

## 2. RESULTS OF SURVEYS – SYNTHESIS

### 2.1. COLLECTIVE TOURIST ACCOMMODATION ESTABLISHMENTS AND THEIR OCCUPANCY

#### 2.1.1. Tourism in Małopolska and in the country

Małopolskie voivodship as of 1 January 2007 covered the area of 15183 km<sup>2</sup>, that was 4.9% of the country area. At the end of 2007 the area of Małopolska was inhabited by population of 3.3 mln, which constituted 8.6% of population in Poland. Average population density was 216 persons per km<sup>2</sup> (122 persons per km<sup>2</sup> in the country).

Małopolska is a significant area on the tourist map of Poland, because of its landscape and holiday values as well as wealthy culture heritage. Tourist traffic in the Małopolskie voivodship in 2007 remained a high level nationwide, particularly among foreign tourists.

TABLE I. TOURISTS ACCOMMODATED AND OVERNIGHT STAYS IN COLLECTIVE TOURIST ACCOMMODATION ESTABLISHMENTS IN THE MAŁOPOLSKIE VOIVODSHIP AND IN THE COUNTRY

TYPE OF FACILITIES	Tourists accommodated				Nights spent (overnight stays)			
	total		of which foreign tourists		total		of which foreign tourists	
	2006	2007	2006	2007	2006	2007	2006	2007
	Poland = 100							
<b>TOTAL</b> .....	<b>15.0</b>	<b>14.9</b>	<b>21.7</b>	<b>22.3</b>	<b>14.8</b>	<b>14.6</b>	<b>20.1</b>	<b>20.8</b>
<b>Hotel facilities</b> .....	<b>14.4</b>	<b>14.3</b>	<b>21.2</b>	<b>22.0</b>	<b>15.9</b>	<b>16.0</b>	<b>21.9</b>	<b>22.9</b>
Hotels .....	15.1	15.2	21.7	22.8	16.3	16.8	22.6	24.2
Motels .....	9.5	9.3	17.4	16.4	10.2	9.9	18.9	16.6
Boarding houses .....	35.1	33.4	38.5	29.4	40.0	38.8	28.9	26.6
Other hotel facilities .....	5.1	5.0	8.2	8.7	5.2	4.9	7.6	6.6
<b>Other facilities</b> .....	<b>16.3</b>	<b>16.1</b>	<b>24.6</b>	<b>24.4</b>	<b>13.9</b>	<b>13.4</b>	<b>14.6</b>	<b>13.7</b>
Excursion hostels .....	15.9	12.9	23.4	19.2	17.7	13.9	24.9	23.5
Shelters .....	60.5	55.5	85.6	78.1	58.3	55.7	87.1	76.1
Youth hostels .....	37.7	38.2	54.3	53.1	32.7	33.7	48.5	49.8
School youth hostels .....	12.2	13.6	12.6	10.5	12.6	13.2	21.8	11.9
Holiday centres .....	13.2	13.7	13.4	11.7	9.3	9.7	7.6	6.2
Holiday youth centres .....	7.5	5.3	–	0.4	4.9	5.2	–	0.1
Training-recreational centres ..	13.9	13.1	19.1	18.2	15.1	14.2	16.4	17.5
Creative arts centres .....	18.3	20.0	19.9	19.6	26.1	25.3	16.9	14.7
Public tourist cottages .....	6.5	6.1	13.1	16.4	7.4	6.0	15.5	16.4
Camping sites .....	11.1	10.5	18.9	20.5	7.8	7.9	16.4	18.1
Tent camp sites .....	5.0	4.8	7.5	6.0	3.3	3.4	6.3	4.7
Weekend and holiday accommodation establishments .....	51.2	49.3	90.4	88.9	31.8	28.6	78.9	74.1
Health establishments .....	18.7	16.6	1.9	1.4	18.0	16.4	1.3	0.9
Other non-classified facilities ..	21.0	21.3	39.8	40.4	18.4	17.4	37.8	36.8

In 2007 the occupancy rate of bed places in collective tourist accommodation establishments in the Małopolskie voivodship was higher by 2.1 percentage point than the country average. Occupancy rate of rooms in hotel facilities was higher by 7.3 percentage point than the country average, and in hotels — higher by 6.8 percentage point.

## 2.1.2. Collective tourist accommodation establishments

At the end of July 2007 on the area of the Małopolskie voivodship there were 843 collective tourist accommodation establishments, of which 286 hotel facilities. In comparison with previous year their number increased by 24 establishments; the number of hotel facilities increased by 27 and the number of other facilities decreased by 3. The number of hotels increased most (by 22) and amounted to 180.

Collective tourist accommodation facilities (at the end of July 2007) offered 64.1 thousand bed places, that was 1.4 thousand (2.2%) more than in July 2006. The number of bed places in hotel facilities increased by 2.9 thousand (12.6%). The greatest increase, both absolute (by 3.2 thousand places) and percentage (by 18.4%) related to number of bed places in hotels. However the number of bed places in facilities classified as "other collective tourist accommodation establishments" decreased by 1.5 thousand (3.8%).

The number of year-round bed places has decreased (by 0.4 thousand) as well as their share in total number of bed places (by 2.5 percentage points to 85.8%). The number of bed places occupied seasonally has decreased by 1.8 thousands (24.1%) to 9.1 thousand.

Like the previous years, the biggest number of bed places offered: hotels (20.4 thousand), holiday centres (9.2 thousand), other non-classified facilities (9.0 thousand), training-recreational centres (5.6 thousand) as well as health establishments (4.8 thousand). The average size of a collective tourist accommodation facility measured by the number of bed places amounted to 76 (1 less than the previous year). The largest facilities, like the previous year, were health establishments (on average 129 bed places), camping sites (121) as well as hotels (113).

TABLE II. COLLECTIVE TOURIST ACCOMMODATION ESTABLISHMENTS BY TYPE OF FACILITIES  
As of 31 VII

TYPE OF FACILITIES	Facilities		Bed places		Number of bed places per facility	
	in percent				2006	2007
	2006	2007	2006	2007		
<b>TOTAL</b> .....	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>76.6</b>	<b>76.1</b>
<b>Hotel facilities</b> .....	<b>31.6</b>	<b>33.9</b>	<b>36.5</b>	<b>40.2</b>	<b>88.5</b>	<b>90.2</b>
Hotels .....	19.3	21.4	27.5	31.9	109.1	113.5
Motels .....	1.2	1.3	0.7	0.7	45.3	39.6
Boarding houses .....	7.6	7.1	5.5	4.8	55.7	51.3
Other hotel facilities .....	3.5	4.2	2.8	2.9	60.8	53.1
<b>Other facilities</b> .....	<b>68.4</b>	<b>66.1</b>	<b>63.5</b>	<b>59.8</b>	<b>71.1</b>	<b>68.8</b>
Excursion hostels .....	1.7	1.5	1.4	1.3	62.1	62.1
Shelters .....	2.8	3.1	1.9	2.1	51.4	51.9
Youth hostels .....	0.9	0.7	0.9	0.8	80.7	89.5
School youth hostels .....	4.8	4.3	3.5	3.3	56.9	59.2
Holiday centres .....	16.7	15.8	14.7	14.4	67.2	69.5
Holiday youth centres .....	1.6	1.3	1.2	0.9	58.4	54.9
Training-recreational centres ..	8.1	8.1	9.4	8.7	89.7	82.4
Creative arts centres .....	1.6	1.5	0.7	0.6	31.6	31.2
Public tourist cottages .....	1.8	1.7	1.4	1.4	59.6	61.9
Camping sites .....	1.5	1.5	2.7	2.4	141.0	120.8
Tent camp sites .....	2.1	1.5	2.1	1.5	75.9	74.1
Weekend and holiday accommodation establish-ments .....	0.7	0.7	0.8	0.8	82.5	82.5
Health establishments .....	4.6	4.4	7.8	7.4	129.4	128.5
Other non-classified facilities ..	19.5	19.9	15.0	14.0	58.8	53.5

The average number of hotel rooms amounted to 55 (in 2006 — 54). 93.6% of hotel rooms were equipped in own bathroom and lavatory (95.5% at the end of July 2006). Most of the hotels had three-star category — 48.9% (44.5% of rooms) and two-star category — 28.9% (25,6% of rooms). The number of

hotels with the highest, five-star category increased by 1 to 6 facilities (3.3% of total number of hotels); the number of rooms increased by 0.9 thousand (9.1% of hotel rooms).

The average number of rooms in motels amounted to 18, and in boarding houses — 22. The standard of these facilities increased; the share of rooms equipped with bathroom and lavatory in motels increased to 92.4% (87.2% at the end of July 2006) and in boarding houses — to 93.2% (87.7% in previous year).

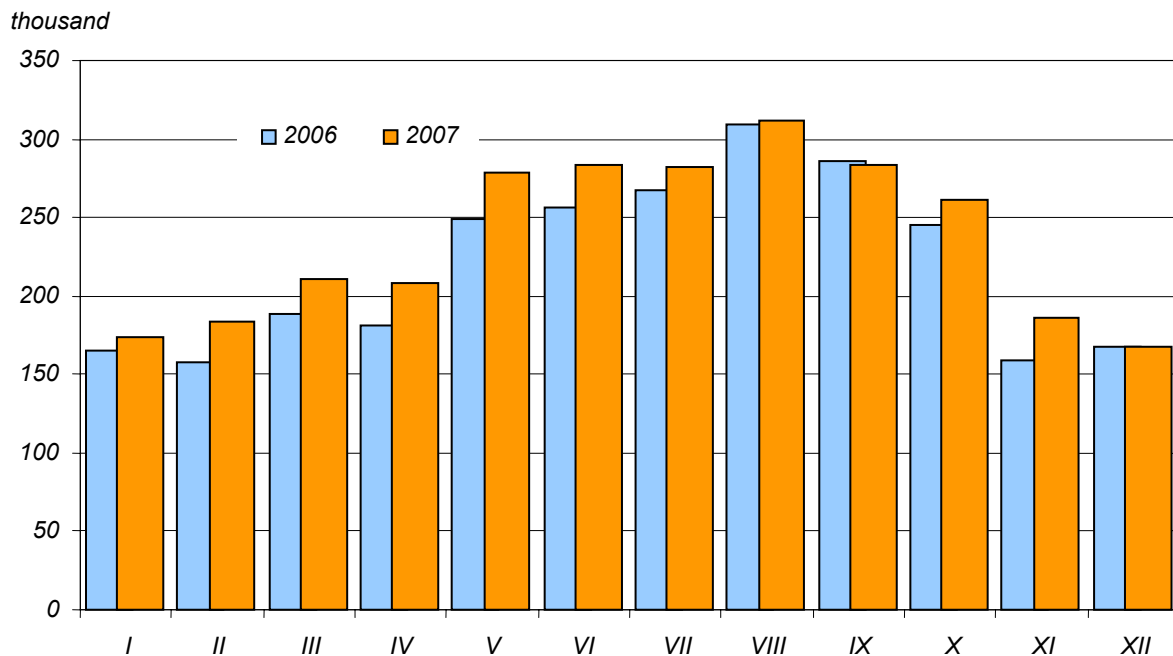
### 2.1.3. Tourists accommodated and nights spent (overnight stays) in collective tourist accommodation establishments

In 2007 the number of tourists accommodated in collective tourist accommodation establishments increased by 196.7 thousand persons (by 7.5%) and amounted to 2830.5 thousand. The greatest absolute increase was recorded in hotels (by 154.9 thousand persons). The share of people accommodated in hotels has been still growing. In 2007 it amounted to 55.5%. The highest relative increase of the number of tourists accommodated was recorded in: school youth hostels (by 16,4%), facilities classified as “other hotel facilities” (by 15.6%) and hotels (by 10.9%).

TABLE III. TOURISTS ACCOMMODATED AND NIGHTS SPENT (OVERNIGHT STAYS) IN COLLECTIVE TOURIST ACCOMMODATION ESTABLISHMENTS BY TYPE OF FACILITIES

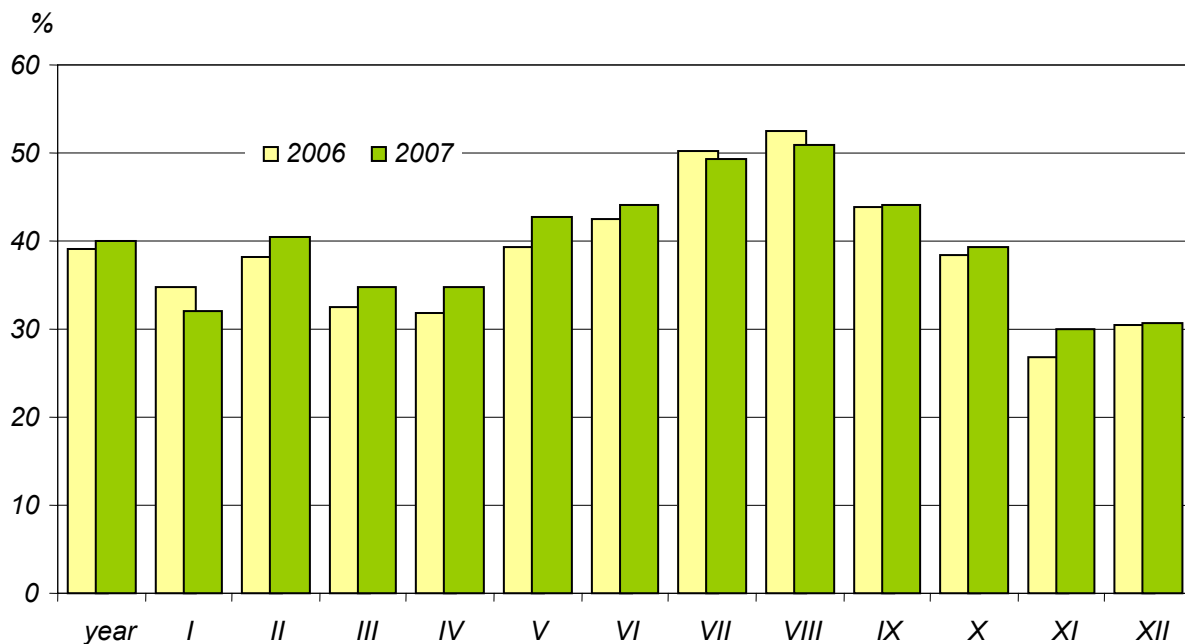
TYPE OF FACILITIES	Tourists accommodated		Nights spent (overnight stays)		Average tourist stay at facility in days	
	in percent				2006	2007
	2006	2007	2006	2007		
<b>TOTAL</b> .....	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>2.9</b>	<b>2.8</b>
<b>Hotel facilities</b> .....	<b>61.6</b>	<b>63.2</b>	<b>46.0</b>	<b>48.7</b>	<b>2.1</b>	<b>2.2</b>
Hotels .....	53.8	55.5	38.1	40.8	2.0	2.1
Motels .....	1.1	1.0	0.5	0.5	1.5	1.5
Boarding houses .....	4.2	4.0	5.5	5.3	3.7	3.7
Other hotel facilities .....	2.5	2.7	1.9	2.1	2.2	2.2
<b>Other facilities</b> .....	<b>38.4</b>	<b>36.8</b>	<b>54.0</b>	<b>51.3</b>	<b>4.0</b>	<b>4.0</b>
Excursion hostels .....	1.2	0.9	1.3	1.0	3.3	3.3
Shelters .....	2.4	2.3	1.5	1.5	1.7	1.8
Youth hostels .....	1.5	1.6	1.1	1.1	2.1	2.0
School youth hostels .....	2.0	2.2	1.8	1.8	2.6	2.4
Holiday centres .....	7.8	7.8	11.7	11.6	4.3	4.2
Holiday youth centres .....	0.3	0.2	0.7	0.6	5.6	7.8
Training-recreational centres ..	6.6	6.2	8.5	7.9	3.7	3.6
Creative arts centres .....	0.4	0.4	0.7	0.7	5.2	4.7
Public tourist cottages .....	0.6	0.5	0.9	0.7	4.3	3.8
Camping sites .....	0.9	0.8	0.7	0.7	2.1	2.4
Tent camp sites .....	0.2	0.2	0.2	0.2	2.6	2.7
Weekend and holiday accommodation establishments .....	0.6	0.6	0.4	0.4	1.7	1.7
Health establishments .....	3.5	3.2	15.3	14.6	12.6	12.8
Other non-classified facilities ..	10.2	9.9	9.3	8.6	2.6	2.5

**TOURISTS ACCOMMODATED  
IN COLLECTIVE TOURIST ACCOMMODATION ESTABLISHMENTS  
BY MONTHS**



*In 2007 there were 8014.0 thousand of overnight stays in collective tourist accommodation establishments — by 6.0% (451.4 thousand) more than in previous year. The number of overnight stays increased the most in hotels — by 386.2 thousand (by 13.4%). The biggest relative increase of overnight stays in comparison with previous year was recorded in “other hotel facilities” — by 16.3% (by 23.3 thousand). In 6 kinds of facilities there was recorded a decrease of the number of overnight stays, from 1.6% in training-recreational centres to 19.6% in excursion hostels. An average stay of a tourist in the facility has been shortened to 2.8 days (2.9 days in 2006).*

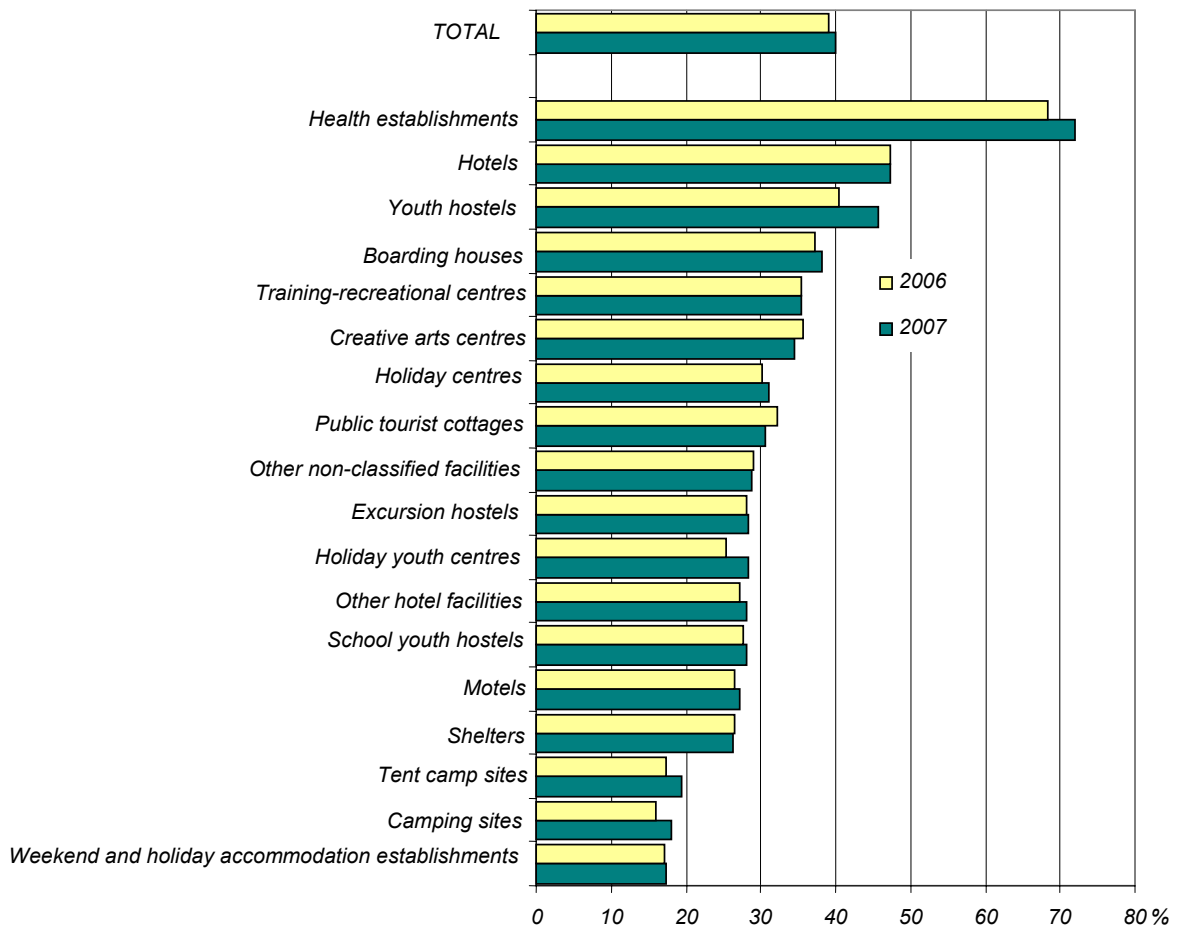
**OCCUPANCY RATE OF BED PLACES  
IN COLLECTIVE TOURIST ACCOMMODATION ESTABLISHMENTS  
BY MONTHS**



The occupancy rate of bed places in collective tourist accommodation establishments in 2007 increased by 0.8 percentage point and amounted to 39.9%. The occupancy rate increased the most in youth hostels (by 5.3 percentage point), health establishments (by 3.5 point) and holiday youth centres (by 2.9 point). Traditionally, the highest occupancy rate of bed places was recorded in August — 50.8% and in July — 49.4%. The occupancy rate of bed places during holidays and in January decreased in relation to 2006, however it increased in all other months of the year.

The occupancy rate of rooms in hotel facilities was the same as in 2006 and it amounted to 51,4%, however it decreased in hotels (by 0.6 percentage point) and in motels (by 1.2 point), and increased in other hotel facilities (by 3.1 percentage point) as well as in boarding houses (by 1.0 point).

#### OCCUPANCY RATE OF BED PLACES IN COLLECTIVE TOURIST ACCOMMODATION ESTABLISHMENTS BY TYPE OF FACILITIES



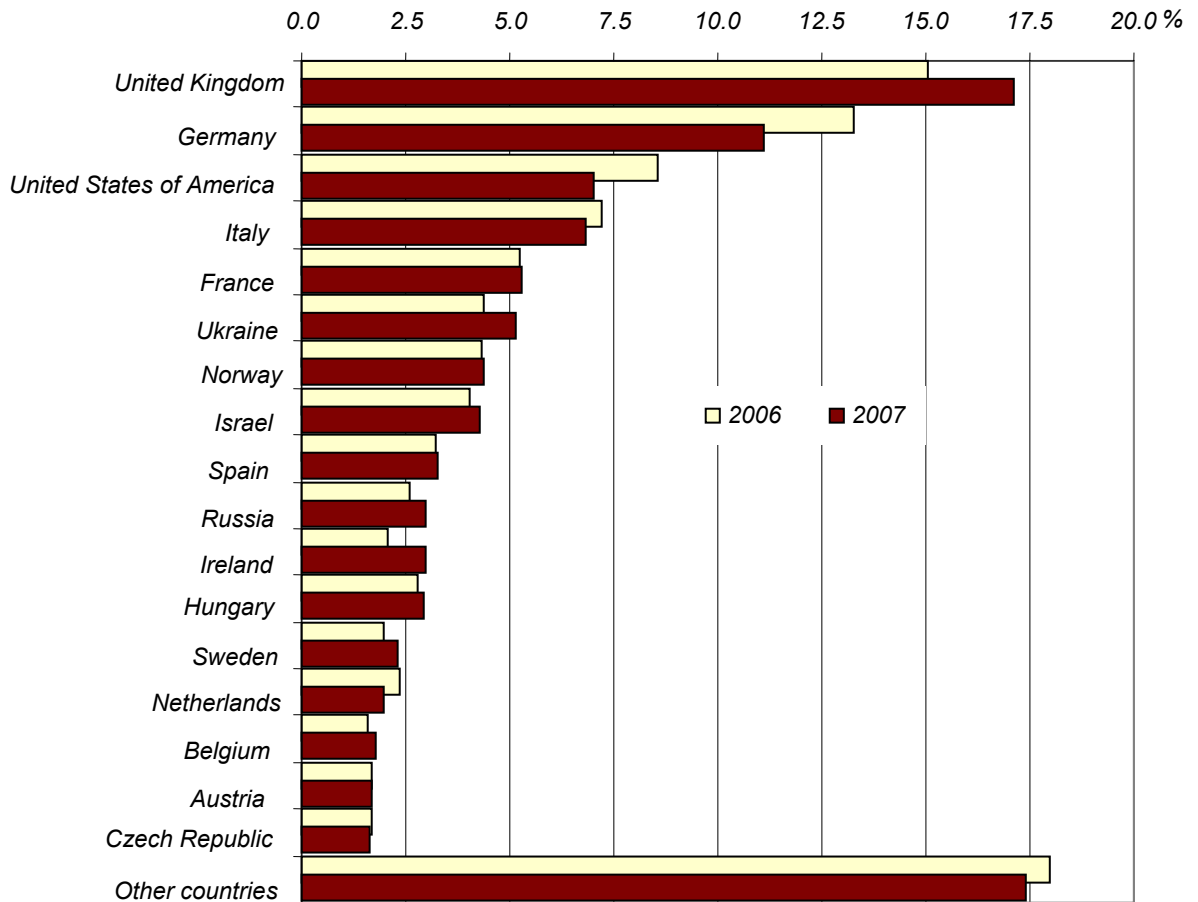
#### 2.1.4. Foreign tourists

In 2007 the number of foreign tourists accommodated in collective tourist accommodation establishments in Małopolska increased once again. In comparison with 2006 their number increased by 44.4 thousand and amounted to 979.4 thousand. The number of guests in hotel facilities was higher by 51.0 thousand (in hotels — higher by 53.5 thousand). However the number of tourists accommodated in other facilities decreased by 6.6 thousand.

In 2007 a revival of domestic tourism took place. It was proved by the fact, that with increasing number of tourists accommodated in collective tourist accommodation establishments (both domestic and foreign guests), dynamics of the number of foreign tourists was lower by 4.3 percentage point than those of tourists coming from Poland.

The share of foreign tourists in total number of persons accommodated in 2007 amounted to 34.6% and was a little (by 0.9 percentage point) lower than in 2006; in hotel facilities it accounted for 47.2% and in other facilities — 13.0%. Traditionally, most (82.2%) foreign guests for overnight stay chose a hotel (by 1.8 percentage point more than in 2006). Their share in total number of hotel guests was still decreasing (51.2% — 1.8 percentage point less in comparison to the share in 2006). It means that domestic tourists more often chose hotels for overnight stay. The share of foreign tourists accommodated was the greatest on camping sites and it amounted to 69.0% (in 2006 - 60.2%).

**FOREIGN TOURISTS ACCOMMODATED  
IN COLLECTIVE TOURIST ACCOMMODATION ESTABLISHMENTS  
BY SELECTED COUNTRY OF PERMANENT RESIDENCE**



The share of foreign tourists whose place of permanent residence was Europe, accommodated in boarding facilities in collective tourist accommodation establishments amounted to 81.1% (in 2006 — 78.7%). Newcomers from Asia constituted 8.3% (8.6% in previous year), and from North America — 7.8% (in 2006 — 9.3%).

2007 was the second year, in which the greatest share of foreign tourists constituted tourists the United Kingdom. Their share amounted to 17.1% (by 2.1 percentage point more than in previous year). Both the number and the share of tourists coming from Germany was still decreasing — 11.1% (towards 13.3% in 2006), from the United States — 7.0% (8.6% in 2006) as well as from Italy — 6.8% (7.2% in 2006).

In 2007 foreign tourists spent 2268.9 thousand nights, i.e. by 150.2 thousand (7.1%) more than one year ago. An average stay of a tourist amounted to 2.3 days, as in previous years. For the longest period (on average 7.7 days) foreign tourists were accommodated in health establishments and for the shortest period — in motels (1.2 days). The time range of average stay of a tourist as regards the country of permanent residence was from 1.3 days (Latvia) to 4.0 days (Malta).

## 2.1.5. Tourism in Małopolskie voivodship in a territorial breakdown

Tourist traffic in Małopolska has concentrated in Kraków and in powiats situated south of voivodship, that was in: nowosądecki, nowotarski and tatrzański.

### COLLECTIVE TOURIST ACCOMMODATION ESTABLISHMENTS AND THEIR UTILIZATION BY POWIATS IN 2007

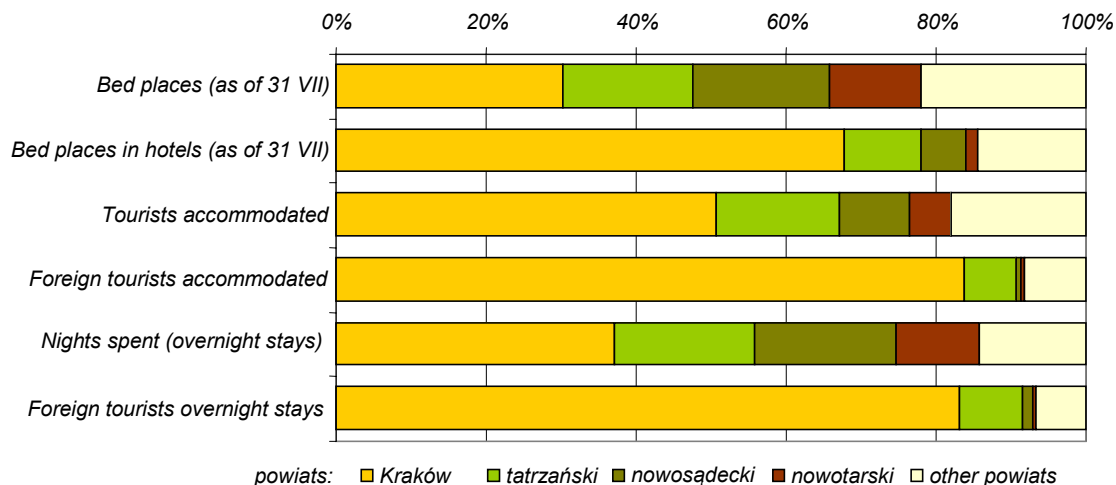


TABLE IV. COLLECTIVE TOURIST ACCOMMODATION ESTABLISHMENTS BY POWIATS  
As of 31 VII

SPECIFICATION	Facilities		Bed places		Number of bed places per facility	
	in percent					
	2006	2007	2006	2007	2006	2007
<b>TOTAL</b> .....	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>76.6</b>	<b>76.1</b>
<b>POWIATS</b>						
Bocheński .....	2.2	2.0	1.9	1.9	65.8	72.0
Brzeski .....	1.1	1.1	0.8	0.7	55.1	53.1
Chrzanowski .....	0.2	0.2	0.1	0.1	17.5	17.5
Dąbrowski .....	0.2	0.2	0.1	0.1	25.0	25.0
Gorlicki .....	3.5	3.0	2.8	2.6	61.6	66.1
Krakowski .....	2.7	3.6	2.1	2.2	61.1	46.7
Limanowski .....	3.5	3.7	2.9	2.8	62.0	58.1
Miechowski .....	0.1	0.1	0.0	0.1	24.0	40.0
Myślenicki .....	1.8	1.9	1.7	1.5	69.1	60.4
Nowosądecki .....	19.7	18.7	18.7	18.2	73.1	73.8
Nowotarski .....	15.4	15.8	12.5	12.2	62.4	58.9
Olkuski .....	1.6	1.2	0.9	0.7	42.4	45.5
Oświęcimski .....	1.1	0.8	1.0	0.8	71.3	74.7
Proszowicki .....	0.2	0.1	0.2	0.0	66.5	21.0
Suski .....	5.0	4.9	3.5	3.2	53.5	50.3
Tarnowski .....	1.2	1.1	0.7	0.6	44.6	42.1
Tatrzański .....	17.9	17.1	18.3	17.4	78.3	77.4
Wadowicki .....	2.0	2.3	1.9	2.0	76.4	67.1
Wielicki .....	1.0	1.5	0.6	0.9	44.6	42.1
<b>CITIES WITH POWIAT STATUS</b>						
Kraków .....	16.8	18.6	27.1	30.3	123.3	123.6
Nowy Sącz .....	1.3	1.2	1.0	1.0	57.1	61.3
Tarnów .....	1.2	0.9	1.1	0.9	67.1	70.9

The average number of bed places in collective tourist accommodation establishments in the Małopolskie voivodship in calculation per 100 actual voivodship residents (Defert's rate) amounted to 2.0 (in 2006 — 1.9). The value exceeding the average was recorded in 36 gminas, and the highest — in Krynica-Zdrój (36.5), Szczawnica (32.1) and Zakopane (30.2).

The density of collective tourist accommodation facilities expressed by number of bed places per 1 km<sup>2</sup> of administrative area amounted to 4.2 (increase by 0.1 in comparison with that calculated in 2006). The rate exceeding the average occurred in 31 gminas and the highest, like the previous year, was recorded in Zakopane (97.6), Kraków (59.4) and Krynica-Zdrój (42.2).

The occupancy rate of bed places (calculated as a percentage share of overnight stays to the nominal number of bed places in collective tourist accommodation establishments) exceeding the voivodship's average was recorded in Kraków — 49.7% and nowosądecki powiat — 42.3%. The occupancy rate of bed places exceeding 35% occurred in 3 powiats (tatrzański — 39.7%, gorlicki — 36.8%, nowotarski — 36.1%). The lowest rate (under 14%) was recorded in 3 powiats (dąbrowski, proszowicki, miechowski).

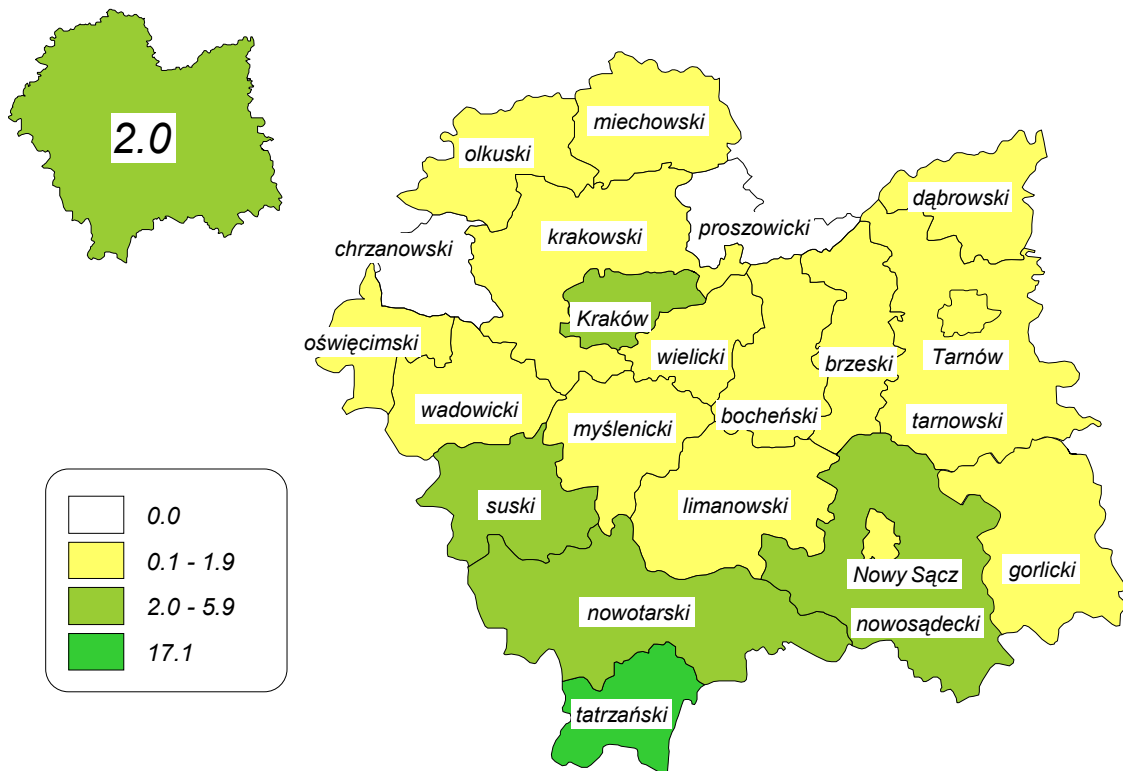
TABLE V. TOURISTS ACCOMMODATED AND OVERNIGHT STAYS IN COLLECTIVE TOURIST ACCOMMODATION ESTABLISHMENTS BY POWIATS

SPECIFICATION	Tourists accommodated		Nights spent (overnight stays)		Average tourist stay at facility in days	
	in percent				2006	2007
	2006	2007	2006	2007		
<b>TOTAL</b> .....	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>2.9</b>	<b>2.8</b>
<b>POWIATS</b>						
Bocheński .....	2.1	2.4	1.0	1.2	1.4	1.4
Brzeski .....	0.4	0.5	0.6	0.5	4.0	3.3
Chrzanowski .....	0.1	0.1	0.1	0.1	2.1	1.8
Dąbrowski .....	0.0	0.0	0.0	0.0	1.7	1.6
Gorlicki .....	1.4	1.5	2.4	2.2	5.1	4.3
Krakowski .....	2.8	3.3	1.6	1.9	1.7	1.6
Limanowski .....	0.9	1.0	1.1	1.1	3.6	3.2
Miechowski .....	0.1	0.0	0.0	0.0	1.3	1.2
Myślenicki .....	0.7	0.7	0.7	0.6	2.9	2.4
Nowosądecki .....	9.7	9.2	19.5	18.9	5.8	5.8
Nowotarski .....	5.5	5.6	10.5	11.1	5.5	5.6
Olkuski .....	0.7	0.6	0.5	0.5	2.4	2.3
Oświęcimski .....	1.0	0.9	0.9	0.7	2.4	2.3
Proszowicki .....	0.2	0.1	0.1	0.0	1.9	1.6
Suski .....	1.6	1.7	2.1	1.9	3.7	3.3
Tarnowski .....	0.7	0.7	0.5	0.5	2.2	2.0
Tatrzański .....	17.6	16.5	19.9	18.7	3.2	3.2
Wadowicki .....	1.7	1.6	1.1	1.1	1.9	1.9
Wielicki .....	0.7	1.0	0.4	0.6	1.6	1.7
<b>CITIES WITH POWIAT STATUS</b>						
Kraków .....	50.1	50.7	35.4	37.0	2.0	2.1
Nowy Sącz .....	0.9	0.8	0.5	0.5	1.8	1.8
Tarnów .....	1.4	1.3	0.9	0.8	2.0	1.7

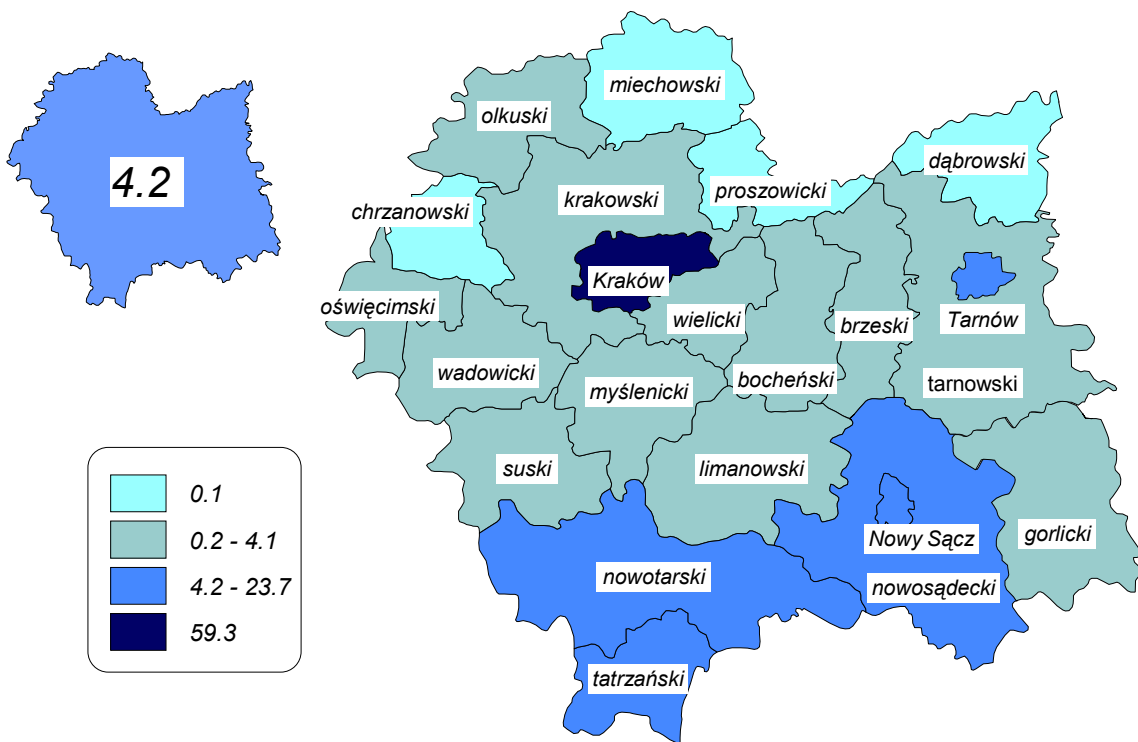
Graphs present the value of: Defert's rate, boarding facilities density rate and Schneider's rate (the number of tourists accommodated per 100 residents) in powiat breakdown. Class intervals were assumed to display powiats with intensity rate above and below the voivodship's average as well as extreme values (maximum and minimum). Graphics indicates 2 significant tourist areas in Małopolska, such as the city of Kraków and powiats situated south of voivodship (nowosądecki, nowotarski, tatrzański).



TOURIST FUNCTION RATE (DEFERT'S RATE) <sup>1</sup>  
BY POWIATS IN 2007



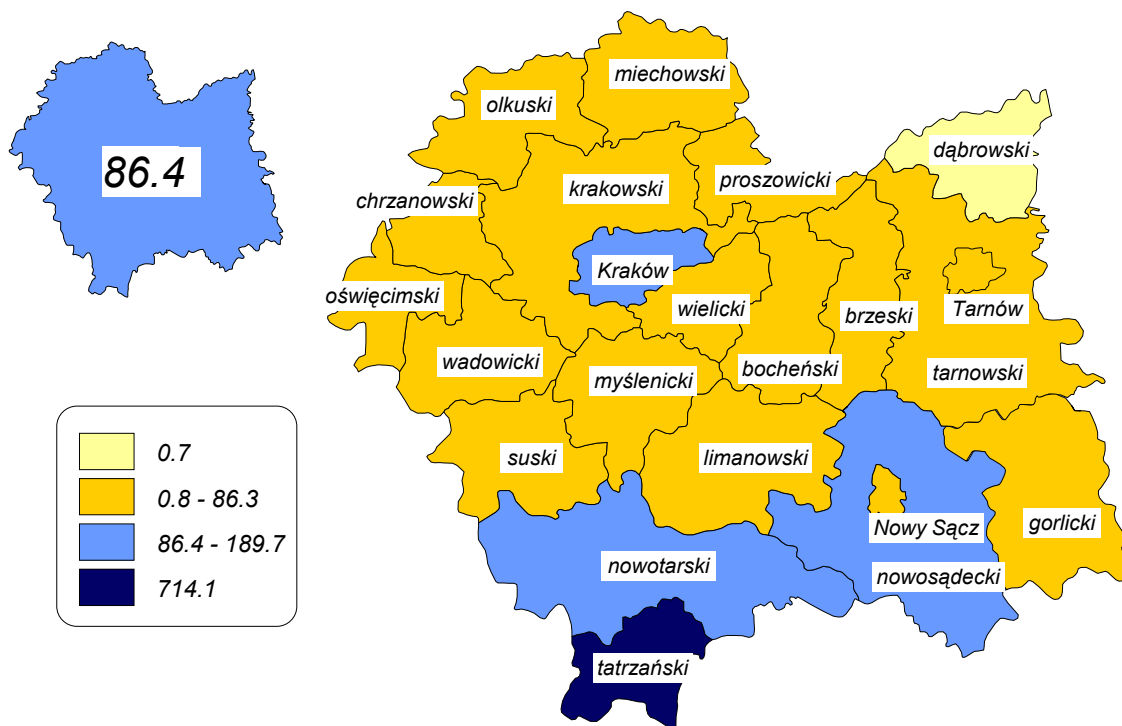
BOARDING FACILITIES DENSITY RATE <sup>2</sup>  
BY POWIATS IN 2007



<sup>1</sup> The number of bed places per 100 residents.

<sup>2</sup> The number of bed places per 1 km<sup>2</sup>.

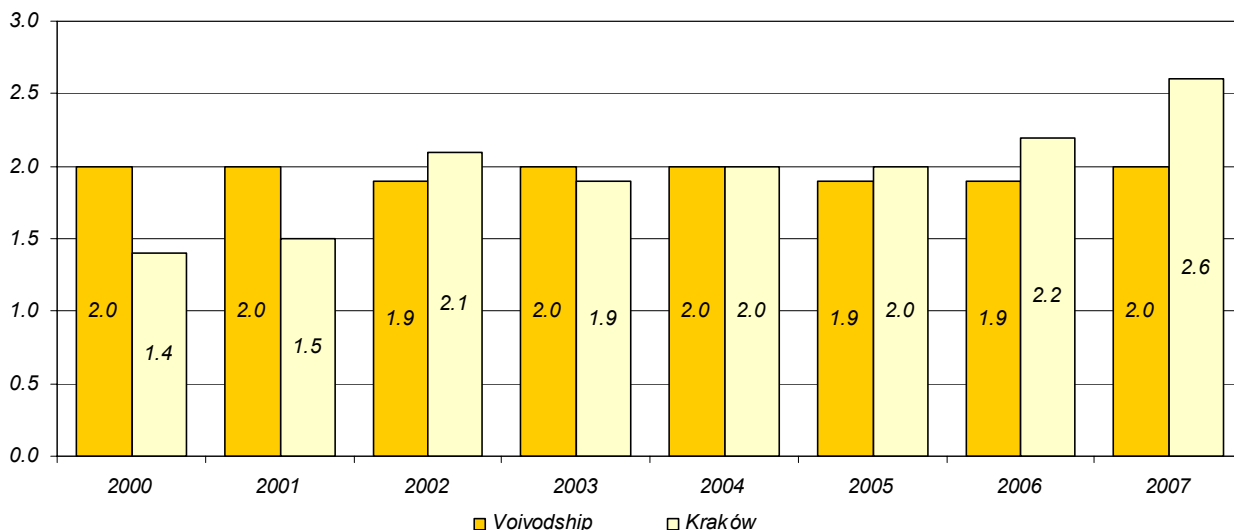
**TOURIST TRAFFIC INTENSITY RATE (SCHNEIDER'S RATE)<sup>3</sup>  
BY POWIATS IN 2007**



**2.1.6. Tourist traffic in Kraków**

As of 31 VII 2007 in Kraków, which was the centre of tourist traffic in Małopolska, there were 157 collective tourist accommodation establishments accounting for 18.6% of voivodship's boarding facilities. At these facilities there were 19.4 thousand bed places prepared at tourists disposal (30.3% of bed places in voivodship). In comparison with the previous year the number of facilities increased by 13.8% and the number of places — by 14.0%. In the voivodship's scale the increase was lower, relatively by 10.9 and 11.8 percentage point. In 2007 the tourist accommodation facilities density rate amounted to 59.3 (in 2006 — 52.0) whereas the voivodship's average — 4.2 (4.1).

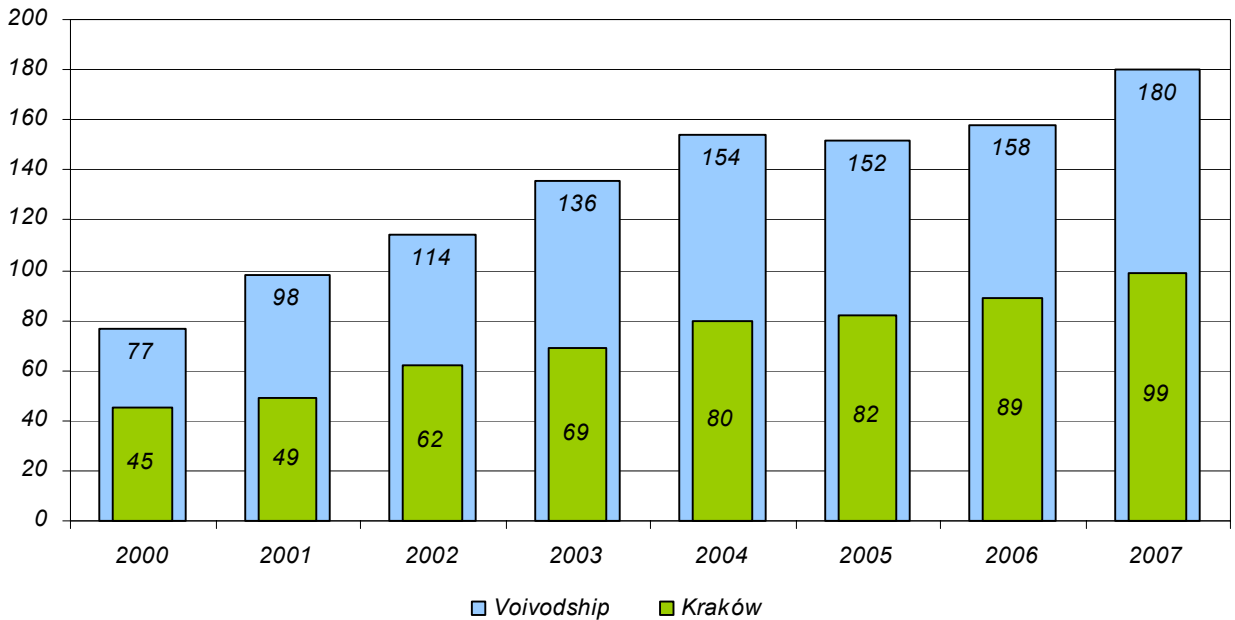
**TOURIST FUNCTION RATE (DEFERT'S RATE)  
FOR KRAKÓW AND MAŁOPOLSKIE VOIVODSHIP**



<sup>3</sup> The number of tourists accommodated per 100 residents.

The main part of boarding facilities in Kraków were hotel facilities (73.9%), of which mainly hotels (85.3%). At the end of July 2007 in Kraków 6 five-starred hotels were located, sole hotel facilities of this category in whole voivodship. The prevailing part constituted three-starred hotels — 53.5%. In hotels there were 13.9 thousand of bed places, which accounted for 67.9% in the voivodship's scale. In comparison to 2006 the number of hotel facilities in Kraków increased by 11.2% (bed places by 23.1%). During 2007 1.4 million of hotel rooms were rented (74.2% rented rooms in Małopolska). The occupancy rate of bed places in hotels amounted to 53.7% and 60.6% for rooms. For the voivodship it was lower relatively by 6.3 and 6.7 percentage point.

#### HOTELS IN KRAKÓW AND IN MAŁOPOLSKIE VOIVODSHIP As of 31 VII



In 2007 in Kraków 1.4 million persons were accommodated in collective tourist accommodation facilities, that was 50.7% of total persons accommodated in voivodship. More than 80% of accommodated persons stayed for a night in hotels.

Kraków is a city visited by large number of foreign tourists. In 2007 they accounted for 57.1% of all tourists accommodated in this city (in 2006 — 58.4%). For the voivodship this share amounted to 34.6% (35.5%).

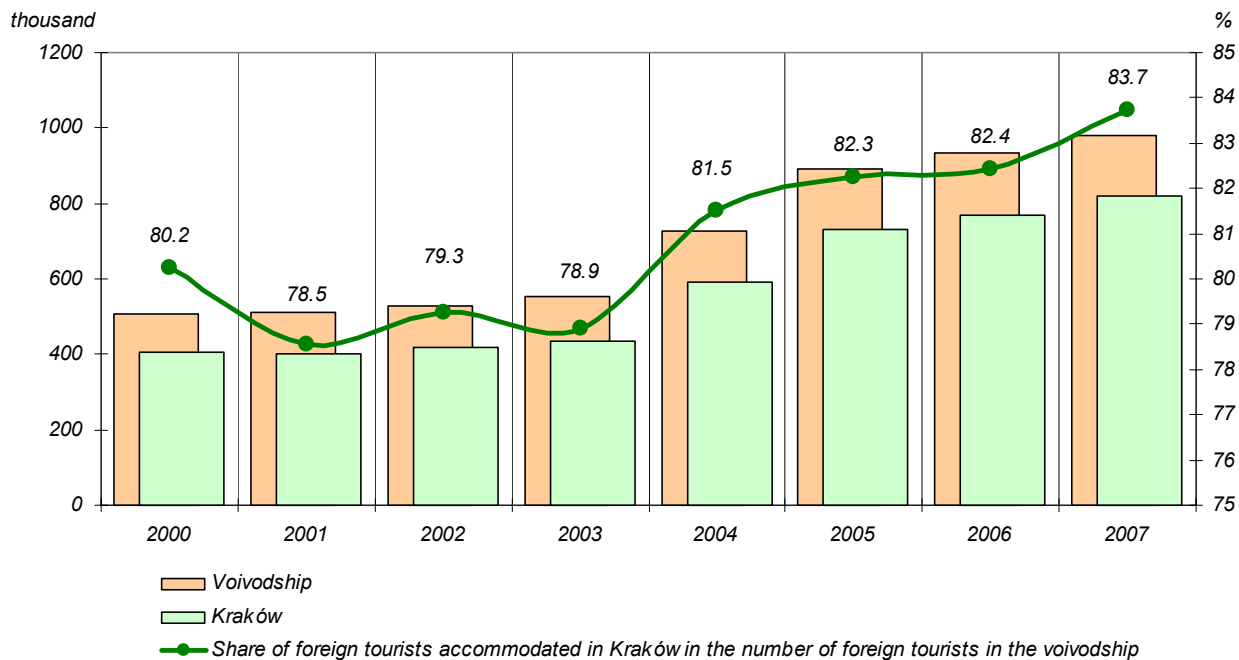
Among foreign tourists accommodated in the voivodship 83.7% persons stayed for a night in Kraków. In case of tourists accommodated in hotels, this share amounted to 89.7%. Foreign tourists whose place of permanent residence was Europe constituted 80.2%. The largest number of European tourists came from: the United Kingdom (23.2%), Germany (12.9%), Italy (9.3%), France (6.4%) and Norway (5.7%).

Amid residents of the European Union who came to the Małopolskie voivodship, 84.5% were accommodated in collective tourist accommodation facilities situated in Kraków; the greatest percentage of tourists accommodated constituted residents of Ireland (92.4% stayed for a night in Kraków), Portugal (92.2%), Spain (92.1%), Italy (91.2%), the United Kingdom (90.9%) and Malta (90.1%).

In 2007 there were 3.0 million of overnight stays in collective tourist accommodation establishments located in Kraków, of which 63.5% foreign tourists. A year ago it was less by 9.8% and the share of foreign tourists was lower by 0.4 percentage point.

The number of overnight stays in Kraków accounted for 37.0% of overnight stays in voivodship. For hotels this share amounted to 73.6%.

**FOREIGN TOURISTS ACCOMMODATED IN COLLECTIVE TOURIST ACCOMMODATION ESTABLISHMENTS IN KRAKÓW AND IN MAŁOPOLSKIE VOIVODSHIP**



Using the Pearson's correlation coefficient to research a relation between the number of tourists accommodated in facilities located in Kraków and on the rest of the voivodship (excluding Kraków), you can observe that with increasing number of tourists in Kraków the number of tourists on the rest of the voivodship's area is also increasing - the correlation coefficient<sup>4</sup> amounted to 0.94. This relation is even stronger (0.98) in case of foreign tourists. It may demonstrate, that the development of a tourist traffic in Kraków has a decisive influence on a tourist traffic in the voivodship.

<sup>4</sup> Calculated on the basis of data from 2000 till 2007.

## 2.2. SELECTED ASPECTS OF TOURISM BY NON-STATISTICAL SOURCES

### 2.2.1. Pieniny National Park<sup>5</sup>

The Pieniny Mountain Range is a popular tourist region in the Malopolskie voivodship. It is divided into: Spiskie Pieniny, Małe Pieniny and Pieniny Właściwe — they are characterised of its varied and complicated geological structure.

The most famous tourist attraction of the Spiskie Pieniny is a ravine of the Bialka river as well as Obłazowa Skąła with one of the oldest Polish caves with human traces from before 18 thousands years.

The highest peak of the Pieniny mountains, Wysoka (1050 m above the sea level) is found in the Małe Pieniny. Large number of tourists visit also Biała Woda and Homole gorges, which are placed on the area of nature reserves. Admission charge for entering both is required.

The most attractive part of the Pieniny Mountain Range, Pieniny Właściwe, has been legally protected. **In 2007 75 years were passed from the establishment of the Pieniny National Park.** “National Park in Pieniny” as a special unit of the State Forests was established on 1 June 1932 and covered area of 756 ha (of which 500 ha of forests). At the same time on the strength of the Polish-Czechoslovakian agreements, the rules of the nature protection as well as of tourist traffic in Pieniny were established and the international (second worldwide) nature protection area was created. It included the National Park in Pieniny and the reserve on Czechoslovakian side; ceremonial opening took place on 11 July 1932.

On the 1 January 1955 Pieniny National Park was established, increasing its own area to 2231 ha. After legal changes conducted in 1996, now, the Park covers the area of 2346 ha (forest complexes cover 70% of area; 750 ha of area are strictly protected). The Park is surrounded by the 2682 ha of buffer zone.

In the immediate neighbourhood of the Park there is its Slovakian equivalent — Pieninský národný park (PIENAP), established on 1 January 1967, covering the area of 37,49 km<sup>2</sup>.

Although the area of Pieniny National Park is not big it protects ca. 1100 species of vascular plants (almost half of those plant species occurring in Poland) as well as rare butterflies and birds. Flora of Pieniny mountains is characterised of its richness and variety.

More than 700 thousand tourists visit Pieniny National Park every year (over 640 thousand in 2005 and 760 thousand in 2006). In calculation per 1 ha of the park's area it constitutes the highest ratio of tourist traffic intensity on the area of national parks in Poland.

The biggest tourist attractions are: tourist trails in Pieniny and Małe Pieniny, Biała Woda and Homole gorges in Małe Pieniny, the “Dunajec” castle in Niedzica, the ruins of castle in Czorsztyn (visited by more than 110 thousand tourists in 2006) as well as ruins of the Pieniny Castle (partly restored and prepared for visitors), monastery in Czerwony Klasztor, historical centre development in Krościenko and Szczawnica as well as the rafting along the Dunajec ravine.

In the immediate neighbourhood of the Park there are tourist shelters as well as numerous boarding houses and private lodgings in Czorsztyn, Krościenko, Niedzica and Szczawnica.

On the Park's area there is 25 kilometers of marked routes for pedestrian tourists, who most often visit scenic peaks of Pieniny mountains: Trzy Korony (982 m above the sea level) and Sokolica (747 m above the sea level) — where the entrance is charged.

For motorized tourists in the neighbourhood of the Park there is a lot of parking lots, the biggest are situated in: Niedzica, Czorsztyn Nadzamcze, Sromowce Wyżne Kały (near the rafting marina), in Sromowce

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<sup>5</sup> Compiled on the basis of: the Regulation of the Minister of Agriculture, dated 23 May 1932 regarding establishment from the Pieniny reserve a special organizational unit called “National Park in Pieniny” [being in force since 1 June 1932] (the Polish Monitor No. 123, item 156); the Regulation of the Council of Ministers, dated 30 October 1954 regarding establishment of the Pieniny National Park [being in force since 1 January 1955] (Journal of Laws from 1955 No. 4, item 24), the Regulation of the Council of Ministers, dated 14 May 1996 regarding Pieniny National Park (Journal of Laws No. 64, item 307); Chronicles of the Pieniny National Park in 1929-1932 [in:] Pieniny. Nature, human, vol.1:1992, PNP; Jan Tyszkiewicz, Legal acts, conferences, celebrations connected with establishment of the National Park in Pieniny; Kazimierz Zarzycki, Roman Marcinek, Sławomir Wróbel, “Pieniny National Park”, editorial series: Meetings with nature, “Multico” Press, Warsaw 2003; Józef Nyka, Pieniny. The Guidebook (edition IV), Trawers Press, Warsaw 1995; Pieniny National Park official website <http://www.pieniny.pn.pl/>

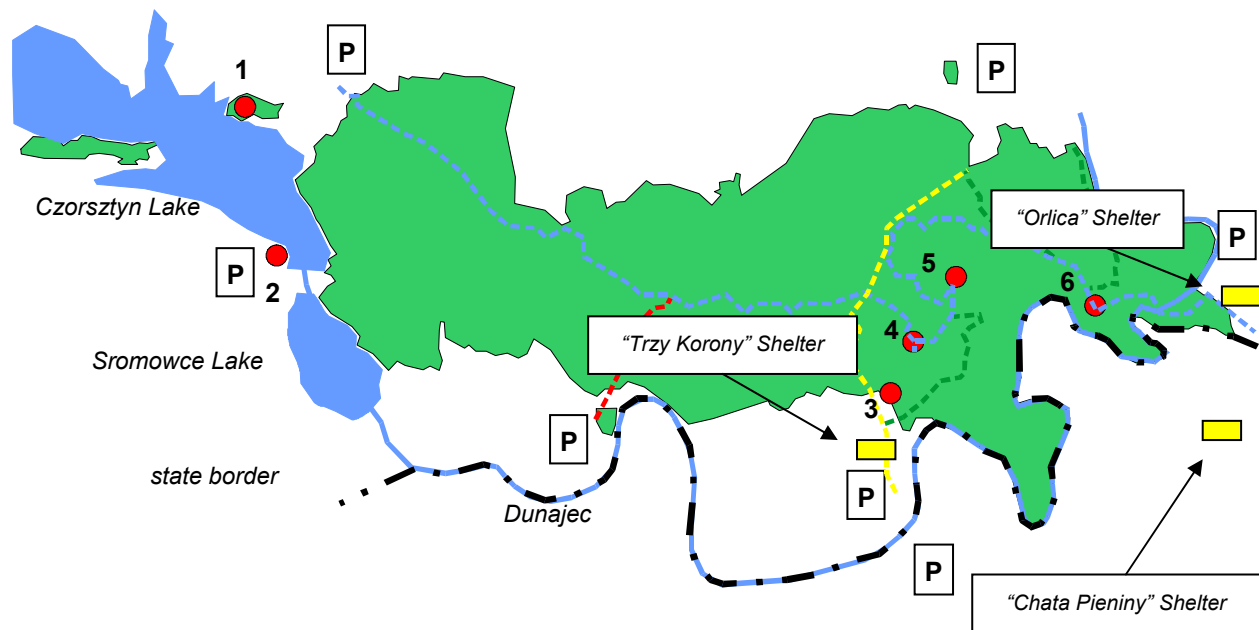
Niżne, in Szczawnica Niżna (near the rafting marina), on the Snozka pass (near the Władysław Hasiór's "playing organs", in Krościenko as well as in the Slovak's Czerwony Klasztor.

For skiers, close to the Park, there are few big ski stations, among others: Ski Station "Czorsztyn-Ski" (on the Wdżar mountain; geographically situated in Gorce mountains, but touristy connected with Pieniny), Ski Station Palenica-Szafranówka (yearly opened chair-lift), ski lifts in Jaworki, in Polana Sosny in Niedzica as well as in Krościenko.

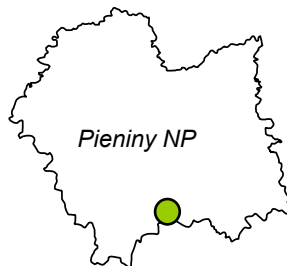
Surroundings of Czorsztyn and Niedzica are adopted for water tourism: on the Czorsztyn Lake there is a few guarded watering-places, sandy beach beneath the castle in Niedzica; on season tourists can cruise the lake with ship, and between Czorsztyn and Niedzica operates motorboat connection.

One of the biggest natural and landscape attractions is a ravine of the Dunajec river. It can be cruised by rafts, bikes or on foot through Pieniny route on the Slovakian bank of the Dunajec river.

### SCHEME OF DEPLOYMENT OF SELECTED TOURIST ATTRACTIONS IN THE PIENINY NATIONAL PARK



- 1 – Ruins of the castle in Czorsztyn
- 2 – Castle "Dunajec" in Niedzica
- 3 – Szopczański Ravine
- 4 – Trzy Korony Peak (982 meters above the sea level)
- 5 – Ruins of the "Pieniny Castle"
- 6 – Sokolica Peak (787 meters above the sea level)



Tourist trails

Parking lots

## 2.2.2. Rafting along “the Dunajec Ravine”<sup>6</sup>

In the immediate neighbourhood of the Pieniny National Park there is a one of the biggest tourist attractions not only in the voivodship, but also in Poland and Europe.

The rafting along the Dunajec ravine was available already in the first half of the 19th century. The year 1862 is assumed as the beginning of the tourist rafting, when Józef Szalay, the owner of Szczawnica, organized a big rafting. In 1935 there were more than 10 thousand participants in rafting and 20 thousand in 1920. Most often the rafting started in Czorsztyn or in Sromowce Niżne (near Czerwony Klasztor). The growing interest in rafting in recent years before the Second World War caused the regulation of rafting rules. In 1934 Polish Association of the Pieniny Rafts-men on the Dunajec River was created. It introduced 3-years obligatory professional trainings ending with rafts-man exam. The beginning of the rafting was set near the bridge beneath the castle in Niedzica or from Czerwony Klasztor to Szczawnica Niżna. In 1959 a new marina was built in Sromowce Niżne (it become an intermediate marina), and in 1960 a modern marina was built beneath the castle in Niedzica. Building of the dam in Niedzica has shortened the rafting route. In 1975 a new rafting marina was built in Sromowce Wyżne Kąty and the station near Czerwony Klasztor was closed.

Now, the rafting season lasts from 1 April till 31 October on route from Sromowce Wyżne Kąty to Szczawnica Niżna (app. 18 km, the time of the rafting route: app. 2 hours 15 min) or to Krościenko (app. 23 km, the time of the rafting route: app. 2 hours 45 min). Each raft is designated for 10 persons and served by two rafts-men. On the length of just 2.5 km in the straight line, the Dunajec river bends creating 7 sharp turns of the total length of 9 km.

TABLE VI. PARTICIPANTS OF RAFTING ALONG “THE DUNAJEC RAVINE”

Year	Participants of rafting	Year	Participants of rafting
1976 .....	262619	1992 .....	119307
1977 .....	249130	1993 .....	140819
1978 .....	227229	1994 .....	170890
1979 .....	246824	1995 .....	206385
1980 .....	232638	1996 .....	200143
1981 .....	237606	1997 .....	193938
1982 .....	145855	1998 .....	252548
1983 .....	200433	1999 .....	261075
1984 .....	185366	2000 .....	240492
1985 .....	176473	2001 .....	187545
1986 .....	225526	2002 .....	234617
1987 .....	208201	2003 .....	233203
1988 .....	208807	2004 .....	217255
1989 .....	142899	2005 .....	192307
1990 .....	88786	2006 .....	199314
1991 .....	120821	2007 .....	227646

S o u r c e: data of the Polish Association of Pieniny Rafts-men on the Dunajec river in Sromowce Niżne.

<sup>6</sup> Compiled on the basis of: Kazimierz Zarzycki, Roman Marcinek, Sławomir Wróbel, “Pieniny National Park”, editorial series: Meetings with nature, “Multico” Press, Warsaw 2003; Józef Nyka, Pieniny. The Guidebook (edition IV), Trawers Press, Warsaw 1995; Polish Association of Pieniny Rafts-men official website <http://www.flisacy.com.pl/>

### 2.2.3. Polish Tourist Country-Lovers' Society (PTTK) <sup>7</sup>

According to data of the Polish Tourist Country-Lovers' Society 29 regional branches of PTTK operated in Małopolskie voivodship at the end of 2007. There was the largest number of members in branches: "Krakowski" in Krakow (with 51 circles and clubs; 1281 persons) and "Beskid" in Nowy Sącz (35 circles and clubs; 1013 persons).

TABLE VII. THE ACTIVITY OF PTTK IN MAŁOPOLSKIE VOIVODSHIP

SPECIFICATION	2004	2005	2006	2007
Branches <sup>a</sup> .....	30	30	30	29
Circles and clubs <sup>a</sup> .....	244	234	240	226
Members <sup>a</sup> .....	6809	6648	6688	6580
of which primary and secondary school students .....	2385	2033	2095	2056
Professional tourism:				
Excursions and events .....	2451	2471	2410	2388
Participants .....	78763	72099	72988	67058
Regular tourism <sup>b</sup> :				
Excursions and events .....	1314	1196	937	816
Participants .....	38951	26945	21189	16486

**a** As of 31 XII. **b** Organized for members of PTTK.

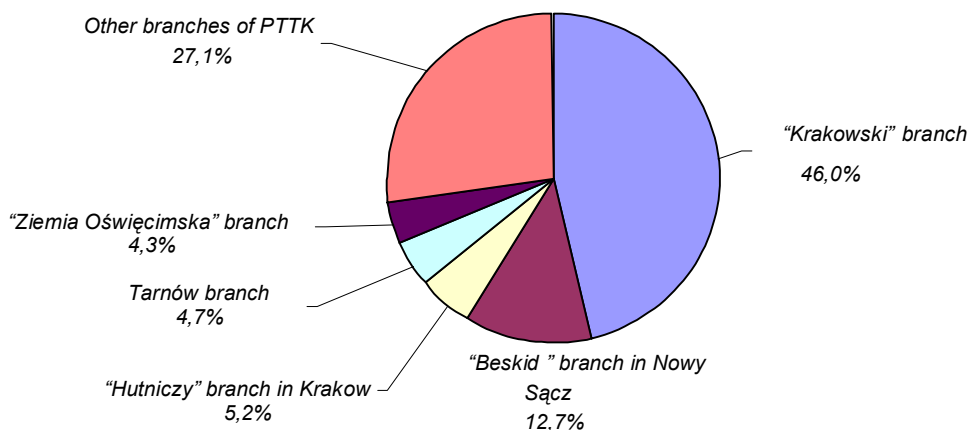
For tourists there was prepared 8236.0 km of PTTK tourist trials (48.0 km more than the previous year) as well as 143.0 km of other tourist trials. In 2388 professional tourism events organized by PTTK participated 67.1 thousand persons, of which 27.5 thousand primary and secondary school students (in 2006 — 30.4 thousand) as well as 0.7 thousand disabled persons (in 2006 — 0.8 thousand). Mountain hiking excursions and events gathered the largest number of participants (50.3% of total participants).

2651 tourist badges were granted in 2007 (2982 the previous year), of which: 1420 Badges of Mountain Tourism, 269 Badges of Mountain Horse-Riding Tourism, 227 Badges of Hiking Tourism, 24 Badges of Tourist Cycling.

In comparison with the previous years the number of PTTK members has decreased as well as number of events and excursions and its participants; also less tourist badges have been granted.

Detailed data of the activity of PTTK in 2007 are presented in tables 32-36.

#### EVENTS AND EXCURSIONS OF THE PROFESSIONAL TOURISM BY PTTK BRANCHES IN 2007



<sup>7</sup> Compiled on the basis of data of the Main Board of the Polish Tourist Country-Lovers' Society as well as PTTK's official website: <http://www.pttk.pl/>