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City's position in international rankings and quality of offered tourist service

Abstract

The paper deals with the ranking of Polish cities in terms of tourism services and facilities, with a special attention paid to the business travel segment. Research is based on such criteria as the number of nights spent by foreign tourists, conference facilities and equipment in hotels and the number of medium and high quality hotels and accommodation options. First, a ranking of service and infrastructural quality in Polish regional cities was made and then used as a reference point in comparison to the ranking of global and European cities. In addition, the ranking was contrasted to the socio-economic development of Polish large cities. It was found that Polish cities offering the most developed medium and high standard accommodation base as well as a broad range of services for the conference and business meeting markets ranked also at the top of international rankings. In addition, no direct relationship between population of a city and the number of foreign tourists visiting a city or advancement in the development of the infrastructure and tourist services of these cities was found.

Key words: tourist services; business tourism; world cities; city ranking; Poland

Introduction

Nowadays, in the era of globalisation, companies trade globally by opening their representative offices and branches in new locations and attempting to enter new sales markets, spurring business travel. In spite of the growing popularity of electronic media, business travel is still an inherent part of the process of spatial expansion of a business. Business expansion, coupled with the contemporary knowledge-based economy, creates demand for conventions, congresses and conferences. These events are an arena for exchanging views, technical know-how and ideas. Their popularity is likely to grow given that enterprises operating in the contemporary and rapidly growing market must be innovative and, both, flexible and efficient in their operation. In particular, innovation in different areas of enterprise operations as a method for achieving a competitive advantage is growing in popularity (Szymańska, 2012a, 2012b). Participation in conferences, congresses, trade fairs and exhibitions (Nowakowska, 2002; Kulbaczevska & Kubicki, 2007) contributes to exchanging experiences and technical concepts required for promoting technological and economic development and innovation. At the same time, it serves as an important business travel driver. An equally important business travel driver is companies' investment in employee training to improve their knowledge base and social capital (Michalak & Warzocha, 2007; Borowiec, Dorocki & Jenner, 2009, Borowiec & Dorocki 2011).

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The most important cities of the world are the operational arena of global companies and high-tech industry operations (Dorocki, 2012). It is not surprising, therefore, that these cities are also the most frequent business travel destinations (Bartoszewicz, Borne-Januła, Buczak, Skalska & Socjała, 2003). Although business travel market is sensitive to global economic conditions with companies cutting down on business travel expenses in time of economic slowdown such as the one we are witnessing at the moment (Nowotnik, 2011) it seems that price is not decisive when choosing a business hotel, but availability of additional services seems to prevail (Marcussen, 2011). It is a combination of meeting venues, range of accommodation facilities, diversity of attractions and transport accessibility that meeting organizers take into account when deciding on a destination and, in the process, the winners are often the most developed world cities (Vijver van de, Derudder, Bassens & Witlox, 2014).

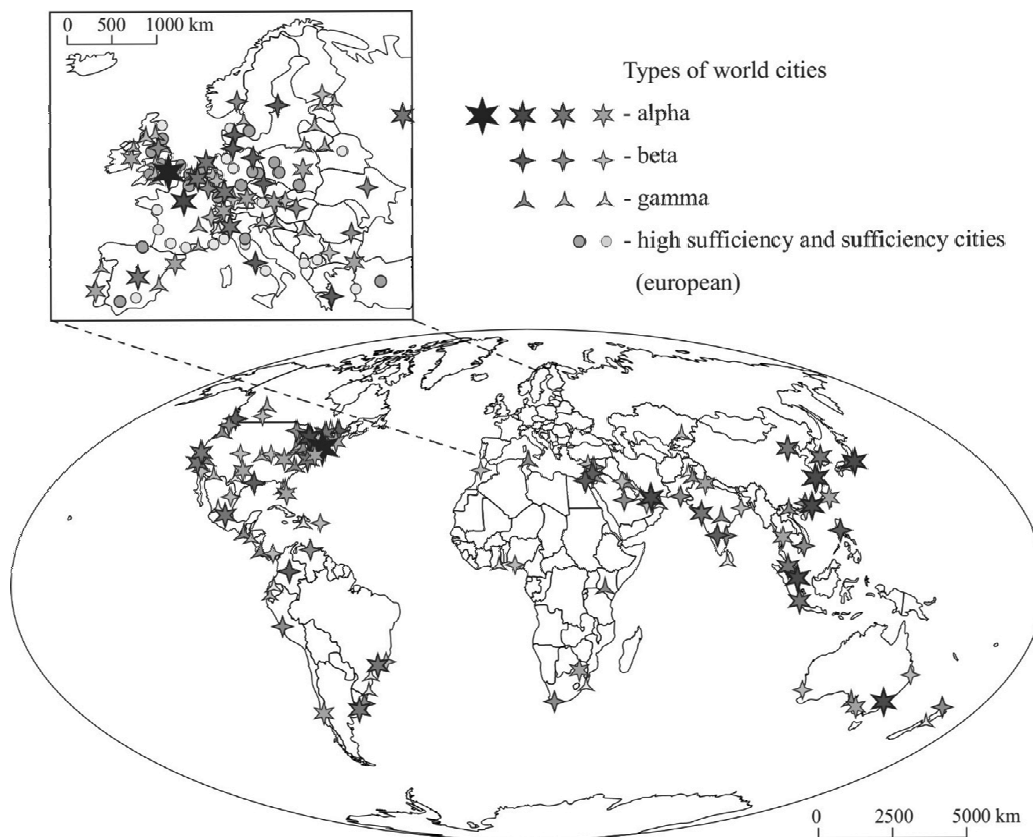
However, even less globalised cities with fewer multinationals may have lucrative business travel market providing that they possess a combination of services, attractions and infrastructure attractive to clients as they are in constant search for new venues and destinations. As meeting organisers are searching for new destinations, cities are competing for business travel market as it is considered high yield market stimulating sales and income for private and public sector. Such is the case with Polish cities where the number of business visitors has been increasing in the recent years (Kulesza, 2008; Kłębek, 2009), although there was a slight drop in the tourist demand reported globally at the initial stage of the global economic crisis (Zdon-Korzeniowska & Rachwał, 2011). In this context, the overall objective of this paper is to determine the development of tourism services and infrastructure affecting a city's position in rankings of global and European cities. The study focused on Polish cities which are regional capitals and the two centres without a dominant city: TriCity (cities: Gdańsk, Gdynia, Sopot) and Katowice conurbation (cities: Bytom, Chorzów, Dąbrowa Górnicza, Gliwice, Jaworzno, Katowice, Mysłowice, Piekary Śląskie, Ruda Śląska, Siemianowice Śląskie, Sosnowiec, Świętochłowice, Tychy, Zabrze).

Theoretical background

Many city rankings have been developed based on various indicators. The most widely used is that of the world city concept proposed by Hall in 1966. He introduced the notion of a "world city", which is characterized by the presence of the headquarters of international organizations, finance companies, commerce companies, services companies, culture, and entertainment on a world level. The research on the world city concept continued in 1980s by Friedmann (1986, 1995), who stated that the world city attracts foreign workers, while the high-tech industry was moving to smaller, less important cities. The continuous analysis of the world cities concept has been initiated at the end of 1990s by Beaverstock, Smith and Taylor (1999). The world cities concept was presented by a group of researchers working on the Globalisation and World Cities project (GaWC). The first study was prepared for data from 1998. It proposed to divide cities based on their international connectivity in categories of businesses from the following service sectors: accounting, advertising, management consultancy, financial services and law sector. Cities were classified in alpha++, alpha+, alpha, alpha-, beta+, beta, beta-, gamma+, gamma and gamma group based on a degree of global relations and links of 100 largest international companies from the sector and 75 corporations reporting the highest income globally. Since 2000, authors included the largest companies with at least 15 branches in countries other than the seat of their headquarters. Cities without strong connectivity were classified as high sufficiency cities and sufficiency cities.

London and New York have been the most important cities in the world since late 1990s (Beaverstock, Smith & Taylor, 1999). As illustrated by Figure 1, this trend has continued and, in 2010 these two cities came first in the ranking and were the only cities classified as alpha++ type. In addition, alpha+ included: Hong Kong, Paris, Singapore, Tokyo Shanghai, Chicago, Dubai and Sydney. Warsaw was the leading Polish city in the rankings, classified as alpha-. In terms of global connections, there is a wide gap between the capital of Poland and other Polish cities. Wrocław, Kraków and Poznań, which came after Warsaw in the ranking, classified relatively low, as high sufficiency cities.

Figure 1
A ranking of world cities in 2010



Source: Adopted based on Globalization and World Cities.

Besides the GaWC, there are many city rankings and typologies at the global, European and domestic scale (Wilczyński & Wilczyński, 2011). However, one may assume that there is no ideal typology and a complete set of indicators offering a holistic and complete description of the degree of global links. This assumption led to development of a concise typology based on combination of various typologies for cities located in the EU countries. It analysed, both, the density of international relations based on GaWC, presence of the high-tech sector by 5 percentiles (Krätke, 2007), ESPON research (ESPO Atlas, 2006) as well as membership in international organisations for European Metropolis (METREX, 2000). Each city could score 17 at the maximum in the following categories:

- METREX ranking (2000) classified cities as an international urban centre (a score of 3), European urban centre (a score of 2) and national/domestic urban centre (a score of 1).
- ESPON (2006) ranking divided cities into global and European growth centres (a score of 4), strong MEGA (a score of 3), potential MEGA (a score of 2) and weak MEGA (a score of 1).
- Krätke ranking (2007) divides cities into 5 percentiles – top 1st percentile – a score of 4, 2nd percentile – a score of 3, 3rd percentile – a score of 2, 4th and 5th – a score of 1.
- place in GaWC hierarchy in 2010 (GAWC Research Data): alpha (a score of 6), beta (a score of 4), gamma (a score of 2), high sufficiency/sufficiency (a score of 1).

A higher weight was given to the last typology, as it defines international relations of more than 270 cities from all over the world and, for this reason, it was decided that the high position in the global ranking should be heavier than a position at a continental scale. In the second and third case, the maximum scoring of 4 points was possible as both take European centres into account. On the other hand, the study done by METREX is the oldest and, since its release global relations may have undergone some changes and, in addition, it comes up with three types of metropolises. In consideration of the above, it was decided that the maximum scoring of a metropolis was 3. When added, the scoring offered a summary typology of a metropolis covering 27 EU countries.

Table 1
A synthetic typology of European cities

Types of cities	pts	City
World class city	17	London, Paris
	16	Barcelona Frankfurt, Madrid, Milan, Munich
	14	Berlin, Dusseldorf, Rome, Vienna
Potential world class city	13	Amsterdam Brussels, Copenhagen, Dublin, Hamburg, Warsaw
	12	Stockholm, Zurich
	11	Budapest, Lizbon, Manchester
	10	Athens, Lyon, Prague, Stuttgart
Continental city	9	Geneva, Helsinki, Turin
	8	Birmingham, Bratislava, Cologne, Marseille, Oslo
	7	Bucharest, Goeteborg
	6	Bilbao, Hannover, Napoli, Rotterdam, Sophia, Toulouse
Subcontinental city	5	Bordeaux, Florence, Glasgow, Luxembourg, Nantes, Nurnberg, Seville, Tallin, Vilnius
	4	Bologna, Edinburgh, Katowice, Krakow, Lille, Ljubljana, Nicosia, Porto, Poznań, Riga, Valencia
	3	Aarchus, Dresden, Genoa, Leipzig, Łódź, Malmoe, Strasburg, Wrocław
	2	Alicante, Antwerp, Belfast, Bremen, Bristol, Cannes, Eindhoven, Gdańsk, Leeds, Newcastle, Palermo, Palma de Mallorca, Reykjavik, Southampton, Szczecin Timisoara, Zagreb
Others	1	Aberdeen, Basel, Brasov, Cardiff, Cordoba, Cork, Debrecen, Dijon, Dortmund, Edmonton, Hague, Halifax, Lausanne, Le Havre, Linz, Liverpool, Malaga, Metz, Nice, Norwich, Portsmouth, Presov, Rochester, Saragoza, Seged, Sheffield, Thessaloniki, Treviso, Turku, Utrecht, Nottingham

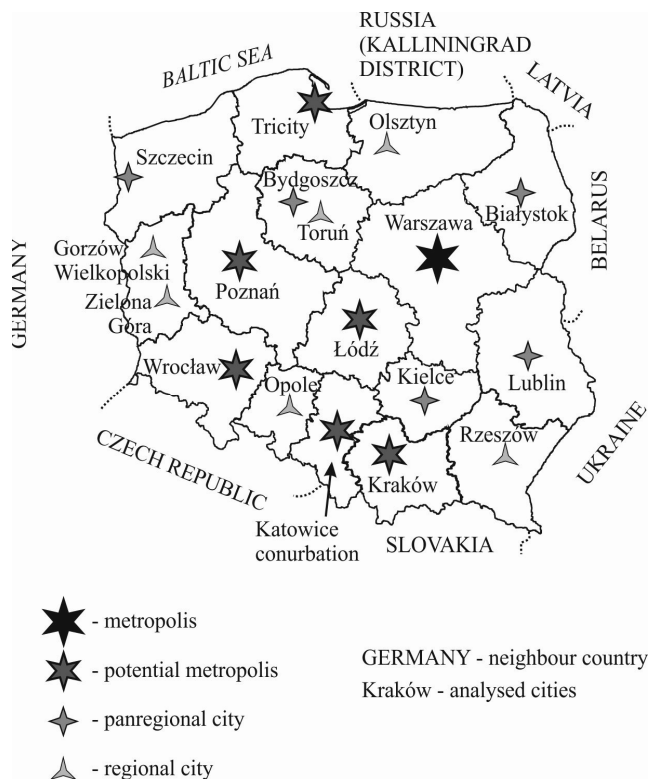
Source: Compilation based on METREX (2000); ESPON Atlas (2006); Krätke (2007); GAWC Research Data.

Depending on the scoring, the cities were classified into five categories: world-class city (scoring 14 to 17), potential world-class city (scoring 13 to 10), continental city (scoring 9 to 6), sub continental city (scoring 5 to 2) and other cities (scoring of 1). As presented in Table 1, in the system of European cities, London and Paris are the only cities that scored the maximum, while global class cities are Rome, Milan, Madrid, Frankfurt, Vienna, Stockholm, Munich, Dusseldorf, Berlin and Barcelona. As for Polish cities, Warsaw was clearly ahead of other Polish centres classified in the group of cities of world-class importance. Six other Polish cities were classified sub-continental cities, including Krakow and Katowice (a score of 4), Poznań and Łódź (a score of 3) while Wrocław and Gdańsk scored as low as 2.

Ranking of Polish cities

An in-depth analysis of city ranking based on developmental potential was prepared by Jałowiecki (2006). He analysed eighteen Polish regional capitals using a number of basic indicators such as: a gross added value in PLN '000 per capita, a gross value of fixed assets in enterprises per capita, income of municipalities per capita, the number of persons employed per 1,000 inhabitants, investments of enterprises and municipalities per capita, the number of businesses per 10,000 inhabitants, the average salary in the national economy against the salary paid in Warsaw as well as migration balance over several years.

Figure 2
Ranking of Polish cities in terms of their developmental potential



Source: Adapted based on Jałowiecki (2006).

For the sake of accuracy, he added a set of supplementary criteria including: the number of hotel beds per 10,000 inhabitants, new dwelling construction per 1,000 couples, the percentage of employed in the service sector of all employed, investment in office buildings, the city's position in international rankings. Cities were divided into 4 groups: metropolises, potential metropolitan centres, supra-regional centres and regional centres (Figure 2). He found that Warsaw (the only city classified as metropolis) was the uncontested leader in terms of its functions and its impact reaching far beyond the state borders while Krakow, Poznań, Wrocław and the TriCity were on the right track to join the category of internationally linked cities. The city of Łódź and Katowice conurbation (14 cities of the Upper Silesia with Katowice - the capital of the region) are markedly different from the above-mentioned cities and their condition is the most difficult. It is important to realise that the size of a city expressed by the size of its population does not determine its position in the ranking. For example, the largest Katowice conurbation ranked 7th among potential metropolises and the smallest city of Poznań came second. In addition, cities having the regional coverage displayed large disproportions as the city of Torun, with the largest population, came last in terms of its functions.

City ranking and (business) tourism

Globalisation reduces both trade barriers between countries as well as creates new opportunities for organisations and firms to mix and mingle. In turn, Cooper (2008, p. 110) is of an opinion that "globalization, therefore, demands a different perspective and position to be taken on the management and operation of tourism businesses". In the light of the above, the analysis of the tourism environment in its broad sense offers some ground for discussing interactions of globalization and tourism (Zmysłony, 2013). As it is the case of other sectors, the tourism sector is also transformed by globalisation processes (Williams & Shaw, 2011); however, from the onset, tourism has been international in nature and, therefore, there is a possibility that it is one of determinants of the globalization processes (Alejziak, 2011). In this vein Wood (2008, p 107) believes that "changes in tourism both reflect and contribute to changes in these broader processes. In a sense, tourism is in globalization as much as globalization is in tourism".

Methods

In order to rank Polish cities in terms of their business tourism performance, several indicators were used. Data on the tourist traffic and tourism service quality is presented in absolute numbers. Based on the previous research relating to the importance that the meeting planners are attaching to the certain services and facilities of the city (Bartoszewicz *et al.*, 2003), the city business tourism offer and its availability in a specified period were taken into account rather than the relative factors/qualities presented e.g. per 1,000 residents of a city. Similarly, when analysing hierarchies of global and European cities, the number of companies/businesses and actual links between centres were considered, not relative values calculated for example, per 1000 inhabitants of the city. Such approach is also reasonable from the point of view of international tourist traffic and its accompanying services.

Seven service categories related to conference facilities were taken into account in the ranking of cities in terms of their conference infrastructure and facilities: conference halls/rooms, number of seats, audio systems and wireless microphones, computer and audio-video set, technical services, screen and projection/overhead projector, a flipchart. This is the basic equipment typically required when holding larger business or scientific meetings. The rank method was applied. A city offering the highest number of the equipment items in a category would score 18, the second city in the ranking would score 17 and the city at the bottom of the ranking would score 1, respectively. The calculation was repeated for each feature, receiving a ranking of cities in terms of their conference facilities. A city could score 126 (18 x 7 features) at the maximum and not below 7 (score of 1 x 7 features).

Next, for the purpose of a synthetic comparison of cities in terms of their hotel infrastructure and tourist services, another ranking was created based on the features possibly contributing to growing international links between cities, including: the number of foreign tourists using hotels and accommodation in 2011, the number of 3, 4 and 5 star hotels in 2011, their facilities in 2009 (data of 2009 only available). In each case, a centre could score not more than 18 (coming first in the ranking) and 1 at the bottom of the ranking. The total possible scoring was 54 (3 x 18) at the maximum and the score of 3 (3 x 1) at the minimum.

Another ranking compared positions occupied in the ranking of cities in terms of their tourist service and infrastructure in order to position Polish cities in international, European and national city rankings. In addition, differences between occupied positions between the advancement of the infrastructure and tourist services and other rankings were established.

International tourist arrivals in Polish cities

Kraków and Warsaw are the most popular Polish destinations attracting the highest number of foreign visitors (Table 2). Both cities are also characterised by well-developed international relations (Raźniak, 2014) as well as social security (Raźniak & Winiarczyk-Raźniak, 2014). In 2011, almost 900 thousand international tourist arrivals were recorded in Warsaw, the national capital and the leading service, financial and commercial centre of Poland (Burger, Knaap van der & Wall, 2013). That same year about 800 thousand international tourists were recorded in Krakow. However, Kraków and Warsaw change occasionally in the lead position, with Krakow, for example, taking the lead in 2006 and 2007 (for location of the cities see Figure 2).

Wrocław and the TriCity followed them in the ranking. However, with 229 and 224 thousand international tourists respectively, their tourism performance was much lower what was reflected in their scoring which were roughly 4 times lower than those for Warsaw and Krakow. All other cities recorded less than 150 thousand international tourists, including Katowice. The city of Katowice is an urban conurbation with population of about 2 million inhabitants and well-developed metropolitan functions. In spite of its size and importance, it attracted only about 120 thousand international tourists (Pytel & Zuzanska-Żyśko, 2010). Very few foreign tourists visited Opole, a city within about 100 km east of Wrocław. Wrocław is one of the best-developed urban centres in Poland, situated about 200 km west of Katowice conurbation. Both centres are heavy business competitors to Opole and this is one reason why so few tourists choose to visit Opole every year. Similar explanation can be given with respect to

Kielce coming low in the ranking. The city of Kielce is situated 120km north of Krakow and 180km south of Warsaw. Absence of motorway access to the city and the vicinity of the largest business areas result in a very weak development of business tourism and other tourist sectors. Also the size of Kielce and Opole, their functions are not automatically reflected in the number of international visitors.

Table 2.
Number of international tourist arrivals in major Polish cities ('000)

City/year	2005	2011	Average 2005/2011	Change in % (2005-2011)
Warszawa	744.4	899.6	782.0	20.9
Kraków	731.8	805.7	753.1	10.1
Wrocław	216.8	229.9	223.9	6.1
Tricity	219.8	224.7	209.4	2.2
Poznań	165.6	150.8	159.7	-9.0
Szczecin	206.2	132.3	154.5	-35.8
Katowice conurbation	116.7	123.5	120.5	5.8
Łódź	58.0	66.9	63.3	15.4
Lublin	42.1	50.7	46.0	20.5
Toruń	49.8	46.4	44.2	-6.9
Białystok	44.2	46.2	37.6	4.5
Rzeszów	18.2	24.3	19.8	33.7
Olsztyn	33.8	23.1	24.9	-31.5
Bydgoszcz	13.9	17.1	14.8	23.6
Gorzów Wlkp.	18.4	13.2	15.0	-28.4
Opole	14.9	12.5	13.4	-15.7
Kielce	7.7	12.4	9.2	60.8
Zielona Góra	12.5	10.1	11.1	-19.0

Source: Calculations based on the National Statistical Office "Local Data Bank".

A dynamic of tourism development can be ascertained by the trends in international tourist arrivals. When this indicator is examined, than the highest growth in the number of tourist arrivals/tourist overnights from 2005 to 2011 was recorded in Kielce (+60.68%), albeit from a very small base of 12,4 thousand of overnights. Thus, Kielce come one but last in the ranking. Relatively high growths were recorded by Warsaw and Krakow. For both cities this was also a period when they have significantly developed their international relations (Raźniak, 2012a). The high growth rate in the number of international tourist arrivals could, therefore, be related to greater number of business travel fuelled by the need to form relations between foreign headquarters and their branches in these cities. Just the opposite was the case with the city of Poznan, which has recorded a decline of international tourist arrivals of 9% in the period from 2005 to 2011. The city of Poznan has experienced negative population

migration balance, with the County of Poznan gaining population (Winiarczyk-Rażniak & Raźniak, 2012). At the same time the County of Poznan has also experienced a rapid influx of corporate investment (Raźniak, 2013), probably driving the outward migration from the city to the County of Poznan. The heavy corporate investment in the County has also affected the business travel patterns, as business travelers preferred to stay in the suburbs to cut down on travel time to their destinations. While the growth in tourist arrivals/overnights experienced by Warsaw and Krakow can be explained by their internationalisation and decline in the city of Poznan by the changing geography of corporate investment away from the city, the city of Rzeszów is a case where tourism development was driven by the international air connections. From 2005 to 2011 Rzeszów experienced a significant growth in the number of tourist arrivals (+33.7) most likely spurred by an introduction of regular international air connections from a small regional airport nearby, which used to services several thousand passengers per year, mostly from Poland. In case of Katowice conurbation note that fairly many tourists visiting the area tend to use very well developed accommodation base in the nearby tourist resorts (Ustroń, Wisła), located nearly 80 km south of Katowice (Tkocz, Pytel & Zuzańska-Żyśko, 2009)

It also seems that the number of international companies operating in the city does not necessarily leads to the increase in business travel and, therefore, the overall city's tourism performance. This case is well illustrated by two cities in Lubuskie region - Gorzów Wielkopolski and Zielona Góra. Both of those cities have a high share of companies with foreign capital, mostly German (Gorzela, Jałowiecki & Smętkowski, 2009). However, right on the border with Germany and with a highway construction facilitating speedy car travel, the number of tourist arrivals/overnights in these two towns decreased by 28.4 and 19.0 % respectively from 2005 to 2011. Relatively short distances to Germany enabled business travellers to complete the purpose of visit in one day without the need for an overnight stay.

The number of accommodation facilities

The analysis of the number accommodation facilities over time was based on the number of hotels, motels and pensions offering the standard of 3* or higher, assuming that lower standard accommodation facilities are not often chosen by business travellers or participants of convention, congresses and conferences. A higher standard may be taken into account because of the image of international corporations or universities, which do not use lower standard facilities caring for their reputation. It is interesting to analyse fluctuations in the number of medium and high standard accommodation facilities in Polish cities (Table 3).

Table 3
Fluctuations in the number of 3*, 4* and 5* accommodation facilities

City/year	Number		Change in % (2005-2011)
	2005	2011	
Kraków	58	103	77.6
Tricity	23	41	78.3
Warszawa	33	39	18.2
Wrocław	26	38	46.2
Poznań	19	32	68.4

Table 3 Continued

City/year	Number		Change in % (2005-2011)
	2005	2011	
Katowice conurbation	18	31	72.2
Rzeszów	5	13	160.0
Toruń	10	13	30.0
Łódź	6	12	100.0
Szczecin	9	10	11.1
Lublin	4	9	125.0
Kielce	5	9	80.0
Bydgoszcz	6	8	33.3
Olsztyn	5	7	40.0
Opole	6	6	0.0
Zielona Góra	2	5	150.0
Białystok	3	4	33.3
Gorzów Wielkopolski	3	4	33.3

Source: Calculations based on the National Statistical Office "Local Data Bank".

The cities presented in Table 3 have the highest number of accommodation facilities classified to the medium and higher standard among regional cities. Krakow dominates clearly in this category (103 facilities in 2011), while experiencing 77.6% growth in the 2005 – 2011 period. This could be explained by a growth in the number of new foreign owned companies (Guzik, Gwosdz & Działek, 2013) increasing business travel intensity. At the same time, the city is considered one of the most attractive tourism destination of Poland (Sala, 2012), with its city center listed as the UNESCO's World Heritage Site. The vicinity of Krakow is also highly attractive. For example, in its 50 km radius there are three other World Heritage Sites (Salt Mine in Wieliczka, Monastery in Kalwaria Zebrzydowska, Memorial and Museum in Auschwitz-Birkenau).

Most of other Polish cities recorded some growth of the accommodation sector, but none so spectacular as that of Krakow. The Tricity on the Baltic Sea was second, with 41 hotels in 2011, followed by Warsaw with 30 hotels in 2011. Rzeszów and Toruń, which came next in the ranking offered only 13 accommodation facilities of 3* and higher. The city of Łódź is another case of a city with large population size (725 thousands of inhabitants in 2011) and only 12 such facilities reported in 2011. Low attractiveness of the city may result from few attractions worth seeing when compared to other cities in Poland. Also Warsaw, within a distance of nearly 100 km may be competitive for the business which prefers to operate from the capital rather than from Łódź. This may be linked to the crisis in the city's dominant textile industry, which used to export most of its products to countries in the former Soviet Union, which experienced an economic collapse in the 1990s (Jakóbczyk-Gryszkiewicz, 2011). As a consequence, after 20 years the city is still facing serious socio-economic problems. The proximity and impact of Warsaw may affect a relatively low employment ratio in high tech and knowledge-consuming sectors (Kurek, 2010) resulting in a low demand for hotel and accommodation services.

Services offered by accommodation facilities

Table 4 shows the parameters taken into consideration when creating the hierarchy of cities in terms of services offered by accommodation facilities. Since the focus of this research is the business travel market, the assessment took into account business and conference facilities. A well-equipped hotel business and conference centre improves hotel occupancy rate regardless of the traditional tourism season.

Table 4
City ranking by the standard of business facilities in hotels

City	Facilities							Total score
	A	B	C	D	E	F	G	
Kraków	18	17	18	18	18	18	18	125
Warszawa	16	18	17	17	17	16	17	118
Tricity	17	16	16	16	16	17	16	114
Poznań	15	15	15	15	15	15	15	105
Katowice conurbation	14	13	14	14	14	14	14	97
Wrocław	13	14	13	13	13	13	13	92
Łódź	12	12	12	12	12	12	12	84
Szczecin	11	11	11	10	11	11	10	75
Toruń	10	6	8	11	9	10	11	65
Kielce	9	10	10	9	8	8	6	60
Bydgoszcz	6	8	9	8	10	9	9	59
Lublin	8	7	4	4	6	7	8	44
Rzeszów	7	5	5	7	5	5	4	38
Olsztyn	5	4	3	5	7	6	7	37
Białystok	4	9	6	2	2	3	5	31
Zielona Góra	3	3	7	6	4	4	3	30
Opole	2	1	2	3	3	2	2	15
Gorzów Wielkopolski	1	2	1	1	1	1	1	8

A - conference room, B - the number of seats in conference rooms, C - audio/loudspeaker system and a wireless microphone, D - audio- video set , E - a laptop and audio-video set, F - a screen and an overhead projector, G - a flipchart.
Source: Calculations based on the National Statistical Office "Local Data Bank".

The best business facilities offered by hotels were found in Krakow, scoring 125 out of 126 (Table 4). Only in terms of the number of conference rooms and the number of seats in conference rooms, Warsaw came first, followed by the Tricity and Poznań. The city of Łódź ranks at the bottom of the

ranking of cities with population in excess of 0.5 million. This could be related to the relatively small number of medium and high quality hotels available in this city. At the bottom of the ranking came cities from eastern Poland (Lublin, Białystok and Rzeszów) which may be related to their much weaker business standing and less intensive trade exchange with eastern counties in comparison to the cities in western Poland. In case of Gorzów Wielkopolski, Zielona Góra and Opole, reasons for their low position in the ranking could be very different. In their case, given their proximity to the western border and good accessibility, foreign business visitors can avoid staying overnight, in particular considering that Germans lead the ranking of most frequent business visitors to Poland.

Synthetic ranking of the quality of service and accommodation infrastructure

As explained in the method section, on each of the three dimensions a city can get a maximum score 18 when it is first in ranking and 1 at the minimum (coming last in the ranking). In total, the maximum scoring was 54 (3 x 18) and the minimum scoring was 3 (3 x 1). Krakow scored 53 (out of 54) and topped the ranking with the highest standard of tourist facilities and tourist service. It only came after Warsaw in terms of the number of international tourist arrivals. Warsaw came second in the ranking with a score of 51, mostly due to its lower score on the number of medium and high-class hotels (Table 5).

Table 5

City ranking in terms of the number of tourist overnights, tourism infrastructure and business facilities in hotels

Rank	City/ ranking	Number of foreign tourists staying overnight in 2011	Number of 3*, 4* and 5* hotels 2011	Services offered by accommodation facilities in 2009	Composite ranking
1	Kraków	17	18	18	53
2	Warszawa	18	16	17	51
3	Tricity	15	17	16	48
4	Wrocław	16	15	13	44
5	Poznań	14	14	15	43
6	Katowice conurbation	12	13	14	39
7	Łódź	11	10	12	33
7	Szczecin	13	9	11	33
9	Toruń	9	12	10	31
10	Lublin	10	8	7	25
10	Rzeszów	7	12	6	25
12	Bydgoszcz	5	6	8	19
12	Kielce	2	8	9	19

Table 5 Continued

Rank	City/ ranking	Number of foreign tourists staying overnight in 2011	Number of 3*, 4* and 5* hotels 2011	Services offered by accommodation facilities in 2009	Composite ranking
14	Olsztyn	6	5	5	16
15	Białystok	8	2	4	14
16	Opole	3	4	2	9
17	Zielona Góra	1	4	3	8
18	Gorzów Wlkp.	4	2	1	7

The city of Kielce came 13 in the ranking in spite of its relatively good quality of the infrastructure and tourist services; however, in terms of the number of incoming foreign tourists, the city is last in the ranking. One may guess that the city is visited by domestic visitors; with its poorly developed international functions foreign visitors are not very much attracted to the city of Kielce. The city of Białystok is an entirely different case – its poor tourist infrastructure does not impede its relatively high position in the ranking of cities based on the number of foreign tourist arrivals. The location close to the border with EU member country - Lithuania (60 km) may facilitate tourism and trade. Furthermore, the relatively long trip by one-lane road from the capital of Lithuania - Vilnius (300 km from Białystok), may result in the need to stop for the night in Białystok whether the purpose is business or recreation travel. On the other hand, Rzeszów, who came 10, has relatively many medium and high class facilities, Unfortunately, the quality of accommodation offered is low, which may also translate into the position in the ranking in terms of the number of foreign tourists staying overnight. It may be due to proximity to poorly developed part of Slovakia and Ukraine (non-EU member), thus crossing the border requires few hours of waiting for border checks and visas for citizens of Belarus.

Tourist services and infrastructure versus international relations

Next, the comparison was made between cities' ranking in terms of their infrastructure and tourism services with positions of cities in global, European city rankings and rankings based on the socio-economic development of Polish cities (Table 6). World city rankings include only 4 Polish cities (GaWC), which are relatively well developed in terms of quality of life (Winiarczyk-Rażniak & Raźniak, 2011) and economic development (Bogdański, 2012). However, only Warsaw is classified among cities having strong international relations (Taylor, Hoyler & Sánchez-Moral, 2013; Taylor, 2012). On the other hand, Wrocław, Krakow and Poznań have poorly developed global relations (Raźniak & Winiarczyk-Rażniak, 2013). It is noticeable that the tourism potential of Krakow is stronger than demonstrated by its international relations, while Warsaw, Wrocław and Poznań came higher in the rankings focused on global relations than in the synthetic ranking. In turn, seven cities were included in the ranking of European cities; it is only the TriCity that offers a much better developed infrastructure and accommodation services when compared to its position in the ranking. This may be connected with a developed tourist function of the conurbation, which attracts a significant number of summer visitors holidaying

on the Baltic Sea coast. Positions of Katowice conurbation and Łódź in the ranking do not translate into the tourist service quality and products in these cities as a possible result of low attractiveness of these centres for foreign tourists because of their degraded landscape and environment. Industrial tourism is growing in Katowice conurbation (Pytel & Zuzańska-Żysko, 2010); however, in spite of a growing demand, it can be still described as a niche product. On the other hand, the city of Łódź came so low in the synthetic ranking partly as a consequence of a crisis in the textile industry of 1990. For a few cities positions occupied in the synthetic ranking and the ranking of their social and economic development showed convergence. Generally, the difference between positions in these rankings was not larger than 3. The only exception was the city of Toruń with the difference of 9 positions (9th in the synthetic ranking and 18th in the ranking by B. Jałowiecki). Low socioeconomic development in this case is set off by very attractive cultural offer of the city, which translates into well-developed tourist services. However, absence of Toruń in international rankings and typologies demonstrates its poor international impact. In general, the quality of service offer and tourist infrastructure is correlated with positions occupied by the cities in rankings of global, continental and domestic cities.

Table 6
Infrastructure and tourist service development versus socio-economic development of cities

City/ranking	Position in the synthetic ranking (Table 4)	World city ranking 2010	Difference in the ranking ¹	European cities ranking	Difference in the ranking ¹	Jałowiecki 2006	Difference in the ranking ¹
Kraków	1	3	2	2	1	4	3
Warszawa	2	1	-1	1	-1	1	-1
Tricity	3	---	---	7	4	5	2
Wrocław	4	2	-2	6	2	3	-1
Poznań	5	4	-1	4	-1	2	-3
Katowice conurbation	6	---	---	3	-3	6	0
Łódź	7	---	---	5	-2	7	0
Szczecin	7	---	---	---	---	8	0
Toruń	9	---	---	---	---	18	9
Lublin	10	---	---	---	---	9	-1
Rzeszów	10	---	---	---	---	14	3
Bydgoszcz	12	---	---	---	---	11	-1
Kielce	12	---	---	---	---	10	-3
Olsztyn	14	---	---	---	---	15	1
Białystok	15	---	---	---	---	12	-3
Opole	16	---	---	---	---	13	-3
Zielona Góra	17	---	---	---	---	16	-1
Gorzów Wlkp	18	---	---	---	---	17	-1

¹ a difference of positions against the position in the synthetic ranking (Table 5)

Conclusion

It can be concluded that the place in ranking that takes into account infrastructure and tourist service development coincides with the level of international connections and the level of economic development of cities. Therefore it can be concluded that high place of the city in the ranking created in this paper also shows high level of globalization. This might confirm theories about the relationship between tourism and globalization processes and the overall high level of economic development (eg. Cooper, 2008; Wood, 2008; Zmysłony, 2013). Also it has to be taken into account the geographical location of the city and possible accessibility from the neighboring countries. This closeness may stimulate tourist traffic, the development of tourism infrastructure and international connections in the case of neighboring countries linked by free border traffic (EU, Schengen Pact). On the other hand, there are regions where the city bordered with countries whose citizens to cross the border must have a visa. In these cases, not only infrastructure and tourist service development was at a low level, but also the level of international relations and the level of socio-economic development were low. It could be necessary to do this type of research carried out in other countries; yet particularly interesting for whole continents or biggest cities in the world.

Warsaw and Krakow lead the ranking of cities enjoying the highest number of international visitors and left other cities far behind in this category. Furthermore, these two cities offer the best medium and higher standard accommodation infrastructure and the best availability of conference services for the purpose of business meetings, training events and conventions. Development of the infrastructure may encourage potential investors or businesses to invest in these centres. Considering, in particular in the case of Warsaw, extensive international relations of the city one may assume that development of hotel infrastructure may contribute to improving global connections. Poor standard of these services in cities of eastern Poland was observed, which may result from weaker and less intensive business relations between Poland and eastern countries when compared to Poland's relations with EU states. On the other hand, the excellent accessibility of Gorzów Wielkopolski and Zielona Góra attract German businessmen who come for a day business visit and go back home in the evening. This may be caused by very poorly developed infrastructure and services oriented towards business and institutional partners in these cities. In turn, a correlation between a specific positions occupied in rankings of world cities and development of the accommodation facilities. Polish cities coming high in international rankings offered, in general terms, the most developed medium and higher standard accommodation facilities as well as a broad range of hospitality services, including business meetings and conference organisation. No direct relationship between the size of population of a centre and the number of foreign tourists visiting a city or advancement in the development of the infrastructure and tourist services of these cities was reported.

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