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The development of the region is associated with the development of all industries and sectors of the economy, including tourism. Tourism itself is an impulse supporting socio-economic growth. It enables generation of jobs, increases the quality of life of a given community, and also raises its position in comparison with other regions. The position of the region depends mainly on the dynamics of economic development, ie the production of goods and services, division, exchange and consumption.

The term "Tourism" means individual or organized trips outside permanent residence, which allow learning about new places that are a form of active recreation, while "recreation" means a form of mental or physical activity for leisure or entertainment. Concept data are similar but not identical. What distinguishes recreation from tourism is that tourism is related to travel, but it is not necessary in the case of recreation. A common feature of these forms of activity is that both terms define the form of spending free time, chosen voluntarily and consciously.

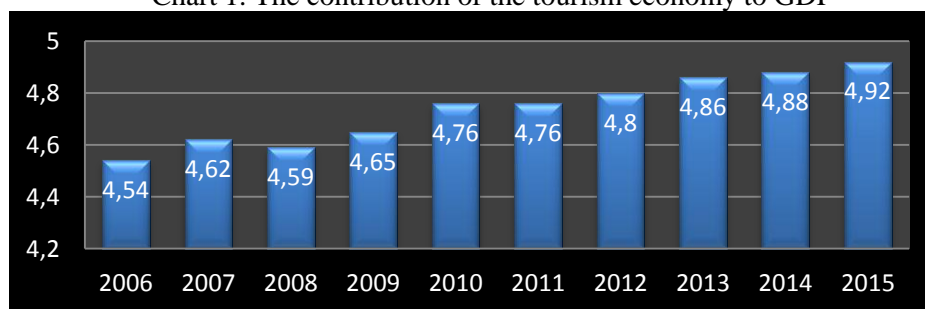
An important aspect affecting the development of tourism is the close relationship between tourism and sport. Both fields serve social and educational purposes, and promote a healthy lifestyle. They affect the physical, mental and social well-being. This allows for a significant increase in the interest of the regional tourism community. The dependence is also visible on the example of great tourist events. Thanks to this, the prestige of the tourist town, the region and the country is raised. This enables long-term promotional effects to be achieved, as mass media have a strong impact on the action and thinking of society. Mass sports events help tourist regions to acquire modern facilities for tourism, sport and general infrastructure. As a result, the increase in the service capability of the given devices results in a significant increase in economic benefits. It can be concluded that the relationship between tourism and sport is direct, strict and bilateral.

What is the tourist region? It is an area with one-off features of the geographical environment, tourist values, having a tourist base and good communication, as it is an important tourist element. The regions are usually created in areas that are of a holiday nature. In these regions, the influence of the natural and socio-economic environment on the development of tourism is clearly visible. Tourism does not develop itself, it is an element of regional development. Tourist regions are divided according to the following criteria:

- type of natural environment, ie coastal and mountain regions;
- geographical location,
- size,

–the use of the natural environment (kayaking regions, winter sports), etc. Regional development significantly affects the growth of the region's economic potential, improvement of life and competitiveness compared to other regions. It is stimulated by means of a market mechanism and also results from the conscious activity of public entities who create regional policy. An important element of the region's development is the dynamic development of tourism. Significant tourism development affects the creation of new jobs, raising the standard of living of local communities and, consequently, increasing the attractiveness of the region. Thus, the tourist makes it possible to discover the most valuable environmental and cultural resources, which results in the improvement of the image of the region as well as the country.

Chart 1. The contribution of the tourism economy to GDP



Źródło: *Kierunki rozwoju...*, 2015, s. 111.

From the perspective of the region, the tourism economy fulfills the socio-economic function of the region related to the service of tourists, and also shows the effects and consequences of its activities on the economic life of the region. On the other hand, from the economic point of view, regional tourism is treated as a meeting place for tourist demand and supply. The tourist movement goes to precisely defined places where natural tourist attractions can be encountered, which are the main reason for attracting tourists and at the same time decide about the deployment of tourist points. Tourists coming to a specific region, indirectly report demand for the goods and services. These needs arise collectively, i.e. the demand for one need generates demand for another. As a result, full satisfaction of demand requires the cooperation and coexistence of a significant number of individual services and goods that are produced by various producers. Significant diversity of travel motivations, the way tourists spend their leisure time in the tourist region has a significant impact on the development of tourist supply, as a result of which services and goods related to tourist activities are created in accordance with the expectations of customers. Dependence data affect the dispersion of tourist supply. The seasonal nature of demand and the lack of flexibility of supply mean that regional tourism is unstable and at risk. For this reason, the global nature of demand is significantly affected by regional tourism. The competitive potential and adaptation capacities of the regions are established by their ability to adapt to current economic, technological political and socio-cultural processes on a global scale. Therefore, a significant issue in regional tourism is the creation of a tourist product in accordance with current consumption demand. [Kruczek, 2010].

The impact of tourism on the development of the region is usually broad and multifaceted. Therefore, tourism can have a positive and negative impact on the economy of the region.

Taking into account the positive impact of tourism on the development of the region, the following determinants were distinguished.

1. Increasing tourist traffic in a given region stimulates the local labor market and, as a result, creates new jobs. The development of tourism leads to an increase in consumption, investment and production demand of the local community, creates new activities and increases employment. In addition, the occupational structure in a given region changes.

2. The financial turnover increases, through the inflow of cash from visiting tourists. The given money drives the economy, which enables further economic development.

3. The development of tourism causes investment recovery, which results in an inflow of funds from outside the region.

4. The development of the importance of tourism in the region results in the development of technical and communication infrastructure as well as social services. This is also influenced by the increase in investment outlays for the region's gifts.

Increasing the importance of tourism in the region plays a significant role in creating the image of the region on a global background.

However, the development of tourism may negatively affect the functioning of the region. Typically, the consequence of tourism development is an increase in prices, especially food and fuel, which also affects local residents. [S. Nowak, 2013, pp. 36–38] Through the development of tourism there may be environmental devastation by destroying plant cover, increase in the amount of rubbish, as well as through inappropriate management of areas, eg by excessive construction of recreational and tourist buildings. Other factors are also: pressure related to not meeting demand, lack of sufficient workforce with appropriate qualifications, or negative interactions between local residents and tourists.

In summary, tourism significantly affects the development of the region – improves the existence of the local community, generates new jobs, and thus increases household income, increases the importance of the region on the national and global arena, stimulates new investments, affects cultural and intellectual development. Therefore, despite the negative effects, tourism is of great importance for the development of specific regions.