

DETERMINATION OF CITY TOURISM COMPETITIVENESS CUMULATIVE INDEX BASED ON A CASE STUDY OF ŚWINOUJŚCIE AND OHRID

Joanna Hernik

West Pomeranian University of Technology in Szczecin

Zoran Tuntev

Sofia University St. Kliment Ohridski

Abstract. Competitiveness of a city can be seen from different points of view, including tourism attractiveness. Then it is understood as an ability to compete effectively in the area of tourism with other cities. The purpose of this article is to establish determinants of urban competitiveness through its decomposition into elements related to the tourism industry. This topic seems to be important because cities influence the functioning and development of whole regions. Moreover, depending on the nature of the city and its location, it can fulfill a variety of functions, which are essential for citizens' standard of living. While searching for determinants of competitiveness, one has to assume that certain factors will affect the competitiveness positively, while others will be a limitation. The first group includes accommodation and tourism services, as well as city resources, such as architectural attractions, nature and availability of transport. The competitiveness can be restricted by polluted natural environment and crime rate.

Key words: index of competitiveness, functions of a city, tourism, competition

INTRODUCTION

At the end of the 19th century, one of American publications claimed that anger, envy, focus on money, dissatisfaction, competition and rivalry, ambition, high social status, power of fame – in small doses – are not a negative phenomena. On the contrary – they are features of positive morality that create competitiveness [The Bow's review 1867]. In the same period, there were other publications about competitiveness in terms of business activity. It was argued that conditions for enterprise competition should be created [State

Corresponding author: Zoran Tuntev, St. Kliment Ohridski University, Faculty of Tourism and Hospitality, Kej Marshal Tito 95, 6000 Ohrid, Macedonia, e-mail: germanoff@visitohrid.com.mk

© Copyright by Warsaw University of Life Sciences Press, Warsaw 2015

of the U.S. textile industry, 1885], and national economies were being compared. Therefore, one can see that competition has long been related to many spheres of life: human personality, business activities and even conditions of countries. The latter encompasses competitiveness of regions and cities [Łaźniewska, Gorynia 2012], focused on economic growth, which is the subject of this article.

Every market entity operates in a given sector, which is understood as a group of companies generating products which are substitutes, and its structure impacts behavior of competitors. Undoubtedly, it is challenging to determine which products are substitutes and where geographical borders of the market are. It is especially true in case of tourism sector, which is geographically open and includes a great number of elements [Tuntev 2005]. In each sector there is rivalry between competitors, which is aimed at gaining better position with higher-quality products, lower prices, better advertising and availability – in short: providing higher added value. Moreover, situation of tourism industry is determined by activity of other institutions – public, non-governmental and other creating policy of the sector [Drejerska 2005]. Tourism is recognized as one of the key industries of development in all countries and a major source of income, jobs and wealth creation, therefore matter of being competitive in tourism industry is a base of future prosperity and well-being of a society. Existing publications on competitiveness in tourism discuss such variables as planning and management, overall destination competitiveness, competitiveness and transport and competitiveness and the environment. Very rarely, however, these publications refer city competitiveness from tourism point of view; articles discussing this problem were published in China mainly, for example Ding Lei et al. [2006], or Jian-Qiang and Gang-Min [2008]. Therefore a problem of city competitiveness seems to be not fully recognized theme.

METHODOLOGY AND SCIENTIFIC PROBLEM

This article analyzes the issue of urban competitiveness in the tourism industry; competitiveness is here understood as an ability of a city to impact an income of entrepreneurs and citizens [Łaźniewska, Gorynia 2012]. The scientific problem discussed here concerns lack of methodology for determining tourism competitiveness, therefore the main purpose of the article is to establish a methodology for calculating the tourism competitiveness index. The aim can be called postulative, because it proposes a new method.

To build a cumulative index of competitiveness of a city, two European cities were selected: Ohrid in Macedonia and Świnoujście in Poland. Selected cities are similar in their nature (tourist destination), have a similar number of inhabitants, both are located by the water. Despite the fact that they also are characterized by significant differences, like dissimilar history and culture, it should be noticed that there is no possibility of taking two or more identical localities. Creating calculation of the competitiveness index, one should collect a maximum number of determinants and associated data. In this study, data of following areas for both cities were gathered: transport infrastructure in a city, number of bus lines and taxis, types of hotel facilities and number of beds, number of travel agencies and tourist guides, cultural events organized throughout a year, natural attractions, climatic conditions, architectural landmarks, food service, health care system,

crimes rate, level of pollution, number of tourists visiting the city and length of stay, as well as local government's instruments supporting the city tourism; then were supplemented with more detailed data. In case of a number of tourists visiting the city it should be explained that although it may be considered as an effect, not a cause of competitiveness, this number also influences income of a city budget as well as income of residents, and then it affects further investment possibilities, therefore it should be considered as a determinant. It was assumed that all these elements must be located in an administrative area of a city, and their location automatically means that they will determine city's competitiveness. The procedure for determining the validity of particular elements covered allocation of a weight of 1 to 15 points. Number of awarded points was based on an analysis of previously published publications, and experience one of the authors, who is an expert in tourism development, and operates as a tourist services provider.

It seems that this original methodology of creating an index will enable comparison of cities from the tourism development point of view; it will also help in better governance in the tourism sector, which is very important in economies of many countries [Basińska-Zych, Lubowiecki-Vikuk 2010]. But it must be emphasized that the index has been developed for destinations chosen for summer holidays. Surely it must be modified for winter tourism for example.

THE ESSENCE OF COMPETITIVENESS

Competitiveness is usually described as an ability to effectively compete (be better) within particular structures, at a particular time. The term is usually related to enterprises, where it means ability to stay on the market. In relation to a country, region or city, competitiveness means an ability to build and maintain increasingly high quality of life of citizens. Such competitiveness is based on measurable effects of competition, which are determined by quantitative metrics, such as GDP per head, level of employment/unemployment and real income [Łaźniewska, Gorynia 2012]. It must be, however, noted that some causes and effects of competitiveness are tangible, while others are not (e.g. quality of human capital) [Turok 2004].

In terms of future of a particular area, competitive abilities are relevant (i.e. ability to develop in years to come). That is why cities (and other territorial units) build their positions by attracting and keeping capital, labor force (citizens), business centers and tourists. Interestingly, unsuccessful company disappears from the market, while cities and regions remain – along with their citizens [Nieżgoda 2010, Łaźniewska, Gorynia 2012]. This is why growth policies which ensure improvement of life quality and long-term competitiveness, are a key issue. To describe the competitiveness model, a number of methods are used: competitiveness pyramid (used most often), competitiveness hat, competitiveness tree and Porter's model. Determinants are easily visible in the tree concept (this method for formulating and assessing competitiveness policies was developed in 2004 by a Dutch consulting company, Ecorys). Similarly to an actual tree, the model has roots, which stand for factors that drive competitiveness; there is a trunk and branches, which illustrate the shape of economy and its productiveness; finally, there are fruit of competitiveness, understood as well-being and stability of growth.

Factors (determinants) that drive or limit competitiveness may be analyzed in various ways, thus a complete list is difficult to establish. One may, however, point to factors which are foundations of competitiveness: investment in research and development, positive employment structure, low labor costs, human capital (employee skills, innovation-friendly culture), effectiveness of resource usage, which results from local and national socio-economic politics. Clearly, barriers will have the opposite effect. Competitive position always results from clash of various forces and elements. Research conducted thus far has determined that economic growth creates competitiveness, while barriers include: lack of investment in education, strict religiousness of the society and conservatism [Łażniewska, Gorynia 2012].

TOURISM INDUSTRY

Direction of tourism development to 2015 is a governmental declaration accepted by the Council of Ministers on 26 September 2008 – voices an opinion that the service sector will grow quicker than the overall economy, and tourism will be one of the fastest growing segments of this sector. It should be, therefore, understood, that there is no tourism sector – it is merely a segment in the service sector. However, in literature one can often find opinions that sector is a cluster of institutions or enterprises producing goods or services for similar applications [Gierszewska, Romanowska 1994], or in other words: a group of enterprises co-creating similar value chains, using similar techniques and technologies [Fornalczyk 2007]. Therefore one may assume that the tourism sector in fact exists and it encompasses: hospitality (hotels and other accommodation), tour operators and tourism services providers, gastronomy (food providers), transport and supporting services. These elements serve as a basis to list determinants of tourism attractiveness of a city, but – because cultural and natural aspects play an important role as well – this set of determinants will be enriched with a number of additional elements, which will be discussed later in the article.

Tourism industry is open in terms of geography, related to and dependant on other economy sectors, but it also stimulates their growth (e.g. air transport). Openness of tourism is not limited to one region or continent, therefore tendencies on both local and international markets are relevant. It is estimated that in European countries the increase in tourism will be rather slight (4% per year), but it is an upward tendency. It results from better airplane connections, increase in wealth of societies, better health of 60+ citizens, which leads to more interest in pro-health and urban tourism. Increase in supply of services for better-off young people is also foreseen (participation in cultural events, demand for active tourism). At the same time, more attention will be given to overall higher quality of services and provision of additional services [Tuntev 2005]. It is therefore obvious that tourism industry not only needs accommodation, but also events animators. Transport availability of a location also plays a major role, as well as its trade attractiveness (ability to purchase souvenirs or necessities during stay).

Competitiveness in the tourism sector can be observed on various levels if one assumes that the main focus of the rivalry will be the time of potential guests and their financial resources. Thus hotels will compete with B&Bs, railway transport with air trans-

port, restaurants with bistros, ABC city with XYZ city. Cities can compete in terms of investments leading to employment, attracting new citizens, tourists and activity of educational institutions, such as university branches. The aim of business activity of entities in tourism industry is to provide various tourist services which – according to the Tourism Services Act – are understood as guiding services, accommodation provision and other services provided for tourists and guests. As in any sector, tourism faces entry and exit barriers, but in case of tourism those barriers are experienced rather by tourism companies operating within the city than the city itself. Among barriers to enter the sector, one can list the cost of providing services and economy of scale (understood as ability to generate certain number of services due to cooperation of a group of companies, specializations and differentiation of goods, capital needs, ability to distribute information, costs of changing suppliers, as well as general circumstances (local and national politics). Among barriers to exit (factors which make companies keep competing with one another) one can list specialized resources, strategic codependences (cooperation with other companies), conservative policy of the owner (emotional causes), as well as economic and social restrictions.

TOURISM COMPETITIVENESS OF A CITY

A city used to be defined as a settlement with local government (self-government) with its own urban rights [Szpak 1997]. Architectural layout of the settlement was also an important factor: there needed to be a square, marketplace, public offices, defense walls. Nowadays, a city is defined as a agglomeration of people (as opposed to rural areas), characterized by high density of buildings and a varied social structure of citizens who make a living from non-agricultural occupation – trade, crafts, industry and services [Encyclopedia PWN]. Economists believe that a city is a spatially determined system which connects labor force, production measures and the world of “non-work” [Błaszczuk 2013]. As results of *EU Regional Competitiveness Index 2013* (<http://ec.europa.eu>) show, many cities (such as Prague, Berlin, Amsterdam) integrate with the region, therefore their condition will stimulate socio-economical conditions of their surroundings. Similar dependencies may surely be discovered for many other cities and regions [Wiatrak 2010]. It is worth of noting that economic and cultural conditions of many regions are changing, that supports formation of new tourism destinations [Studzienicki, Kurjata 2010]. This trend also applies to cities, which will be discussed later in the article.

Having presented assumptions for urban competitiveness and functions, one should determine, what is understood as urban tourism competitiveness? It can be perceived as an ability to effectively contend in this discipline with other cities. As mentioned before, tourism industry encompasses of a few elements, i.e. hotels and other accommodation, tour operators and tourist services providers, gastronomy, transport and supporting services [the latter includes all elements, depending on the point of view, therefore in this analysis it will be omitted]. All above-mentioned elements must operate within the administrative limits of the city, and their location automatically determines city's competitiveness. Thus, main determinants of touristic competitiveness of a city include: offer of hotels and other accommodation providers, tour operators offer and gastronomic

providers. What matters is not only their number, but also quality, which is understood as an ability to satisfy client needs (Fig. 1).



Fig. 1. Direct determinants of tourism competitiveness of a city

Source: Own evaluation.

As mentioned, main elements of tourism industry (hotels, tour operators, gastronomy and transport) are accompanied by other elements that define tourist competitiveness of a location, such as: natural attractions, which may be located within city limits, cultural landmarks (deeply connected with the city, which results from city function), architectural attractions, as well as public institutions which support tourism (e.g. tourism information offices). Availability of the city plays an increasingly significant role, therefore quality and means of public transport within the city, as well as ability to reach the city from various locations, are absolutely vital. Secondary to the above-mentioned determinants are other issues, such as ability to promote tourism offer provided by particular entities, as well as promoting the city itself. One should remember not only about traditional media, such as paper folders and maps, but also social media [Lemanowicz, Puciata 2010]. While searching for determinants of competitiveness, one has to assume that certain factors will affect the competitiveness positively, while others will be a limitation. Competitive position of the city will therefore be a result of both groups of determinants. First of all, determinants related to city history and its resources must be mentioned, as well as current growth strategy [Würzl 1980]. Secondly, there are determinants related to regional or national socio-economic policies and internationalization of particular areas.

The history of the city determines its infrastructure: buildings, monuments and roads. On the other hand, there are also natural resources, such as water bodies, forests and parks and configuration of terrain. Tourist attractiveness is also conditioned by climate – a significant number of rainy or freezing days decreases willingness of potential guests to visit the destination. It also limits interest of potential investors. Structure of enterprises operating in the city and its surroundings is an internal determinant; if there is a chance to create a network of cooperation (e.g. travel agent–hotel laundry–food outlets–service outlets–culture animators–business people allowing tours of industrial objects) which leads to higher added value of provided services than in other cities, one may name it competitive advantage. It seems that specialization of tourism entities may serve as a positive im-

pulse, e.g. focus on active and education-related holiday, or specialized spa and wellness services give competitive advantage. It must, however, be supported by adequate promotion initiated by entrepreneurs, but in cooperation with city self-government; therefore, the abovementioned network of cooperation must include public institutions. They may support competitiveness of the city by image building strategy which included tourism. They may also participate in city promotion events (e.g. Festival for Promotion of Cities and Regions), or take part in contests such as the European Capital of Culture (www.outdoordlamiast.pl), [Europejska Stolica Kultury 2016].

It should be added that certain established relations and structures may limit growth and competitiveness. This is true when market expects changes, while entrepreneurs cannot meet those expectations due to economic relations (signed contracts), their own plans and reluctance to change, lack of capital (high cost of bank loans, lack of support from local government). In such circumstances, city will lose its competitiveness, understood as ability of businesses to offer appropriate services of adequate quality and price at the right time [Olczyk 2008]. Negative elements that determine tourist attractiveness of a city may also be related to the condition of natural environment within city limits (rubbish, polluted air), amount of garbage or untreated sewage [Bąk, Wawrzyniak 2012]. Depending on the circumstances, the following factors can be of importance: crime rate, waiting time for doctor's appointments, although these are secondary factors.

TOURISM COMPETITIVENESS – ŚWINOUJŚCIE VERSUS OHRID

To develop a cumulative index of competitiveness of a city, two European cities were chosen: Ohrid in Macedonia and Świnoujście in Poland. They are similar in terms of several key areas: both are well-known tourist summer destinations (Table 1), both are

Table 1. Number of tourists coming to Ohrid and Świnoujście between 2005–2013

Year	Number of tourists	
	Świnoujście	Ohrid
2005	117 744	165 965
2006	111 600	167 394
2007	122 000	181 310
2008	127 600	199 486
2009	118 729	189 699
2010	115 700	165 109
2011	123 220	178 277
2012	166 958	183 335
2013	210 486	192 746
Average	134 893	180 369

Source: Own work prepared by using statistical data from: Republicki zavod za statistika (2014): Statisticki godisnik na Republika Makedonija, Skopje (www.stat.gov.mk); data from the city hall of Ohrid, data from GUS, Bank Danych Lokalnych, http://szczecin.stat.gov.pl/bdl/app/samorzad_m.dims, and data obtained from the city hall of Świnoujście (accessed: 26.04.2015).

located by water, have similar demographic potential, as well as a similar accommodation capability. However, selected cities also differ in terms of several aspects: Ohrid is located near mountains and is proud of several thousand years of existence (which enhances its tourism potential). Šwinoujście, in turn, is situated by sea and offers many open-air activities, which affects an average length of tourists' stay. These and other differences should be taken into account when using the methodology presented here.

Based on literature and available data, as well as experience of the authors of the article as tour guides and researchers, a weight to particular categories was assigned, and that was a foundation of the cumulative index of competitiveness calculations (Table 2). In case of transport infrastructure, this category includes all types of roads within the city limits (in km), as well as rail, sea and air connections. In case of Ohrid, for example, there were 6 bus lines and a local airport, and in case of Šwinoujście: 8 bus lines, urban and sea ferries, railway line and local airport Heringsdorf/Šwinoujście. As a result of this element calculations, the city of Ohrid obtained value of 3.14; Šwinoujście of 6.34. After taking into account availability of private transport (taxis), the indicator for Ohrid has been changed to 3.3; for Šwinoujście to 6.63. Transport accessibility of destinations is certainly important, but accommodation and cultural, architectural, natural landmarks are more important. Weather conditions are also crucial. So, calculating availability of beds potential of a city, it was assumed that the total number of available beds (regardless of a type of accommodation) will be added and divided by 1,000. In 2014, Ohrid offered 12,214 beds, Šwinoujście – 10,132. After adding beds on camping and campsites, the value calculated for Ohrid came to 12.81, and for Šwinoujście to 12.36. A key element attracting tourists may be cultural attractions – in this methodology, 1 point was allocated to each event, with a maximum in this category defined as 5. Both cities received here the value of 5, which means that in both of them events that significantly attract tourists are held. In Ohrid, for example, it would be a popular music festival held in August, in Šwinoujście – organ evenings organized from June to September. The exact results of calculations are presented in Table 2.

The attractiveness of a city can be built by its architecture. As already mentioned, Ohrid boasts buildings even from the fourth century, which cannot be found in a fairly modern Šwinoujście. Therefore, in this category, the result for Ohrid is much higher – 15 points versus 3 for Šwinoujście. It is worth noting that the calculation takes into account not only the number of buildings, but also their age (every century was assigned with 1 point), and the maximum value established to this category is 15 points. As mentioned before, the index also takes into account weather conditions – it turns out that, although an average summer temperature is similar: 19.6°C in Ohrid, in Šwinoujście – 19°C the number of hours of sunshine is very different: in Ohrid 2,300 hours per year, in Šwinoujście – 1,540 (in this case 33% less). At the same time in Šwinoujście there are 167 days of rain recorded, while in Ohrid only 121 (46 less). Thus it is evident that the climate is more conducive to development of tourism in Ohrid. In total, 15 determinants of tourism competitiveness in discussed methodology are included. In the calculations only the question of environmental pollution is omitted, since in both analyzed cities there are no significant problems.

As shown in Table 2, architectural and natural attractions should be recognized as the most important elements of competitiveness, then climate (sunny days) and the number

Table 2. The cumulative index of tourism competitiveness of a city

No	Specification	Evaluation formula	Ohrid	Świnoujście
1	public transport – types, number of lines	every kind of transportation – 1 point	2	4
2	public roads – in km	every kind of roads separately – number of km divided by 100 number of registered taxis divided by 1,000	3.3	6.63
3	accommodation – number of beds in hotels, guesthouses, hostels, campsites	number of beds divided by 1,000, every campsite – 0.1 point	12.81	12.36
4	tour operators – the number of travel agencies based in the city	every agency – 0.3 point	7.8	4.8
5	number tourist guides	every guide 0.1 point / max 5 points	5	4
6	cultural landmarks – everything that happened during the year	every event = 1 point, max 5 points	5	5
7	gastronomy and other services connected with tourism	developed services – 1 point	1	1
8	natural landmarks – what attracts tourists?	every element = 0.3 max 5 points if a lake/sea exists together with mountains – then this index is doubled	$3.0 \times 2 = 6$	2.4
9	natural conditions – temperature, rainfall sunny days	annual average temp. + insolation hours divided by 100	34	23.3
10	architectural landmarks	every element 0.3 + 0.1 points for every 100 years of existence of given object; max 15 points	15,0	3,5
12	criminality – identified crimes in last year	number of crimes divided by 1,000, with minus	-2.05	-1.12
	pollution, environmental problems	–	–	–
13	supporting public tools and institutions – tourist information centers, website/s with info about attractions of the city	every language a website is available = 0.3 tourist info offices = 0.1 each	0.5	1.0
14	healthcare system/services	every entity = 1 = all added units divided by (number of citizens divided by 10,000)	1.42	2.44 + 0.1
15	number of tourists coming every year – data from the last year	number of tourists from the last year divided by 10,000 plus number of nights divided by 1 mln and next all divided by 2.5	8.02	8.97 0.1 spa
CUMULATED INDEX			97.8	74.38

Source: Own work prepared by using statistical data from: Republicki zavod za statistika (2014): Statisticki godisnik na Republika Makedonija, Skopje (www.stat.gov.mk); data from the city hall of Ohrid, data from GUS, Bank Danych Lokalnych, http://szczecin.stat.gov.pl/bdl/app/samorzad_m.dims, and data obtained from the city hall of Świnoujście (accessed: 26.04.2015).

of beds and availability of transport destinations. The attractiveness of a place also affects the number of incoming tourists, because on one hand, they create the atmosphere of the place, and on the other – using tourist services affects its development and living standards. It is worth noting that yearly in Ohrid almost 800,000 nights are provided, while in Świnoujście – more than 1,400,000.

The methodology presented here enables comparison of different cities (under certain assumptions). It can also assist in formulating policies for tourism development. For example, Figure 2 shows that the city of Ohrid has excellent weather conditions, as well as unique architectural attractions. However, with the same potential for beds, last year saw fewer tourists than Świnoujście, and less of offered nights. It should be considered how one might increase the length of tourist stay. The existing tourist offer is based mainly on exploring churches and other historic buildings – is it possible to offer something else?

The advantage of Świnoujście is a good base for accommodation and good transport accessibility of the city. But, is it possible to modify the tourist offer, so that tourists remained in spite of unfavorable weather conditions (as shown by statistics, 46% of days in the year are rainy). Currently tourism services provided in indoor facilities are a solution, but maybe the city could invest in an object (building, structure), which by its uniqueness would attract tourists, especially outside the high season. Moreover, the city could boast

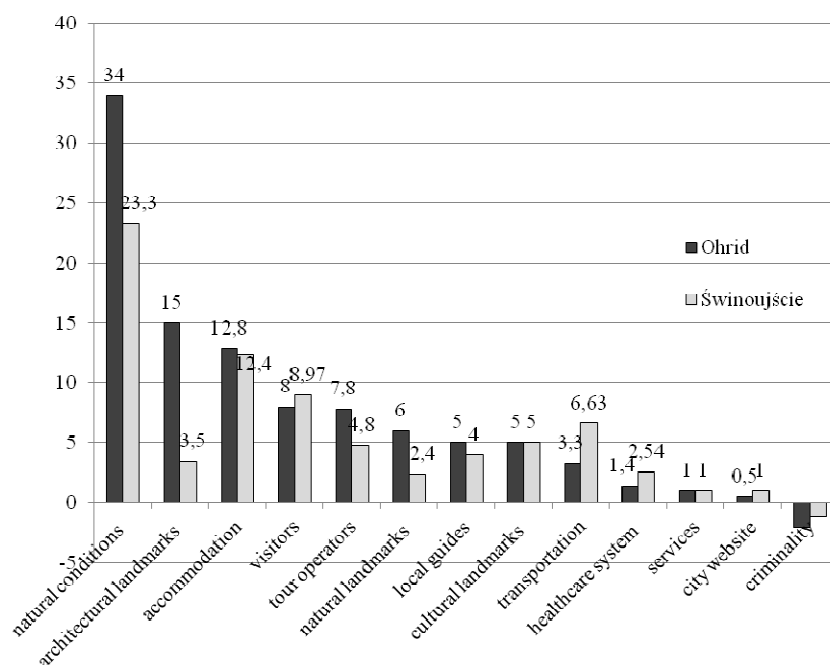


Fig. 2. Elements of competitiveness of cities Ohrid and Świnoujście comparison (with points gained for each element)

Source: Own work prepared by using statistical data from: Republicki zavod za statistika (2014): Statisticki godisnik na Republika Makedonija, Skopje (www.stat.gov.mk); data from the city hall of Ohrid, data from GUS, Bank Danych Lokalnych, http://szczecin.stat.gov.pl/bdl/app/samorzad_m_dims, and data obtained from the city hall of Świnoujście (accessed: 26.04.2015).

(promote itself) as a place of relatively low crime and high security in terms of theft of cars (in 2013 only two car thefts were recorded).

Policy of tourism development in the city should be based, on one hand, on its resources, on the other – needs of tourists, with an emphasis on the latter. An analysis of collected data shows the fact that, despite unfavorable weather conditions in Świnoujście, more tourists than began to arrive and they spend more time here than in Ohrid. Analysis of competitiveness elements could give an answer to the question why the number of tourists coming to Ohrid is not increasing. The first conclusions which stem from the analysis of the data say, that the problem is the communication (transport) availability, but also weak promotional support from the city government (website only in Macedonian language), and also higher crime rate than in Świnoujście. However, one should take into account also political situation in the region, its economic development and the overall image. So, here one can repeat that tourism sector, open to the influence of many factors, is difficult to investigate and manage. However, the index of competitiveness to some extent may give an answer to the question about a cause of problems and source of success of a city. This will help meet the needs of tourists better and create a proper offer of tourist services.

CONCLUSIONS

Competitiveness of a city can be seen from different points of view, including tourism attractiveness. The aim of this study was to construct a cumulative index of city tourism competitiveness, mainly for destinations visited by tourists in the summer. Proposed solution is based on a model of competitiveness tree and Porter's model, however, was adapted to tourism industry and contains much more elements. To develop the index two European cities were selected: Ohrid in Macedonia and Świnoujście in Poland. Methodology described in this article is designed for the first time, and probably will be modified, but even this underdone version (that does not cover problem of prices for example) allows to evaluate elements influencing success of destinations significantly, and ones that still need corrections. Thus, the index can support comparisons of cities in terms of their tourism potential, over and above it can be used for development policies formulation. Urban, as well as regional competitiveness, assumes cooperation of many stakeholders, which lead to an increase in wealth and standard of living of city's inhabitants. Competitiveness of the city in a particular domain is easier to determine than competitiveness of a region or a country. It must be, however, noted that competitiveness should be assessed in comparison to another entity – in this case, it should be compared to other, similar tourist destinations.

REFERENCES

- Basińska-Zych, A., Lubowiecki-Vikuk, A.P. (2010). Interwencjonizm samorządowy w obszarze turystyki i rekreacji w wybranych państwach Unii Europejskiej. *Acta Scientiarum Polonorum, Oeconomia*, 9 (4), 25–37.

- Bąk, I., Wawrzyniak, K. (2012). Konkurencyjność powiatów województwa zachodniopomorskiego w 2009 roku pod względem atrakcyjności i intensywności ruchu turystycznego. *Folia Pomeranae Universitatis Technologiae Stetinensis, Oeconomica*, 292 (66), 5–14.
- Błaszczak, M. (2013). W poszukiwaniu socjologicznej teorii rozwoju miast. Wyd. Naukowe Scholar, Warszawa.
- The Bow's review devoted to restoration of the southern states (1867). *Journals Of Literature, Education, Agriculture And Commerce*, New York, 441.
- Ding Lei, W., Xiao-Gen, W., Yi, D.J. (2006). A system of evaluation indicator for the urban tourism competitiveness. *Economic Geography*, 3.
- Drejerska, N. (2005). Rola marketingu społecznego w turystyce. *Acta Scientiarum Polonorum, Oeconomia*, 4 (2), 27–34.
- Europejska Stolica Kultury 2016 (2010). Brief, 128.
- Fornalczyk, A. (2007). *Biznes a ochrona konkurencji*. Oficyna Wolters Kluwer Business, Kraków.
- Gierszewska, G., Romanowska, M. (1994). *Analiza strategiczna przedsiębiorstwa*. PWE, Warszawa.
- Jian-Qiang, Z., Gang-Min, W. (2008). The Designing on Improving the Competitiveness of the Chinese City Tourism Industry. *Commercial Research*, 12.
- Lemanowicz, M., Puciata, E. (2010). Czynniki warunkujące sukces produktów turystycznych województwa małopolskiego. *Acta Scientiarum Polonorum Oeconomia*, 9 (4), 255–265.
- Łaźniewska, E., Gorynia, M. (2012). *Konkurencyjność regionalna. Koncepcje – strategie – przykłady*. PWN, Warszawa.
- Niezgoda, A. (2010). Społeczne uwarunkowania rozwoju turystyki zrównoważonej – przykład mieszkańców Poznania. *Acta Scientiarum Polonorum, Oeconomia*, 9 (4), 357–368.
- Olczyk, M. (2008). *Konkurencyjność. Teoria i praktyka*. Wyd. CeDeWu, Warszawa.
- State of the U.S. textile industry: hearing before the Subcommittee on International Trade of the Committee on Finance, United States Senate (1885). *Ninety-eighth Congress, second session, September, 18, 62, 164*.
- Szpak, J. (1997). *Historia gospodarcza powszechna*. PWE, Warszawa.
- Tuntev, Z. (2005). *Environment and Tourism*. Faculty of Tourism and Hospitality, Ohrid.
- Turok, I. (2004). Cities, regions and competitiveness. *Regional Studies*, 38, 1069–1083.
- Wiatrak, A.P. (2010). Kierunki i uwarunkowania wspierania współpracy terytorialnej Polski w turystyce. *Acta Scientiarum Polonorum, Oeconomia* 9 (4), 585–595.
- Würzl, A. (1980). Future development of tourism. *Tourism Review*, 35 (2), 2–7.

WYZNACZANIE INDEKSU TURYSTYCZNEJ KONKURENCYJNOŚCI MIASTA NA PRZYKŁADZIE MIAST ŚWINOUJŚCIE I OHRID

Streszczenie. Konkurencyjność miasta ocenić można pod różnym kątem, w tym z punktu widzenia atrakcyjności turystycznej. Celem niniejszego artykułu jest określenie determinantów konkurencyjności turystycznej miast poprzez analizę elementów budujących ich pozycję w sektorze turystyki oraz zbudowanie wskaźnika, który pozwoli porównywać między sobą różne miejsca. Podjęty temat wydaje się być ważny, ponieważ miasta wpływają na funkcjonowanie i rozwój całych regionów. Poszukując determinantów konkurencyjności, trzeba założyć, że pewne czynniki wpłyną na konkurencyjność pozytywnie, podczas gdy inne będą ją ograniczać. Pierwsza grupa obejmuje na przykład usługi związane z zakwaterowaniem, a także takie zasoby, jak architektoniczne atrakcje miasta albo też charakter i dostępności infrastruktury transportowej. Konkurencyjność może być natomiast ograniczona przez zanieczyszczone środowisko naturalne i przestępczość.

Słowa kluczowe: indeks (wskaźnik) konkurencyjności, funkcje miasta, turystyka, konkurencja

Accepted for print: 09.07.2015

For citation: Hernik J., Tuntev Z. (2015). Determination of city tourism competitiveness cumulative index based on a case study of Świnoujście and Ohrid. *Acta Sci. Pol., Oeconomia*, 14 (3), 49–61.

