

Alicja Zakrzewska-Półtorak

Wroclaw University of Economics
e-mail: alicja.zakrzewska-poltorak@ue.wroc.pl
ORCID: 0000-0002-5752-0002

Dominika Chwastyk

Wroclaw University of Economics
e-mail: dominika.chwastyk@ue.wroc.pl
ORCID: 0000-0003-2180-4916

Agata Pluta

Wroclaw University of Economics
e-mail: agata.pluta@ue.wroc.pl
ORCID: 0000-0001-6814-9010

TOURIST ATTRACTIVENESS OF SELECTED SMALL TOWNS IN LOWER SILESIA

ATRAKCYJNOŚĆ TURYSTYCZNA WYBRANYCH MAŁYCH MIAST WOJEWÓDZTWA DOLNOŚLĄSKIEGO

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Summary: The aim of the article is to present the results of the research involving identifying tourist attractiveness of selected small towns in Lower Silesia as well as comparing its level to the level of tourist function's development in these towns. The study covered 10 out of 72 small towns in Lower Silesia. The study was based on data from 2014 to 2017. The authors use a two-dimensional indicator of the tourist function, they construct a synthetic indicator of tourist attractiveness, and then they compare obtained results for the analyzed small towns. The study demonstrates that tourist attractiveness of a small town depends on tourist values which were studied, but not just. According to the authors, the level of tourist flows is influenced additionally by: the attractiveness of the environment, tourists' habits, information and marketing activities of specific towns and enterprises offering tourist-recreation accommodation and other tourist attractions, the state of the transport infrastructure and the quality of public transport links. The research procedure was conducted with use of descriptive methods, quantitative methods and graphics methods.

Keywords: town, city, development of tourist facilities, tourist accommodation, tourist values.

Streszczenie: Celem artykułu jest przedstawienie wyników badania polegającego na określeniu atrakcyjności turystycznej wybranych małych miast w województwie dolnośląskim oraz porównaniu jej poziomu z poziomem rozwoju funkcji turystycznej w tych miastach. Przedmiotem badania jest 10 z 72 dolnośląskich małych miast; badanie przeprowadzono, uwzględniając dane z lat 2014 i 2017. Autorki wykorzystują dwuwymiarowy wskaźnik funkcji turystycznej, konstruują wskaźnik syntetyczny atrakcyjności turystycznej, a następnie porównują wyniki. Wyniki badania pokazują, że atrakcyjność turystyczna małego miasta zależy od walorów turystycznych poddanych badaniu, ale nie tylko. Zdanie autorek na poziom ruchu turystycznego wpływają także: atrakcyjność otoczenia, nawyki turystów, działalność informacyjno-marketingowa poszczególnych miast i podmiotów oferujących bazę turystyczno-wypoczynkową i inne atrakcje turystyczne, stan infrastruktury transportowej, jakość systemu połączeń komunikacji zbiorowej. W artykule zastosowano metodę opisową, metody ilościowe oraz graficzne.

Słowa kluczowe: miasto, zagospodarowanie, baza turystyczna, walory turystyczne.

1. Introduction

This paper presents the research conducted in 10 small towns in Lower Silesia as regards tourist attractiveness. As a starting point, data for all small towns (less than 20,000 inhabitants at the end of 2017) in Lower Silesia was collected of which 72 units were selected. Then, those characterized by their high percentage of participation in the total number of enterprises listed in the Polish Companies Register REGON operating with hotel and gastronomic activities (section I according to the Polish economic activity classification PKD 2007) or by distinguishing tourist value, were chosen. Two from every part of the voivodeship with various urban unit features and distinctive environmental value were chosen.

Finally, the research was conducted on the following small towns (in alphabetical order): Bardo, Brzeg Dolny, Karpacz, Lwówek Śląski, Międzyzylesie, Milicz, Radków, Sobótka, Szklarska Poręba, and Żąbkowice Śląskie. The aim of the article is to present the results of the research involving identifying tourist attractiveness of selected small towns in Lower Silesia and comparing its level to the level of the tourist function's development in these towns. The study covered 10 out of 72 small towns in Lower Silesia.

As the latest study reveals, the tourist function plays a significant role in the development of small towns in Lower Silesia. The function allowed many small towns to survive the transformation and the economic crisis, especially resort towns in the southern region (see e.g. [Korenik 2005; Korenik, Rogowska 2010]). The tourist function is a highly important function in Poland that permits modern small towns, which are not in the area of impact of a metropolis, to develop.

2. Characteristics of the analyzed towns

The geographical location of the chosen towns in Lower Silesia is presented in Figure 1. Some of the towns are located in the south of the voivodeship i.e. mountain areas: in the Karkonosze mountains (Karpacz and Szklarska Poręba) and Kłodzko Region (Międzyzlesie, Radków) and the area Ząbkowicka (Bardo, Ząbkowice Śląskie). The northmost town is Milicz (in the area of the Barycz Valley). The following two: Sobótka (at the foot of the Ślęza mountain range) and Brzeg Dolny (north from the capital of the region in wołowski county) are located relatively near Wrocław (about 35-37 km). The furthest from Wrocław and also from the mountain area is Lwówek Śląski.



Figure 1. Small towns on the background of Lower Silesia

Source: own elaboration based on <http://www.geoportal.gov.pl>.

All the chosen towns possess tourist value and tourist attractions which can be grouped into three categories, defined as (additionally reviewed in point 4):

- cultural resources,
- environmental resources,
- hotel-gastronomic and business resources.

Regarding cultural resources, Ząbkowice Śląskie is firmly at the top, followed by Szklarska Poręba and Sobótka. Taking into consideration the environmental resources, the distinct leaders are Szklarska Poręba and Milicz while regarding hotel-gastronomic and business resources, Karpacz and Szklarska Poręba excel.

The most populated town is Ząbkowice Śląskie (over 15,000 people at the end of 2017), then – with the number of people of over 10,000 are Brzeg Dolny (about 12,500) and Milicz (about 11,500). In the other analyzed towns the population numbers range from about 2,500 (Radków, Międzyzlesie, Bardo) to approximately 8,900 – Lwówek Śląski. The biggest town in terms of land area is Szklarska Poręba (75 km²), and the smallest – Bardo (5 km²).

3. Level of tourist function development

In purpose to evaluate level of tourist function development in the examined towns the research was conducted with the use of several indicators:

- tourist accommodation indicator (**Baretje-Defert's indicator**) expressed by the number of accommodation places per 100 inhabitants,
- tourist function indicator (**Defert's indicator**) expressed by the number of tourists accommodated per 1 km²,

Table 1. Indicators of tourist function development in analyzed small towns in Lower Silesia [at 31 XII]

Name	Level of tourist facilities development				Intensity of tourist flow		
	Baretje-Defert's indicator		Tourist accommodation density indicator		Schneider's indicator	Defert's indicator	Charvat's indicator
	tourists accomodated				number of tourists		number of overnight stays
	per 100 inhabitants		per 1 km ²		per 100 inhabitants	per 1 km ²	per 100 inhabitants
	2014	2017	2014	2017	2014	2014	2014
Karpacz	213.27	219.91	269.10	265.64	5,655.98	7,136.69	16,933.18
Szklarska Poręba	64.07	81.01	58.33	72.16	1,700.18	1,548.07	5,592.14
Radków	34.52	30.78	56.93	49.80	506.06	834.67	2,422.88
Bardo	3.25	7.15	17.60	37.20	108.35	586.20	461.70
Sobótka	1.48	2.99	3.22	6.50	46.79	102.03	76.05
Milicz	0.93	1.05	7.79	8.57	26.45	220.50	65.81
Brzeg Dolny	1.02	0.53	7.47	3.88	23.88	175.00	68.48
Lwówek Śląski	2.24	2.44	12.00	12.76	17.81	95.47	30.05
Międzyzlesie	0.70	0.72	1.36	1.36	14.10	27.29	24.99
Ząbkowice Śląskie	0.19	0.20	2.14	2.14	2.54	28.29	5.72

Source: own elaboration based on data from Local Database of SP (Statistics Poland).

- intensity of tourist flow indicator (**Schneider's indicator**) expressed by number of tourists accommodated per 100 inhabitants,
- sufficiency of tourist accommodation indicator (**Charvat's indicator**) expressed by the number of overnight stays per 100 inhabitants,
- tourist accommodation density indicator expressed by the number of accommodation places per 1 km².

Table 1 demonstrates the tourist function indicators of the analyzed small towns in Lower Silesia. Data required to conduct the research were sourced from the local database which presents a detailed base to 2014 (data regarding the number of accommodation places is available up to 2017). Results are introduced in descending order in line with a number of tourists accommodated per 100 inhabitants (Schneider's indicator).

3.1. Baretje-Defert's indicator

The interpretation of the value of Bartetje-Defert's indicator often relies upon the criteria applied by the author [Szromek 2012]. W. Kurek and M. Mika underlined that a too highly developed tourist function generally is assumed as 100, therefore the number of accommodation places equals the number of inhabitants [Kurek, Mika 2007]. J. Warszyńska reduces the value of a well-developed tourist function to 50 [Warszyńska 1985]. However, D. Pearce presents the reduced interpretation of the indicator in six stages scale proposed by M. Boyer: a modern and well-developed tourist centre (>500), a big tourist centre (100-500); a municipality with a dominating tourist function (40-100); a municipality with a significant but not dominating tourist function (10-40); low tourist flow (4-10); tourist activity barely does not exist (<4) [Pearce 1995].

The obtained values of Baretje-Defert's indicator in the analyzed small towns in Lower Silesia were adjusted to the scale proposed by M. Boyer. Among the chosen towns, Karpacz was defined as a big tourist centre. Szklarska Poręba is a town with dominating tourist function. Międzyzylesie, Lwówek Śląski, Milicz, Brzeg Dolny, Sobótka and Ząbkowice Śląskie are towns where tourist activity barely exists. In every town apart from Brzeg Dolny and Radków, there was observed an increase of the value of the analyzed indicator in 2014-2017. Recorded in these towns the decrease of the value of the indicator recorded in those towns is a result of a lower number of accommodation places: by 13% in Radków and by 48% in Brzeg Dolny, and with a slight drop in local population. By comparison, in Lower Silesia the value of Baretje-Defert's indicator in 2017 was 2.34.

3.2. Defert's indicator

Defert's indicator is a pointer which allows to estimate concentration of a number of tourists accommodated. Regarding Defert's indicator, it is advisable to mention the

fact that in the literature there are only arbitrary criteria of its estimation. An example is the interpretation made by J. Warszyńska, who recommends considering as a well-developed tourist area an area where Defert's value equals 1,000 [Warszyńska 1985].

Among the analyzed towns the highest Defert's indicator was registered by Karpacz (tourists: 278,000, land area: 39 km²) – over 7,000. Additionally, Szklarska Poręba is considered to be a well-developed tourist area (tourists: 116,000, land area: 75 km²). We should emphasise that not in every analyzed town there is a correlation between the value of Defert's indicator and the number of tourists accommodated. For instance, Bardo, where the number of tourists accommodated in 2014 is about 10% lower than in Sobótka, presents nearly a six-fold higher value of Defert's indicator. This correlation is the result of the difference in the second factor which is demanded to calculate the indicator i.e. land area (respectively 5 km² and 32 km²).

3.3. Schneider's indicator

Another indicator of tourist function development is Schneider's indicator, which because of the first factor (number of tourists) is determined in a similar way to Defert's indicator. In the case of Schneider, the interpretation is possible due to the accepted standard. A well-developed area in terms of tourism is considered as an area where Schneider's indicator is higher or equal to 500 [Warszyńska 1985].

The value of Schneider's indicator clearly demonstrates the occurrence of the tourist flow in Karpacz (5,656), Szklarska Poręba (1,700) and Radków (506) which is on the border of the minimum value. In the other towns the tourist flow is lower. For comparison, the analyzed indicator in 2014 in Lower Silesia was 121.

3.4. Charvat's indicator

Charvat's indicator is one of the main categories used in the research of the tourist function. Similarly to Schneider's indicator, it allows to estimate the intensity of tourist flow in the analyzed area. Charvat, however, did not specify the threshold value of the indicator, after exceeding of which the area will be considered as one with a well-developed tourist function, although it is advisable to note that the analyzed intensity of tourist flow according to Charvat's indicator, concerns tourists *sensu stricto*, not including travellers whose number is not contained in the value [Szromek 2012].

The dominating town, in terms of Charvat's indicator, is Karpacz where the number of overnight stays per 100 inhabitants is 16,933. Such a high value results mainly from the total number of overnight stays, which in 2014 was 833,282. It is worth pointing out the fluctuation in the number of accommodation places (increased by 6%) and in the number of overnight stays (decreased by 1%) in Karpacz compared to the previous year.

3.5. Tourist accommodation density indicator

Another indicator which is used in the evaluation of tourist accommodation is the tourist accommodation density indicator. J. Warszyńska, in the classification of tourist well-developed areas, categorizes these towns where the value of the indicator is higher or equal to 50 [Warszyńska 1979].

The highest value of the analyzed indicator is observed in Karpacz, where the value is nearly five times higher than the threshold. A well-developed town is also Szklarska Poręba (72) and Radków until 2016 (in 2017 the value of indicator was slightly under 50).

The research of literature in the field of tourist function indicators shows that there are several other indicators with lower usability than previously mentioned. Examples may be those presented by G. Gołembski regarding to growth of tourist enterprises. The first indicator is expressed by the number of enterprises in the sector of tourist per 1 inhabitant and second is expressed by the enterprises' share in the tourist sector in the total number of enterprises [Gołembski 2009].

In order to calculate the above indicators for the analyzed towns, the enterprises from section I PKD 2007 were considered. The dominating town in terms of the first indicator is Karpacz (355 enterprises in tourism sector) while in Szklarska Poręba there are 324 enterprises. It should be emphasized that the value of the analyzed indicator is influenced by the three-fold higher number of total enterprises in Karpacz and additionally its lower population (by 29%) in relation to Szklarska Poręba.

As can be seen, the above mentioned indicators are determined by only a few variables that are repeated in different configurations and with a different baseline measurement. Moreover, there are also examples of creating synthetic indicators in the literature. J. Warszyńska points out that apart from evaluating the level of tourist function development, it should also assuming its level of defining it [Warszyńska 1985]. The synthetic indicator whose construction results from combining the evaluation of the level of tourist function's development and the level of defining this function, is the two-dimensional indicator of tourist function, presented by A. Szromek [Szromek 2012b].

The two-dimensional indicator of tourist function development is expressed by two parameters: level of tourist function development (P_{RFT}) and level of defining tourist function (D_{RFT}). The first one indicates the position determining the level of tourist function development in a five-grade scale whose classification is related to the values of the indicator of tourist function development (W_{RFT}) (given in a scale from 0 to 1, where 1 is well-developed tourist function). The basis for the calculation is the group of previously mentioned indicators – indicators of tourist flow intensity and tourist accommodation. Parameter D_{RFT} is expressed by level of defining tourist function in a four-grade scale (from 0 to 3), whose quantification depends on the obtained combinations of P_{BD} , P_{GBN} , P_{Sch} and P_D . The interpretation of the level of defining the tourist function is made using Table 2, which presents all the possible combinations.

Table 2. Combination of the possible positions with the level of defining tourist function

Combination of the value of P_x	xxxx	xxxo	Xxox	XOxx	Oxxx	xxoo	xoxo	oXox	ooxx	oXxo	xOox	Others
Level of defining tourist function (D_{RFT})	3	2	2	2	2	1	1	1	1	1	1	0

* Meanings of symbols: x – repetitive level of development, o – different level of development from x.

Source: [Szromek 2013].

Table 3. Classification of tourist function in analyzed small towns in Lower Silesia [2014]

Town	Level of tourist function development (P_x) for indicators: W_{BD}^* , W_{GBN}^* , W_{Sch}^* , W_D^*				Tourist function development indicator W_{RFT}	Level of tourist function development P_{RFT}	Level of defining tourist function D_{RFT}	$P_{RFT} \times D_{RFT}$	Two-dimensional indicator of tourist function
	P_{BD}	P_{GBN}	P_{Sch}	P_D					
	Karpacz	4	4	4					
Szklarska Poręba	4	4	4	4	1	4	3	12	3
Radków	3	4	4	3	0.88	4	1	4	1
Bardo	1	3	2	3	0.56	2	1	2	0
Sobótka	1	1	1	1	0.25	1	3	3	0
Milicz	1	2	1	2	0.38	2	1	2	0
Brzeg Dolny	1	2	1	2	0.38	2	1	2	0
Lwówek Śląski	1	2	1	1	0.31	2	2	4	1
Międzyzlesie	0	1	1	1	0.19	1	2	2	0
Ząbkowice Śląskie	0	1	0	1	0.13	1	1	1	0

Source: own elaboration based on [Szromek 2013].

Table 4. Classification of small towns in Lower Silesia in terms of the two-dimensional indicator of tourist function

Level of tourist function development	Small town
Third [>10]	Karpacz, Szklarska Poręba
Second [7-9]	–
First [4-6]	Radków, Lwówek Śląski
Non-developed [0-3]	Bardo, Sobótka, Milicz, Brzeg Dolny, Międzyzlesie, Ząbkowice Śląskie

Source: own elaboration based on [Szromek 2013].

The outcome of the multiplication of parameters: (P_{RFT} and D_{RFT}) allows to obtain an appropriate synthetic indicator evaluating tourist function development in two dimensions, i.e. a **two-dimensional indicator of tourist function**. This indicator is interpreted with a four-grade scale of development (from 0 to 3) in which the outcome of the multiplication of the above parameters from 0 to 3 means a non-developed tourist function, the outcome from 4 to 6 means the first grade of the level of tourist function's development, the outcome from 7 to 9 the second grade, and the outcome of 10 and higher means the third (the highest) level of development.

Table 3 shows how W_{RFT} values are calculated and what position of development (P_{RFT}) it indicates. Furthermore, level of defining tourist function (D_{RFT}) and the outcomes of the calculation of the two-dimensional indicator of tourist function are shown.

4. Tourist attractiveness of analyzed towns – the results of multidimensional comparative analysis

In order to analyze the diversity of the tourist attractiveness of selected small towns in Lower Silesia, a multidimensional comparative analysis was used. It allows to compare small towns and their ranking [Tucki 2008]. To assess their attractiveness, a synthetic indicator was used as a result of unifying the previously agreed features. The criteria were selected in accordance with the Statistics Poland (SP) with the division into: cultural, environmental and hotel-gastronomic and business attractiveness [SP 2015]. The choice of variables was based on the availability of statistics data and with the assumption that they informed about tourist attractiveness. The data source was: the local database of SP, National Monuments Record, The Ministry of Agriculture and Rural Development. The statistics have been verified or completed (in case of missing elements) on the basis of the official websites of municipalities, towns and counties.

In the first group concerning cultural aspects, the following variables were chosen: the number of monuments in the National Monuments Record, museums with subsidiaries, local and regional products (in the case of urban-rural municipalities the number of products was calculated for the whole commune), events organized by cultural centres, clubs and civic centres. The second group includes: share of parks and green areas in the total area, the number of marked bicycle tourist routes going through the town, the number of marked pedestrian tourist routes starting in the town and variables whose value was calculated by awarding points: 1 if the feature occurs and 0 if does not: national parks, landscape parks, nature reserves, location over 400 m above the sea level, and water reservoirs. In the group concerning hotel-gastronomic and business activity the following variables were selected: enterprises registered in Polish Companies Registry REGON in section 55 (accommodation), enterprises registered in section 56 (restaurants), conference facilities, hotels and guest houses qualified for the category of not more than 3 stars.

The variables represent different ranges of variation as well as units which is why it is impossible to compare them. In order to unify them, the unitarisation method was used [Bąk 2011]:

$$Z_{ij} = \frac{x_{ij} - \min x_{ij}}{R_j}$$

$$R = \max x_{ij} - \min x_{ij}.$$

The synthetic indicator was created by calculating the arithmetic average unifying values of the selected variables [Bąk 2011].

The results with the interpretation of the synthetic indicator are presented in Tables 5 and 6:

Table 5. The value of the synthetic indicator of tourist attractiveness in the analyzed small towns in Lower Silesia

Small town	Value of synthetic indicator
Szklarska Poręba	0.68
Karpacz	0.50
Milicz	0.35
Ząbkowice Śląskie	0.29
Sobótka	0.25
Lwówek Śląski	0.17
Radków	0.16
Międzylesie	0.15
Brzeg Dolny	0.14
Bardo	0.11

Source: own elaboration based on data from local database of SP.

Table 6. Classification of small towns in Lower Silesia in accordance with the tourist attractiveness synthetic indicator

Tourist attractiveness	Small town
High [0.50-1.00]	Szklarska Poręba, Karpacz
Medium [0.20-0.49]	Milicz, Sobótka, Ząbkowice Śląskie
Low [0.00-0.19]	Międzylesie, Radków, Lwówek Śląski, Brzeg Dolny, Bardo

Source: own elaboration based on data from local database of SP.

Estimating the tourist attractiveness of the towns plays a significant role in the proper planning of using its resources, and thus makes it easier to make the investment decisions in tourism, minimizing risk. A dominating town, with high value of tourist

attractiveness was Szklarska Poręba, while the temperate value of synthetic indicator was obtained by Karpacz. None of the analyzed small towns were in the group of high value. On the other hand, Międzyzlesie, Radków, Lwówek Śląski, Brzeg Dolny and Bardo were classified with a low value.

5. Comparison of results of tourist function development and tourist attractiveness of small towns

The article presents the characteristics of tourist function development of selected small towns in Lower Silesia made by using the indicators of tourist flow intensity and the level of tourist accommodation. In addition, research of spatial diversification of tourist attractiveness in the analyzed area was conducted. A comparison of both synthetic indicators is presented in Figure 2.

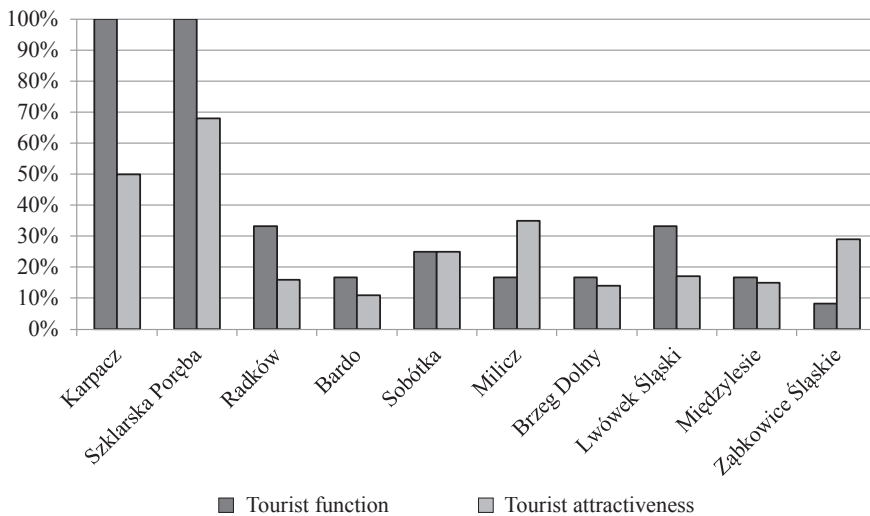


Figure 2. Statement of tourist function development indicators in relation to tourist potential (tourist attractiveness) for analyzed small towns in Lower Silesia

Source: own elaboration based on the calculated synthetic indicators.

In view of the conducted research, the towns considered to be the most tourist attractive and predestined for tourist development are Szklarska Poręba and Karpacz. It is worth emphasizing that in analyzing the selected indicators of tourist function, Karpacz is the dominant town due to the highest number of: accommodation places (about 10,000), tourists accommodated (about 28, 000) and overnight stays *per year* (about 833,000). The second city in terms of tourist flow intensity and tourist accommodation is Szklarska Poręba. Despite several times lower values of

tourism function indicators in relation to Karpacz (number of accommodation places – about 4,000, tourists – about 116,000, overnight stays – about 380,000). In the final statement of level on the tourist function's development expressed by the two-dimensional synthetic indicator, its values in both towns were much higher than in the other eight towns.

However, examining the level of tourist attractiveness, the biggest potential is shown by Szklarska Poręba, whose very high tourist attractiveness is due to the fact that in the city there are outstanding numbers of museums, tourist walking and bicycle routes, organized events and hotels and quest houses. The second city in this range is Karpacz with the highest number of enterprises related to hotel and gastronomic activities and conference facilities. In both towns there is a correlation between tourist value and real tourist flow.

However, the study illustrates that not in every analyzed town is this correlation observed. To illustrate this one should mention the towns classified as an area with medium tourist attractiveness in terms of size of tourist potential i.e: Milicz, Sobótka and Ząbkowice Śląskie. The study based on the number of tourists accommodated and also the number of accommodation places, shows that the tourist function is not developed. Despite the fact that conditions in these towns do not allow for an intense tourist flow, there is substantial potential that can be utilised. The foundations of such activities should be tourist development programs according to environmental, social and economic conditions. For instance, in Ząbkowice Śląskie there are 94 historical monuments (first place in the range in this area) and in Lwówek Śląski – 47 (second place). In 2017 Brzeg Dolny organized 304 events (first place) and Ząbkowice Śląskie – 298 (second place). Among the weak points, apart from Karpacz and Szklarska Poręba, in the rest of the towns the number of enterprises registered in Section I of PKD 2007, including conference facilities, is low.

Moreover, the geographical position of the town and its location related to its surroundings had a significant influence on the tourist attractiveness of a small town. The higher value of tourist function was observed in towns located near other attractive areas (Radków, Bardo – near Kotlina Kłodzka). Another important external factor is access to transport infrastructure. Towns located near major transport routes were more often visited by tourists. An example is Sobótka, situated at a distance of about 35 km from Wrocław, relatively well-connected due to the DK35 (state road no. 35); although as a disadvantage it is advisable to note that Sobótka experiences one-day tourism (often not included in statistics data). The importance of public transport connections should also be emphasized: the high frequency and high quality of bus and rail connections also contribute to the development of tourism. Hence a great deal of attention is paid to renewing railway connections, especially in the southern part of Lower Silesia, which can be a positive factor contributing to the increase of tourist flow.

6. Conclusion

Tourist attractiveness of small towns is affected by several environmental, cultural and economic factors. Some of them were analyzed by constructing a synthetic indicator of tourist attractiveness of small towns. Among the selected towns in Lower Silesia there are those that do not fully use their tourist potential. By performing a multidimensional comparative analysis it is possible to evaluate in relation to other towns the strengths and weaknesses of tourist attractiveness. Consequently, it is possible to point out solutions which enhance this attractiveness in specific areas or allow for their visibility, for instance by information and promotional activities. On the other hand, it was pointed out that tourist flow is influenced by external factors largely independent of the urban unit, such as: attractiveness of environment, tourists' habits, information and marketing activities of enterprises offering tourist-recreation accommodation, the state of transport infrastructure, the quality and process of development of external public transport links. The effect of this might be the higher value of the synthetic indicator of the tourist function than the value of the synthetic indicator of tourist attractiveness observed in Bardo, Lwówek Śląski and Radków.

Tourism is a branch of the economy which should be a significant factor in the development of small towns. Accordingly it is advisable to influence both the tourist value and the resources determining the tourist attractiveness of the town and its surroundings, as well as to carry out the information and promotional activities that encourage to visit the town and also to invest in the city. For the majority of the towns the biggest barrier is the inadequate number of enterprises providing hotel, gastronomic and the related services. There was also a lack of enterprises providing competitive high quality services, including business event hosting.

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