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## Krakow as a Tourist Metropolitan Area. Impact of Tourism on the Economy of the City

**Abstract.** Krakow is one of the most recognizable Polish tourist destinations, has been included in the tourist metropolitan regions. The Old Town in Krakow and the Wieliczka Salt Mine were included in 1978 to the first World Heritage List of Culture and Nature. Krakow was the European Capital of Culture in 2000. It belongs to the UNESCO Creative Cities Network, was in 2013 honoured as the UNESCO City of Literature, and the European Gastronomic Academy chose Kraków as the European Capital of Gastronomy Culture in 2019. Tourism in Krakow has a very important economic function. In 2018, Krakow has been visited by as many as 13.5 million people, including over 3 million guests from abroad. In the same year, tourists spent almost PLN 6.5 billion during their stay in Krakow, and the GDP generated by the tourist industry in Krakow is over 8% of the city's total GDP. Tourism gives Krakow 29 thousand permanent jobs, and taking into account multiplier effects, generates over 40,000 of them. In the article, the authors describe the importance of tourism for the city's economy, analyse the size of tourism, income from tourism and employment in tourism, as well as changes in the perception of the tourist offer of the city in the opinion of tourists over the last 10 years. They pay attention to changes in the theme of arrivals and satisfaction related to their visit in Krakow.

**Keywords:** Kraków, metropolitan area, tourism, economy, satisfaction

### 1. Introduction

Already at the end of the 20th century, as a result of the development of new technologies, telecommunications, transport, access to information and increas-

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ing wealth of societies (mainly in the developed countries), as well as freedom to travel, a dynamic development of tourism occurred, which has become a global phenomenon. For several decades, an increasingly important role in world tourism has been played by large urban centres, recording a dozen or so percent increase in tourist arrivals in Europe, while the interest in traditional destinations such as rural areas, mountains and Sun&Beach holidays is decreasing [ITB World Travel Trends 2016]. These data confirm earlier observations that modern tourists are more likely to go to cities than to non-urbanised areas [Ashworth 1989: 33; Ashworth, Page 2011; Mika 2011; Zmysłony 2015]. Cities, by their very nature, have always been the target of migration and temporary stays for commercial, religious or cognitive purposes. Thus, one of the important functions of cities is satisfaction of the needs of visitors, i.e. the participants of tourist traffic [Edwards, Griffin, Hayllar 2008].

This type of tourism, which already at the stage of defining creates difficulties for researchers in clearly defining the phenomenon of “urban tourism” or “tourism in cities” is the subject of numerous recent research [Derek, Kowalczyk, Swianiewicz 2005: 155-197]. Without entering into conceptual considerations, the term urban tourism accepted in the paper is understood as a type of tourist travel, in which the exclusive or predominant destination is the city [Mikos von Rohrscheidt 2008: 97].

Tourism is becoming one of the important components in the functional and spatial structure of many cities, and the importance of the tourism function of a city depends on its size [Law 2002: 4-6; Page, Hall 2003]. Large cities are also treated – by theoreticians, economic planners and regionalists – as types of tourist regions [Zmysłony 2015: 61]. Such an urban tourism region is usually defined on the basis of several variables, such as landscape type, main motive for tourist arrivals, population density, type of tourism management, etc. It can therefore be assumed that the urban region has the following attributes [Kruczek, Zmysłony 2014: 18]:

- urban landscape, high population density;
- dominance of anthropogenic values of cultural and historical significance;
- high concentration of tourism development and other service facilities, the spatial organisation of which is compatible both with the individual as well as common needs of the city’s residents;
- reasons for arrivals of tourists: cultural and cognitive tourism, business trips, participation in congresses, fairs and exhibitions, tourism related to events of a diverse nature (cultural, sports, religious, entertainment, etc.).

Recognising the growing importance of cities in shaping the size and structure of international tourist traffic, for the needs of Poland’s tourism regionalisation, Stanisław Liszewski [2009] distinguishes the tourist metropolitan region as one of the three basic types of regions (apart from the leisure and recreation

region and the region of cognitive, educational and religious tourism). The author combines the creation of such a region with the role of a modern large city, which is becoming a strong magnet attracting visitors for tourism purposes, at the same time used by permanent residents in their free time during weekends (and sometimes even holidays), who spend it in properly developed suburban areas. According to Stanisław Liszewski, a metropolitan tourist region can be characterized by three characteristics [Liszewski 2005; 2009: 26]:

- the dominant type of tourist space is the space of penetration and colonization;
- multifunctional character – equal to tourist functions are cognition, culture, business and leisure;
- year-round use.

Kraków, which was included in the regionalist proposal of S. Liszewski to metropolitan tourist region is also perceived as the most recognizable Polish tourist destination. Using Stefan Page's classification [1995], Kraków can be classified as a city of culture and art (such as Florence or Venice), while in the classification of Denis Fainstein and Susane Judd [1999] as a tourist-historical city, dominant resource of which is historical and cultural heritage (such as Prague, Jerusalem, Pisa, Dubrovnik, Český Krumlov or Bruges). Such a perception of Krakow is evidenced by both its inclusion on the UNESCO World Heritage List (as early as 1978) and its recognition as a European Capital of Culture in 2000. It is worth noting that Krakow can also boast the title of the UNESCO City of Literature and the European Capital of Catering (in 2019).

The authors deliberately use the term «metropolitan tourist area» for Krakow, rather than a tourist metropolis because Krakow is not included in the ranking of metropolises of the world based on the tourist demand. However, it has the highest, among Polish cities, indicator of international potential in terms of tourist functions. [Zmysłony 2015: 309]. By replacing the metropolitan tourist region with the term metropolitan tourist area, the authors draw attention to the blurred and variable character of borders of the area and the multidirectional impact of the city on the incoming tourist traffic and the deglomeric impact. The directions of the metropolitan tourist area penetration do not have to coincide with the directions from which most visitors arrive.

## **2. Objective and method of research**

The aim of the paper is to show the importance of tourism for the economy of Krakow, based on the results of research conducted in the years 2009-2018 with particular emphasis on the changes in the size and structure of tourism and the

opinions of visitors on the evaluation of tourist attractions and other territorial elements of the city's tourism product.

The authorities of Kraków, appreciating the importance of tourism in development of the city, have been monitoring this phenomenon for many years. Since 2003, the systematic research into tourism was entrusted to Małopolska Tourist Organisation. Their aim is to i.a. estimate the size and structure of visits to Kraków, determine the purpose of travel, the way of organizing the stay, determine the average level of expenses incurred during the stay, as well as examine the behaviour of visitors, ways of spending time, degree of satisfaction and quality of tourist offer. These studies, due to their values associated with a uniform methodology, the size of the research sample and cyclical nature, constitute a valuable source of information and analysis on the importance of tourism for the city and many important problems generated by tourism [Borkowski et al. 2019].

The paper uses research conducted with the use of both secondary and primary sources. The research was carried out with the use of two basic tools: research on existing sources (Desk Research) and a diagnostic survey in the form of a direct interview. Application of triangulation of research methods, combining qualitative methods aimed at improving the quality of research and verifying the obtained results [Borkowski 2019]. The analysis was carried out on a sample of 34,585 questionnaires collected and registered in the database between 2009 and 2018.

### **3. Changes in the volume and structure of tourist traffic in Kraków in the years 2009-2018**

The increase in the importance of tourism for the economy of Kraków is illustrated by the analysis of statistical studies published by the Central Statistical Office [Roczniki Statystyczne Krakowa 2009-2017] and data obtained directly from the source database of monitoring tourist traffic in Kraków, conducted since 2003 by the Intercollegiate Expert Group of the Małopolska Tourist Organisation (MTO). The paper focuses on the changes that occurred in the last decade (2009-2018) in the volume of tourist traffic in Kraków, the objectives of arrival, the evaluation of selected components of the city as a tourist product and the expenditures of visitors to the city. It was assumed that over a period of ten years, certain dependencies and trends in the tourism market can be identified.

Considering the impact of tourism on the city economy, Table 1 presents estimated numbers of visitors to Kraków in the years 2009-2018, including a division into domestic and foreign visitors. While the inbound tourism market is a homogeneous one, the country of origin is determined mostly by the manner of arriving to the city (mean of transport), organising the trip (intermediaries), time

Table 1. Number of overnight stays in Kraków in the years 2009-2018  
(in a database registered on the basis of KT1)

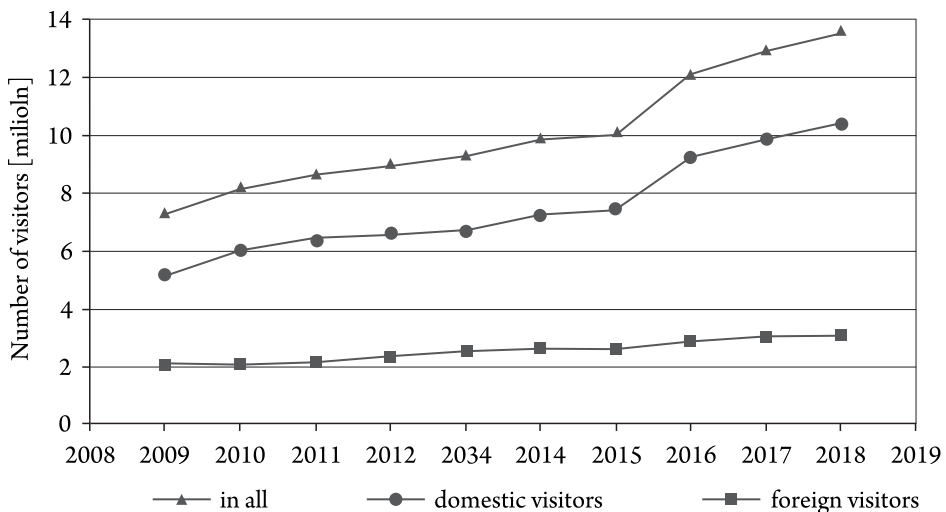
Year	Total	Domestic tourists	Foreign tourists
2009	1,340 420	651,549	688,871
2010	1,512 363	742,120	770,243
2011	1,641 271	835,607	805,664
2012	1,770 655	866,108	904,547
2013	1,901 980	885,788	1,016,192
2014	1,996 404	977,264	1,019,140
2015	2,122 091	1,088,321	1,033,770
2016	2,251 947	1,141,926	1,110,021
2017	2,389 414	1,201,422	1,187,992

Source: own elaboration based on CSO data.

of stay, place of accommodation can also have an impact on the level of spending and preferences related to the stay.

Analysing the data on the number of visitors to Kraków (Chart 1) it should be noted that only in 2010 there was a high – 11% – increase in comparison to the previous year and in 2016, where the percentage of visitors increased by 20%.

Chart 1. Visitors (including tourists staying overnight and same-day visitors)  
Kraków 2009-2018



Source: own elaboration based on MTO data.

Table 2. Tourists staying overnight in Kraków (estimates)

Year	Total tourists staying overnight in Kraków	Domestic tourists	Foreign tourists
2009	5,850,000	3,900,000	1,950,000
2010	6,050,000	4,050,000	2,000,000
2011	6,550,000	4,500,000	2,050,000
2012	6,900,000	4,650,000	2,250,000
2013	7,250,000	4,800,000	2,450,000
2014	7,600,000	5,100,000	2,500,000
2015	8,150,000	5,630,000	2,520,000
2016	8,500,000	5,850,000	2,650,000
2017	9,100,000	6,300,000	2,800,000
2018	9,650,000	6,800,000	2,850,000

Source: own elaboration based on MTO data.

Table 3. Structure of one-day visitors in Kraków in the years 2009-2018

Year	Same-day visitors in general	Same-day visitors domestic	Same-day visitors foreign
2009	1,450,000	1,300,000	150,000
2010	2,100,000	2,000,000	100,000
2011	2,050,000	1,950,000	100,000
2012	2,050,000	1,950,000	100,000
2013	2,000,000	1,900,000	100,000
2014	2,300,000	2,150,000	150,000
2015	1,900,000	1,800,000	100,000
2016	3,650,000	3,400,000	250,000
2017	3,800,000	3,550,000	250,000
2018	3,850,000	3,600,000	250,000

Source: own elaboration based on MTO data.

While it is difficult to determine the reason for the dynamic growth of visits in 2010, the World Youth Days organised in Krakow contributed to such a large increase in 2016. In the remaining years, a systematic, but only a few-percent increase in the number of visitors to the city was recorded. It is also worth noting that the dynamics of the increase in the number of visitors more likely affects domestic than foreign guests, but it is so stable in both groups that it should not disturb the functioning of the city, but stimulate sustainable development (Table 2).

In the analysed period, the largest number of foreign tourists came to Kraków from Great Britain (13.9%) and Germany (11.1%). However, in recent years, a decline in the share of British and German tourists is observed, and the number of tourists from Italy (9.7%), Spain (9.7%), France (6.5%) and the United States (5.3%) has increased or remained at a similar level [Borkowski et al. 2019].

The importance of tourism in the economic development of the city can also be justified by comparing data on people staying overnight in the accommodation base registered in the Central Statistical Office (CSO; on the basis of KT1 statistical reports) with estimated data obtained as a result of market research, covering all people staying in Kraków in facilities other than hotels: flats, apartments, hostels, etc., not included in the statistics of the Central Statistical Office. It should be stressed that the growing supply of accommodation places in such facilities and premises is a result of the development of entrepreneurship among investors, including residents, and proves the economic development of the city.

While building the image of Kraków as a metropolitan tourist area, one cannot omit the functions performed by every large city (the capital of the voivodeship, macro-region, region or area) being the centre of power, culture, science and business. It affects cities and towns not only within the administrative boundaries of the voivodeship, but also within the boundaries of an area for which a visit to that city (centre) is an objective or a value that cannot be achieved by its residents in their place of residence. It is a significant percentage from the group of visitors, defined as one-day visitors (Table 3). This group also includes tourists who chose their place of stay (including accommodation) outside Kraków and the city was the destination of short, several-hour or one-day visits. The data presented in Table 4 indicate that Kraków as a metropolitan tourist area is not only

Table 4. Domestic same-day visitors by voivodeships staying in Kraków 2009-2018 (%)

Year	Małopolskie	Mazowieckie	Silesian	Podkarpackie
2009	24.35	11.69	14.55	7.39
2010	24.35	11.69	14.45	7.50
2011	22.60	11.05	13.17	8.04
2012	24.50	10.05	9.40	8.01
2013	21.70	11.20	7.50	7.40
2014	18.20	12.00	13.70	11.20
2015	18.70	11.30	11.49	7.59
2016	16.84	10.37	10.82	9.53
2017	21.30	10.50	14.00	9.20
2018	25.10	10.24	13.20	8.95

Source: own elaboration based on MTO data.

of a local character, but also has a significant impact beyond the administrative borders of the voivodeship or even the region. Domestic visitors most often represent the Małopolska voivodeship, the neighbouring Silesian and Podkarpacie and Mazowieckie voivodeships.

## Main purpose of arrival

The declarations of visitors to Kraków, concerning the main objectives of their arrival confirm the significant position of the city and, more broadly, the area of significant tourist importance defined as the metropolitan tourist area. It is worth noting that in the discussed period the main objectives of coming to Kraków are strictly tourist in the etymological meaning of the term tourism. Invariably, in both analysed groups, the objective is focused on sightseeing and spending free time, and for foreign visitors also on entertainment. From the objectives presented in Table 5, selected taking into account statistical significance from a list of 22 possible indications, only the indications of visitors related to the need to make purchases were significantly reduced.

There are no significant changes in the way of spending time in Kraków and the importance of the main attractions of Krakow for visitors to the city. The visitors invariably declare that they come for the values that determine the tourist position of the city, as shown in Table 6.

Table 5. Main purposes of visits to Kraków (selection from a list of 22 possible indications) and a ranking of indications integrated in 2009-2013 and 2014-2018

Purpose of arrival	2009-2013				2014-2018			
	Average number of indications in %		Ranking of responses		Average number of indications in %		Ranking of responses	
	domestic	foreign	domestic	foreign	domestic	foreign	domestic	foreign
Monuments	22.7	35.0	1	1	29.7	42.8	1	1
Recreation	15.9	24.4	2	2	17.3	23.5	2	2
Entertainment	6.5	9.6	5	3	2.9	4.3	10	3
Religion	6.9	4.9	3	4	6.2	3.6	4	5
Transit	4.2	2.8	9	7	5.7	2.8	6	8
Business	3.9	3.3	12	6	4.0	3.0	7	7
Shopping	6.3	1.5	6	12	3.9	0.5	8	18

Source: own elaboration based on MTO data.



Table 6. Ranking of the biggest attractions of Kraków according to the number of visitors to the city in 2018 and integrated in 2009-2018

Attractions of Kraków	Ranking 2018	Ranking 2009-2018
Wawel Castle (Hill, Castle, Cathedral)	1	1
Main Market Square	2	2
Old Town	3	4
Kazimierz district	4	8
Sukiennice (Kraków Cloth Hall)	5	5
Saint Mary's Basilica	6	6
Łagiewniki Sanctuaries	7	7
Auschwitz-Birkenau	8	19
Krakow at Night	9	16
Wieliczka Salt Mine	10	17
National Museum in Kraków	11	28
Schindler's Factory Historical Museum of the city of Kraków	12	15
Churches	13	18
Barbican	14	10
Shopping centres	15	9
Mounds	16	12
Wolski Forest Zoo	17	14
Nowa Huta district	18	11
Museums	19	13
Podgórze district	20	20
Gastronomy	21	24
The Vistula River – Offer of Vistula Boulevards	22	3
Jagiellonian University	23	26
Bochnia Salt Mine	24	30
Błonia Krakowskie park	25	22
Tauron Arena Kraków	26	31
Pubs	27	27
Kraków-Balice Airport	28	33
Botanical Garden	29	25
ICE Kraków Congress Centre	30	34
MOCAK Museum of Contemporary Art	31	29
City Architecture	32	23
Central train station	33	32
Water Park	34	21

Source: own elaboration based on MTO data.

Table 7. Selected elements of the tourist product of Kraków as assessed by visitors in 2018 and integrated assessments in 2009-2018

Category	Total		Domestic		Foreign	
	2018	2009-2018	2018	2009-2018	2018	2009-2018
Atmosphere (Genius loci)	4.63	4.52	4.64	4.52	4.63	4.52
Credit card – payment	4.48	4.19	4.56	4.24	4.42	4.15
Hospitality	4.41	4.3	4.42	4.3	4.41	4.3
Accommodation facilities	4.39	4.21	4.38	4.14	4.41	4.25
Friendliness of the inhabitants	4.38	4.27	4.34	4.11	4.41	4.24
Discos	4.39	4.24	4.37	4.23	4.40	4.25
Music events	4.39	4.07	4.43	4.08	4.35	4.06
Cultural events	4.38	4.09	4.40	4.11	4.36	4.07
Guides	4.38	4.04	4.24	3.89	4.43	4.12
Tourism services	4.35	4.08	4.33	4.03	4.37	4.11
Gastronomy	4.34	4.28	4.29	4.24	4.39	4.31
Tourist information	4.33	4.00	4.29	3.93	4.35	4.05
Safety	4.31	4.01	4.28	3.93	4.33	4.07
ATMs	4.31	4.13	4.35	4.14	4.27	4.12
Local transport	4.19	3.92	4.17	3.86	4.21	3.97
Marking	4.18	4.02	4.17	3.99	4.18	4.04
Cleanliness	4.18	3.85	4.12	3.72	4.23	3.97
Access	4.14	3.91	4.08	3.83	4.19	3.98
Internet – access	4.05	3.99	4.12	3.99	3.99	3.99
Public toilets	3.66	3.54	3.57	3.48	3.74	3.60
Total	4.24	4.11	4.23	4.08	4.25	4.14

Source: own elaboration based on MTO data.

In the ranking of objects with the highest cognitive value in 2018, as in the entire analysed period, dominate: Wawel Hill, Main Market Square, Old Town, Cloth Hall, St. Mary's Basilica and Sanctuary in Łagiewniki. Recently, however, a visit to the Kazimierz district, the Auschwitz-Birkenau Museum, the Wieliczka Salt Mine, the National Museum in Kraków, and the use of Kraków's offer during

the night “Kraków by Night” have become more and more important for visitors. It is worth noting that the interest in the offer of shopping centres in Kraków is still decreasing and despite the significant investment in revitalization of the Wisła boulevards also in this region of the city.

Assuming the perspective of visitors, we assume that Kraków as a city is a territorial tourist product, identified with the tourist supply of the area, i.e. the sum of goods and services that can be purchased by the tourists staying there [Smith 1994; Kaczmarek, Stasiak, Włodarczyk 2005: 158]. Based on the concept of the tourist value chain it can be assumed that all activities undertaken at the destination are perceived by the tourist in the form of sequentially appearing sensations (experiences) from the moment of making the decision to make the trip to the sensations created after consumption, which form the overall satisfaction with the tourist trip [Weiermair 1997: 35-58]. The tourist expects to receive services of proper quality, in line with the price paid for them. The principle is that a product is as strong as its weakest link, which means that the tourist’s satisfaction with the quality of the product offered by the region is significantly affected by the weakest service. Identification of the tourist value chain in a given region allows to identify tied services and to determine their interdependence [Gołembski (ed.) 2009: 403; Rapacz 2005; Zmysłony 2011].

Stay in Kraków, as in any other large city, gives the opportunity to take advantage of a wide range of products comprising a tourist product, and visitors willingly take advantage of this offer. Table 7 presents the evaluation of elements of the city’s tourist product by visitors in 2018 and the integrated evaluation in 2009-2018. The comparison shows that both intangible features such as the atmosphere of the place, hospitality or kindness, as well as a wide range of services, are very highly rated throughout the period under review. This means that the city’s infrastructure and tourist offer are developing to a degree that guarantees an adequate level of meeting the needs of the visitors, whose requirements are increasing. Throughout the analysed ten-year period, in the opinion of the respondents, all elements of the offer that form the tourist product, i.e. Kraków, received the average score of 4.18 in the five-stage Likert scale. The weakest link in the ratings of visitors was public toilets and Internet access.

#### **4. The importance of tourism for the economy of Kraków**

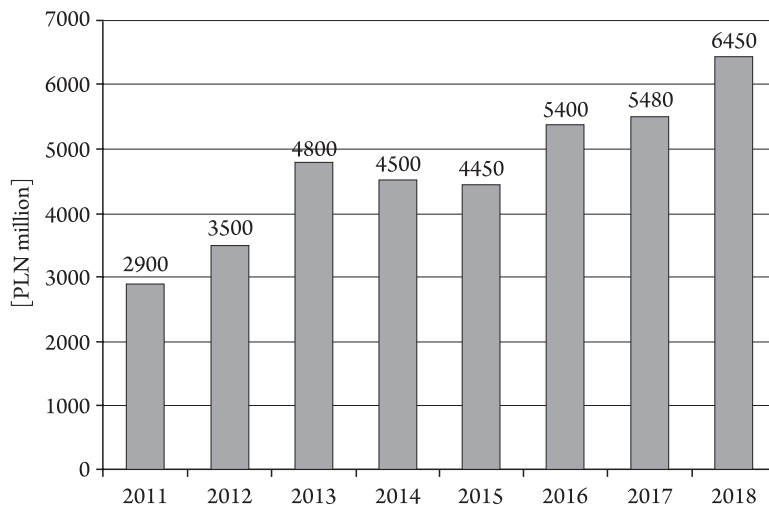
In order to formulate a statement that tourism in Kraków plays a very important role and has a significant impact on the city’s economy, data concerning incoming tourism were analysed. According to the latest research of the Małopolska Tourist Organisation, which has been systematically conducted for 16 years, in

2018 Krakow was visited by 13.5 million people for tourism purposes, including 3 million foreign guests [Borkowski et al. 2019]. In the same year, tourists spent PLN 6.48 billion during their stay in Kraków, and the GDP generated by the tourism industry in Kraków amounts to over 8% of the total GDP of the city. It is estimated that tourism gives Krakow 29,000 permanent jobs, and taking into account multiplier effects, generates over 40,000 of them. This means that the share of the tourist economy in employment in the whole economy of Kraków exceeds 10%. The sum of taxes and fees directly generated by the tourism industry, which were paid to the city budget in 2016, amounts to approximately PLN 170 million. Taking into account the multiplier effects, the amount of taxes and fees paid by the tourism industry amounted to PLN 244 million, which accounted for 5.25% of the city budget revenues [Seweryn et al. 2017: 9].

Direct and measurable benefits from the increase in tourist traffic are clearly visible by analysis of the data on expenditures incurred by the visitors to the city, which have been obtained since 2011 (Chart 2).

Maintaining the position of Krakow as the main Polish tourist destination requires investment in the development of accommodation facilities. In the analysed period, the number of places providing accommodation services increased by 70% and the number of beds increased by the same amount (Table 8). New investments, renovations and adaptations of facilities and flats for hotel purposes give an impulse to the entire economy of the city. New jobs are created and accompanying services are developed: catering, transport, entertainment and cultural.

Chart 2. Expenditures incurred by visitors to Kraków in the years 2009-2018



Source: own elaboration based on MTO data.

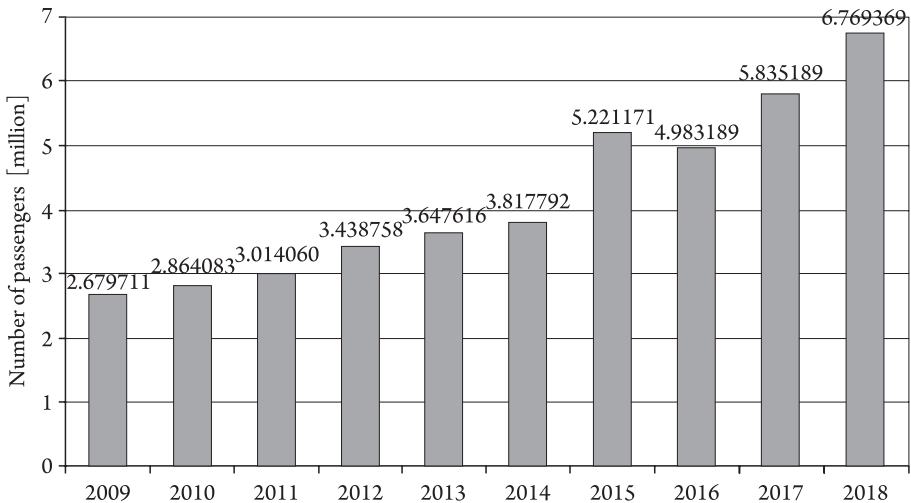
Table 8. Development of accommodation facilities in Kraków in the years 2009-2017

Accommodation facilities	2009		2013		2017	
	Number of facilities	Accommodation places	Number of facilities	Accommodation places	Number of facilities	Accommodation places
Hotel	148	14,958	153	16,080	177	19,046
Other	377	12,438	416	14,747	556	21,114
Total	525	27,396	569	30,829	733	40,160

Source: own study based on reports Kraków in numbers <https://www.bip.krakow.pl> [accessed: 30.05.2019].

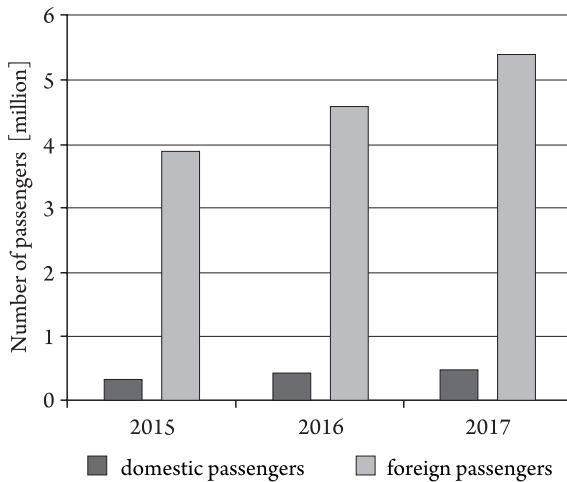
Tourism is an important factor in the changes that have taken place in the development of some districts of Krakow penetrated by visitors, especially in relation to land use and buildings [Tracz, Bajger-Kowalska, Wójtowicz 2019]. It should also be stressed that apart from accommodation facilities, the main factor of development of each tourist area is communication access, and in the era of tourism globalisation, air transport is particularly important. The expansion of the John Paul II International Airport in Balice allowed to increase the number of serviced passengers from 2.7 million in 2009 to 6.7 million in 2018, which is shown in the Chart 3. Air connections stimulate economic contacts. A new per-

Chart 3. Number of passengers handled at the John Paul II International Airport in Balice from 2009 to 2018



Source: own elaboration based on reports of MPL Kraków-Balice sp. z o.o., Kraków in numbers – <https://www.bip.krakow.pl> [accessed: 30.05.2019].

Chart 4. Structure of passengers handled at the John Paul II International Airport in Balice from 2009 to 2018



Source: own elaboration based on reports of MPL Kraków-Balice sp. z o.o., Kraków in numbers – <https://www.bip.krakow.pl> [accessed: 30.05.2019].

spective for the development of business tourism is opening up. New directions of connections decide about the competitiveness of the city and the possibility for Kraków to play the role of a tourist metropolitan area. As shown in Chart 4 the main clients of international airport Balice are foreign passengers, and therefore the expansion of the port and the increase in air connections has a direct impact on the creation of the tourist metropolitan area of Kraków as an international tourist destination.

## 6. Summary

Clear indication of the economic significance of tourism for the economy of Kraków creates great difficulties. It is even more difficult to establish these dependencies for Kraków as a metropolitan tourist area, i.e. a destination with blurred borders. However, the conducted analyses prove the growing importance of tourism for the city's economy, which is illustrated by budget revenues at the level of 8% of GDP, as well as the significant size of the labour market in the broadly understood tourism.

In order to determine the function of tourism in the city's economy, the focus was on Kraków as an area tourism product. It was shown that within 10 years the

interest in Kraków as a place of arrival has been systematically growing, reaching almost a double increase in this period and exceeding the number of 13 million visitors. This means that the city is competitive and has a developed tourist brand. The established position could only be achieved through appropriate investments, development of infrastructure and services as well as maintaining high quality of services, which was shown in the analysis of the evaluation of selected elements of the tourist product of Kraków. Opinion, which for 10 years has been maintained at a very high level (4.18 on a five-grade scale). It was also pointed out that the declared main objective of arrival did not change significantly, i.e. the city did not lose values that determine its tourist significance. The phenomenon of overtourism in Kraków signalled by the media is limited to the very centre, and the cooperation of the local government, the tourist industry and the inhabitants allows for the development of compromises in terms of further development of tourism and mitigating the effects of excessive numbers of visitors [Kruczek 2018].

Investments in accommodation facilities, which condition tourist stays in the city, investments related to transport infrastructure (road, rail and air) and all services used by tourists, were of great importance for the economic development of the city. Justifying the classification of Kraków as a metropolitan tourist area, attention was drawn to the attractiveness of satellite centres for tourists, such as Wieliczka, Oświęcim, Bochnia, Ojców, Zakopane, Krynica or the newly created Zator with Energyland amusement park. The airport in Kraków-Balice, which on the other hand owes its popularity to the attractiveness of the entire metropolitan tourist area, has contributed significantly to the tourist development of the whole area.

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## Kraków jako turystyczny obszar metropolitalny. Wpływ turystyki na gospodarkę miasta

**Streszczenie:** Kraków należy do jednych z najbardziej rozpoznawalnych polskich destynacji turystycznych. W szerszym, przestrzennym ujęciu określany jest jako turystyczny region metropolitalny. W 1978 r. Stare Miasto w Krakowie oraz Kopalnię Soli w Wieliczce wpisano na pierwszą Listę Światowego Dziedzictwa Kultury i Natury. Kraków pełnił również zaszczytną funkcję Europejskiej Stolicy Kultury w 2000 r. Należy do Sieci Miast Kreatywnych UNESCO i był w 2013 r. uhonorowany mianem Miasta Literatury UNESCO. Europejska Akademia Gastronomiczna wybrała Kraków Europejską Stolicą Kultury Gastronomicznej roku 2019. Wraz z rosnącą pozycją Krakowa na krajowym i międzynarodowym rynku turystycznym oraz systematycznym wzrostem liczby odwiedzających miasto funkcja turystyczna ma coraz większy wpływ ekonomiczny na gospodarkę Krakowa. W 2018 r. Kraków odwiedziło w celach turystycznych aż 13,5 mln osób, w tym ponad 3 mln gości z zagranicy. W tym samym roku turyści w trakcie pobytu w Krakowie wydali prawie 6,5 mld zł, a PKB wytworzone przez branżę turystyczną w Krakowie wynosi ponad 8% całego PKB miasta. Turystyka w Krakowie zapewnia 29 tys. stałych miejsc pracy, a biorąc pod uwagę efekty mnożnikowe, generuje ich ponad 40 tys. W artykule autorzy opisują znaczenie turystyki dla gospodarki miasta, analizują wielkość ruchu turystycznego, dochody z turystyki, a także opinie odwiedzających na temat miasta jako turystycznego obszaru metropolitalnego w przekroju ostatnich 10 lat. Zwracają uwagę na motywy przyjazdów oraz satysfakcję z pobytu w Krakowie.

**Słowa kluczowe:** Kraków, obszar metropolitalny, turystyka, gospodarka, motywy, satysfakcja

