response, the Federal Reserve systematically lowered interest rates to an exceptionally low level. As a result, the cost of loans and profits from bank deposits fell considerably. At the same time, however, inflation rose. The natural market response from people and companies was to search for investment that could protect their capital from the loss of value. And the real estate market occurred to be a good target for investment. Low mortgage interest was an additional reason to buy. An increased demand for houses and apartments caused the rise of prices. This resulted in an increasingly common phenomenon of taking mortgage and purchasing real estates in order to sell them with a double-figure per cent profit. This way, people bought real estates because their price was rising and it was easy to earn on them; and prices rose because people were buying. Many individuals or whole families who bought apartments could not really afford that (Adamowicz, 2013; Karpińska-Mizielińska and Smuga, 2009).

Financial services market also had big influence on the crisis. The basic mistake made by financiers was their belief that the increase in real estate prices would never end. Because of that, they offered loans to people whose income was not sufficient to make them capable of paying these loans back. But bankers assumed that, in the event of the borrowers' insolvency, they would earn on repossessing and selling the houses. Additionally, investment bankers started to transfer their asset risk onto individual and corporate investors selling liabilities or exchanging them for securities. While interest rates were low, there was a quite big demand for securities

among investors who wanted to obtain higher than average return on their investment (Adamowicz, 2013).

The global economic crisis has also had a large impact on the state of the tourism sector in Poland and in the world.

IMPACT OF WORLD ECONOMIC CRISIS ON THE TOURIST INDUSTRY SECTOR

The phenomena that occurred in Poland were different from those in the United States or Western Europe. First of all, Poland was not affected by the problem of the value of securities connected with the American mortgage market. The crisis was not so evident in Poland because the market demonstrated "healthy underdevelopment". The Monetary Policy Council had a much better monetary policy and the Polish Banking Supervision Authority also helped to avoid a serious crisis by not allowing for the creation of the sub-prime lending market. However, Poland did not avoid all problems, which touched the United States and other countries. They were especially connected with the Polish zloty and further consequences. When, as a result of the collapse of the real estate market, there was a slump on stock markets, investors started to look for safe ways to invest their capital. The so-called emerging markets, including the countries of East-Central Europe, were thought to be high-risk areas because Hungary, Ukraine and the Baltic States had serious problems resulting from their erroneous fiscal policy. Due to that, a big number of American and Western European investors sold their securities, withdrew their investment capital and exchanged their money into their countries' currencies, mainly dollars and euro. The decrease in demand and the increase in supply on the Polish zloty market caused a considerable decrease in its price (Adamowicz, 2013; NBP, 2009).

The economic crisis has also had great significance for the arrivals of foreign tourists to the Polish. As it can be seen in Table 1, the number of tourists visiting Poland decreased in 2008-2009.

The evident falling tendencies in the 1st quarter of 2009 were also observed in the accommodation base for organised groups of tourists. Detailed information on that is presented in Table 2.

In relations to the same period of 2008, the total number of foreigners using that base decreased by 13.2%. As far as some countries of tourists' origin important for Poland are concerned, the decrease was much bigger,

Table 1. Foreign tourists' visits to Poland in the 1st quarter of 2009 and 2008 (thousand)
Tabela 1. Przyjazdy turystów zagranicznych do Polski w I kwartale 2009 i 2008 roku (tys.)

Country of origin Kraj pochodzenia	1 st quarter of 2009 I kwartał 2009	1 st quarter of 2008 I kwartał 2008	Change 2009/2008 Zmiana 2009/2008	
			(thousand) (tys.)	(%)
Total – Ogółem	2 360	2 900	-540	-18,6
EU 14 – UE 14	455	480	-25	-5,2
Germany – Niemcy	880	1 150	-270	-23,5
Great Britain Wielka Brytania	90	100	-10	-10,0
Holland – Holandia	110	110	0	0,0
Austria	60	50	10	20,0
Italy – Włochy	50	60	-10	-16,7
France – Francja	40	40	0	0,0
Sweden – Szwecja	20	25	-5	-20,0
Other EU 14 Pozostałe UE 14	85	95	-10	-10,5
Czech Republic – Czechy	40	40	0	0,0
Slovakia – Słowacja	20	20	0	0,0
Lithuania – Litwa	150	170	-20	-11,8
Latvia – Łotwa	70	100	-30	-30,0
Hungary – Węgry	30	50	-20	-40,0
Non-Schengen states Kraje spoza Schengen	520	630	-110	-17,5
Ukraine – Ukraina	270	350	-80	-22,9
Belarus – Białoruś	180	190	-10	-5,3
Russia – Rosja	70	90	-20	-22,2
Important overseas countries Ważne kraje zamorskie	50	70	-20	-28,6
USA	30	39	-9	-23,1
Other countries Pozostałe nie wymienione	145	190	-45	-23,7

Source: author's own development based on the Institute of Tourism research.
 Źródło: opracowanie własne na podstawie wyników badań Instytutu Turystyki.

Table 2. Foreign tourists using accommodation facilities for organised groups in Poland in the 1st quarter of 2009 and 2008

Tabela 2. Cudzoziemcy korzystający z bazy noclegowej zorganizowanego zakwaterowania w Polsce w I kwartale 2009 i 2008 roku

Country of origin Kraj pochodzenia	Number of tourists (thousand) Liczba korzystających (tys.)	Change in the 1 st quarter of 2009/2008 Zmiana I kwartał 2009/2008 (%)
Germany – Niemcy	144,9	-10,5
Great Britain Wielka Brytania	66,3	-24,1
Russia – Rosja	39,6	-19,1
Italy – Włochy	34,3	-10,0
France – Francja	29,5	-15,3
Ukraine – Ukraina	27,2	-9,5
USA	18,8	-17,0
Belarus – Białoruś	17,1	12,0
Holland – Holandia	16,4	-15,2
Lithuania – Litwa	16,0	-19,9
Sweden – Szwecja	15,4	-15,3
Norway – Norwegia	14,7	0,1
Czech Republic – Czechy	14,3	-10,2
Denmark – Dania	14,0	-23,8
Spain – Hiszpania	12,3	-28,5
Belgium – Belgia	9,6	-14,4
Ireland – Irlandia	9,1	-35,6
Slovakia – Słowacja	8,3	23,7
Austria	7,8	-14,1
Hungary – Węgry	6,7	-22,6
Finland – Finlandia	5,5	-25,5
Estonia – Estonia	4,7	-44,4
Japan – Japonia	4,6	-26,9
Switzerland – Szwajcaria	4,5	-17,0
Latvia – Łotwa	3,9	-45,9
Romania – Rumunia	3,4	-27,9
China – Chiny	3,2	-5,8
Turkey – Turcja	3,0	18,6
Canada – Kanada	2,9	-2,6
South Korea – Korea Południowa	2,3	-56,9
Portugal – Portugalia	2,1	-17,0
Greece – Grecja	2,1	-5,0
Bulgaria – Bułgaria	1,9	-20,6
All the above listed countries Razem wymienione w tabeli	566,8	-16,2
Other countries Pozostałe	55,7	37,1
Total in the database Łącznie w bazie	622,5	-13,2

Source: author's own development based on the data of the GUS.

Źródło: opracowanie własne na podstawie danych GUS.

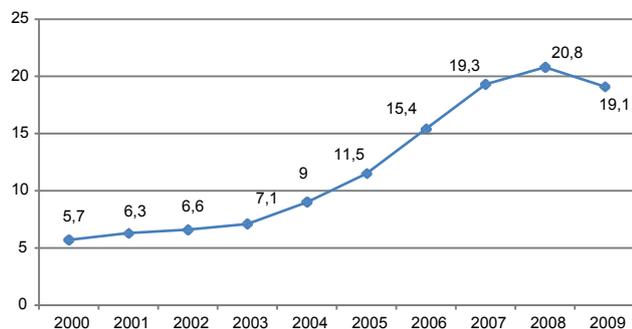


Fig. 1. Passengers services at Polish airports in the period 2000-2009 in regular and charter traffic (in mln)

Source: Dziedzic et al. (2010).

Rys. 1. Pasażerowie obsłużeni w polskich portach lotniczych w latach 2000-2009 w ruchu regularnym i czarterowym (w mln)
Źródło: Dziedzic i in. (2010)

e.g. the number of tourists from Great Britain fell by 24.1%, from Russia by 19.1%, from the US by 17.0% and from Denmark by 23.8%.

The global economic crisis was visible in the Polish air transport market. During the crisis decreased the number of passengers at Polish airports (Fig. 1).

In 2009, traffic decreased by 8.2% compared to the previous year. The decline in the participation of transport became most traditional airlines operating on the Polish market (Bednarczyk and Batorski, 2014).

The volume of the world demand for tourism in total was worth \$7.1 billion, which was an over 10% fall in comparison with 2008. As far as a detailed structure of spending on tourism is concerned, one can notice a decrease in value in 2009 in comparison with 2008. The only exception is the government spending on a global scale, where there is a rise by almost 2% in 2009 in comparison with 2008. Detailed information is found in Table 3.

The biggest decline in the volume of demand for tourism in 2009 in comparison with 2008 can be observed in the area of export performed by the visitors, but of the so-called non-tourist goods. These are consumer products (e.g. clothes, electronic equipment, petrol) taken by foreign tourists to their countries or investment goods

Table 3. Change in the volume of demand for tourism in 2008-2009 (%)

Tabela 3. Zmiany wielkości popytu turystycznego w latach 2008-2009 (w %)

Area Powierzchnia	World Świat	EU15 UE15	Poland Polska
Total demand for tourism Popyt turystyczny ogółem	-10,2	-13,0	-26,1
Private journeys Podróże prywatne	-5,7	-10,0	-28,7
Business trips Podróże służbowe	-9,9	-15,7	-24,3
Government spending on tourism Wydatki rządowe na turystykę	1,8	-2,3	-24,1
Capital investment Inwestycje kapitałowe	-14,0	-18,0	-22,6
Tourism export Eksport turystyczny	-12,5	-13,8	-17,2
Other types of export Pozostały eksport	-20,5	-17,8	-34,4

Source: author's own development based on the data from WTTC, www.wttc.org of 5 November 2013.

Źródło: opracowanie własne na podstawie danych WTTC, www.wttc.org z dnia 5.11.2013.

(e.g. vehicle, aeroplanes, cruise ships) taken abroad so that tourist services providers can use them there.

In 2009, spending on tourist trips abroad in some countries increased despite the crisis – China, Saudi Arabia and Turkey. In other countries such as the Switzerland expenses were similar to 2008. It should also be noted that the effects of the crisis of 2008-2009 were stopped in 2010. In Poland saw an increase in the number of tourist arrivals by 5%.

CONCLUSIONS

Based on the author's observations, a few conclusions can be formulated:

- tourist services market is constantly changing under the influence of various impulses coming from the international environment and factors resulting from national, regional and local conditions;
- the worldwide economic crisis, especially in the United States, started with the crash on the real estate market preceded by a few-year irrational price rise;
- in Poland, the economic crisis was mainly connected with the problems with Polish zloty and their consequences. There was an evident decrease in the number of foreign tourists' visits to Poland in 2008/2009. Evident falling tendencies in the 1st quarter of 2009 were also recorded in the area of accommodation for organized groups of tourists. It is also worth noting that the effects of the crisis of 2008-2009 were stopped in 2010 and Poland recorded growth of tourist arrivals by 5%;
- in comparison with the same period of 2008, the total number of foreigners using that base declined by 13.2%. In connection with some countries that are important for Poland, the decrease was much higher, e.g. the number of tourists from Great Britain fell by 24.1%, from Russia by 19.1%, from the USA by 17.0% and from Denmark by 23.8%;
- in 2009, spending on tourist trips abroad in some countries has increased despite the crisis – China, Saudi Arabia and Turkey.

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ODDZIAŁYWANIE ŚWIATOWEGO KRYZYSU GOSPODARCZEGO NA TURYSTYKĘ W POLSCE I W WYBRANYCH KRAJACH

Streszczenie. Celem artykułu jest zaprezentowanie oddziaływania światowego kryzysu ekonomicznego, który nastąpił na przełomie 2008 i 2009 roku, na turystykę w Polsce oraz w wybranych krajach Unii Europejskiej i świata. Rozpoczął się on od załamania na rynku nieruchomości poprzedzonego kilkuletnim nieracjonalnym wzrostem ich cen. Jego konsekwencje miały również duże znaczenie dla funkcjonowania przedsiębiorstw sektora turystycznego, zarówno od strony podażowej, jak i popytowej. W pracy wykorzystano dane World Tourism Organization i World Travel & Tourism Council, dane statystyczne Głównego Urzędu Statystycznego i raporty Instytutu Turystyki. Zakres przestrzenny analizowanych zjawisk obejmował Polskę na tle innych krajów Unii Europejskiej i świata. W artykule zastosowano metodę opisową. W Polsce kryzys gospodarczy dotyczył w szczególności polskiego złotego i związanych z tym następstw. Na przełomie roku 2008 i 2009 zmniejszyła się liczba turystów zagranicznych odwiedzających Polskę. Tendencje spadkowe w I kwartale 2009 roku zanotowano również w bazie noclegowej zbiorowego zakwaterowania. W stosunku do analogicznego okresu 2008 roku łączna liczba cudzoziemców korzystających z tej bazy zmniejszyła się o 13,2%.

Słowa kluczowe: kryzys gospodarczy, turystyka, Polska, Unia Europejska, świat

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