

Entrepreneurship in tourism as exemplified by the Lubusz Voivodeship.

Present state and development perspectives

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Abstract: Tourism is a vibrant economy in Poland and in the world. As a positive economic policy phenomenon, it plays an increasingly important role in the economies of most countries of the world. Tourism helps in combating such negative economic phenomena as unemployment or recession. It also causes disproportionately lower environmental risks compared to industry. The purpose of this publication is to present the state of entrepreneurship on the example of the tourism industry. One of the most interesting and least popular regions in Poland—Lubusz Voivodeship was analyzed. The work presents the economic and tourist potential of the Lubusz Voivodeship. The characteristics of the most important tourist values, transport accessibility and tourism infrastructure were characterized. The development of accommodation, catering and number of nights were accurately analyzed. The data shown are compared with data from other regions of Poland. The article also attempts to show the future of entrepreneurship in tourism in the Lubusz Voivodeship and points out the areas needed to make changes. The thesis set out in the paper was the assumption that tourism can be an important area for entrepreneurship development in the Lubusz Voivodeship. However, further efforts are needed to exploit the existing potential.

The article was created using compact book materials, periodicals, as well as netographic information and statistics. The research method used in the publication is a literary critique and analysis of existing data. The results of the study positively verify the thesis.

Key words: accommodation, catering, entrepreneurship, development, tourism

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1. Admission

Tourism is one of the fastest growing economic phenomena in Poland and in the world. The number of participants has already exceeded one billion. As an economically advantageous phenomenon, it plays an increasingly important role in the economies of most countries of the world, providing valuable revenue. Tourism helps to counteract negative phenom-

ena such as unemployment or recession. It is also important to be aware of the small risks to the environment.

The purpose of this publication was to present the state of entrepreneurship on the example of the tourism industry in the Lubusz Voivodeship—one of the lesser known regions in Poland. The work presents the economic and tourist potential of that region. The characteristics of the most important tourist values, transport accessibility and tourist infrastructure were characterized. The development of accommodation, catering and number of nights were accurately analyzed. The data presented were compiled and compared with data from other regions of Poland. The article also attempts to show the future of entrepreneurship in the tourism of the region and indicate the areas needed to make changes. The hypothesis set out in the paper was the assumption that tourism can be an important business area in the Lubusz Voivodeship. However, further efforts are needed to exploit the existing potential. The article was created using compact book materials, periodicals, as well as netographic information and statistics. The research method used in the publication is a literary critique and analysis of existing data. The results of the study positively verify the thesis.

2. The economic and tourist potential of the Lubusz Voivodeship

Lubusz Voivodeship is one of the 16 voivodeships of Poland, located in the western part of the country. It covers an area of 13 987.89 square kilometres. The region, apart from the Opole Voivodeship, is among the least populous in the country. The population in December 2016 amounted to only 1 017 376 inhabitants, which constituted about 2.6% of the population of Poland. The seat of the governor is Gorzów Wielkopolski, and the local government of the province—Zielona Góra.

The average monthly gross wage in the enterprise sector was PLN 3853.03 in June 2017 and the unemployment rate was 7.1%. The average employment in the corporate sector in June 2017 amounted to 124.5 thousand persons and the number of entities in the national economy in the REGON register was 112 357. The above ratios place the region below the national average.

The Lubusz Voivodeship is a cluster of several historical lands (Rymar, 2007). It consists of such lands as (Dubowski, 1955):

- Lubusz Land,
- Lower Silesia,
- The New March,
- Greater Poland,
- Lower Lusatia.

Such situation causes high cultural diversity and affects tourist attractiveness (Garbacz, 2016). The tourist potential of the Lubusz Voivodeship consists of elements such as:

- natural and anthropogenic qualities,
- communication accessibility,
- tourist infrastructure.

The Lubusz Voivodeship is a special region on the tourist map of the country. Characteristic in the formation of the area of the region is a system of alternate depressions of the glacial

stream valley and upland strips produced by the last glaciation (Toczewski, 2008). The province includes a large number of lakes (e.g. Lubuskie, Dobiegniew and Poznań) and valleys (e.g. Lower Noteć, Obornicka Valley of Warta, Valley of Lower Warta). The Lubusz Voivodeship boasts the highest forest cover in Poland—49%. The most valuable natural features of the region include two national parks and eight landscapes. National Park ‘Warta Mouth’ was established in 2001 as one of the most valuable waterfowls in Poland. Drawieński National Park is a protected area of valuable wildlife complexes established in 1990. The Muzakowski Park covers an area of about 560 hectares, which in 2004 was included in the prestigious UNESCO List (Garbacz, 2012). Other valuable natural areas of the region include:

- Lower Silesia Forests,
- Shaft of Greenland.

The region’s anthropogenic values include numerous castles, palaces, manors, fortifications and religious monuments (Bielinis-Kopec, 2008). They are located mainly in both capitals of the voivodeship, as well as in the largest cities in the region (Table 1).

Table 1. Anthropogenic qualities of the largest cities in the Lubusz Voivodeship

Town	Examples of anthropogenic values
Zielona Góra	Township, Saint Jadwiga of Silesia, Church of Our Lady of Czestochowa
Gorzów Wielkopolski	Urban layout of the so-called New Town, Cathedral of the Assumption of Our Lady
Nowa Sól	Urban-architectural complex from the 19th–20th centuries
Żary	City, castle-palace complex
Żagań	Church Assumption of the Blessed Virgin Mary, Prince’s Palace
Świebodzin	Castle of the Joannites, walls
Międzyrzecz	Castle, Church of the Saint John the Baptist

Source: Author’s own elaboration based on: http://www.nid.pl/pl/Informacje_ogolne/Zabytki_w_Polsce/rejestr-zabytkow/zestawienia-zabytkow-nieruchomych/LBS-rej.pdf.

Other historical towns of the voivodship include (Pilch and Kowalski, 2012; Zdrenka, 2016):

- Szprotawa,
- Kozuchów,
- Bytom Odrzański,
- Krosno Odrzańskie,
- Santok,
- Słubice,
- Gubin.

The region has over-the-top advantages in the following forms of tourism:

- wine tourism (e.g. Lubuskie Wines and Honey Route),

- military tourism (e.g. Międzyrzecz, Kostrzyn),
- water-tourism (e.g. Paradyż, Łągów, Lubniewice)
- ethnic tourism (whole region).

In addition, there are opportunities to practice such forms of tourism as:

- cultural tourism (e.g. Romanesque Route, Hetman Stefan Czarniecki Trail),
- active tourism (e.g. bicycle trail ‘Green Oder’, walking-bike trail ‘Waterlady Trail’),
- religious tourism (e.g. Cistercian Route, Goat Mountain Churches Trail) (Wasilkiewicz, 2016).

There are also many cultural and music events of international importance in the region: ‘Woodstock Station’ in Kostrzyn, ‘Tomato Festival’ in Przytoczna, Lubuskie Summer Film in Łągów or International Bus Theatre Festival ‘BuskerBus’ in Zielona Góra.

The transport accessibility of the region provides numerous road, rail or water connections. The largest number of tourists arrive in the region by road. The most important road routes are:

- A2 motorway,
- A18 motorway,
- S3 expressway.

Tourists can also take advantage of convenient rail connections. The most important of them are:

- railway line no. 3 (Western Poland—Kunowice),
- railway line no. 273 (Wrocław Główny—Szczecin Główny),
- railway line no. 14 (Łódź Kaliska—Tuplice).

Waterways of the Lubusz Voivodeship include the waterways of the Oder, Warta, Lusatian Neisse and Noteć. Oder through the Oder—Spree Channel has water connections with Western Europe. There is also the Zielona Góra-Babimost Airport. However, its importance for the tourism of the region is little.

Excellent transport accessibility combined with water and forest facilities make Lubusz Voivodeship an ideal destination for weekend or longer trips.

Neighbourhood location near the border with Germany should be regarded as another asset. The region is one of the areas frequented by the Germans. Good connections and short travel and competitive prices play a major role here.

Tourism infrastructure plays an important role in stimulating the development of tourism. It includes all facilities that enable tourists to stay in the area, such as accommodation, catering, services, etc. The state of accommodation in Lubusz Voivodeship in 2016 is shown in Table 2.

Table 2. Accommodation in the Lubusz Voivodeship in 2016

Accommodation facilities	Number
Hotels	60
Motels	14
Pensions	13

Accommodation facilities	Number
Other hotel facilities	39
Youth hostels and hostels	3
School youth hostels	8
Holiday centres	27
Colony centres	4
Training and leisure centres	23
Tourist cottages	22
Campsites	18
Guest rooms	10
Agritourism houses	26
Other objects	22

S o u r c e: Author's own elaboration based on: zielonagora.stat.gov.pl/download/gfx/zielona-gora/pl/.../turystyka_2016boczek.pdf.

In 2016, hotels and other hotel facilities (e.g. non-categorized hotels) played the largest role in the accommodation facility in Lubusz Voivodeship. The smallest meaning was given to youth hostels and hostels and campsites.

3. Entrepreneurship in tourism in the Lubusz Voivodeship

When analyzing entrepreneurship in the field of tourism in Lubusz Voivodeship, the most important indicators of its development should be examined. First, the number of accommodation facilities should be analyzed.

In 2016 there were 10 125 accommodation establishments in Poland. Lubusz Voivodeship in 2016 had 289 accommodation facilities, including 198 full-year accommodations in various categories, which unfortunately is one of the lowest rates in the country. On average 100 square kilometres of the area of the Lubusz Voivodeship was occupied by 2 tourist accommodation establishments (nationwide—3). With 1000 citizens of the Lubusz Voivodeship was an average of 18 beds. Accommodation facilities in the region offered in 2016 18.4 thousand accommodations, which constituted 2.5% of the total number of beds in Poland. The situation in this area in the region in recent years is illustrated in Figure 1.

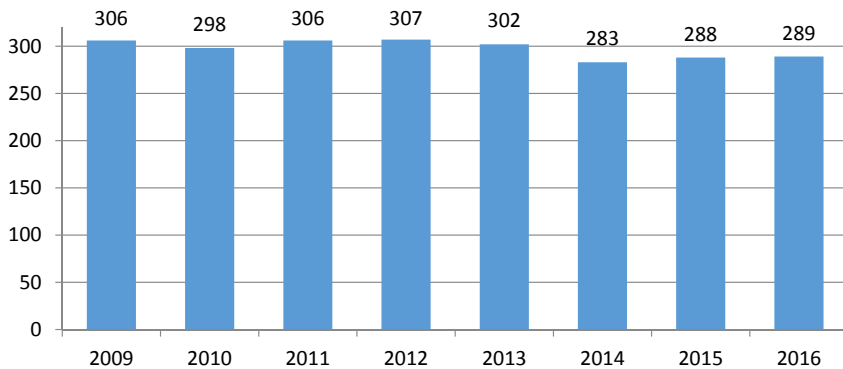


Figure 1. Number of accommodation facilities in the Lubusz Voivodeship in 2009–2016

Source: Author's own elaboration based on: zielonagora.stat.gov.pl/download/gfx/zielona-gora/pl/.../turystyka_2016boczek.pdf.

The analysis of the data included in Figure 1 clearly indicates the variation in the number of accommodation facilities during the period considered, with a noticeable upward trend since 2014.

The location of accommodation facilities in the Lubusz Voivodeship is unequal. In 2016 (the average number of 21 objects per one county) the most tourist accommodation establishments were located in the counties of: Świebódzin (41), Międzyrzecz (36), Słubice (32), Sulęcín (28), Wschowa (27), in the city of Gorzów Wielkopolski (10), and in the counties of: Żary (11 objects), Strzelce-Drezdenko and Zielona Góra (21). The smallest number of accommodation facilities were in the counties of: Żagań (6), Gorzów Wielkopolski (10), and Żary (11).

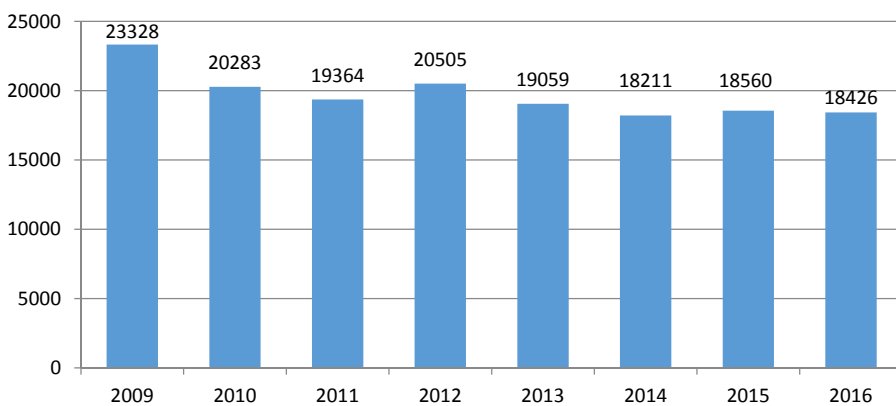


Figure 2. Number of beds in the Lubusz Voivodeship in 2009–2016

Source: Author's own elaboration based on: zielonagora.stat.gov.pl/download/gfx/zielonagora/pl/.../turystyka_2016boczek.pdf.

The analysis of the data presented in Figure 2 indicates the variation in the number of beds during the period considered. As compared to the corresponding period of 2015, the number of beds increased in seven counties (especially in the Krosno Odrzańskie County: 19.4%, and in the Sulęcin County by 11.5%). In the Żary County it decreased by 39.6%.

It is worth analyzing the situation in the field of gastronomy in the voivodeship in question. The number of catering establishments in tourist facilities in the Lubusz Voivodeship is shown in Figure 3.

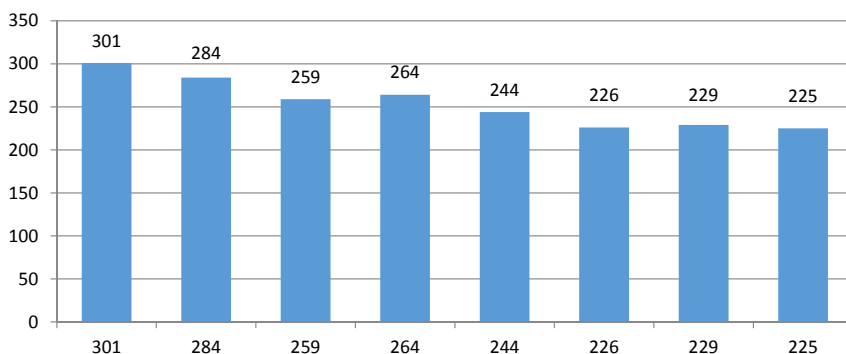


Figure 3. Number of catering establishments in tourist facilities in the Lubusz Voivodeship in 2009–2016

Source: Author's own elaboration based on: zielonagora.stat.gov.pl/download/gfx/zielona-gora/pl/.../turystryka_2016boczek.pdf.

The analysis of the data presented in Figure 3 shows the variations in the number of catering establishments in tourist facilities during the period considered. This situation undoubtedly affected the fluctuations in the number of beds.

Another indicator of the situation on the tourist market of the region is the number of nights spent, as shown in Table 3.

Table 3. Number of nights spent in tourist accommodation establishments by regions in the first half of 2013, 2015 and 2016

Region	2013	2015	2016
Total	26 069.9	29 625.2	32 134.2
Lower Silesia	2637.6	3102.3	3510.3
Kujawy-Pomerania	1418.2	1603.8	1718.7
Lublin	654.1	708.6	753.1
Lubusz	477.2	500.3	501.0
Łódź	945.2	1054.2	1033.5
Lesser Poland	4376.5	4906.9	5399.6
Mazovia	2877.7	3289.5	3506.0

Region	2013	2015	2016
Opole	246.3	286.8	362.4
Subcarpathia	954.0	1174.8	1232.8
Podlasie	425.7	457.5	460.3
Pomerania	2099.9	2499.6	2828.8
Silesia	2050.2	2272.0	2405.1
Świętokrzyskie	628.1	702.7	744.8
Warmia-Masuria	921.6	969.9	1128.9
Greater Poland	1211.8	1499.0	1546.3
West Pomerania	4145.7	4597.3	5002.6

S o u r c e: Author's own elaboration based on Central Statistical Office of Poland (GUS) data.

The data presented in Table 3 clearly show an increase in the occupancy of tourist facilities in the analyzed period. Compared to other provinces, they are among the least in Poland.

In Lubusz Voivodeship in 2016, 23.7% of the total number of tourists using accommodation were foreigners. The largest number of foreign tourists visiting the Lubusz region came from Europe—140.4 thousand (73.2% are citizens of the European Union). The inhabitants of Europe who visited the Lubusz Voivodeship in 2016 were mainly from Germany—33.8%, from Lithuania—11.4%, from Ukraine—9.2%, and from Russia—8.5%.

4. Prospects for entrepreneurship development in tourism in the Lubusz Voivodeship

The existing, great tourist potential of the Lubusz Voivodeship does not, unfortunately, translate into a satisfactory level of tourist development of entrepreneurship. Occurrences of leisure or sightseeing do not generate tourist traffic on a satisfactory level. This region is more of a role in tourism as a transit area than a destination for leisure. Small, in comparison with other regions of Poland, the number of accommodation facilities and places or catering facilities translates into a small number of overnight stays. The consequences of such a situation are low income from tourism business activities.

The cause of the existing state of affairs can be traced back to the past (Czyżniewski, 2012). Like most areas of the so-called Recovered Territories, from post-war to the 1990s, Lubusz Voivodeship was an extremely neglected and under-invested region (Dolata, 2007). For decades, many facilities have been deliberately dismantled to obtain building materials. Many valuable monuments have been devastated and ragged. In many cities today, you can see permanent ruins (e.g. Kostrzyn, Gubin, Żary). Yet twenty years ago by the average tourist this region was seen as a pristine and unknown area.

The situation began to change sharply only at the end of the twentieth century, with systemic changes. The region has gradually gained modern transport connections, revitalization

of many monuments has started, investments in the tourism industry have begun. The process of change is still ongoing. But still the situation is far from ideal.

Contemporary situation of the examined area requires multidirectional actions. The 2014 development strategy for the development of Lubusz Voivodeship tourism up to 2020 provides detailed guidance on the necessary measures in the area of regional tourism.

Firstly, a competitive tourist image of the region should be created. An image that would be readily associated with an average tourist with the attractions of Lubusz Voivodeship, and above all it would stop him for a longer time. This would bring new jobs and increase tourism income.

Further efforts should focus on creating a comprehensive information and promotion system and tourism signage in the region. Thanks to this, the tourist would get reliable and accurate information about attractions, events and reasons for visiting the site. Information should also reach out to foreign buyers. A tourist from Western Europe who is choosing to go to Poland is much closer to Mazovia, Lesser Poland or even Greater Poland.

In order to break away from the transit nature of the stay, it is still necessary to continue to develop tourist products. Especially those that would emphasize the uniqueness of the region. Tourism in the region is poorly developed in terms of business or pro-health tourism. The deposits of mineral waters in Łagów and Gorzów Wielkopolski are not currently commercially exploited (Michniewicz et al., 2006). These now popular forms of tourism, grown by people with higher incomes, would contribute to the growth of tourism income.

Improving the quality of service provided is the development of tourist infrastructure.

There are no higher class accommodation facilities in the province. The number of 4-star objects does not exceed five, there are no 5-star objects (Table 4).

Table 4. Categorization of hotels in the Lubusz Voivodeship in 2017

Hotel category	Number
* Hotel	13
** Hotel	10
*** Hotel	30
**** Hotel	5
***** Hotel	0

Source: Author's own elaboration based on MSiT.

In addition, improving the quality of services would be to strengthen the tourism cooperation and development platforms and improve the staff for tourism in the region. The competence of employees and management personnel could help to improve the current situation and increase innovation.

The region does not fully benefit from the development of cross-border tourism and the opportunities offered by cross-border tourism. In today's economic reality, borders are bound, not shared. Germany is one of the nations that spend most of their leisure time on tourist

destinations. The border position opens up opportunities for attracting wealthy neighbours behind the copper. Of course, every tourist is looking for a suitable tourist offer. This offer should also be available in the Lubusz Voivodeship.

Other necessary actions include:

- development of leading forms of tourism,
- development of physical and mental recreation.

5. Conclusions

The Lubusz Voivodeship in Poland is an area of above average tourist value, both natural and anthropogenic. Another great asset is the perfect state of the natural environment, not degraded by industry and man. For this you need to add a constantly improving state of communication availability.

However, the level of entrepreneurship development in tourism in this area should be considered insufficient. The biggest challenge for the region is the need to develop tourism infrastructure and attract more tourists. There is also a need for greater promotion of the region and its emergence in the minds of tourists.

Lubusz Voivodeship deserves to be a place of longer tourist stays, not just a transit area. It is also worth investing in tourism as a relatively green field of the economy.

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Przedsiębiorczość turystyczna na przykładzie województwa lubuskiego – stan obecny i perspektywy rozwoju

Abstrakt: Turystyka to prężna dziedzina gospodarki w Polsce i na świecie. Jako korzystne dla polityki ekonomicznej zjawisko odgrywa coraz bardziej istotną rolę w gospodarkach większości państw świata. Turystyka pomaga w zwalczaniu takich negatywnych zjawisk ekonomicznych jak bezrobocie czy recesja. Wywołuje przy tym niewspółmiernie niższe zagrożenia dla środowiska naturalnego w porównaniu do przemysłu. Celem niniejszej publikacji było przedstawienie stanu przedsiębiorczości na przykładzie branży turystycznej. Analizie poddano jeden z najciekawszych i jednocześnie mało popularnych regionów w Polsce – województwo lubuskie. W pracy dokonano prezentacji potencjału gospodarczego i turystycznego ziemi lubuskiej. Dokonano charakterystyki najważniejszych walorów turystycznych, dostępności komunikacyjnej oraz infrastruktury turystycznej. Dokładnej

analizie poddano stan rozwoju bazy noclegowej, gastronomicznej oraz liczbę udzielonych noclegów. Ukazane dane porównano z danymi z innych regionów Polski. W artykule dokonano również próby ukazania przyszłości przedsiębiorczości w turystyce w województwie lubuskim oraz wskazano na obszary koniecznych do dokonania zmian. Tezą postawioną w pracy było założenie, że turystyka może stanowić ważny obszar rozwoju przedsiębiorczości w regionie lubuskim. Konieczne są jednak dalsze działania w celu wykorzystania istniejącego potencjału.

Artykuł powstał na podstawie zwartych materiałów książkowych, czasopism, jak również informacji netograficznych i danych statystycznych. Metoda badawcza zastosowana w publikacji to krytyka piśmiennicza i analiza danych zastanych. Wyniki badań pozytywnie weryfikują postawioną tezę.

Słowa kluczowe: baza noclegowa, baza gastronomiczna, przedsiębiorczość, rozwój, turystyka