

# Economics and Business Review

Volume 2 (16) Number 4 2016

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Linking the tourist function with a city's internationalization attracts attention and encourages the reader to get acquainted with the book by Piotr Zmyślony, entitled "The tourist function in the process of city internationalization" published in 2015 by Wydawnictwo Proksenia (Poznań – Kraków). In the preface, which is always an important part of any scientific work the author underlines the fact that an inseparable bond exists between such processes as metropolization, internationalization, and the growth of tourism. Those processes are a manifestation of contemporary global reality which, in turn, results from the development of information technologies, widespread transport availability and the related increasing mobility of people, as well as from the "democratization" of consumption and production. This complex situation arouses an interest in tourism considered by "practitioners and theoreticians from the field of economics, sociology, geography, demography, psychology and other research disciplines" in the context of urban internationalization. The book by P. Zmyślony is an interdisciplinary publication from the area of economics (economics of tourism) and economic geography (urban geography).

The publication has 386 pages and apart from the preface, conclusion and annex, it consists of three fundamental parts. Chapters 1–4, are a review of the literature concerning the links between the city, tourism, globalization (Chapter 1) and the issues related to tourism in the city (Chapters 2–4). The second part of the book, also of a theoretical nature, is devoted to an explanation of the process of in-

ternationalization of the city tourist function (Chapter 5). The final part Chapters (6 and 7) is empirical where the author presents the concept and research methodology with respect to the measurement of the level and structure of the international tourist potential of cities (Chapter 6) and the results of studies concerning the "characteristics of the structure of the internationalization of Polish cities in the area of tourism in the form of a detailed analytical approach and a simplified model-based approach". The author also presents 10 of the largest cities in Poland, selected in terms of the size of their internationalization potential as regards the tourist function and similarity in the internationalization structures (Chapter 7).

The main general research problem is formulated in the form of a question: "What is the nature of the internationalization of a city's tourist function as defined by its structure and what are its relationships with the internationalization of the whole urban economic system?" This research problem is discussed in detail with the help of four additional research questions: the attributes of tourism in the city, the role of the tourism in the functioning of cities, the interdependencies between the internationalization of cities in the field of tourism and their general economic internationalization as well as the level and structure of the internationalization of the tourism in Poland's largest cities.

The main goal of the publication is formulated as what "results directly from the main research problem and consists in recognizing the scope and structure of city internationalization in the area of tourist

function [...] and identifying the essential components of its structure” according to the author He looks for the answers to this in the contemporary functional concepts of the city. Apart from the main goal (theoretical-cognitive), other goals were also formulated: the methodological practical goals (twenty detailed goals in total), the stages of the research process (seven stages) with the corresponding working hypotheses (seven) and the sequence of the research tasks (eight points). Contrary to the author’s intention and in my opinion the introduction of so many details in the research process does not contribute to the clarity of its presentation. Some notions become clear only after the appropriate part of the book has been read.

The first part of the publication (Chapters 1–4) is an extensive explanation of the essence of the tourist function in cities and above all in large cities. Chapter 1 is a good introduction, showing the interdependencies between globalization, tourism, and large cities. At the same time it explains the origins of the internationalization process in cities and the internationalization of one of their functions, i.e. the tourist function. Subsequent chapters (2–4) contain a sufficiently detailed presentation of selected problems of city tourism and the function of tourism in the functional concepts of the city. The summing up in Chapter 4 is particularly interesting because the author in comparing particular concepts of city development presents the most important references (or identifies the lack of such references) to the function of tourism and provides his own conclusions which may be useful for discussion and studies on the internationalization of the tourism in the city.

In considering the main research problem and the aim of the book Chapter 5 entitled “The Internationalization of the city’s tourist function” is of key signifi-

cance. The author considers the problem of tourism from three perspectives the differentiation of which is not entirely clear. In the first two micro and meso-economic,s are considered as a branch. The author, in accordance with the title of the chapter clearly refers to the internationalization of the tourism in the city. The third approach – internationalization at the city level – inevitably must refer to both the microeconomic approach and to the branch approach. The a uthor’s original Chapter 5 is not very clear in comparison with previous chapters. However it should be underlined that in pointing out many issues resulting from the analysis conducted of the proposed approach to internationalization of tourism in the city proves the author’s very good recognition of the problem, his ability to associate various issues, draw conclusions and search for his own new approach to the problems studied.

Chapters 6 and 7 are devoted to the internationalization of tourism in the ten largest cities in Poland. The concept of the research is based upon the model defined as “a triad of internationalization of the city’s tourist function” made up of: the level of tourism development, the degree of tourism’s internationalization measured as the foreign part of the tourism (the share of foreign elements in the urban tourism economy) and the internationalization of the city as regards tourism measured as the foreign part of tourism in the city’s general level of development, this being a derivative of the first two components. The second point is the city’s internationalization which is the sum of the internationalization triads of the city’s n-functions. However its analogy to the triad of internationalization of tourism is not clear. If we assume that the level of a city’s development is equal to the sum of the levels of development of the city’s specific func-

tions then the degree of internationalization of all n-functions (of the whole city) and the internationalization of the city in the area of all functions will be the same.

Studies of the relationships between the internationalization of tourism and the internationalization of the city in general were preceded by the selection of cities. On the basis of related literature the city size was accepted as the main criterion which, in this case, was 300 thousand inhabitants living within the administrative borders of the city. Moreover the following supplementary criteria were accepted: international transport accessibility (number of civil airports situated within a distance of up to 75 kilometers from the city borders able to provide regular direct flights); the international accommodation potential (at least one 4-star, or higher, hotel belonging to an international hotel network; the international potential of business tourism market as evidenced by the existence of a large conference facility with an auditorium for at least 300 persons and the share of overnight accommodation provided to foreigners in the total number of overnight stays. On the basis of such criteria the research included the following cities: Bydgoszcz, Gdańsk, Katowice, Kraków, Lublin, Łódź, Poznań, Szczecin, Warszawa and Wrocław. In order to determine the degree of internationalization of those cities and their tourism, 58 measures were applied. Based on these criteria the research into the structure of the international potential of Poland's largest cities in the area of tourism it is possible to state that this structure is determined by six components, namely: the intensity of foreign tourist traffic; the intensity of foreign accommodation and catering activity; city networks understood as transport accessibility and international cultural heritage; intensity of foreign activities in the sphere of organization and services to

tourism; intensity of foreign activities in the sphere of culture and sports; international museum-related activity.

The research conducted made it possible to arrange the cities in order according to the volume of their international potential in the field of tourism. The biggest potential is in Kraków, followed by Warszawa, Wrocław, Katowice, Gdańsk, Szczecin, Poznań, Lublin, Łódź and Bydgoszcz. Moreover some interdependencies were observed between the cities' international tourist potential and their general economic potential. Kraków, Wrocław, Szczecin, Lublin and Łódź are also characterized by a relatively higher level of international tourist potential as compared to their general international economic potential. Warszawa, Poznań and Katowice build their international tourist potential on the basis of their general economic potential, whereas Gdańsk and Bydgoszcz are characterized by the most balanced level of both potentials.

Those and numerous other conclusions resulting from the research presented in the book sum up an interesting publication which belongs to a small number of publications from this field, at least in Polish related literature. It should be added, however, that it is not an easy reading. Following the empirical research process proposed by the author requires very careful and concentrated reading, which is not facilitated by the few obvious technical shortcomings and diagrams that are difficult to read. Nevertheless the book by P. Zmysłony may and should be recommended to those interested both in the problems of city internationalization and in the significance of the tourism in this process.

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## Aims and Scope

Economics and Business Review is the successor to the Poznań University of Economics Review which was published by the Poznań University of Economics and Business Press in 2001–2014. The Economics and Business Review is a quarterly journal focusing on theoretical and applied research work in the fields of economics, management and finance. The Review welcomes the submission of articles for publication dealing with micro, mezzo and macro issues. All texts are double-blind assessed by independent reviewers prior to acceptance.

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