

SUMMARY

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DETERMINANTS OF TOURISM DEVELOPMENT IN COASTAL MUNICIPALITIES

Tourism is one of the most important economic sectors both in Poland, the EU and worldwide. Its importance manifests itself in its ability to increase the competitiveness of regions, the quality of life of the local population, job creation and the development of new products and services. The discussion of the tourism phenomenon therefore covers various areas as well as scientific disciplines. Literature studies in this area indicate a great diversity of research problems, which is mainly due to the fact that tourism as a socio-economic phenomenon is characterised by a clear dynamics of change - it creates new research problems and motivates the improvement of research methodology. The development of this discipline has also been marked by strong links between the tourism sector and almost all other sectors of the economy.

The development of tourism in coastal municipalities analysed in the thesis depends on many mega-factors. The dissertation considers mainly - economic, technical, political, environmental and ecological. This dissertation is also an attempt to evaluate the tourism activities of the local government units of the studied population and the impact of the investments made and EU support granted on tourism development.

The primary objective in the dissertation was the theoretical-empirical identification of the factors determining tourism development in coastal municipalities and their comparative analysis. The achievement of this objective was preceded by the realisation of specific objectives, such as the identification of tourism development factors considered for research in the literature, the selection of a set of criteria for conducting research on tourism development, the typology of coastal municipalities in terms of tourism development, and the diagnosis of the economic structure of coastal municipalities together with the identification of disproportions in the socio-economic structure of these municipalities.

The following research hypotheses were formulated within the framework of the stated objectives: H1: The rent of location does not determine the socio-economic development of coastal municipalities; H2: There is a relationship between the level of tourism development in municipalities and the level of absorption of EU funds and the

amount of investment expenditures; H3: Natural assets are not a barrier to the economic development of coastal municipalities; H4: Tourism development depends on the socio-economic development in the municipality.

The research carried out for the purposes of the dissertation concerned the recognition of the impact of relationships and mutual influences of socio-economic development factors on the development of tourism in the studied communes. A number of analyses were carried out, which also made it possible to show the influence of specific factors on tourism development according to the adopted catalogue of variables.

As a result of the analyses used, the municipalities were classified, categorised in terms of the level of tourism and socio-economic development and, as a result of further analyses, relationships - correlations between the individual determinants were identified. In this way, the stated aim of the thesis was achieved and the research hypotheses set were verified.

The following research methods were used in the dissertation: review of domestic and foreign literature, analysis of found data, selected methods of multivariate statistical analysis, including the model method of the taxonomic measure of development by Z. Hellwig's and linear ordering method, and in-depth interviews.

The dissertation consists of five chapters, preceded by a list of abbreviations and an introduction, and crowned by a conclusion and conclusions. The first two chapters are theoretical, the third chapter is theoretical-empirical, while the fourth and fifth chapters are analytical-empirical.

Chapter I is an introductory chapter to the research methodology, in which the key research assumptions of the dissertation, i.e. the main objective and specific objectives, and the research hypotheses are discussed. There is a literature review of studies conducted in Poland in terms of tourism development factors from the point of view of the geographic criterion of the research area, the research area is characterised, and a scheme of research proceedings is presented. This part of the dissertation discusses in detail the selection of classification methods and research tools.

Chapter II analyses the determinants of tourism development in spatial terms. This part of the dissertation cites historical data on the development of tourism and discusses such concepts as tourism, tourism economy, tourism space, tourism potential and sustainable development, which form the theoretical basis for the considerations in the following chapters. Particularly important are the considerations concerning the structural resources of tourism potential, which are analysed in detail in the empirical parts of the dissertation.

Chapter III then presents the factors of tourism development, as well as the contribution of tourism to the economic structure. The economic conditions of tourism development were discussed, as well as the economic and social situation as a premise for tourism development. This part of the dissertation presents the most important economic indicators of the tourism sector in Poland, the EU and the world. A number of data presented in graphic form to best illustrate tourism in individual years. An important part of this chapter is the subsection on selected aspects of tourism development in EU policy. It presents the most important institutions of tourism policy, global megatrends and their consequences for tourism and tourism policy, as well as the directions of tourism policy development contained in the in the most important European and world documents.

Chapter IV focuses on the rationale for local government involvement in tourism development in municipalities. The scope of municipal tasks in the field of tourism, which result from laws, regulations and other documents, is described in detail. This part of the dissertation presents instruments of influence of local governments of coastal municipalities on development processes in tourism. Particular attention was focused on the financial instruments of municipalities. A detailed assessment of the financial situation of the municipalities is made, and investment outlays, both those financed from own sources, national sources and those subsidised by the EU, are analysed.

In Chapter V, statistical analyses were carried out using selected statistical-descriptive tools and methods. The analyses concern: typology of communes in terms of tourism development, determination of the degree of tourism development, examination of the relationship of factors and their influence on the type of commune. The research in this part of the dissertation also concerned the socio-economic development of coastal municipalities, and the recognition of the relationship between tourism development and socio-economic development in the studied municipalities. There was also a recognition of the relationship of selected development factors - considered key by the author for the study, i.e. investment and EU funds. As a result of the study carried out by means of an in-depth interview questionnaire, the attitudes of municipal administrators towards activities leading to tourism development in the region were recognised, and the key factors for the development of the studied municipalities were learned.

The last part concluding this dissertation contains a discussion and conclusions resulting from the conducted research. The analyses conducted revealed the existence of gaps in the research: spatial, environmental and economic. This dissertation is a contribution for further research on tourism development in coastal municipalities.

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