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CRACOW AS THE CENTRE OF TOURIST TRAFFIC

CRACOVIE, CENTRE DU MOUVEMENT TOURISTIQUE

KRAKÓW JAKO OŚRODEK RUCHU TURYSTYCZNEGO

The attractiveness of Cracow is connected mostly with the history of Poland. It is shaped mainly by historic and cultural elements. One heritage of past periods are numerous buildings, showing a considerable artistic value. The majority make up the monumental complexes of Śródmieście, Stradom and Kazimierz, all of which appear on the Unesco List of World Cultural Heritage. Such a concentration of these buildings in small areas creates the unique architectural scenery of the „Old Cracow”. The comprehensive refurbishment of these areas in the 1970s is a prove of their great value for the Polish nation.

The great historic attractiveness of Cracow is emphasised by its culture, which forms a well developed network of various institutions. Cracow has been an important centre of museums since the 19th century including the National Museum of 1879, the Historical Museum of 1899, and the Archaeological Museum of 1850. There are also 7 exhibition halls, numerous art galleries, archival collections, and antique shops. There are 16 theatres, including such avant-garde locales as „Cricot-2”, the philharmonic theatre, and some cabarets — „Jama Michalikowa”, and „Piwnica pod Baranami” for instance. In Cracow there is the old botanic garden founded in 1779, and the zoological garden open since 1825. Every year in Cracow cultural festivals are organized. They are connected with folkloristic traditions such as „Lajkonik” and „Wianki” during the „Days of Cracow”, with the university such as „Juwenalia”, or the Church „Emaus” and „Rękawka” being the best known. For those events, Cracow historic architecture is a background, increasing their spectacular values. In the open air concerts and shows of various groups including foreign ones are organized in the Main Square (Rynek Głó-

wny). Within „Old Cracow” 11 folk and Gypsy music-bands play. Cracow musicians and painters find cultural milieu attractive. The numerous exhibitions and other events of international stature take place in the city, for instance „Music in the Old Cracow”, „Tyniec Organ Recitals”, „International Biennale of Graphic Art”, „International Festival of Short Film”, „International Festival of Jazz Small Forms”, and fairs such as „Fair of Folk Art”.

The size and structure of tourist arrivals are also shaped by Cracow's scientific milieu through conferences, and symposia, etc. In 11 schools at university level, there are 40,000 students, and 8,000 scientists and 1,500 profesors. The Polish Academy of Sciences has numerous institutes in Cracow, as do some ministries. The Jagellonian University founded in 1364 shows rich traditions to be seen in the University Museum at Collegium Maius, while its Jagellonian Library houses the famous collection of ancient books.

The attractiveness of Cracow, based mainly on an abundance of cultural elements, is increased by the city's site on the Vistula river, where three geographical regions are close to each other — the Cracow Upland, the Sandomierz Basin and the Carpathian Foothills. Due to its developed karst phenomena the Cracow Upland shows one of the most beautiful landscape complexes in Poland. Some 22 kilometres north-west-ward from Cracow, is the Ojców National Park. About 13 kilometres south-eastward from the city, at the foot of the Carpathian Foothills there is Wieliczka — the city with an unique tourist attraction, the underground museum in the salt mine, which is also on the Unesco List of the World Cultural Heritage. In spite of the considerable distance (60 km), strongly connected with Cracow tourist traffic is Oświęcim — the Auschwitz concentration camp, a place of martyrdom of many nations, mostly that of „Holocaust” of Jews, during the Second World War. Another element of Cracow tourist attractiveness of the city as the focus of basic transport lines, mostly of those from northern and central voivodeships or countries to Carpathian tourism region.

The first tourists coming to Cracow were connected with the pilgrimage traffic. Initiated in the 12th century, it showed the maximum intensity in the 15th century, especially related to the worship of St. Stanisław and Queen Jadwiga, but then it began to decline. The considerable development of the tourist inflow to Cracow as a cultural and scientific centre was observed in the railway line from Upper Silesia in 1847. At the turn of the 19th and 20th centuries Cracow was a tourist centre of international standing. In addition to the arrival of the aristocracy and bourgeoisie, artists and the scientists, the first groups the tourists came from medium and lower classes. There were excursions,

called „the national pilgrimage”, organized by the „Popular School Society”, for patriotic purposes. Some 47 such the groups came to Cracow in 1908 rising to 101 in 1912. An important event for the further development of tourism in Cracow was a transfer of Wawel Royal Castle by the Austrian authorities to Cracow. The regained independence after the First World War was also favourable for tourism, which was organized according to a slogan: „Know your country”. But the economic crisis of the 1930s blocked the growth of tourist traffic until the 1936—1939 period. Various cultural events were organized for tourists, in-

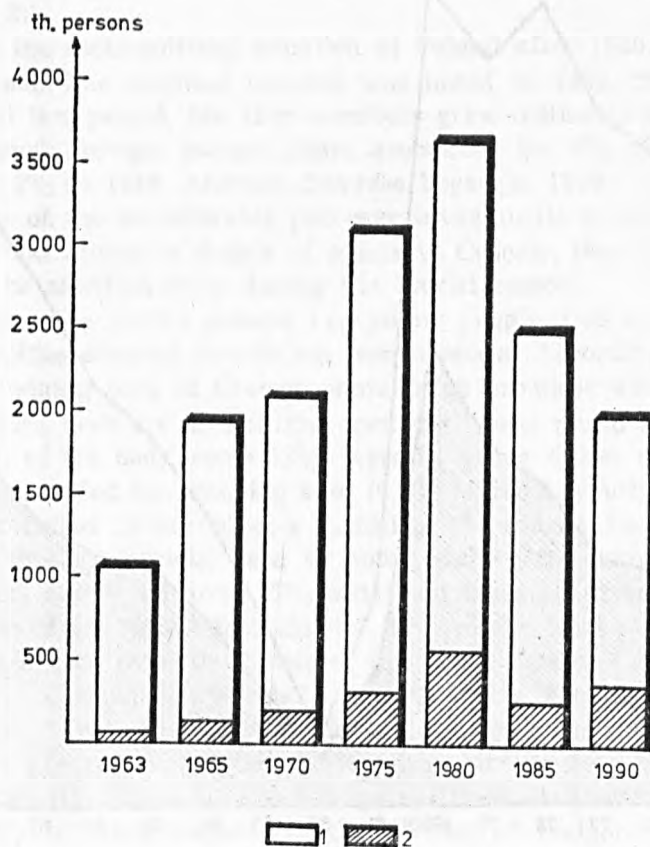


Fig. 1. Tourist arrivals in Cracow

1 — domestic tourists; 2 — foreign tourists

After: *Atlas miasta Krakowa*, PPWK, Warszawa—Wrocław 1988, and data from the Cracow Voivodeship Office

Dessin 1. Touristes arrivant à la ville de Cracovie

1 — touristes nationaux; 2 — touristes étrangers

Source: *Atlas miasta Krakowa*, PPWK, Warszawa—Wrocław 1988; données de l'Office de Voïévodie à Cracovie

cluding performances at *Blonia*, and in the courtyards of Collegium *Maius* and *Wawel Royal Castle*.

In 1938 there were 150,000 tourists in *Cracow*, of whom 10,000 or 7% were foreigners. Moreover, 120—130 thousand passed *Cracow* on their way to *Carpathian Mountains*. Due to a vicinity of *Carpathians*, *Cracow* became an important centre of tourist and balneological research.

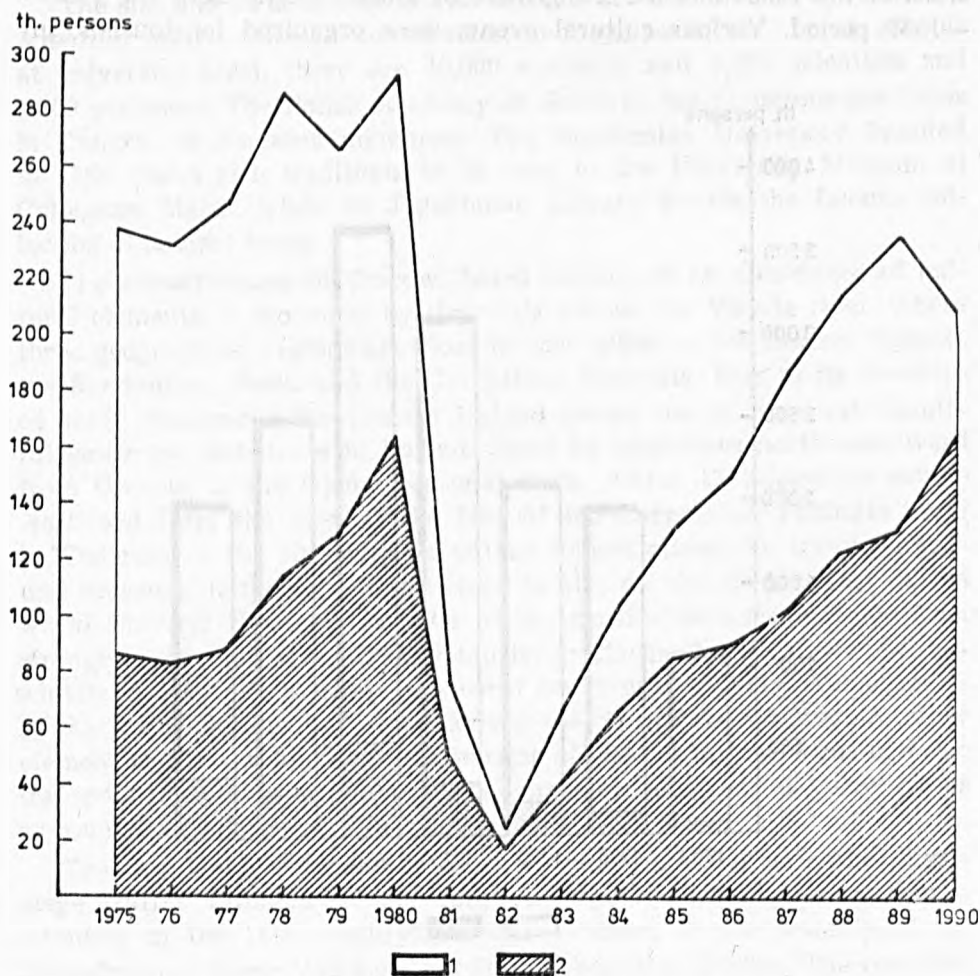


Fig. 2. Number of overnight stays by foreign tourists

1 — those from the post-Communist countries; 2 — those from Western countries  
After data from the *Cracow Voivodeship Office*

Dessin 2. Nombre des touristes étrangers utilisant la base de couchage  
1 — touristes originaires des anciens pays socialistes; 2 — touristes originaires des pays capitalistes  
Source: données de l'Office de Voïévodie à *Cracovie*

There were seats of the Polish Balneological Society and Study of Tourism of the Jagellonian University.

Just after the Second World War tourism was treated as a secondary activity, but since it was not destroyed by hostilities, and its old traditions and historic building still existed, Cracow once again became a tourist centre. In 1963 there were 1 million tourists, in 1970 — 2 million, in 1975 — 3 million, and in 1986 — the maximal number, over 3,6 million<sup>1</sup>. In 1963 there were 35,000 foreign tourists, in 1970 — 200,000, in 1975 — 350,000, and in 1980 — some 580,000 (Fig. 1). There was a growing share of Western tourists, amounting in 1980 to 56<sup>0</sup>/<sub>0</sub> of the total (Fig. 2).

Due to the socio-political situation of Poland after 1980, tourist traffic decreased. The minimal number was noted in 1982, that is during the martial law period, but then numbers grew distinctly in the 1983—1988 period; foreign tourists share accounted for 9<sup>0</sup>/<sub>0</sub> of the total in 1986 and 13<sup>0</sup>/<sub>0</sub> in 1988. Another decrease began in 1989.

In spite of the considerable post-war investments in the lodging base<sup>2</sup>, there was always a deficit of places in Cracow, thus tourists needs could not be satisfied fully during the tourist season.

Also the mass tourist groups, i.e., young people, had to spend nights in the localities situated 30—40 km from Cracow. According to the 1990 data, the lodging base of Cracow contains 42 premises with 8,413 beds, of which 59<sup>0</sup>/<sub>0</sub> beds are in facilities opened all year round (Tab. I). More than a half of the beds (some 53<sup>0</sup>/<sub>0</sub>) were in hotels. Other important lodging were provided by: camping sites (8,4<sup>0</sup>/<sub>0</sub> of beds), youth hostels (8<sup>0</sup>/<sub>0</sub>), and the so-called „other objects fulfilling the tourist function” (29<sup>0</sup>/<sub>0</sub>). These are student hostels, used as hotels during the summer holidays.

The most developed (over 57<sup>0</sup>/<sub>0</sub> beds) and the most diversified lodging base is that of the Krowodrza district. 40<sup>0</sup>/<sub>0</sub> of the total number of beds are in hotels, mostly in the hotels of the highest class (4 star), i.e. „Holiday Inn”, „Cracovia”, „Wanda”, „Motel Krak”. The district of Śródmieście has 11, rather small, 60—150 bed hotels of various classes (2—3 star)<sup>3</sup>; they are however situated very attractively, close to the historic core of the city. There is also the great „Dom Turysty” — the hotel used mostly by excursionists. In the district of Podgórze the lodging

<sup>1</sup> The estimated data, calculated on a base of those concerning the lodging base use, the guide service and those collected by the tourist offices.

<sup>2</sup> New hotels — „Dom Turysty” (opened in 1963, having 282 beds), „Cracovia” (1965 — 707), „Motel Krak” (1974 — 140), „Holiday Inn” (1976 — 600), „Pod Kopcem” (1977 — 176), „Wanda” (1982 — 229), „Forum” (1988 — 570).

<sup>3</sup> „Grand Hotel” after the reorganisation completed in 1990 has 129 beds and is classified as the 4-star.



Table I

The Cracow lodging base (1990)  
Base de couchage à Cracovie (1990)

Types of facilities	Cracow		Śródmieście		Krowodrza		Podgórze		Nowa Huta			
	facilities		beds		beds		beds		beds			
	total	open all year round	total	open all year round	total	open all year round	total	open all year round	total	open all year round		
Total	42	28	8,413	4,932	1,792	1,486	4,822	2,223	1,165	889	634	334
%			100.0	100.0	21.3	30.1	57.3	45.1	13.9	18.0	7.5	6.8
Hotels	17	17	3,300	3,300	799	799	1,625	1,625	876	876	—	—
Motels	1	1	134	134	—	—	134	134	—	—	—	—
Excursions hostels	4	4	988	988	666	666	—	—	—	—	322	322
Private room to let	4	4	50	50	21	21	4	4	13	13	12	12
Complex of houses for tourists	1	—	66	—	—	—	—	—	66	—	—	—
Camping sites	4	—	710	—	—	—	500	—	210	—	—	—
Bivouac fields	1	—	50	—	—	—	50	—	—	—	—	—
Youth hostels	4	2	670	460	—	—	670	460	—	—	—	—
Other (i.e. students hostels)	6	—	2,445	—	306	—	1,839	—	—	—	300	—

Source: The data of Cracow Voivodeship Statistical Office.

base is medium, with the new „Forum” hotel (4 star), opened in 1988. The Nowa Huta district the least equipped with the lodging facilities.

Table II

Number of tourists and lodging base in Cracow, in 1988—1990  
Nombre de touristes et la base de couchage à Cracovie (1988—1990)

Specification	1988	1989	1990	Growth indices	
				1989	1990
				1988 = 200	1989 = 199
Number of tourists (thousand)	2,650	2,600	2,060	98	79
of which:					
domestic	2,315	2,200	—	95	76
foreign	335	400	—	119	92
of which: in %					
from Western countries	57	56	74		
from post-Communist countries	43	44	26		
Lodging base (facilities)	36	34	42		
of which:					
open all year round	29	25	28		
seasonal	7	9	14		
Beds	6,777	6,209	8,413	92	121
of which:					
accessible all year round	5,123	4,513	4,932	88	109
seasonal	1,654	1,696	3,481	102	205

Source: The data of Cracow Voivodeship Statistical Office.

In 1989 and 1990 fundamental changes took place in the Polish political system. They were reflected also in tourism. Since 1989 the number of arrivals in Cracow has decreased (Tab. II); the negative trend has also been observed in domestic tourism (at 50%). Most of the tourists come for a short time, for one day. But the number of the foreigners has increased<sup>4</sup>. When compared with 1988, there was a 50% decrease in the number of beds available in 1989. It did not concern the basic facilities, like hotels, motels, and youth hostels, because only the number of private rooms to let was reduced. The number of tourists staying overnight, mostly foreigners, increased considerably. The index of lod-

<sup>4</sup> There were numerous youth groups from Israel, because sightseeing of places connected with Jewish culture and the Holocaust is a part of the school program there.

ging base use reached 63<sup>0</sup>/<sub>0</sub> — a high level, as the share of the seasonal base in Cracow is considerable.

The values of this index are different for each type or facility. For some hotels, i.e., the medium sized ones, situated in the Śródmieście, it amounts over 90<sup>0</sup>/<sub>0</sub>, but for the hostels used by excursions it falls to 80<sup>0</sup>/<sub>0</sub>, and for youth hostels to 78<sup>0</sup>/<sub>0</sub>. The latter two types are used mostly by young people engaged in tourism. Such high indices show that Cracow still exhibits a deficit of medium and high class lodging facilities.

The number of restaurants has greatly contracted. This was largely the result of a loss of some facilities in the socialized restaurant sector (due notice being given to them by owners of private houses). Thus a deficit of the places arose, mostly that in the lower end of the trade, for instance, milk bars or the cheap restaurants frequented mainly by young tourists.

In 1990 the number of arrivals decreased considerably, at 21<sup>0</sup>/<sub>0</sub>. This deepening decrease, mostly in domestic traffic (24<sup>0</sup>/<sub>0</sub>), has been caused by the unfavourable economic situation in Poland, and by the low incomes of most of the population; at the same time tourist services have increased.

In foreign tourism (a fall of 8<sup>0</sup>/<sub>0</sub> in 1990) a general change of structure has occurred. There is a domination (75<sup>0</sup>/<sub>0</sub>) of arrivals from Western countries; rather excursionists (64<sup>0</sup>/<sub>0</sub>) than individual tourists (36<sup>0</sup>/<sub>0</sub>).

It is estimated that about 50<sup>0</sup>/<sub>0</sub> of arrivals at Cracow were in transit, who did not use the lodging base of the city.

In spite of the inflow of tourists in 1990 being smaller than before, the lodging base was developed (the number of beds increased by 21<sup>0</sup>/<sub>0</sub>). Beside the growth of the number of hotel beds, due to the completing of the renovation of the „Grand Hotel”, some hotels belonging to the industrial enterprises and other institutions made their accommodation available for tourists for the whole year, as did the university schools, opening many student hostels for the summer. This positive action, the result of which increase Cracow's accommodation for the medium spending tourists, was an outcome of efforts by enterprises to find new sources of income.

Due to the deficit of the lodging places in Cracow, new investment, with foreign funds playing an important role was made. Two hotels in the Śródmieście and one at Podgórze are at present searching for new locations.

A negative phenomenon is the decreasing number of restaurant facilities (due to the high rent), moving to other uses not connected with the



tourism. This process is typical for „Old Cracow”, where the tourist concentration is highest.

Another symptom of the changes occurring in tourism is the rapid growth of tourist enterprises. At the end of 1989 there were about 150 such units, of which the share of the old State-owned enterprises was 13%, the remainder being owned by new limited liability companies, private offices, agencies, and other private bodies. Due to those new units, competition in the tourist service market grew. But most tourist service firms are active only in departure services (transport, visa).

The services for tourist arrivals (the foreigners included) are led by only 10 enterprises. The most popular ones are the traditional, well-known firms like BORT PTTK, PBP „Orbis”, KPT „Wawel Tourist”, and for the youth tourism — BORT PTTK (69% excursions), SBT „Turysta”, WBTM „Juventur”, OST „Gromada”, BUT „Harctur”, etc.<sup>5</sup>

1990 was for tourism in Cracow (and for the whole country) a year of the great structural and quantitative change. The reprivatization programme concerned the existing lodging base, hotel investments, and tourist infrastructure, mostly the gastronomical one. It also caused the change of ownership and the organizational structure of the tourist enterprises. But it is too early to evaluate the results of the actions, which are not yet finished.

Because of its cultural attributes — Cracow has the potential chance to be one of the most important tourist centres of Europe, and income from tourism can be a considerable element of the city budget. But one must remember that Cracow as the centre of Polish culture belongs to the whole nation and the problems of tourist traffic must be discussed here also in their social context.

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<sup>5</sup> Since that time many of them have changed their legal status, eg. PP „Orbis” in January, 1991, became the company with the State Treasury.

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#### RÉSUMÉ

Ce sont les aspects historiques et culturels qui décident des attraits touristiques de Cracovie. Avant tout il faut citer: les monuments à grande valeur artistique, le réseau bien développé des installations culturelles, les entreprises diverses à l'étendue nationale et internationale, ainsi que le milieu scientifique très vif. La situation sur la Vistule, aux confins de trois contrées aux traits différents de paysage: le Plateau de Cracovie, les Vallées de Podkarpacie et de Pogórze de Karpates, le voisinage du Parc National de Ojców, la proximité de Wieliczka, avec son musée souterrain dans les mines de sel, tout cela hausse l'attraction touristique de Cracovie. 60 km à l'Ouest de Cracovie se trouve Oświęcim, le lieu très fréquenté, où trouvèrent la mort les victimes martyrisées pendant la II<sup>ème</sup> Guerre mondiale. Outre cela, Cracovie est située près de grandes voies de communication liant la Pologne centrale et septentrionale avec la région touristique et climatique des Karpates.

Les traditions touristiques de Cracovie, en tant que centre culturel et scientifique, remontent à la deuxième partie du XIX<sup>ème</sup> siècle. Vers la fin du XIX<sup>ème</sup> et au début du XX<sup>ème</sup> siècles Cracovie était déjà un centre touristique bien formé, à l'étendue internationale. Les arrivées des élites étaient accompagnées du mouvement des excursionnistes au caractère patriotique, dit „pèlerinage national”, organisé par la Société de l'Ecole Populaire. L'acquisition de l'indépendance par la Pologne après la I<sup>ère</sup> Guerre mondiale contribua à la continuation et au développement de ce mouvement. Vers la fin de la période d'entre deux guerres, en 1938, le nombre de touristes atteignit 150 000, y compris 10 000 (7%) d'étrangers; il faut y ajouter 120 000—130 000 touristes allant vers les Karpates et traversant Cracovie en transit.

Après la II<sup>ème</sup> Guerre mondiale, dans les années soixante, le mouvement augmenta dynamiquement. En 1963 le nombre de touristes dépassa 1 million, en 1970 — 2 millions, en 1975 — 3 millions. On nota le plus grand nombre de touristes en 1980 — 3,6 millions, y compris 580 000 touristes étrangers environ (Dessins 1, 2). Dans les années quatre-vingts se firent voir d'abord la regression touristique (l'an 1982 — l'an de l'état de guerre), ensuite sa progression et dès 1989 — le nouveau recul.

Malgré l'élargissement de la base de réception après la II<sup>ème</sup> Guerre mondiale, pendant la saison, il manquait de lieux de couchage. En général 50% de ces derniers se trouvent dans les hôtels. Dans la catégorie des lieux saisonniers, ce sont les hôtels d'étudiants qui se placent aux premiers rangs.

L'an 1990, reconnu dans le tourisme polonais pour décisif, vit à Cracovie de grands changements quantitatifs et structuraux. La baisse sensible du mouvement

touristique, surtout national, eut lieu (24%). Le tourisme étranger était dominé (75%) par les arrivants des pays capitalistes (Tabl. 2). Les bases de couchage et gastronomique subirent le processus de passer dans le secteur privé. Ce processus exerça son influence sur la structure de la propriété et de l'organisation des entreprises déjà existantes et favorisa la naissance de celles nouvelles.

Traduit par Lucjan Kowalski

## STRESZCZENIE

O atrakcyjności turystycznej Krakowa decydują głównie względy historyczne i kulturowe. Przede wszystkim: liczne zabytki o wysokiej wartości artystycznej, silnie rozbudowana sieć urządzeń kulturalnych, różnego rodzaju imprezy o zasięgu ogólnokrajowym i międzynarodowym, a także bardzo żywotne środowisko naukowe. Atrakcyjność turystyczną Krakowa podnosi ponadto jego położenie nad Wisłą, na styku trzech krain o odmiennych cechach krajobrazowych: Wyżyny Krakowskiej, Kotliny Podkarpackich oraz Pogórza Karpackiego, w tym bliskie sąsiedztwo Ojcowskiego Parku Narodowego i Wieliczki z podziemnym muzeum kopalnictwa soli. Około 60 km na zachód od Krakowa leży Oświęcim — licznie odwiedzane miejsce martyrologii w czasie drugiej wojny światowej. Ponadto Kraków leży przy głównych szlakach komunikacyjnych łączących środkową i północną Polskę z regionem turystyczno-uzdrowiskowym Karpat.

Tradycje turystyczne Krakowa jako centrum kulturowego i naukowego sięgają drugiej połowy XIX w. Na przełomie XIX i XX w. Kraków był już wykształconym ośrodkiem turystycznym o zasięgu międzynarodowym. Poza przyjazdami elitarnymi odbywał się ruch wycieczkowy o podłożu patriotycznym zwany „pątnictwem narodowym” organizowany przez Towarzystwo Szkoły Ludowej. Uzyskanie niepodległości po I wojnie światowej sprzyjało dalszemu rozwojowi ruchu. Pod koniec okresu międzywojennego, w 1938 r. liczba turystów osiągnęło 150 tys. osób, w tym 10 tys. (7%) z zagranicy. Ponadto 120—130 tys. turystów przejeżdżających tranzytem w kierunku Karpat. Po drugiej wojnie światowej w latach sześćdziesiątych nastąpił dynamiczny rozwój ruchu. W 1963 r. liczba turystów przekroczyła 1 mln, w 1970 r. — 2 mln, w 1975 — 3 mln. Największą liczbę turystów — 3,6 mln osób zanotowano w 1980 r., w tym około 580 tys. zagranicznych (rys. 1, 2). W latach osiemdziesiątych nastąpił najpierw regres ruchu turystycznego (1982 — okres stanu wojennego), następnie wyraźny wzrost, a od 1989 r. ponowny spadek.

Mimo rozbudowy po II wojnie światowej bazy recepcyjnej odczuwalny był w okresach sezonu stały deficyt miejsc noclegowych. Ogólnie w Krakowie ponad 50% stanowią miejsca w obiektach hotelowych. W kategorii miejsc sezonowych znaczną pozycję zajmują hotele studenckie (tab. 1).

Rok 1990 uznawany w polskiej turystyce za przełomowy, upłynął w Krakowie pod znakiem wielkich przemian ilościowych i strukturalnych. Nastąpił widoczny spadek ruchu turystycznego, zwłaszcza krajowego (24%). Turystykę zagraniczną zdominowały (75%) przyjazdy z krajów kapitalistycznych (tab. 2). W bazie noclegowej i gastronomicznej uwydatnił się wyraźnie proces reprivatyzacji, a prowadzona akcja prywatyzacji wpłynęła na strukturę własnościową i organizacyjną istniejących przedsiębiorstw turystycznych oraz powstawanie nowych.