

УДК

ТУРИСТИЧНА ІНФРАСТРУКТУРА ЯК ВИЗНАЧАЛЬНИЙ ЧИННИК ОРГАНІЗАЦІЇ ЄВРО-2012 В ПОЛЬЩІ

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Бурхливий розвиток масового туризму в світі зумовив відповідний розвиток індустрії туризму і суміжних галузей економіки, науки і культури, системи освіти. Туристична індустрія є сукупністю різних суб'єктів туристичної діяльності (готелі, туристичні комплекси, кемпінги, мотелі, пансіонати, підприємства харчування, транспорту, заклади культури, спорту тощо). Інфраструктура поділяється на дві головні групи: технічну (техніка та пристрої, які використовуються в транспорті, комунікаціях і т.д.) і соціальну (пристрої та заклади пов'язані з освітою, культурою, наукою, охороною здоров'я).

18 квітня 2007 р. було надано право організації ЄВРО-2012 в Польщі та Україні. Починаючи з цієї дати триває п'ятирічний період з організації даного масового спортивного заходу. Одна з найголовніших частин підготовки – дії, спрямовані на відповідну підготовку інфраструктури туризму. В Польщі організацією ЄВРО-2012 займаються два міністерства: регіонального розвитку та з питань спорту і туризму.

Згідно прогнозів уряду, протягом 2008-2009 рр. кількість інвестицій значно збільшиться. Польська економіка може отримати значні надходження на розбудову інфраструктури, загальною сумою 37 млрд євро: грант Європейського Союзу (16 млрд) для будівництва готелів, 10 млрд для побудови автошляхів, 4,7 млрд на реконструкцію залізничних шляхів тощо. Організація даного заходу пришвидшить реалізацію багатьох проектів: будівництво 900 км шосе, реконструкція 1566 км залізничних шляхів, модернізація 8 аеропортів, побудова шести найсучасніших спортивних об'єктів. Згідно урядових прогнозів у 2012 р. Польщу відвідає 21,4 млн туристів.

Tourism infrastructure is a component of regional touristic product. Infrastructure is comprised of basic devices, buildings and service institutions, which existence is crucial to the proper operating of economy and society. Infrastructure is divided into: technical, including basic devices used in transport, communication, gas, heat, power and road industry, etc.; social, including devices and institutions connected with education, culture, science, health, physical culture and tourism, public administration [2].

Touristic virtues form the basis for attracting tourists, they also give direction for touristic movement and form its spatio-temporal structure. Nevertheless, activities aiming at protection and adaptation of touristic virtues are necessary in order to touristic movement could appear while complementary touristic goods serve for this purpose and are defined as tourism infrastructure. Tourism infrastructure is a range of devices and institutions constituting material and organizational basis for tourism development. It comprises four basic elements: accommodation facilities, food and beverage facilities, accompanying facilities and communication facilities [1].

To explain the structure of tourism infrastructure entirely, it should be presented in accordance with two criteria, namely in two approaches: generic; from the point of view of financing its creation jointly with its exploitation rules.

In case when the basic function of infrastructure elements is touristic movement servicing, the elements are included to the tourism infrastructure. When the elements are dedicated to other socio-economic needs, which are used not only by tourists, they are included in paratouristic infrastructure, which existence is dependent on tourism development.

Therefore, the structure of touristic infrastructure consists of three elements:

- Typically touristic infrastructure (accommodation facilities, the other facilities for arrivals servicing, tourist information, trails).
- Paratouristic infrastructure (transportation facilities– roads and transport points, local facilities, including communal together with public transport, trade and service facilities, including craft).
- Elements, which can not be unequivocally classified, their function results from the purpose for which they have been built (gastronomy, accompanying facilities: sport and leisure, culture, entertainment).

Modes of passenger transport of particular transport branches are elements, which are hard to be unequivocally classified but they are the basis and they influence the touristic regions and service accessibility. From the point of view of transport operating structure and its infrastructure, modes of transport are treated as transport suprastructure.

In tourism sector, the passenger transport is crucial mean of access to the region of touristic perception and movement. Regular communication should be treated as an immanent element of an offer referring to the reception region and communication within. Irregular conveyances and private transport can not be classified in the range of touristic region's function. Therefore, from the tourism economy point of view, modes of transport should be treated like an element supplementing transportation, enabling the realization of communication accessibility function.

The second criterion of tourism infrastructure classification results from recognition of its managers, where the basis is financing of infrastructure creation and the rules of its exploitation. Therefore, the infrastructure is classified into:

- commercial (hotels, gastronomy, tourist arrivals servicing);
- public (road, communal, trails);
- mixed (information, accompanying).

Mentioned criteria of classification altogether present the structure of tourism infrastructure. Listed elements are parts of regional touristic product and they create a touristic offer of an area (local, regional or the whole country).

Entities creating tourism infrastructure. The structure of tourism infrastructure unequivocally points the participation of entities responsible for its creation.

Commercial entities like hotels or restaurants create and exploit objects for servicing their clients (tourists). Public entities (self-government units and state entities) develop techno-social infrastructure not only for tourists servicing but also, or rather first of all, for creation of the conditions for local regions and regions development minding society (including tourists) and economy (including tourism economy entities).

Attention should be paid to the need or even necessity of cooperation between commercial and public entities due to the fact that that is a basis for creation of region's touristic product. Involvement of commercial entities in taking up public financed activities for creation of infrastructure is also possible, e.g. through public-private partnership.

It is necessary thus to pay attention to the sources of financing the tourism infrastructure and to the participation of tourism economy entities in this financing (fig. 1).

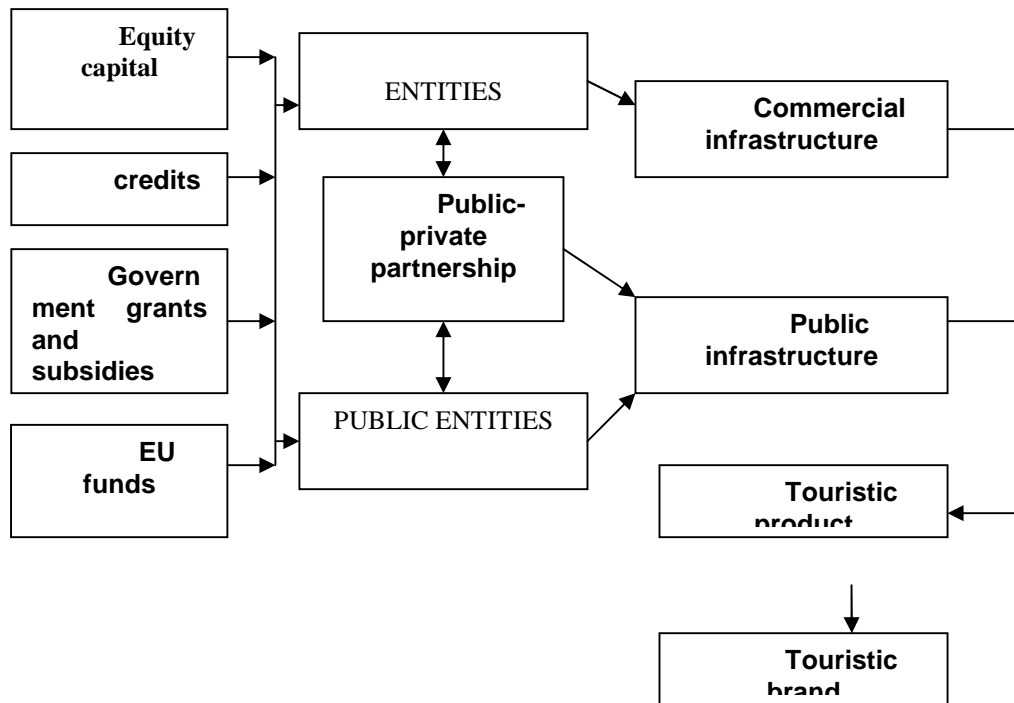


Figure 1 Entities financing tourism infrastructure development and sources of financing.
Source: self-composed

Accordingly with the fig 1, both commercial entities (entrepreneurs) and public entities are involved in creation and financing the tourism infrastructure. Minding realization of their own assignments and market aims, they create the elements of tourism infrastructure simultaneously having the possibility of taking up joint ventures through the public-private partnership. Activities in this field are directed at the public infrastructure, which support the utilization of commercial infrastructure (e.g. access roads to hotels) or co-create touristic function of the region, namely local infrastructure in touristic cities (pavements, promenades, piers, tourist information, etc.). Concluding previous considerations it should be stated that tourism infrastructure is an integral component of touristic product of the region and decides on the size and structure of touristic movement.

The activities of the Republic of Poland Government in the field of touristic infrastructure creation in the light of organization of European Football Championships EURO 2012.

On the 18th of April 2007 Michel Platini - the president of Union of European Football Associations, officially announced the results of Executive Committee's vote on granting organization of European Football Championships in 2012. Poland and Ukraine jointly became the organizers of EURO 2012. Mentioned date initiated five-year-long period of both counties' preparation for organization of that sport event. One of the significant areas of preparation are activities aimed at proper preparation of tourism infrastructure.

The first meeting of the executive group for "Tourism and accommodation infrastructure" within EURO 2012 organizational framework took place in the seat of the Ministry of Regional Development on the 6th of June 2007. Representatives of the institutions involved in organization of EURO 2012, namely: representatives of Marshall's Offices, Voivodeship's

Offices, City Halls, regional tourism organizations, Polish Tourism Organization and the Ministry of Regional Development, participated in the meeting. It was settled that the basic aim of the group was creating of the list of key projects for EURO 2012 preparations and next estimation and proposing of potential changes in operational programs for purposes of EURO 2012 realization. There was made an analysis of parts of regional strategies, which strategies showed project's complementarity to the Draft of the strategy of structural funds and cohesive funds utilization aiming at efficient realization of EURO 2012.⁴

The basic responsibilities of the executive group for "Tourism and accommodation infrastructure" are:

- a) preparation of the uniform system of EURO guest servicing by means of:
 - uniform system of trainings for personnel involved in guests servicing (the same standard of provided services);
 - uniform standards of providing informational and promotional services in the field of information points marking, travelers service points, car parks, ticket offices, tracks leading to stadiums, means of public transport etc.
- b) creating integrated touristic information system about the regions and cities – hosts of the championships, together with the possibility of accommodations reservation and the possibility of checking and reservation of transport connections via the Internet; uniform marking of the cities, providing Internet access points and access to city and regional information, uniform marking of touristic attractions;
- c) preparation of uniform net of touristic and cultural information points;
- d) organization of the voluntary work for the needs of championships organizations;
- e) sale of the match tickets and communication tickets via the Internet⁵.

A range of responsibilities in the field of: stadiums and sport objects, transport infrastructure and transport including municipal communication, was left to the other executive groups. As it can be seen, the issues of accommodation facilities operating have been marginalized because they occur only in the name of the executive group, not in precise activities.

Present Government's activities are works (in the Ministry of Sport and Recreation) on the project of the Strategy of Tourism Development in Poland in the European planning period 2007-2013. Previous project of the Strategy was created in the years 2005-2006 and it didn't consider aspects related to the organization of EURO 2012 in Poland. Facing activities directed at the touristic infrastructure development, necessary during championships organization, works on adjusting of existing Strategy's project to the needs and requirements of EURO 2012 have been led since the spring 2008. There is expected a correction of the period of strategic planning from previous period to the years 2008-2014, correction integrating government's general activities in the field of tourism with the necessity of tourism infrastructure development required by EURO.

Influence of the EURO 2012 on the Polish tourism and economy development.

According to the government's estimations, many investments planned for some time in the future, will be significantly quicken. Organization of event of that size in Poland will accelerate realization of: 900 km of highways, renovation of 1566 km of railway tracks, modernization of 8 airports, building of 6 the most modern sport objects. Polish economy can expect a huge flow of funds on the infrastructure development, a sum of 37 billions of Euro including: European Union's grant for companies in the amount of approximately 16 billions of Euro for building hotels and tourism infrastructure, 10 billions of

⁴ www.fuduszestukturalne.gov.pl (June 2008)

⁵ Ibidem

Euro for building highways, 4,7 billions of Euro for railway tracks renovation, 2 billions of Euro from the state budget for building and modernization of stadiums⁶.

According to the Ministry's of Economy predictions 21,4 millions of tourists will visit Poland in the year 2012 (15,7 millions visited in 2006), preparation of EURO 2012 means 100 thousands of vacancies, means acceleration of tempo of investments in fixed assets and bigger inflow of foreign investments⁷.

Preparations for EURO 2012 mostly mean enhanced investments (stadiums, road infrastructure, communication infrastructure, accommodation infrastructure etc.) Organization of EURO 2012 will be the most profitable for building contractors and entrepreneurs from touristic sector. Contractors will benefit as well as suppliers. During the event, hotels will benefit the most and then food producers and merchants. An increase of incomes can be also expected by advertising agencies. EURO 2012 will surely bring big benefits for Polish tourism what is confirmed by another countries' experiences.

Foreigners' expenditures in Poland in the year 2012 should total 39,76 milliards of Polish zloty and an increase in the years 2007-2012 should total 18,16 milliards of Polish zloty (85% more than in the year 2006). Incomes from tourism will increase from 7,2 milliards USD in the year 2006 to 12,5 milliards USD in the year 2012.

It seems that organization of EURO 2012 in Poland will be beneficial for the economy but it is worth to mention that championships organization means also investments, which on the one hand are stimulating for the economy and on the other there can occur problems with planned limitation of budgetary expenses.

Among the other issues there should be consider a possibility of prices growth although it is not foregone. Favoring factors will be: improvement on the labor market, higher demand for particular goods and services, growth of salaries. Nevertheless, strengthening of Polish zloty could slow down this trend.

Organization of EURO 2012, both in Poland and Ukraine, can meet some problems. Problems refer to transport and sport infrastructure as well as tourism infrastructure. Representatives of UEFA visited Poland and Ukraine on the 2nd and 3rd of July 2008 in order to judge the level of preparations to EURO 2012. They gave opinion that works went accordingly with schedule and there were no significant threats for realization of infrastructural plans⁸. Nevertheless it should be noticed that there have been no effects of the works since April 2007. The level of preparations in Ukraine (which has problems with building stadiums) was estimated as much lower. Moreover, accommodation infrastructure is highly unsatisfying.

Therefore it should be expected that joint undertaking of Poland and Ukraine has got a chance to be successful in the year 2012. Concluding from the Polish side, from the economic point of view, the development of tourism and sport infrastructure and partially transport infrastructure is estimated as positive. Infrastructural investments are going to be a basis for the development of Polish tourism infrastructure.

1. *Ekonomika turystyki*. Edited by. A. Panasiuk, Wydawnictwo Naukowe PWN, Warszawa 2007, pp. 108, 113-114.

2. Gaworecki W. W. *Turystyka*. PWE, Warszawa 2003, p. 119.

⁶ www.mistrzostwa-europy.org.pl (June 2008)

⁷ www.turystyka24h.pl (June 2008)

⁸ www.euro2012.gpv.pl (July 2008)

**TOURIST INFRASTRUCTURE AS A DETERMINANT
OF ORGANIZATION EURO 2012 IN POLAND**

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Tourism infrastructure of region in general comprises four elements at the destination or related to the destination, which enable tourists staying and using attractions, like: accommodation facilities – hotels, lodges, apartments, hostels, campings; gastronomy facilities– restaurants, bars, cafes; transport at the destination; service in the range of active leisure – ski resorts, sailing schools, golf clubs; retail network; other services (information, equipment rental companies).

On the 18th of April 2007 results of Executive Committee's vote on granting organization of European Football Championships in 2012 were officially announced. Poland and Ukraine together became the organizers of EURO 2012. Mentioned date initiated five-year-long period of both counties' preparation for organization of that sport event. One of the significant areas of preparation are activities aimed at proper preparation of tourism infrastructure.

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