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## **TRAVELING EXPENDITURES AMONG WROCLAW TOURISM STUDENTS IN THE 2010–2012 YEARS**

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The purpose of this article is to assess the mobility of students as a tourist, as well as to draw attention to an important segment of the tourism market formed by the students. The study will consist of assessing the expenditure, destinations, as well as assessing the size of the market segment created by the students. Tourism is an important part of the economy, especially in less industrialized regions. The research was conducted among tourism and recreation students in Wrocław universities, as potential contributors to tourism products.

*Key words:* tourist services, service provision, tourism.

Tourism market is one of the economic activities part with most significant potential to create growth and jobs in the EU. According to the narrow definition of tourism generates about 4 % of EU GDP (6 % of GDP Polish), 8 million jobs (4 % of the workforce). However, its interdisciplinary nature and indirect contribution to GDP is much higher - tourism generates about 11 % of EU GDP and provides about 12 % of all jobs. This sector contributes significantly to achieving the Lisbon objective to create more and better jobs.

Since 1989 the Polish market of tourist services has become a part of the new market economy. This gave the opportunity for rapid development of the sector, but also forced a change in the approach to service provision. The development of tourism and its strong implications for the economy led to increased interest in education in the field of tourism. This is confirmed by statistical data on tourism industry in Poland. In 2011, the collective accommodation facilities in Poland used by 21,5 million people. There has been a 5 % increase in the number of tourists compared to 2010. The number of foreign tourists visited Poland in 2011 amount to 4,4 million, with an increase from the previous year of 6,6 %. Percentage of foreign tourists in Poland was the same and amounted to approximately 20,5 % [4]. Increase in the number of domestic and foreign tourists in Poland, is a sign of the growing market for these services and can guess about their future development. It should also be noted that this increase occurs at the time when among the public opinion there is a perception of a crisis and that related financial difficulties of households. Instead of good prognosis and an increase in the size of the tourist market the tourist services should also be aware of the existing and emerging threats and changes that may affect the business sector. The main threats include [1]:

- The aging of the population,
- Smaller families,
- Increase in the number of experienced travellers
- The demographic problem,
- Increase awareness of health,
- Increasing role of the Internet in the marketing and information
- An increase in the role of communication and information via mobile phone and GPS,
- The creation of societies online
- Increasing consumerism of material goods,
- The availability of low-cost airlines,
- The occurrence of extreme weather
- Increase awareness of the environmental,
- Terrorist threats, political disturbances,
- Increasingly sophisticated consumer tastes,
- The development of innovation.

Specifying the foregoing points should be considered more as change, not as a threat. It is obvious that the free market is subject to constant change and in such conditions force flexibility to change and adapt the offer to the market trends. Polish society is currently in a demographic crisis, which in a slow but predictable way will affect tourism industry as well as other economy sectors. The decrease in fertility Polish families is simply reducing the number of potential buyers of tourism services. The possibility and ease of acquisition of foreign trip will increasingly aware tourists as a consumer. The tourist experience affects the growth requirements for the services of travel products. Thanks to modern communication technologies tourists can easy compare and consult the services, which can be a big threat to the bidders set to rapid achievement of revenue with little regard for the quality of the service offered. Growing awareness of health-related, will lead to increased demand for active tourism and products associated with biological regeneration. The growing number of educated people will also increase interest in cultural, historical and religious tourism. The changes that have significantly proceeded to market of tourist services in Poland are related to new technologies. Internet allows one to find deals not only the best quality, but also the best price. The growing popularity of wholesale purchases will affect negatively on the profitability of companies in the travel industry. Availability of virtual traveling, presentations and multimedia materials to encourage people to visit certain attractions may be their substitute. Global climate changes disrupt the planning of future revenues by the offered in the tourism sector, in addition to deter buyers who are concerned by the failure of relaxation due to rapidly changing weather conditions. Today's buyer expects personalized products in a precise matching their needs. The functioning of the tourism industry is nowadays a very interesting issue because the observable is its continuous development, while the occurrence of a number of factors that could cause disruption to the business. It seems almost necessary to conduct research about the changes and trends in the sector.

One of the changes observed in recent years is the growing awareness of the technology innovation and knowledge for the functioning of the tourism industry, which is reflected in the possibility of higher education in this business area. Educational services market in Poland offers candidates a degree in tourism and recreation, is a response from the

school to labour market demand for specialists in this sector of the economy. Studies in this direction are among the subgroup of studies in the field of services for the population. This means that a graduate of this line should have knowledge not only from the knowledge of the land and geography, but also should understand the specifics of the tourism industry.

In the year 2010 studied in Poland two million students. It's a little more than 5 % of the whole Polish population. Students are people much more mobile than working people and because of their age more independent in decision-making than those of school age. More than often they have their own money budget. Such a large number of people create a part of the tourism market, which should not be ignored in the analysis of the market. In the 1990/1991 academic year the total number of students in Poland amounted to 403 824. For the 2005/2006 academic year the number of students constantly growing and its peak was 1 953 832. The subsequent decline in the number of students is due to demographic factors and expect further fall in demand in the coming years. It should be emphasized that the number of students compared to the academic year 1990/1991 is still more than four times higher. However, forecasts for the number of students is not optimistic, expected to fall to about 1 200 000 in 2025 [2]. This process was largely caused by the decreasing number of graduates of secondary schools (tab. 1). Decreasing the demand for educational services at a higher rate in Poland puts you in a difficult situation, universities, mo

stly private, which are not on offer free full-time. Demographic change will reduce the demand for the provision of training services not only at a higher level.

Table 1

## Graduates of secondary schools in Poland

	1990/91	1995/96	2000/01	2005/06	2006/07	2007/08	2008/09	2009/10	2010/11
<b>The number of graduates of secondary schools</b>	92 484	141 233	194 426	235 987	233 336	232 208	231 117	218 912	209 115

Source: own study based on Central Statistic Office data.

These problems may experience above all bidders and humanities courses, which are considered in the opinion of the general public for directions, after the completion of which it is difficult to find a job according to the profile of education.

The slight decrease in the last academic year is also reflected in the net enrollment ratio and gross (tab. 2). This rate reflects the percentage of people enrolled at a given level and the percentage reflects the interest of educational services at a higher level, regardless of the quantitative changes in the population.

Table 2

## Enrollment rate in higher education in Poland

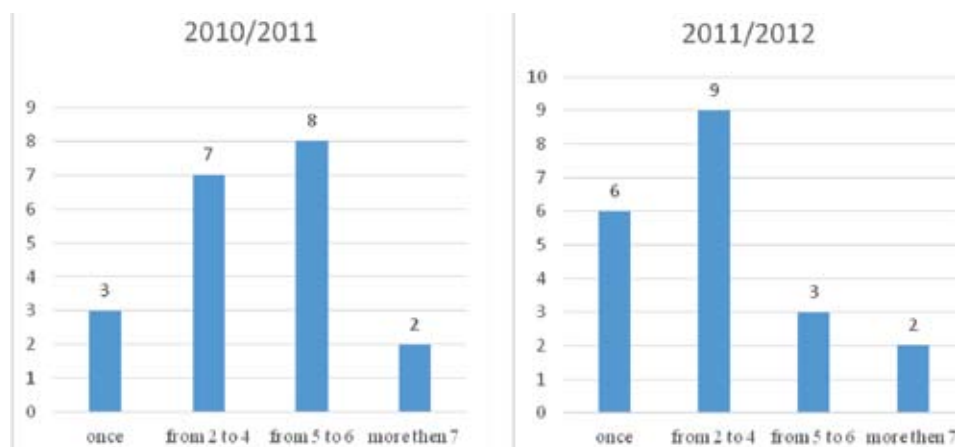
<b>Enrollment rate</b>	<b>1990/1991</b>	<b>1995/1996</b>	<b>2000/2001</b>	<b>2005/2006</b>	<b>2010/2011</b>	<b>2011/2012</b>
<b>Gross</b>	12,9 %	22,3 %	40,7 %	48,9 %	53,8 %	53,1 %
<b>Net</b>	9,8 %	17,2 %	30,6 %	38,0 %	40,8 %	40,6 %

Source: own study based on Central Statistic Office data.

In the 1990/1991 academic year the percentage of people associated with higher education to the total number of people in this age group was 9,8%, and just 10 years later, the share of students has tripled. Over the next 10 years the increase was not as large and in the 2010/2011 academic year the net enrollment rate reached nearly 41 %. It was not until the next 2011/2012 academic year there was a slight decrease in net enrollment ratio. Similar changes are gross enrollment ratio. While the number of students in the 2005/2006 academic year reached a maximum, the rate of enrollment rates, both net and gross increase for the year 2010/2011. This means that the interest in education at the tertiary level was still rising and now, despite a small decrease, remains almost constant.

The purpose of the survey conducted among the students of tourism and recreation was to diagnose the true mobility, as well as objectives, preferred tourist destination and expresses for that purposes. The concept of tourism is associated with trips for the purpose of outside employment for a period longer than 24 hours, or leave permanent residence. The concept of recreation to stay connected to the active recreation, either in nature or involving exploring new places.

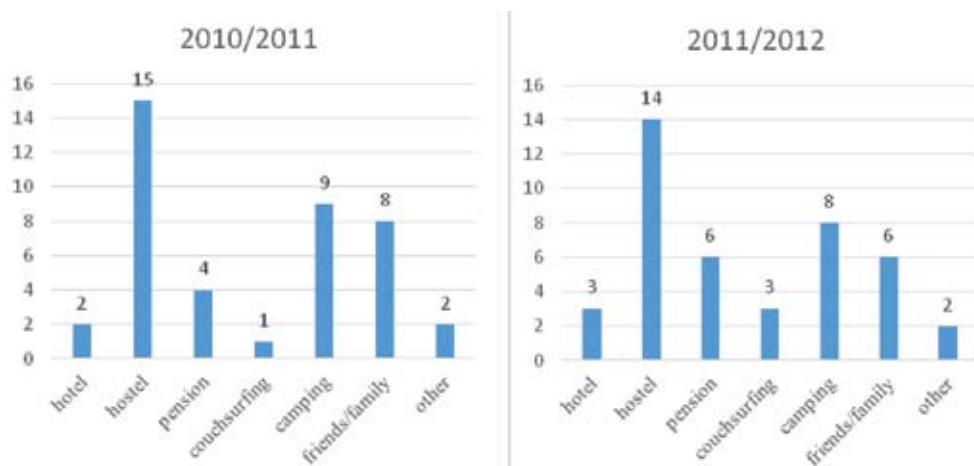
Selection of students of tourism and recreation is not accidental. The intention of the research was to diagnose the surveyed students as future professionals of the tourism industry have been actively involved with tourism. The study was conducted among the students of the University of Business in Wroclaw studying in full-time on the faculty of tourism and recreation. Students completed electronically prepared questionnaire consisting of 10 questions, some questions would allow them to select multiple choice. A total of twenty students filled out the same form twice, at the end of the 2010/2011 academic year and 2011/2012. The results and conclusions do not apply to the general public, and studies are distinctive. All of the students participated in tourist trips in the studied period. This is mainly due to mandatory practices that each tourism student must take in the course of their studies. Judging by the number of trips shown in graph no 1 mandatory classes were only part of the trips undertaken by the respondents.



Graph 1. Number of students and the number of their trip as a tourist (vertical axis presents number of students, horizontal axis presents number of touristic trips)

Source: Own research n=20, from 2010 till 2012

In the 2010/2011 academic year the largest number of students participated in five or six trips, as well as two or three trips. Some of the students participated in the 2010/2011 academic year in the Erasmus student exchange program, and this may be due to a large number of trips undertaken by students in this academic year. This is evident in comparison with the amount of travel in the 2011/2012 academic year. In this case, most of the students emigrated from two to four times. Significantly decreased the number of trips, because only three of the students participated tourist trips five or six times. Only two of the students participated in seven or more trips, the number of students appeared in both the 2010/2011 year and the 2011/2012 year. It can be assumed that the respondents were eager to use the opportunity of tourist trips, especially because the study included only the period of the academic year with the exception of holidays.



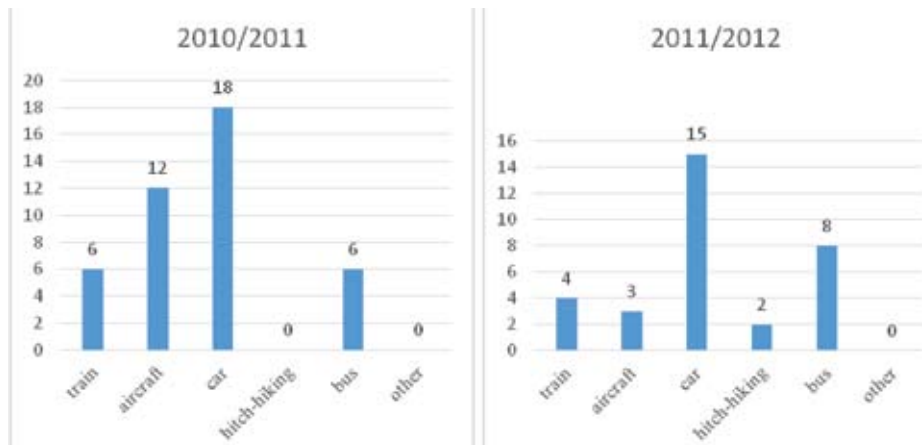
Graph 2. Accommodation type during the tourist trip (vertical axis presents number of students, horizontal axis presents accommodation type)

Source: Own research n=20, from 2010 till 2012

The students most used to choose budget accommodation options. Mostly hostels and campsites. Indications of respondents add up to a value greater than the number of respondents, because this question could select more than one option, and the answers were not assigned weight. Interestingly we see higher popularity of couch surfing as a form of accommodation. Of course it is not enough data to even talk about any trends or new fashion.

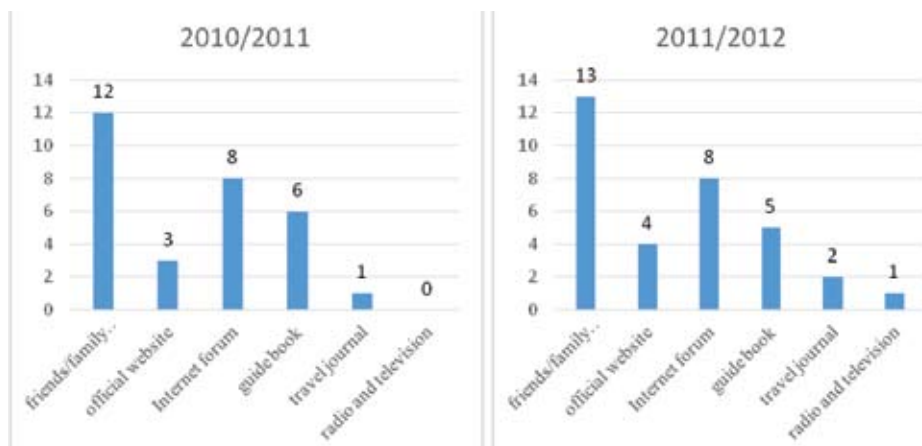
One of the most important factors determining the availability of the tourist attractions is the public transport. A well-developed network of transport allows for an easy and relatively cheap way to reach tourist attractions. The students mainly travelled by private cars. A large number of respondents used the aircraft in the 2010/2011 academic year it is probably due to students going abroad for a scholarship under Erasmus Programme. In particular, it shows a marked decline in the choice of aircraft in the 2011/2012 academic year. Hitchhiking was not selected in the 2010/2011, but in the next period the hitchhiking

was selected, it is probably because of the growing popularity of online sites that offer car-pooling, which means the matching alone drivers with the passengers traveling the same destination.



Graph 3. Transport type chosen by the students (vertical axis presents number of students, horizontal axis presents transport type)

Source: Own research n=20, from 2010 till 2012

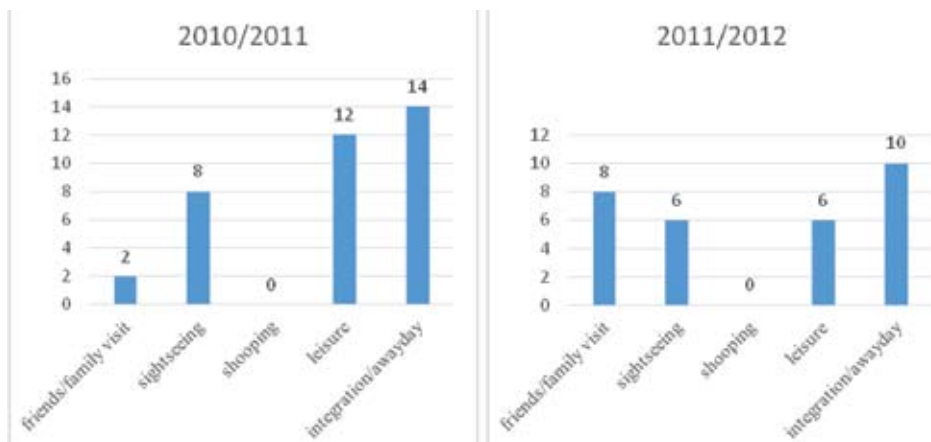


Graph 4. Information source about visited tourist attractions (vertical axis presents number of students, horizontal axis presents information source)

Source: Own research n=20, from 2010 till 2012

Choosing a tourist destination is often preceded by a collection of information about the available attractions. The data shows that the most common travel destination choice based on the recommendation of friends and family surprisingly little information is collected from official websites and assignment of the respondents increased the importance of

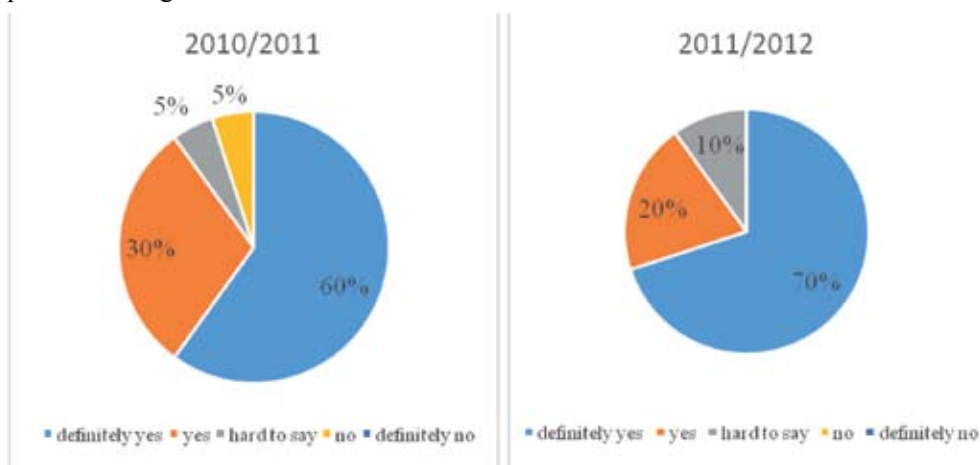
informal information available on the relevant forums. This may prove pragmatism and gather information from different sources, which should be characteristic of people who want to become professionals in the tourism industry.



Graph 5. Tourism purposes in the students opinion (vertical axis presents number of students, horizontal axis presents tourism purposes)

Source: Own research n=20, from 2010 till 2012

Motivations for a tourist trip depend on many factors. In the case of student trips are taken because of integration or away day, otherwise it can be understood as field trips in the entertainment nature relatively few trips related to sightseeing of the region/place, only eight students in 2010/2011 academic year and 6 students in the 2011/2012 academic year pointed out sightseen.

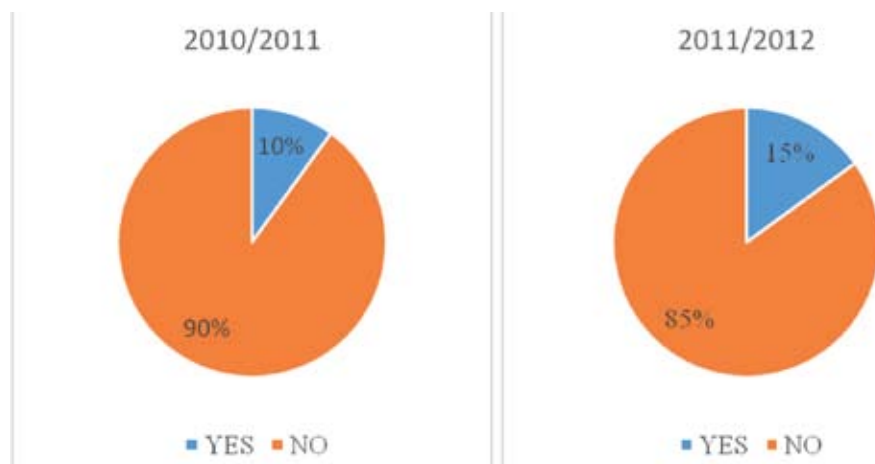


Graph 6. Recommendations to the visited places for family travel

Source: Own research n=20, from 2010 till 2012

Word of mouth is one of the most effective ways to attract new customers. Students are particularly worth recommending group that can provide positive information about the visited places. This may prove that their positive attitude and fascination about tourism trips. In response to the question whether the recommended places visited by them the vast majority – 60% of respondents in the case studies in the 2010/2011 academic year and

60 % in the case studies in the period 2011/2012 – respondents strongly positively expressed in the places visited as an attractive destination for families. None of the respondents were answered a strong negatively about visited places, in order to serve a family trip.



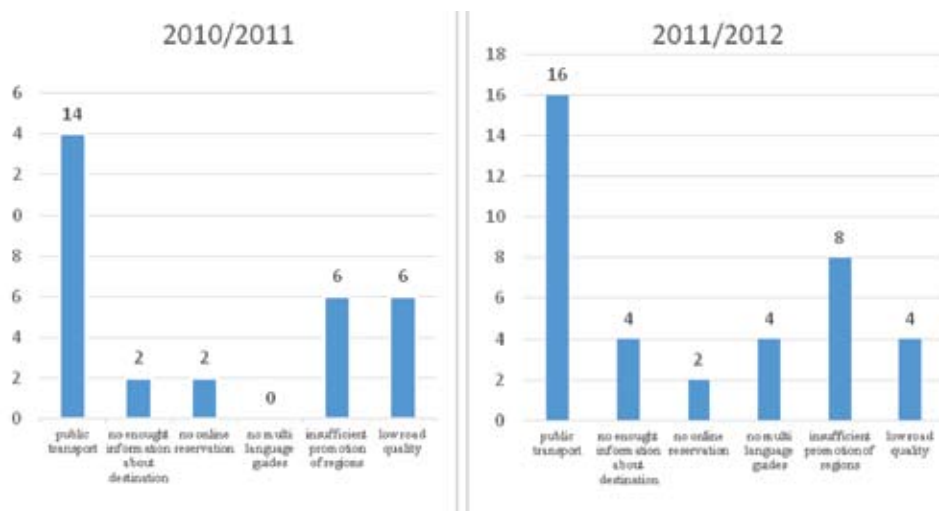
Graph 7. Did you use a professional guide in the visited tourist attractions?

Source: Own research n=20, from 2010 till 2012

The tourism and recreation students should have enough knowledge or available materials allow them to be self guided in the visited place without the assistance of a professional guide. Here you can find a relationship resulting from the choice of tourist destination recommended by friends and family who could also convey the message that usual routine passes guide. Also noteworthy is the nature of low budget trip taken by students, as well as new technologies allowing them to obtain information on mobile devices.

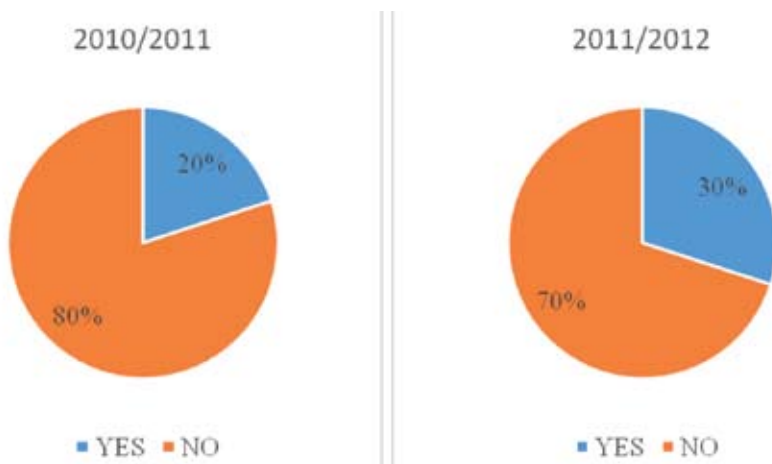
Some experience gained during tourist trips to assessing their availability and quality. As the biggest problem of development of tourism in Poland surveyed students found insufficient public transport, which was reflected in the earlier indications of the use of the car as the most frequently chosen type of transport for tourist trips. Not so clear as in the case of transport, but quite often pointed out – six students in the academic year 2010/2011 and eight students in the academic year 2011/2012 – the lack of sufficient promotion of Polish tourist regions





Graph 8. Main problems of Polish tourism industry in the respondent opinion (vertical axis presents number of students, horizontal axis presents problems type)

Source: Own research n=20, from 2010 till 2012

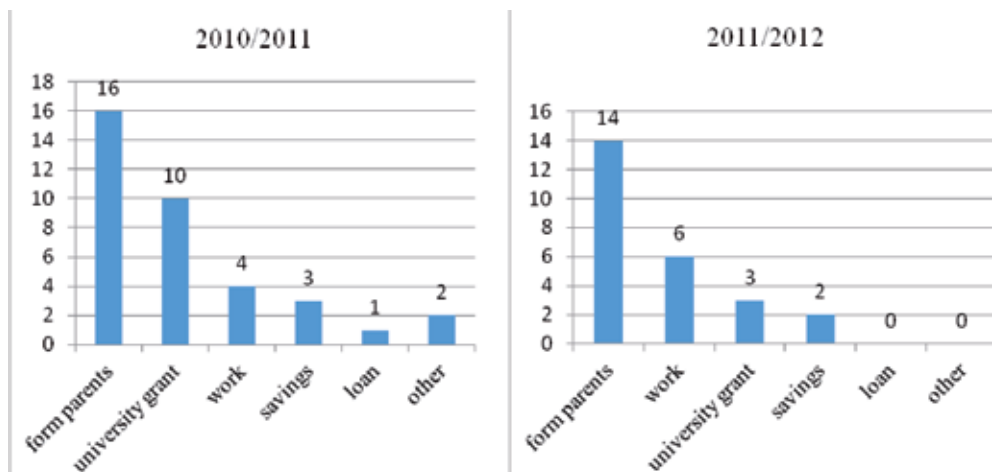


Graph 9. Did you ate in the local restaurant during you tourist trip.

Source: Own research n=20, from 2010 till 2012

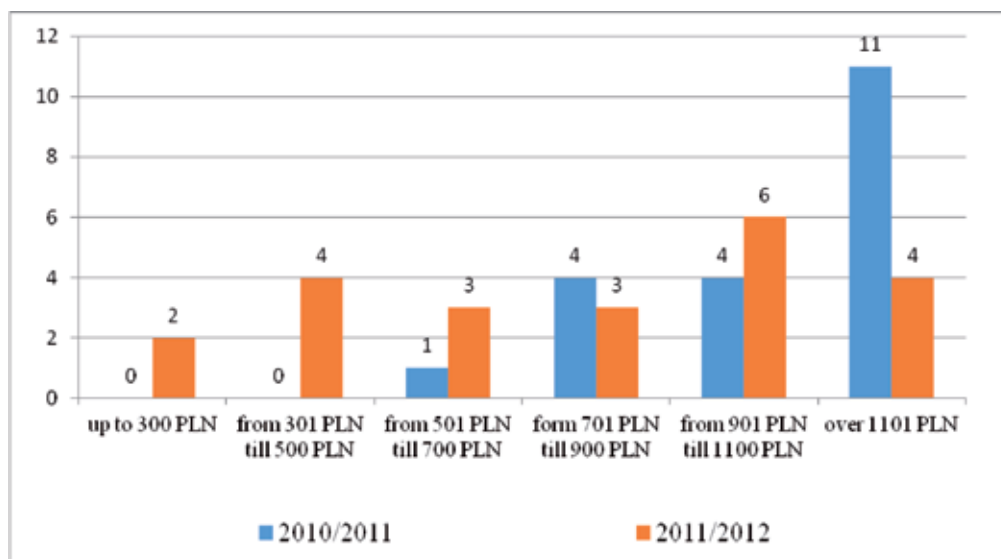
Low budget held by students is also visible at the indications for the use of the restaurant. 80 % of the students in the 2010/2011 year, and 70 % of subjects in the 2011/2012 academic year has not treated the restaurant in order to know the local gastronomy. The reason why is so reluctant to buy food services may be beyond the budget trips, as well as the possibility to use the kitchen in many hostels, and thus the possibility of self-catered. The growing

popularity of fast food restaurants types can further deepen the lack of willingness to use local restaurant.



Graph 10. Financial resources source for tourism purposes (vertical axis presents number of students, horizontal axis presents financial source)

Source: Own research n=20, from 2010 till 2012



Graph 11. Students expenditures for tourism purposes (vertical axis presents number of students, horizontal axis presents expenditures in polish zloty)

Source: Own research n=20, from 2010 till 2012

The students do not have their own income, the source of money spent on tourist trips come most often from their parents. Such indications granted sixteen surveyed

during 2010/2011 and the fourteen students in the period 2011/2012. A large share of the scholarship in the 2010/2011 year is due to the previously mentioned out a large number of students participated the semester under Erasmus Programme. The share of work as a source of income can result from the consciousness of students to gain experience in the labour market, or the desire to relieve household budgets.

Amount of money spent by students on the trips do not qualify them to a group of wealthy buyers wallet. A very dense share amount in excess of 1,101 Polish zlotys in 2010/2011 is due for the part of the foreign scholarship students and related expenses for excursions. But comparing it to the year 2011/2012, it is clear that participation was due to a special grant and should not be treated as regularly issued quotas. It can be concluded that the respondents do not spend large sums on tourist trips. The conclusion of research presents students as an important part of tourism market which is unfortunately not enough recognised by the market. Key messages resulting from research:

1. Students use the Internet to find the information about tourism attraction but they complain about update information presented on the websites.
2. Respondents assessed low the accessibility of public transport.
3. Students prefer budget accommodation.
4. They prefer self-guided tour.
5. They prefer self-catering.
6. The main reason for travel is to integrate within group of student.

Students are undoubtedly an important part of the tourism market. It should be pointed that the needs of this group are differently defined. This is not a group that can generate large profits for the industry but they do not except a lot as the other groups. It is also worth remembering that in the future students become a group of buyers with a larger budget. Tour companies and other tenders might want to bear in mind the loyalty of buyers relative to suppliers who treat their customers with respect.

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## **ВИТРАТИ НА ПОДОРОЖІ СТУДЕНТІВ ВРОЦЛАВА, ЯКІ ВИВЧАЮТЬ ТУРИЗМ, ВПРОДОВЖ 2010–2012 РОКІВ**

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Метою статті є вивчення мобільності студентів як туристів, а також привернення уваги до важливого сегмента туристичного ринку, який формують студенти. Дослідження містить оцінку витрат, дестинацій, а також розмір ринкового сегмента, який формують студенти. Туризм відіграє важливу роль в економіці, особливо у менш індустріально розвинутих регіонах. Дослідження проведено серед студентів університетів Вроцлава, які вивчають туризм та рекреацію, як потенційних споживачів туристичного продукту.

*Ключові слова:* студенти, туризм, дестинація, рекреація.

## **РАСХОДЫ НА ПОЕЗДКИ СТУДЕНТОВ ВРОЦЛАВА, ИЗУЧАЮЩИХ ТУРИЗМ, НА ПРОТЯЖЕНИИ 2010–2012 ГОДОВ**

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Целью этой статьи является изучение мобильности студентов как туристов, а также привлечение внимания к важному сегменту туристического рынка, который формируют студенты. Исследование включает оценку затрат, дестинаций, а также размер рыночного сегмента, который формируют студенты. Туризм играет важную роль в экономике, особенно в менее индустриально развитых регионах. Исследование проведено среди студентов университетов Вроцлава, изучающих туризм и рекреацию, как потенциальных потребителей туристического продукта.

*Ключевые слова:* студенты, туризм, дестинация, рекреация.