

УДК

**ПРОБЛЕМИ РОЗВИТКУ ТУРИСТИЧНОЇ ІНФРАСТРУКТУРИ В ПОЛЬЩІ В
КОНТЕКСТІ ПРОВЕДЕННЯ ЄВРО-2012**

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Найголовнішим в ефективному розвитку туристичної індустрії є наявність розвинутої туристичної інфраструктури. Головні складові туристичної інфраструктури: готелі, мотелі, будинки відпочинку, пансіонати, санаторії, заклади харчування, транспортні засоби, заклади для розваг, атракції та ін.

У 2012 р. Україна з Польщею організуватимуть Європейський чемпіонат з футболу Євро-2012. Це подія національного та міжнародного значення для обох країн. Реалізація такого важливого заходу вимагає ефективної співпраці між Польщею та Україною.

З погляду організації інфраструктурного забезпечення туризму, одне з ключових місць належить транспортній системі. Розглядаються проблеми транзитних перевезень, організації залізничного сполучення, розвитку автомагістралей, повітряного, морського, річкового транспорту. Подальший розвиток конкурентоспроможного транспортного обслуговування туристичної галузі є надзвичайно важливим для досягнення наміченого збільшення обсягів надання туристичних послуг. Особливе місце в інфраструктурі займають також підприємства готельного та ресторанного господарства які сприяють задоволенню таких важливих потреб туристів як проживання та харчування.

Дане дослідження висвітлює специфіку найголовніших проблем, які стосуються туристичної інфраструктури в контексті організації ЄВРО-2012 в Польщі. Проведено детальний аналіз розвитку готельної мережі, побудові нових та модернізації існуючих стадіонів. Обґрунтовано можливість реалізації існуючих проектів з розвитку інфраструктури та польсько-української угоди стосовно організації ЄВРО-2012.

Ключові слова: ЄВРО-2012, туристична інфраструктура, стадіони, транспорт.

In 2012, Poland and Ukraine are organizing the final contest of the European Football Championship UEFA EURO 2012. It is an event of national and international scope for both countries, important in terms of politics, economy and marketing.

Realization of such a large and important event requires mutual effective cooperation between the countries of interest. There is a need for various social and economic enterprises from the side of both Poland and Ukraine, which must foster the good preparation of EURO 2012 and bring about measurable benefits.

This article presents the most important problems related with tourist infrastructure, conditioning the organization and realization of EURO 2012 in Poland. The main such problems include: development of the hotel infrastructure for sport related tourism, construction and modernization of football stadiums, development of transport infrastructure (roads, airports, railway, border crossings), need for promotion of the country and individual cities hosting individual football matches.

This article pays also special attention to the potential threats to the aforementioned investment enterprises as well as the meaning of the Polish-Ukrainian contract on cooperation for organization of EURO 2012.

The article in question was based on the authors' own observations and considerations as well as social opinions presented in the secondary materials, especially press releases.

Selected problems of the development of tourist infrastructure

Opinions of Poles about organization of EURO 2012

A lot of Poles counts on the development of tourist infrastructure related with the organization of the European Football Championship EURO 2012. The concluded national survey indicates that 90% of Poles believe that the organization of this type of event will result in the development of the tourist infrastructure (roads, motorways, football fields, airports, hotels). The issue is illustrated in more detail in Table 1.

Table 1

Opinions of Poles about the organization of European Football Championship - EURO 2012 (%)

Do You think that thanks to the organization of European Football Championship the following take place:	Definitely yes	Yes	Rather not	Definitely no	Hard to say
Development of infrastructure (roads, motorways, football fields, hotels)	43,0	90,0	2,0	0	8,0
Development of tourism	35,0	88,0	4,0	0	8,0
Increase in the employment	26,0	84,0	5,0	1,0	10,0
Increase in interest in sports	25,0	81,0	6,0	0	13,0
Economic development of the country	26,0	78,0	9,0	1,0	12,0
Consolidation of relations with Ukraine	21,0	78,0	6,0	0	16,0
Increase in the meaning of our country in Europe.	21,0	74,0	10,0	1,0	15,0
Improvement in the sport's quality	16,0	66,0	12,0	2,0	20,0
Improvement in the citizen life standard	10,0	49,0	28,0	3,0	20,0

Source: CBOS

The results included in Table 1 indicate high optimism of the Polish society in relation with the attribution of EURO 2012. Thanks to the organization of European Football Championship, there will be development of tourist infrastructure (roads, motorways, football fields, railway, airports), expansion of tourism, increase in employment in many branches of economy, resulting in the economic development of the country. The surveyed people indicated also the consolidation of relations with Ukraine as one of the advantages.

Development of sports' related tourism

Along with the organization of large international sports' events, many fans come to the given country, constituting the base of the sports' related tourism. Based on the current estimates, it is expected that until 2012, Poland will be visited by approximately 20 million tourists. This forecast is connected among the others with creation of 100 thousand new work places for provision of services for the championship.

The need for development of hotel infrastructure

Development of each form of tourism, regardless of whether it is business, weekend or sports' related tourism, always depends on the hotel infrastructure and the quality of provided services. It is estimated that the European Football Championship EURO 2012 will allow for

the development of sport and tourist infrastructure, including hotels. This means that within the next five years, the market of hotel construction in Poland will increase 2.5 times and exceed the value of 1 billion PLN – based on the PMR report [2].

As estimated by the aforementioned company in the report entitled “Hotel construction in Poland 2007. Forecast for years 2007-2012”, in the following five years the total value of the hotel construction will increase on average 17% per year and reach approximately 1.1 billion PLN in 2012.

The existing plans of hotel networks and developers assume the construction of approximately 20 thousand hotel rooms in around 450 hotels within the next five years, where the largest number of rooms will be constructed by the Orbis network, consortium of Louvre Hotels and Warimpeks, networks of Inter Continental, Chobar and Comfort Express [2]. The increase in the number of hotels will take place for all hotel categories. The largest number of new hotel rooms will be constructed in the segments of 3 star hotels (almost 15 thousand) as well as 1 and 2 start hotels (more than 12 thousand).

Based on the estimates of the analysts, in Poland, and especially in the cities hosting matches of EURO 2012, more than 40 thousand hotel places are missing at the moment. Poznań is one of the cities to host the football matches. The existing hotel infrastructure of Poznań is insufficient (estimated at 7730 places) and it is estimated that approximately 10 thousand new hotel places are needed (see Table 2). That is why it is assumed that in Poznań and in Wielkopolska in general (in the radius of 75 km from the regional stadium of Lech, located at Bułgarskiej Street, where individual football matches will be held) more than 70 hotels are to be constructed until 2012 (see Table 3).

Table 2

Current existing hotel infrastructure in Poznań and in the surrounding area

Distance from the stadium	Number of hotels					Number of rooms				
	*	**	***	****	*****	*	**	***	****	*****
10 km from the stadium	37	18	21	3	1	1000	712	1645	334	-
11 – 75 km from stadium	27	40	31	1	-	-	-	-	43	-

Source: www.eu 2012.pl

Table 3

Planned hotel investments in Poznań and in the surrounding area

Distance from the stadium	Number of hotels					Number of rooms				
	*	**	***	****	*****	*	**	***	****	*****
10 km from the stadium	-	21	15	4	2	-	1370	1530	604	182
11 – 75 km from stadium	-	16	12	1	-	-	1120	1244	132	-

Source: www.eu 2012.pl

It is planned to construct ten new hotels in the capital of the region, along with other cities in Wielkopolska, such as: Szamotuły, Opalenica and Pniewy. Two new five star hotels will be constructed: Hilton and Radisson, one four star hotel Alstan and three four start hotels NH Hotel, Andel’s Hotel and Neinver Hotel. The plan also includes two three star hotels - Qubus and Piedino. The city authorities plan also to construct other hotels, providing guest rooms, i.e. Termy Maltańskie and Airport City.

The enthusiasm connected with EURO 2012 resulted in many declarations of hotel construction. Unfortunately, for now such declarations did not result in new and real investment in the sector.

¹⁹ Report prepared by a British consulting company PMR.

²⁰ Report prepared by a consulting company PMR, entitled “Hotel construction in Poland 2007. Forecast for years 2007-2012”.

Construction and modernization of football stadiums.

Creation of basic sports' structures i.e. football stadiums, is another of the complicated problems to be solved. In the selected six cities in Poland (Warszawa, Poznań, Gdańsk, Wrocław, Kraków, Chorzów) to host football matches, there is shortage of appropriate sports' structures.

In Warsaw, the National Stadium must be constructed from scratch. It is forecast to have 55 thousand places with the expected construction termination in May 2011 with the total cost of 1 billion PLN.

Poznań is modernizing the football stadium "Lech" to house 47 thousand places. The end of the investment is anticipated at 2010 with the total cost of 511 million PLN.

Gdańsk is constructing a new football stadium Baltic Area from scratch to house 45 thousand places. The end of the investment is anticipated at 2011 with the total cost of 660 million PLN.

In Wrocław, the end of the construction of the football stadium is estimated at 2010. The stadium will house 41 thousand places with the total cost of investment of 460 million PLN.

Kraków is a reserve city for the organization of EURO 2012. The construction work related with extension of the Wisła stadium is already advanced. The stadium will have 33 thousand places. The construction work is expected to end in 2010, with the total cost estimated at 320 million PLN.

Chorzów is also a reserve city, with the sports' structure at its disposal meeting all the formal requirements of EURO 2012 organization process. Śląski Narodowy Stadium can house 50 thousand spectators and 250 million PLN designated for its modernization (expected to end in 2010) is the lowest related construction cost in the country.

A question arises - why construct sports' structures housing 50 thousand spectators when after the end of EURO 2012, matches of the local football league do not attract more than 6 thousand spectators on average? Only the stadiums in Poznań and in Kraków seem reasonable from the investment point of view, since football matches are typically attended by even 20 thousand spectators. The financing for the new stadiums is also problematic. For example, in Germany 65% of the investment costs related with development of stadiums is born by private investors and such investment cannot be financed exclusively by the state. The invested money comes back to the investors with time, since the matches of Bundesliga are attended by up to 39 thousand spectators on average.

Transport infrastructure (roads, airports, border crossings)

In years 2012 – 2013, approximately 20 million tourists are expected in Poland. Such arrivals depend on not only the appropriate number and quality of available hotels but also favourable economic situation in the country, dynamic expansion of cheap airlines, improvement of road infrastructure, value of the EU funds devoted for the development of tourism.

For the purpose of EURO 2012, 870 km of motorways is to be constructed for the total of 6.5 billion Euro, along with the modernization of 8 airports for the total of 720 million Euro. Also the railway is planned for modernization – 1000 km of tracks for 4.5 billion Euro. The total cost of modernization of the transport infrastructure (including also motorways) will consume 19 billion Euro.

Such investment would need to be realized independently from EURO, probably much cheaper and without pressure in terms of time and undoubtedly in a more reliable manner. We have been requesting EU for financing for such investments for several years.

Some experts are convinced about the existence of „EURO 2012 effect”. This means that the time pressure is substantial and the potential shame on the international forum from the

failure to meet the obligations should motivate people responsible for decision processes in the country. That is why it is generally said that we will see the first case when the success of several billion worth of investments hinges on shame [1, s. 9].

Promotion of the cities and the country

EURO 2012 is expected to bring to hotels and the selected cities mainly indirect benefits in the form of the promotion of the country, cities and permanent increase in the number of foreign guests in the years following the end of the event. Question whether this is not a myth, remains. It is hard today to recall the names of the cities hosting championship in Portugal, Germany not to mention Japan or Korea. Five years after EURO 2012, an average European citizen will mention Kraków as the host of the championship, regardless of whether the championship takes place there or not.

It is also worth noting that the promotion of the cities related with large sports' events is reasonable and beneficial in the case of summer or winter resorts, hosting sportsmen and the fans. And even though such a location is recognized, it lasts only a while.

Poland and Ukraine will carry out the promotion related with EURO 2012. This process will feature the so-called „cannibalization effect". It was already observed in the case of previous sports' duos: Belgium and Holland (Euro 2000), Switzerland and Austria (Euro 2008), Korea and Japan (Mundial 2002).

To put it into other words: if someone wants to visit a popular resort, either Sudak on Krym or Sopot in Poland will be selected. There is no way to be in two places at the same time [2,s. 9].

Potential threat to the development of EURO 2012

Thanks to the organization of EURO 2012, high hope for the economic and social development of the country was created. It was written and stated that the economic growth can increase even by 0.5%, since such an event is an additional investment factor for development of infrastructure (roads, railway, airports, hotels, football stadiums), features additional income related with arrival of millions of fans and significant income from TV and radio transmissions, on sales of gadgets etc. It is also a social promotion of the country.

However, it would be worth noting that until now there is no reliable analysis considering the costs as well as expected income. There is no consideration for lost benefits and the probable price increase or even disturbance in the economic conditions caused by dramatic and short-lived increase in the demand.

Football is a marginal phenomenon in the scale of the whole economy. For example, the analysts of ABN Amro estimated that the National Gross Product of Portugal thanks to organization of EURO 2004 increased by 0.02 to 0.1% and not by approximately 1% like it is estimated for the case of Poland.

Mass media forecast that approximately 100 thousand new work places will be created for the purpose of organization and provision of services to championship. The representatives of EURO staff expect the majority of newly employed people to maintain their posts after the end of championship.

This issue was examined in more detail by the Swiss co organizers of EURO 2008 and it was found that only approximately 4.0 thousand new work places were created thanks to the organization of the championship. Additional employment demand is satisfied by the extra hours of the existing employees and do not result in the creation of new work places.

²¹ See. T. Achrem, *Ten myths of EURO 2012*. in: Gazeta Wyborcza from 3.08.2007 r.

Additionally, the remaining areas of benefits resulting from the organization of EURO 2012 are also doubtful.

For example, the arrival of football fans will increase the load on the mobile networks and generate higher income for Polish mobile carriers.

The promotion of the championship will not make the advertising market more dynamic. Poland has several thousand companies dealing with advertising and public relations, though this sports' event will be important for only a few of them, which get the chance to work for it. It is commonly mentioned that politicians, officials and political authorities will be the largest benefactors of EURO 2012 [2, s. 9].

Importance of Polish-Ukrainian agreement on cooperation for organization the finals of the European Football Championship UEFA EURO 2012. Instead of conclusions.

In order to circumvent all the foreseeable and non-foreseeable problems related with the organization of EURO 2012, the prime ministers of Poland and Ukraine signed on the 28th of March 2009 in Kijów an agreement on cooperation.

The said agreement defined what follows:

- new border crossings will be constructed and older ones will be modernized;
- procedures of border control will be facilitated;
- both countries will increase the number of air connections;
- they will construct roads and rationalize the railway together.

The Polish-Ukrainian agreement does not include any specific dates for realization of the common investments. It is stated however that the organs of state and local governments of both countries may sign additional and appropriate agreements related with the particular conditions of mutual cooperation for achievement of the said goals.

1. Achrem T., Dziesięć mitów EURO 2012, w: Gazeta Wyborcza z dnia 3.08.2007
2. Raport brytyjskiej firmy konsultingowej PMR "Budownictwo hotelowe w Polsce 2007. Prognozy rozwoju 2007-2012"
3. www.eu2012.pl

SELECTED ISSUES OF TOURISM INFRASTRUCTURE DEVELOPMENT IN POLAND IN THE MEANING OF EURO-2012

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This article includes the characteristics of the most appealing issues on some cases of tourism infrastructure which condition the organisation of Euro 2012 in Poland. Particular attention has been paid to the development of hotel network, erection and modernisation of sports stadiums and the need for country advertising

The risk in the realisation of the above plans has also been counted as well as the importance of Polish and Ukrainian Agreement on The Organisation of Euro 2012.

Key words: Euro 2012, tourism infrastructure, stadiums, transportation, advertising.

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