

Urban tourism in Szczecin and its impact on the functioning of the urban transport system

Plan of the presentation:

1. Urban tourism- general information.
2. Advantages and disadvantages of developing urban tourism.
3. Area of the largest tourist activity in Szczecin- The City Tourist Route.
4. Characteristic of tourist traffic in Szczecin.
5. The impact of urban tourism of functioning of the urban transport system (public and freight) in Szczecin.

Urban tourism

- sightseeing,
- participation in cultural and sporting events,
- entertainment,
- shopping,
- doing personal errands,
- visiting family and friends,
- education and participation in business meetings, trade shows and conferences.

Hall C. M., Page S. J. (pp 248-250), *The Geography of Tourism and Recreation. Environment, place and space* (3rd ed.), Taylor & Francis e-Library, 2006.

Urban tourism development and its impact on the functioning of the city

The benefits of urban tourism development:

- activation of the local economy,
- the regeneration of urban area,
- improvement in the quality of life of residents.

The damages caused by urban tourism development:

- conflict with other functions of cities e.g. residential, industrial,
- reducing the tourism attractiveness of the place.

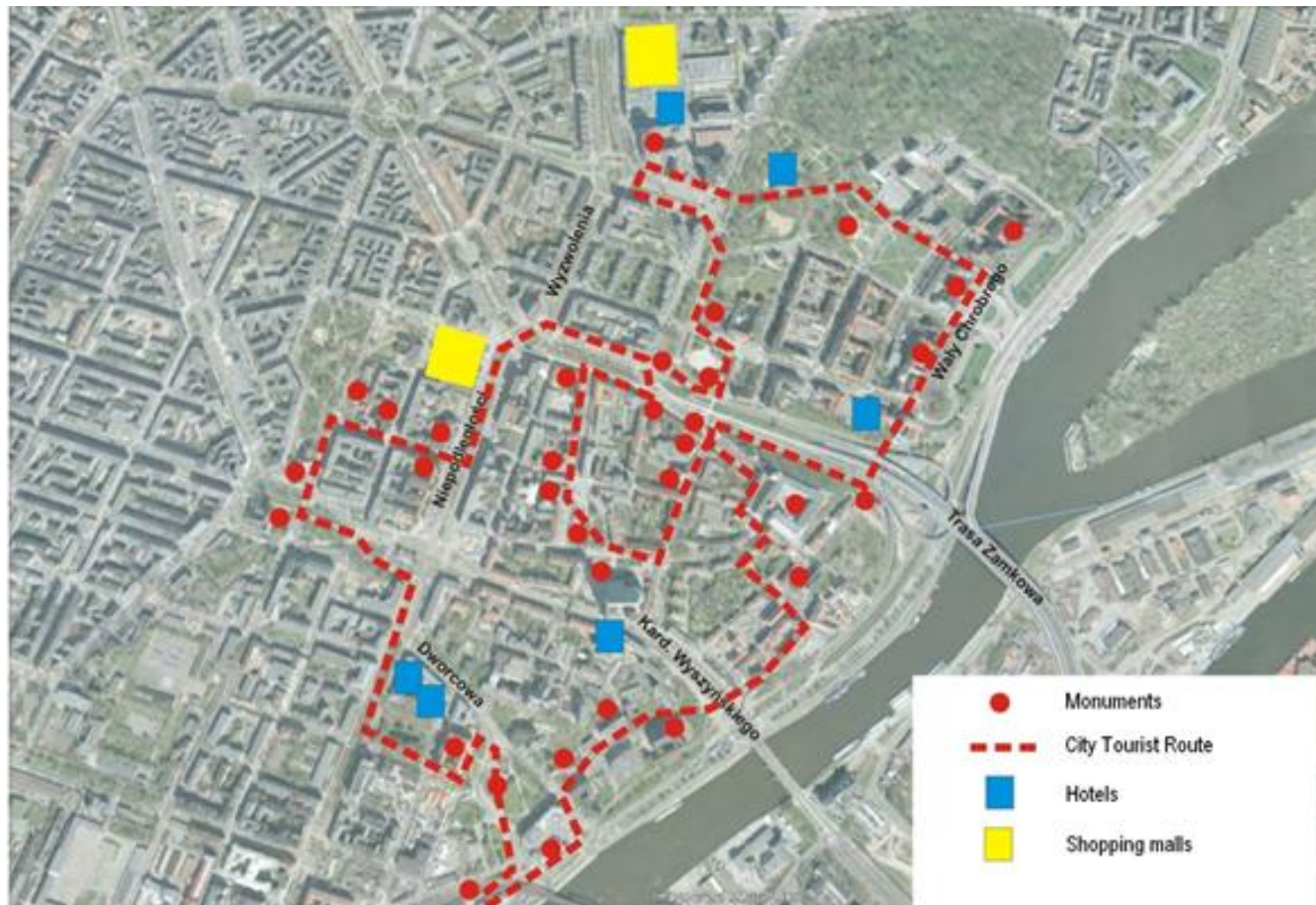
W. Kurek (2011), *Turystyka*, Wyd. Naukowe PWN, Warszawa

„Tourism contains the seed of its own destruction; tourism can kill tourism, destroying the very environmental attractions which visitors come to a location to experience.”

Prof. John Glasson

Fields of studies:

1. Does Szczecin have a problem with tourist traffic associated with intensive tourism development?
2. What is the impact of urban tourism on functioning of the urban transport system (public and freight) in Szczecin?



Area of the largest tourist activity in Szczecin- The City Tourist Route

Source: own study based on Google Maps and www.szczecin.pl

Characteristic of tourist traffic in Szczecin (1)

	Szczecin	Warszawa	Poznań
city area	300,5 km ²	517,2 km ²	261,9 km ²
Population	380 thousand	1 711 thousand	550 thousand
Total number of tourists	370,9 thousand	8 800 thousand	621,8 thousand
Number of foreign tourists	131,5 thousand	2 800 thousand	175 thousand

Source: Central Statistical Office (www.stat.gov.pl) Raport from 2012

Characteristic of tourist traffic in Szczecin (2)

Means of transport most often chosen by tourists in order **to get to** Szczecin

	foreign tourists (%)	domestic tourists (%)
car	44,3	63,8
train	6,1	15,1
regular bus	24,8	10,9
other	13,0	3,1

Preferred means of transport in **visiting** tourist attractions of Szczecin

	foreign tourists (%)	domestic tourists (%)
car	38,8	46,4
train	7,8	11,5
bus/coach	40,4	20,1
bicycle	11,6	16,9
other	1,4	5,1

Source: study on the structure of participants of domestic and foreign tourism in Zachodniopomorskie province in 2013, 2BA Strategic Counselling

Finals of the Tall Ships' Races in Szczecin 2013

1. Time: 3-6 th of August 2013,
2. Number of participants: 1 200 000 of people (including about 280 000 of Szczecin's citizens),
3. Means of transport used by tourists: 56% car, 23% train
4. 3200 sailors,
5. 91 tall ships,
6. 500 sales points,
7. The area of the event: 7,5 km².

The solutions helping in solving transportation problems:

1. Reorganization of the traffic,
2. New parking zones,
3. „Park and ride” system,
4. Bigger number of public transport connections.

Report: The influence of the organization of the Tall Ships' Races finals on the economy of the city of Szczecin



The finals of the Tall Ships' Races in Szczecin- August 2013

source: national-geographic.pl

The impact of urban tourism in Szczecin on functioning of public transport- conclusion:

Problem: The most tourists coming to Szczecin indicate a car as a favourite means of getting to the city and exploring the tourist attraction. With increasing volume of tourist traffic, it may conflict with various functions of the city and has a negative impact on the environment.

Weight of problem: small (apart from the occasionally organized public events like Sea Days or finals of the Tall Ships'Races).

Solutions:

1. Waterborne transport (!!!)
2. Urban bike system.

The shopping tourism in Szczecin- the example of German tourists

An average time spend in Szczecin: 2 days

Purchased articles: groceries, fuel, construction materials

Purchased services: accomodation, hairdressing, beauty, catering

More than 50% of German tourists travel more than 100 km to do shopping in Szczecin.

research sample: 464

Raport: Analiza preferencji niemieckiego klienta, Nothern Chamber of Commerce and University of Szczecin, 2009

The impact of urban tourism in Szczecin on operation of freight transport- conclusion:

Problem: Shopping tourism occupies an important place in the economy of Szczecin. Tourist traffic generates demand for various products what generates more demand for goods supplied to various commercial entities and those of HORECA system.

Weight of problem: unknown.

Solutions: The research made to understand the scale of the phenomenon. There are no data on the size of supply in the centre of Szczecin (which part is the area of the largest tourist activity). Understanding the scale of this phenomenon is the first step to work out and promote solutions reducing its negative effect.

Thank you for your attention