



Utilisation of Tourist Accommodation Establishments in Poland as a Significant Feature of Logistic Infrastructure in the Field of Tourism – Selected Aspects

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Abstract: In the given article there were presented some aspects of utilisation of tourist accommodation in Poland. There were characterized the accommodation possibilities by types of tourist establishments providing accommodation services in Poland. The aim of the paper is to identify the trend of changes in the structure and number of rented rooms in accommodation establishments, as well as in the number of tourists in Poland. There was conducted the structure and dynamics analysis concerning the utilisation of tourist accommodation establishments in the years 2007, 2011 and 2013.

Keywords: tourist economy, logistic infrastructure, tourist accommodation establishments

1 Introduction

Trying to explain generally the concept of *tourism* - it means a motion, a movement, both material and sensual cognition of an environment. It is one of recreation forms, essential for humans, but also extremely different concerning i.e. time dimension or activity types [1]. Tourist economy comprises a wide range of economic activities related with management of tourist flow, as well as with its complete service including all transport organizations and economic entities, which fulfil customers' needs

providing accommodation, catering, or other leisure and recreation services [2]. The customers' demand for specific travel services depends on both the individual psychophysical condition of the given man and his preferences related to tradition or culture. Thus, an important role have here human's conditionality (age, social status, economic condition, or living and work environment), as well as the availability of tourist destinations and establishments. The market of tourist services is formed not only by utilisation of natural goods, but also by the tourist infrastructure created on the base of these goods, wherein significant role has also creation of cultural centres of tourism stimulated by models of spending the leisure time and customer's expectations or choices [3]. Providing of various tourist services consists in movement of individual tourists or organized groups in a particular space and time. Thus, the use of logistics including processes of planning, monitoring and supervision over the tourist enterprise's functioning is necessary in order to implement an efficient and economic management of tourist services [4].

2 Logistic infrastructure in the field of tourism

Tourism economy is defined as both: all means and facilities helping by servicing of tourist flow, and all factors facilitating realization of tourists' needs, as i.e. availability of tourist goods, transport, tourist information, accommodation, food. Tourist economy is a kind of system strongly depending on culture and civilization and is characterized by:

- resources and quality of tourist attractions in a given environment,
- characteristics of environment (climate, location, special planning),
- recreational, technical, public infrastructure on the touristic areas,
- consumers of services in touristic destinations and establishments,
- economic condition of services' providers and recipients,
- political and legal regulations concerning development of tourist infrastructure;
- impact of touristic exploration in the area of tourist infrastructure on natural environment [1].

Logistics and its conception of value categorization of services, is a challenge for productivity of tourist system or development of touristic culture. Logistics in tourism means an implementation of innovative solutions facilitating management of tourist infrastructure, as i.e. clustering, that from cooperation within and between sectors of tourist industry gives enterprises benefits in the sphere of both production and services' consumption. Logistics is essential factor of tourist economy development, that not only provides the human cultural space with tourist infrastructure (supply planning of service's goods of specified quality in tourist economy), but also facilitates consumption of tourist services being conditioned by economic and infrastructural availability (forecasting and fulfilling of demand for the offered goods by the tourist economy) [1].

Tourist services facilitate not only to traverse a given distance in a given time, but they also help to organize a stay in a tourist destination, wherein significant role have various logistic solutions. Places of increased tourist activity cause many alternations in a logistic process, which always take into account requirements of consumers and tourist services' providers, and thereby the accessibility of tourist attractions is improved and specific road, accommodation and catering infrastructure is created. The use of operating management methods including logistic principles providing proper and economical transport, accommodation or food supply is therefore a natural and essential course of things in the tourist economy [5].

The existence of a given logistic infrastructure, which determines an efficient, unconstrained and possibly economical implementation of logistic processes, is necessary by functioning of all enterprises. The efficiency and reliability of goods' and services' flow including processing of connected data is fundamentally conditioned by the logistic infrastructure being one of the basic factors of logistics system. Logistic processes infrastructure includes all processes of products' and services' flow as well as all decision-making and information systems involved in these processes. Logistic infrastructure enables an effective realization of basic logistics functions in an enterprise, and it consists of following factors:

- means of transport for moving goods and people between given areas and enterprises;
- tourist accommodation establishments and storehouses allowing peoples' accommodation or products' storage and protection;
- measures for information and data processing: devices, IT systems and programs [6].

The logistic infrastructure is essential component in all fields of economic industry, especially in enterprises providing tourist services. Tourist infrastructure includes all kinds of tourist destinations, establishments or facilities trying to meet tourists' needs related to both passive and active tourism. The tourist infrastructure includes primarily tourist accommodation, food services, sports and cultural venues, as well as nature routs.

The tourists' needs are changing constantly influencing at the same time the demand for tourist services. Specific characteristics of a given tourist area require also a creation of specific touristic infrastructure, that furthers the consumers' interest and expectations. The responsibility for the condition and development of infrastructure in a given touristic destination lies with consumers as well as providers of tourist services. Logistic infrastructure in tourism is based not only on natural resources in a given region, but also on tourists and their requirements for quality, accessibility, or range of services, offered in a given touristic area or facility [7]. Tourist infrastructure, especially tourist accommodation characterizes a bundle of private attributes [8]. There are a lot of factors, which influence the decision on accommodation establishment choice, such as location, price, facilities, cleanliness, safety, service [9]. Logistic infrastructure in tourism economy not only gives tourists the opportunity to emotional or esthetical experiences in a tourist destination, but also guarantees appropriate transport,

accommodation or leisure and dining services. Service offer in the tourism economy is highly differentiated in terms of infrastructure. Continuous increase of consumers' awareness and huge competition between tourist organizations contribute in improvement of inner infrastructure in particular touristic areas in Poland as well as around the world.

3 Characteristics of tourist accommodation establishments in Poland

One of most utilized touristic services is definitely the the service providing accommodation in a tourist destination. The services offered by tourist accommodation establishments are the main elements of international touristic exchange, as well as the major factors influencing the service level of touristic flow [10]. By providing human basic needs concerning a night rest or consumers' security and privacy the tourist accommodation establishments offer also a range of additional services that improve the quality level of a given tourist service. Moreover, wide range of dining services in a place of accommodation enables organization of events additionally increasing the attractiveness level. A huge number of tourist accommodation establishments provide also personalized services by the usage of some specific measures facilitating the realization of individual consumers' requirements. These services are a sign of pro-consumer approach in a given tourist facility and is additionally conducive to improvement of their service's quality. Logistic process of customer service being a major factor in the activity of tourist accommodation establishments has a huge impact on both the quality and costs of provided service [11]. The fundamental component of touristic infrastructure is definitely the accommodation service in a given tourist destination, that includes all tourist accommodation establishments and all facilities fostering tourism as well. The nature and structure of a given accommodation service in a given place are influenced by various nature, social or economic conditions. The accommodation service is classified according to:

- the period of its utilization during a year (year-round and seasonal);
- availability (open – for all tourists interested in staying, closed – for specific groups of people, i.e. having permission to use given facilities) [12].

Among tourist accommodation establishments in Poland there are distinguished many kinds of touristic facilities, that can be divided according to the *Act on Tourist Services* [13] in the following way:

- hotels – at least 10, mostly single or double rooms; various services on offer;
- motels – situated on the roadside, parking place at disposal, at least 10 (mostly single or double) rooms;
- guesthouses – at least 7 rooms, catering services usually on offer;
- camp sites – usually guarded areas enabling night rest in a tent or camper van;
- dormitories – large rooms for several people to sleep in, a minimum range of services on offer, prepared for customer self-service;

- hostels – a very cheap hotels for groups or individual, usually yang tourists;
- shelters – located outside the build-up areas, near natural routs, a minimum range of services on offer [14].

Characterizing the tourist accommodation establishments in Poland it should be also noticed their categorization that determines the quality of the services provided by particular tourist facilities. In Poland, all conditions related to equipment, devices, IT systems as well as a range of services or functioning of customer service systems in particular tourist facilities are defined in regulations of the Minister of Economy and in the Act on Tourist Services. The registration, basic monitoring as well as awarding the tourist accommodation establishments the appropriate category are the tasks of the Province Marshal. The category of tourist accommodation establishments is determined by number of stars or by Roman numerals, and: hotels, motels and guesthouses receive maximum 5 stars, camp-sites – max. 4 stars, other facilities are marked with a Roman numeral from I to III [15].

In the analysis concerning structure and dynamics of tourist accommodation establishments in Poland there were researched 4 groups of tourist facilities (hotels, motels, guesthouses and other accommodation establishments) in relation to their status and utilisation.

4 The structure and dynamics analysis concerning utilisation of tourist accommodation establishments in Poland

The evaluation of the tourist accommodation establishments activity includes their status and utilisation. The data on the status of the accommodation include the location, type and category, number of rooms, beds, meals services. The utilisation of a given tourist facility, in turn, show data on number of days of activity, the nominal number of beds or rooms, number of consumers using a given accommodation, as well as the number of overnight stays and rented rooms (also by foreign tourists). There were analysed data on:

- the number of rented rooms in tourist facilities by months in 2013, 2011, 2007,
- the number of rented rooms to foreign tourists in tourist facilities by months in 2013, 2011, 2007,
- the number of tourists using collective tourist accommodation by months and provinces in 2013, 2011, 2007,
- the number of foreign tourists using collective tourist accommodation by months and provinces in 2013, 2011, 2007.

Some data were selected to evaluate the dynamics based on index-number trend series with the basis of the year 2007 with respect to the average rate of change in years 2007-2011 and 2007-2013. The impact on the choice of period researched in the analysis had

the beginning of the economic crisis in 2007. The effects of the crisis were analysed in years 2011, 2013 in relation to distinguished characteristics. In the following tables [16] there were showed the results of:

- structure analysis of the number of rented rooms in tourist facilities (Table 1),
- dynamics analysis of the number of rented rooms in tourist facilities (Table 2),
- structure analysis of the number of rented rooms by foreign tourists in tourist facilities (Table 3),
- dynamics analysis of the number of rented rooms by foreign tourists in tourist facilities (Table 4),
- structure and dynamics analysis of the number of tourists using collective tourist accommodation (Table 5),
- structure and dynamics analysis of the number of foreign tourists using collective tourist accommodation (Table 6).

Types of accommodation establishments	Structure indices for 2013	Structure indices for 2011	Structure indices for 2007
Total	100,00%	100,00%	100,00%
Hotels	84,59%	82,07%	83,44%
Motels	1,14%	1,51%	1,67%
Guesthouses	2,91%	2,99%	3,49%
Other accommodation establishments	11,37%	13,43%	11,40%

Table 1

Structure analysis of the number of rented rooms in accommodation establishments

The number of rented rooms belongs to one of the basic information concerning tourist accommodation. It means a sum of all rented rooms on each day of service providing by particular accommodation establishment, regardless of tourists number accommodated in a given facility. In 2013, 2011 as well as in 2007 the highest number of rented rooms in all accommodation establishments constitute the hotel rooms (in each of the analysed years – more than 80%), the smallest number constitute, in turn, the motel rooms (below 2%). This is a consequence of the fact, that less and less tourists are looking for accommodation during traveling, and they do not use the services provided by tourist facilities located on the roadside. To a stay in hotel encourages also a wide range of services provided by these tourist facilities.

Accommodation establishments/ Months	Total	Hotels	Motels	Guesthouses	Other accommodation establishments	Total	Hotels	Motels	Guesthouses	Other accommodation establishments
	index-number trend series [%] for 2011 (2007=100%)					index-number trend series [%] for 2013 (2007=100%)				
	Total	Hotels	Motels	Guesthouses	Other accommodation establishments	Total	Hotels	Motels	Guesthouses	Other accommodation establishments
Total	122,14	120,14	110,83	104,59	143,80	134,95	136,81	92,06	112,48	134,51
January	117,14	114,78	118,48	103,74	138,14	131,18	132,67	98,05	115,34	130,95
February	122,60	120,04	123,45	103,14	147,82	136,07	137,82	95,48	112,68	137,90
March	119,87	117,29	127,07	101,36	143,62	124,20	124,41	96,75	107,41	130,91
April	118,83	116,24	118,33	91,11	146,36	135,04	137,02	103,00	92,18	135,25
Mai	120,68	118,18	117,26	100,82	146,98	132,02	132,89	92,26	108,85	138,00
June	121,98	118,74	114,05	110,90	151,42	134,04	134,49	101,26	116,62	140,75
July	128,45	125,78	102,98	117,31	153,72	147,77	148,42	90,81	128,76	158,89
August	130,39	129,36	103,38	108,15	149,55	147,13	150,93	85,66	119,64	142,28
September	123,81	122,54	102,29	106,14	142,15	132,42	134,17	80,94	116,21	131,38
October	117,12	115,84	100,24	97,72	134,29	130,04	132,19	88,67	103,49	125,53
November	119,16	118,11	105,65	95,58	133,29	130,75	134,78	90,60	96,92	113,54
December	122,79	122,83	106,05	95,89	132,44	135,66	141,02	85,05	97,51	118,04
Average Rate of change for 2007-2011	5,13%	4,70%	2,60%	1,13%	9,51%					
Average Rate of change for 2007-2013	5,12%	5,36%	-1,4%	1,98%	5,07%					

Table 2

Dynamics analysis of the number of rented rooms in accommodation establishments

There is observed the average annual increase in the years 2007-2011 of the number of rented rooms in all types of tourist accommodation establishments, in the years 2007-2013, in turn, the average annual decrease occurred only in rented motel rooms. The largest increase appeared in the case of other accommodation establishments in the years 2007-2011, wherein the number of rented rooms was growing year-on-year on average by 9,51%, and in the years 2007-2013 in the case of hotels with number of rented rooms increasing yearly average by 5,36%. By the smallest average rate of change are characterized in both analysed periods the guesthouses. The large average annual increase in the number of rented rooms in other accommodation establishments may be caused by the decrease of customers' wealth. The group of other accommodation establishments includes tourist facilities with rather lower standards, and therefore providing cheaper accommodation. In the years 2011-2013 the yearly average rate of change for the number of rented rooms in total, in hotels, in motels, in guesthouses and in other accommodation establishments amounts to 5,11%, 6,71%, -8,86%, 3,71%, and -3,29% respectively. Thus, it can be concluded that since 2011 the

financial situation of tourists is significantly improving, because the number of rented rooms in motels and other accommodation establishments is decreasing, increasing in turn in two other groups of tourist facilities.

In the analysis of index-number trend series for 2011 with the basis of the year 2007 concerning the number of rented rooms in various types of accommodation establishments, the following conclusions are drawn:

- the decrease in number of rented rooms occurred in guesthouses in April, October, November and December,
- the greatest increase is observed in the case of other accommodation establishments,

The situation is different when comparing the years 2013 and 2007, because:

- the decrease in number of rented rooms in motels occurred in all months except April and June,
- the greatest increase is observed in the case of hotels and other accommodation establishments.

Types of accommodation establishments	Structure indices for 2013	Structure indices for 2011	Structure indices for 2007
Total	100,00%	100,00%	100,00%
Hotels	91,01%	91,15%	91,77%
Motels	0,59%	0,71%	0,82%
Guesthouses	1,20%	1,15%	1,64%
Other accommodation establishments	7,20%	6,99%	5,77%

Table 3

Structure analysis of the number of rented rooms by foreign tourists in accommodation establishments

Foreign tourists usually choose hotel rooms as a type of accommodation, which is evidenced by the high structure indices of the number of rooms they rented in these tourist facilities – over 91% in each of the analysed year. The lowest value of the structure index has the number of rooms rented in motels and guesthouses.

Accommodation establishments/ Months	Total	Hotels	Motels	Guesthouses	Other accommodation establishments	Total	Hotels	Motels	Guesthouses	Other accommodation establishments
	index-number trend series [%] for 2011 (2007=100%)					index-number trend series [%] for 2013 (2007=100%)				
	Total	101,03	100,35	87,15	70,97	122,48	117,98	116,99	85,58	86,35
January	92,45	91,36	105,13	60,90	123,70	115,60	115,29	117,91	80,39	137,33
February	98,85	97,65	102,05	64,07	127,53	120,60	120,38	104,67	80,11	137,99
March	97,41	96,35	99,42	74,74	118,44	102,40	112,11	110,62	92,67	139,48
April	98,70	98,07	86,43	66,37	118,21	117,20	117,10	92,65	69,78	133,52
Mai	98,37	97,26	83,52	83,03	125,68	113,99	111,57	95,62	96,04	166,72
June	99,67	98,30	78,70	77,33	135,16	112,13	109,47	80,50	98,51	170,51
July	105,87	105,46	71,40	77,18	126,62	121,03	120,07	73,45	79,73	155,83
August	106,47	106,83	83,12	66,04	118,05	123,99	124,35	71,90	87,13	138,45
September	102,48	102,10	83,54	67,70	120,18	113,64	112,54	63,73	97,00	141,83
October	98,66	97,22	89,49	81,20	130,71	117,05	115,25	68,44	80,15	166,60
November	102,69	103,24	98,63	51,75	105,98	122,78	123,83	107,16	74,27	119,49
December	107,31	107,14	102,01	76,03	118,24	130,88	130,71	89,90	93,58	147,56
Average Rate of change for 2007-2011	0,26%	0,09%	-3,4%	-8,21%	5,20%					
Average Rate of change for 2007-2013	2,79%	2,65%	-2,6%	-2,42%	6,66%					

Table 4

Dynamics analysis of the number of rented rooms by foreign tourists in accommodation establishments

In the case of the number of rooms rented by foreign tourists in motels and guesthouses there is observed an average annual decrease by 3,38% and 8,21% in the years 2007-2011, and 2,6% and 2,42% in 2007-2013, respectively. The number of rooms rented by foreign tourists in other groups of tourist facilities is increasing, and the highest annual increase occurred in the group of other accommodation establishments. Thus, the yearly average decrease in the case of these tourist facilities in the years 2007-2013 was much smaller than in the years 2007-2011. Therefore in the years 2011-2013 occurred a significant yearly average increase of the number of rooms rented by foreign tourists in guesthouses (by 10,31%), and the decrease of the number of rooms rented by foreign tourists in motels (by 0,91%).

In the analysis of index-number trend series the following conclusions are drawn:

- in 2011 as well as 2013 in comparison to 2007 there is observed an increase in the number of rooms rented by foreign tourists in all months of the year,
- in 2011 in relation to 2007 the number of rooms rented by foreign tourists in guesthouses decreased in all months of the year,

- in 2013 in relation to 2007 the number of rooms rented by foreign tourists in hotels increased in all months of the year,
- in 2013 in relation to 2007 the number of rooms rented by foreign tourists in all accommodation establishments has increased in all months of the year,
- in 2011 in relation to 2007 the number of rooms rented by foreign tourists in all accommodation establishments increased. However, the increase was due to the increase in the number of the rooms rented in June, August, September, November and December (in the other months of the year there occurred a yearly average decrease in this case).

The Province of:	Structure indices [%]			Index-number trend series [%]		Average Rate of change [%]	
	2013	2011	2007	2013/2007	2011/2007	2007-2013	2007-2011
Lower Silesia	9,38	9,44	10,68	108,53	100,19	1,37	0,05
Kuyavia - Pomerania	3,70	3,83	3,99	114,61	108,63	2,30	2,09
Lublin	3,11	3,05	3,25	118,10	106,39	2,81	1,56
Lubusz	2,62	3,12	3,43	94,24	103,07	-0,98	0,76
Łódź	4,81	4,88	4,31	137,99	128,44	5,51	6,46
Lesser Poland	15,24	14,60	14,94	126,04	110,77	3,93	2,59
Masovia	15,59	15,42	13,18	146,05	132,59	6,52	7,31
Opole	1,14	1,12	1,15	122,07	110,47	3,38	2,52
Sub-Carpathia	3,34	3,35	3,13	131,98	121,31	4,73	4,95
Podlassia	2,54	2,21	2,45	128,05	102,01	4,21	0,50
Pomerania	8,40	7,74	8,33	124,63	105,28	3,74	1,29
Silesia	7,95	8,40	8,39	117,15	113,61	2,67	3,24
Kielce	1,92	2,03	2,07	114,57	111,08	2,29	2,66
Varimnia and Masuria	4,50	4,47	4,59	121,10	110,41	3,24	2,51
Greater Poland	6,82	7,68	7,30	115,35	119,29	2,41	4,51
Western Pomerania	8,93	8,68	8,83	124,99	111,44	3,79	2,74
Poland	100	100	100	123,51	113,35	3,58	3,18

Table 5

Structure and dynamics analysis of the number of tourists using collective accommodation establishments

Considering the number of tourists using the collective tourist accommodation there is observed the average annual increase in period 2007-2011 in all provinces of Poland, and in the period 2007-2013 in the majority of polish provinces, except Province of Lubusz, in which a slight decrease occurred. The highest average rate of change in the years 2007-2011 occurred in Provinces of Masovia and Łódź, and the smallest in the Provinces of Lower Silesia, Podlassia and Lubusz (bellow 1%), in the years 2007-2013, in turn, in Provinces of Lower Silesia and Lubusz. In each province the number of tourists using the collective tourist accommodation in the year 2011 is higher in

comparison with the year 2007, and in the year 2013 compared to the year 2007 the decrease of this number occurred only in the Province of Lubusz. The highest number of tourists in general is observed in the Provinces of Lesser Poland and Masovia in 2007, as well as 2011 and 2013.

The Province of:	Structure indices [%]			index-number trend series [%]		Average rate of change [%]	
	2013	2011	2007	2013/2007	2011/2007	2007-2013	2007-2011
Lower Silesia	8,89	9,77	11,58	91,74	84,81	-1,43	-4,03
Kuyavia - Pomerania	1,66	1,91	1,91	103,78	100,41	0,62	0,10
Lublin	2,20	2,22	2,22	118,09	100,38	2,81	0,09
Lubusz	3,23	4,00	4,08	94,72	98,61	-0,90	-0,35
Łódź	2,83	2,87	2,78	121,78	103,85	3,34	0,95
Lesser Poland	22,52	21,39	22,32	120,57	96,31	3,17	-0,93
Masovia	21,98	22,15	18,20	144,28	122,31	6,30	5,16
Opole	0,62	0,73	0,83	89,13	88,37	-1,90	-3,04
Sub-Carpathia	1,82	1,59	1,51	144,03	105,61	6,27	1,37
Podlassia	3,13	2,05	2,07	180,13	99,24	10,31	-0,19
Pomerania	7,33	6,40	6,43	136,22	100,14	5,29	0,04
Silesia	5,79	6,22	6,21	111,42	100,54	1,82	0,14
Kielce	0,52	0,64	0,69	90,49	92,62	-1,65	-1,90
Varimnia and Masuria	3,31	3,46	4,12	95,94	84,26	-0,69	-4,19
Greater Poland	4,60	5,50	5,64	97,41	97,89	-0,44	-0,53
Western Pomerania	9,57	9,11	9,39	121,78	97,47	3,34	-0,64
Poland	100	100	100	119,50	100,50	3,01	0,13

Table 6

Structure and dynamics analysis of the number of foreign tourists using collective accommodation establishments

Structure and dynamics analysis of the number of foreign tourists using collective accommodation establishments showed that the largest percentage of foreign tourists are visiting the Provinces of Lesser Poland and Masovia in each of the researched year. In the Province of Lesser Poland is still observed the decrease in the number of foreign tourists using collective tourist accommodation in years 2007-2011, on average by 0,93% year-on-year. An average annual decrease in the number of foreign tourists using collective tourist accommodation occurs in the majority of polish provinces in years 2007-2011, with the largest decrease appearing in the Province of Varimnia and Masuria. In the years 2007-2013 the tendency is opposite, in the majority of provinces the number of foreign tourists using the collective tourist accommodation is growing on average year-on-year, mostly in the Province of Podlassia (by 10,31%). The highest

average rate of change in years 2007-2011, in turn, is observed in the Province of Masovia.

5 Conclusions

The tourist economy comprises a wide range of economic activities related with management of tourist flow, as well as with its complete service. The tourist flow exists because of the customers' needs concerning rest, leisure or recreation. Thus, the use of logistics including processes of planning, monitoring and supervision over the tourist enterprise's functioning is necessary in order to implement an efficient and economic management of tourist services. The existence of a given logistic infrastructure, which determines an efficient, unconstrained and possibly economical implementation of logistic processes, is necessary by functioning of tourist enterprises.

One of most utilized touristic services is the the service providing accommodation in a tourist destination, which is offered by various tourist accommodation establishments. In Poland tourists have at their disposal eight different types of accommodation establishments, among which the most often utilized are hotels, motels, guesthouses and other accommodation establishments offering a stay in rooms. The unconstrained and efficient organisation of accommodation requires from facilities' managers an implementation of logistic solutions ensuring a high level of customer service. In this context, accommodation establishments are perceived as elements of logistic infrastructure in the tourist services' sector. Constantly changing consumers' needs concerning a demand for accommodation establishments influence an economic and financial situation of entities offering accommodation services. Logistics facilitates efforts to adjust a structure and number of available accommodation places not only to the buyers' requirements, but also to the changing number of tourists. However, it is required the prior analysis of structure and dynamics in the indicated variables. In the case of rented rooms in accommodation establishments and the number of tourists using collective tourist accommodation in the years 2011 and 2013 there are not observed important changes in comparison to the year 2007, so the year in which the crisis began. The more significant changes occurred in the case of foreign tourists, especially in relation to utilisation of collective tourist accommodation. The higher average annual increase in the number of foreign tourists using collective tourist accommodation in the years 2007-2011 is observed only in the Province of Masovia. In the Provinces of Kuyavia-Pomerania, Lubusz, Łódź, Sub-Carpathia, Pomerania and Silesia the increase is rather small. Therefore since 2011 to 2013, there is observed a significant increase of the number of foreign tourists utilizing the tourist accommodation establishments in Provinces of Podlaskia (by 34,73%), Sub-Carpathia (by 16,78%), Pomerania (by 16,63%), Lesser Poland (by 11,89%), Western Pomerania (by 11,78%). Despite of all, tourists are increasingly willing to visit Poland, because they use the collective tourist accommodation more often in the years 2011 and 2013 in comparison to the year 2007.

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