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**RELATIONS CREATED BETWEEN THE SUPPLY  
AND THE DEMAND SIDE ON THE TOURISM MARKET**

**RELACJE TWORZONE MIĘDZY STRONĄ PODAŻOWĄ  
A POPYTOWĄ RYNKU TURYSTYCZNEGO**

**Abstract:** Subjective specification of tourist service market defines the market as a process in which customers and services' providers define the subject of their market exchange and at the same time identify conditions under which this process will take place. On the other side (within objective specification) tourist service market is perceived as a set of services' providers and customers who execute market transactions, the object of which constitute tourist services. The aim of the study is to present relations that can be observed between the

supply (providers of tourist sector services) and demand side (customers of tourist services) in regions attractive for tourists. The author of this article used Bukowina Tatrzańska located near Tatra Mountains as a case study; tourist resort having perfect conditions to practice active tourism which is the place of three cultures: Podhale, Spis and Roma. The author wants to note that such areas - extremely rich in terms of culture, are started to be overwhelmed by tourism industry with the use of landscape resources, regarding them as easily accessible materials in order to produce tourist services.

**Keywords:** tourism market, tourism supply, tourism demand, regions attractive for tourists

**Streszczenie:** Ujęcie przedmiotowe rynku usług turystycznych definiuje rynek jako proces, w którym usługobiorcy i usługodawcy definiują, co będzie stanowiło przedmiot ich rynkowej wymiany, określając jednocześnie warunki, na jakich ten proces ma się odbywać. Z drugiej strony (w ujęciu podmiotowym) rynek usług turystycznych jawi się jako zbiór wytwórców i nabywców usług dokonujących transakcji rynkowych, których przedmiotem są usługi turystyczne. Opracowanie ma na celu przedstawienie relacji, jakie można zaobserwować między stroną podażową (wytwórcami usług sektora turystyki) a stroną popytową (nabywcami usług turystycznych) w rejonie atrakcyjnym turystycznie. Jako studium przypadku autorce w niniejszym artykule posłużyła Gmina Bukowina Tatrzańska, położona u stóp Tatr turystyczna miejscowość, posiadająca doskonałe warunki do uprawiania turystyki, która jest miejscem styku trzech kultur: podhalańskiej, spiskiej i romskiej. Autorka pragnie zaznaczyć, iż na takie obszary – niezwykle bogate kulturowo coraz śmieiej wkracza przemysł turystyczny, wykorzystując zasoby krajobrazu, uważając je za łatwo dostępne surowce do produkcji usług turystycznych.

**Słowa kluczowe:** rynek turystyczny, podaź turystyczna, popyt turystyczny, region atrakcyjny turystycznie

## Introduction

Tourism market expansion may take place thanks to tourism demand which in the economic terms constitutes the amount of tourism goods, services and products which are purchased by tourists at fixed price levels and within specific time frames<sup>1</sup>. This definition correctly reflects the essence of tourism demand, but it is necessary to remember that in this case the purchase of these goods mostly consists in the acquisition of the right to use these goods, which differentiates services and products<sup>2</sup>.

Tourism demand cannot be identified separately from tourism supply, price level for the product and services and income level of the population which constitutes the base of tourism market.

<sup>1</sup> A. Niezgoda, P. Zmyślony, *Popyt turystyczny. Uwarunkowania i perspektywy rozwoju*, Wydawnictwo Akademii Ekonomicznej, Poznań 2003, p. 38.

<sup>2</sup> J. Altkorn, *Marketing w turystyce*, Wydawnictwo Naukowe PWN, Warszawa 2004, p. 23.

Characteristic features of tourism demand, among others, are: the unity of space, time of production and consumption of tourist services, seasonality, flexibility and heterogeneity (in its satisfaction are involved goods and services originating from almost all branches of the economy). In the middle of the seventies of 20th century World Tourism Organization identified more than 100 factors which have significant impact on tourist trips of the contemporary inhabitants<sup>3</sup>. Nowadays the source literature includes the following factors: economic, legal, political, ecological, societal and technological.

Tourism demand constitutes the so called mirror image of the observed needs and interests of tourists which are mainly connected with destinations of their tourist trips.

The aim of the article is to present relations that can be observed between the supply side (providers of tourist sector services) and demand (customers of tourist services) in regions attractive for tourists. The author of this article used Bukowina Tatrzańska located near Tatra Mountains as a case study; tourist resort having perfect conditions to practice active tourism which is the place of three cultures: Podhale, Spis and Roma. The author wants to note that such areas - extremely rich in terms of culture, are started to be overwhelmed by tourism industry with the use of landscape resources, regarding them as easily accessible materials in order to produce tourist services.

## **1. Specific nature of tourist sector enterprises in mountain regions**

Due to the extraordinary features of landscape, nature, culture, strategic location of Bukowina Tatrzańska and lack of industry, its economy is connected with well-developed sphere of tourist sector services.

Nowadays the leading profile of conducted economic activity is tourism along with all accompanying facilities (gastronomy, trade and services).

As it is indicated by the documentation concerning the base of all entities engaged in economic activities, disseminated by the municipal authorities, in the area of the municipality there are approx. 400 entrepreneurs, from among whom the majority which is approx. 303 entrepreneurs connect their activities with tourist sector<sup>4</sup>. The majority of them is strictly connected with tourist traffic management: accommodation, guiding services, ski lifts, transport of people, sleigh and cab transport, parking places as well as rent or maintenance of sports equipment.

During the last 10 years the number of business entities which conduct the registered economic activities in the municipality grown by approx. 12% which is not much in terms of the voivodship (growth of 27%) and municipalities such as Kościelisko or Zawoja (growth of 26% and 34%, respectively)<sup>5</sup>.

<sup>3</sup> R. Łazarek, *Ekonomika turystyki. Wybrane zagadnienia*, Wyższa Szkoła Ekonomiczna w Warszawie, Warszawa 2004, p. 84-86.

<sup>4</sup> According to data provided by the municipal office of Bukowina Tatrzańska on 10 March 2015.

<sup>5</sup> Bukowina Tatrzańska Strategy for the period of 2008-2020. This document was prepared by

It is difficult to state the exact number of persons engaged in tourist economic activities due to the fact that not every inhabitant of the municipality who rents rooms to tourists notifies this fact to appropriate authorities. A vast majority of enterprises operating in the municipality constitutes micro-enterprises, which is approx. 85%, the greatest share of which in the overall number of registered entities constitutes activities connected to accommodation and gastronomic services - approx. 92%<sup>6</sup>.

The accommodation base is concentrated mainly in Bukowina Tatrzańska and Białka Tatrzańska and, therefore, it constitutes tourist mecca (approx. 92%) and the largest concentration of entrepreneurs of tourist sector.

When it comes to the accommodation of individual tourists there are mainly private houses, guesthouses, villas, holiday homes as well as hotels situated in Bukowina Tatrzańska: Bukowina Hotel, Rysy Hotel and Zbójnicówka; in Białka Tatrzańska – Bania Hotel and Liptakówka Hotel.

When it comes to the group trips, among others, (business trips or organized groups) the target destinations for tourists are hotels and holiday homes due to the complexity of provided services, higher standard and infrastructure which addresses such number of visitors. In total, the municipality provides accommodation for more than 19 000 tourists.

In the municipality there are approx. 84 holiday homes, 82 guesthouses, 67 private houses, 19 villas, 16 holiday youth centers, 14 agro-tourist undertakings, 5 hotel facilities and 4 mountain hostels.

Detailed list of facilities along with the number of accommodation places as well as description of provided services can be found in the following table (table1).

Table 1. Entities tourism sector commune Bukowina Tatrzańska  
Tabela 1. Podmioty sektora turystyki Gminy Bukowina Tatrzańska

<i>Tourist sector facilities in Bukowina Tatrzańska</i>		Type of provided products	Number of accommodation places
Type	Number		
Holiday house	84	Accommodation, full board, wireless internet, monitored parking places, rooms with TV, bathroom, storage for sports equipment and luggage, billiard, children's playground and grill. The possibility to rent: deckchairs, sleighs and iron. The possibility to pay by means of a credit card.	11750

<b>Guesthouse</b>	82	Accommodation. Full board. Wi-Fi, rooms with TV, kitchenette, full set of sanitary facilities and fridge. Free parking places, children's playground, viewing terrace, storage for luggage and ski equipment, room service (only some guesthouses provide such services), billiard, children's playroom, relaxing lounge, the possibility to pay by means of a credit card, restaurant or bar situated in the building. Rooms with balconies. Some guesthouses are adjusted to the needs of disabled.	5670
<b>Private houses</b>	67	Accommodation, kitchenette or kitchen for guests, highlanders-type children's hall with stove, Wi-Fi, free parking places, children's playground and the possibility to bring pets. Rooms with TV, full set of sanitary facilities and viewing terrace. The possibility to use sauna and organize grill.	975
<b>Villa</b>	19	Accommodation, Wi-Fi, free parking places, rooms with bathroom and TV, meeting and banquet facilities, children's playground, storage for luggage and ski equipment, play and game rooms. Full board – regional cuisine, sauna, sunbed, spa, massages, playroom, billiard and table tennis. Library. Rental of bicycles. Garden for guests.	760
<b>Holiday youth centers.</b>	16	Accommodation, boarding, free parking places, storage for luggage and equipment, meeting facilities, disco hall, cinema hall and sports field. The possibility to organize grill and a campfire.	800
<b>Agro-tourist undertaking</b>	23	Accommodation, free parking places, children's playground, storage for ski equipment and luggage and the possibility to bring pets. The possibility to make use of full board with domestic cuisine and organize local attractions.	295

<b>Hotel</b>	5	Accommodation in room standard, superior and lux. Suite and Presidential Suite for guests. Wireless internet. Free monitored parking places. Rooms with viewing terrace, children's playground, rooms for nonsmokers, storage for luggage, storage for ski equipment, allergy-free rooms, room service, full board, recreation center: indoor and outdoor pools, spa and saunas: Finnish sauna, roman sauna, highlanders sauna and floral sauna. Game and playroom and the possibility to pay by means of a credit card. Conference room, restaurants, club and bar situated in the hotel and the possibility to eat breakfast at the room. Conference room for 600 persons. Hotel's restaurant. Hotels friendly for children – the possibility to hire child guardian. The availability of toiletries for children, among others, bath tubs, baby-change tables, sterilizers and strollers. Facilities for disabled. "Watch" system working as a key to rooms and other attractions within the hotel as well as a mean to settle visit-related issues.	1094
<b>Mountain hostel</b>	4	Accommodation in Murowaniec or Drewniak building. Camping area. Free parking places, storage for luggage and ski equipment, meeting facilities, disco hall and playroom. Cafeteria. Fireside lounge. Activity room. Playground. Climbing wall. The possibility to bring pets. Computer network with the access to the internet as well as wireless network. Sports field. Parking places for cars and buses.	177

Source: own study on the basis of conducted research.

Distinguishable heterogeneity of this area is favorable for dynamic development of tourist and recreational, cultural and sports activities.

## **2. Relations created between the supply and the demand side on the tourism market in Bukowina Tatrzańska**

Tourism market in Bukowina Tatrzańska constitutes the set of mutual dependencies which occur between tourism demand and tourism supply reflected by tourists who visit this region.

In the area of Bukowina Tatrzańska there is quite high concentration of tourist sector enterprises which co-operate with each other in order to create service packages which will be able to satisfy preferences and expectations of tourists who visit these regions.

The municipality is inhabited by 12 893 inhabitants<sup>7</sup>, population density indicator is quite high, as in terms of mountain areas, and it constitutes 93 person/km<sup>8</sup>. The majority of inhabitants is in the working age. The average number of inhabitants of household constitutes 2+3 or 2+4 model. Very often these are family houses, the so called highlander's houses which are inhabited by several generations. They create agro-tourist offer which influence the secondary supply of tourism market in the municipality.

Secondary supply is constituted by many institutions which promote this region, for example, Towarzystwo Przyjaciół Bukowiny Tatrzańskiej (TPBT) (Society of Bukowina Friends) which gathers persons interested in development and promotion of the municipality as well as protection of its cultural heritage or Spółdzielnia Kulturalno – Oświatowa im. Franciszka Ćwizewicza „Dom Ludowy” (Cultural-Educational Cooperative named after Franciszek Ćwizewicz) which is the only one of its kind in Poland. Primary supply is constituted mainly of tourist characteristics of the municipality which are reflected, among others, by interesting layout of the land as well as flora and fauna typical of this region. It is necessary to note that direct tourism economy of the region of Bukowina Tatrzańska is constituted of rich supply offer on the part of tourist sector enterprises which is aimed to address tourism needs.

Secondary tourism economy the offer of which only partially addresses tourism needs is covered by, among others, sell of sports articles, maintenance and renovation as well as photographic or postal services.

Supply-demand system of tourism market of the municipality is vulnerable to tourist offers' prices as well as generated tourists' income.

Rising income level, observed in recent times, which directly describes expenditures on tourism made by tourist who visit this region, influences the subsequent tourism demand, but high income of the society, maintained for a longer period, create threat to the generation of savings or investment stoppage which may create demand weaknesses.

The majority of persons being in their working age is engaged in tourism activities in the area of the municipality, however, we can observe the tendency that young people leave the municipality or the country due to the educational purposes. The result of such situation is that, upon finished education, people stay in these places due to the fact that they may have a better job or easier life.

In the area of the municipality we may observe the growth of birth which is an optimistic perspective due to, among others, continuation of cultural heritage and family tradition to conduct tourist activities.

Due to the easier access to the education the society in the municipality, being mainly in the working age, shows the increased level of education which is reflected, among others, in the level of innovativeness and quality of provided tourist services.

<sup>7</sup> Figures for 10.03.2015.

<sup>8</sup> According to information acquired in the municipality on 10.03.2015.

Among national economy local entities there are mainly entities involved in activities in the section H – hotels and restaurants (240 in total, which constitutes 27% of the registered entities) and in the section G – wholesale and retail trade; repair of vehicles and cars, motorcycles as well as articles of personal and household use (157 – 18%) and the section I – transport, storage economy and communication (127 – 14%). The significant group constitutes entities from the section A (62 entities), the section D – industrial processing (75) and the section K – real estate services, rental and services connected with execution of economic activities (53).

In the case of tourist infrastructure the basic asset of the municipality constitutes roller coasters and ski lifts – in Bukowina Tatrzańska, Białka Tatrzańska, Brzegi and Czarna Góra – as well as numerous and stylish accommodation and gastronomic facilities.

Due to limited job possibilities in the production sector and seasonality of employment in tourism as well as natural conditions – agriculture is important sector of the economy. In the municipality there is more than 3 132 thous., agricultural undertakings<sup>9</sup> (more than a half is engaged only in agricultural activities). These include mainly small undertakings, up to 5 ha which operate in difficult environmental conditions.

Source of income showed by undertakings are diverse. The vast majority constitutes undertakings which indicate retirement pensions and pensions as the main source (approx. 29%), then incomes from contract works (25%), the next group constitutes undertakings related to agricultural activities (16%).

Political system results in the fact that tourist sector enterprises in Bukowina Tatrzańska have difficult conditions for operation. Monetary policy as well as tax system is not in favor of their existence on the market which does not deter inhabitants from establishing new business undertakings connected with tourist sector.

Demand is represented by tourists who visit the municipality. The elements which determine the intensity of tourist traffic in the municipality cover among others tourist and leisure elements and health elements due to the presence of geothermal waters.

Tourists express great interest in trips which focus on visiting families and friends.

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<sup>9</sup> Source: Tax department in Bukowina Tatrzańska for: 10.03.2015.

The vast majority of visitors constitutes tourist groups between 30-60 years of age (70%), these are mainly families with children; slightly smaller group, but still big constitutes people between 20-29 years of age (25%)<sup>10</sup>. The older people also choose Bukowina Tatrzańska as the place of destination. The next group constitutes individual visits.

Smaller group constitutes business trips, but the tendency in the last four years considerably increased (approx. 50%)<sup>11</sup>. The explanation of this condition is the opening of two luxury four-star hotel facilities in Bukowina Tatrzańska and Białka Tatrzańska having high standard of provided services.

During summer and school holidays the municipality is visited by the vast group of school-age children, thanks to holiday camps for children coming from other voivodships with accommodation in schools and parish house.

With regard to the length of visits in the area of the municipality, most likely these are weekend trips, long-term trips which last more than 5 days (during summer and winter holidays) and family visits during Christmas, New Year's Eve, New Year and Easter during which tourists may eat regional meals which are provided by local recipes as well as participate in traditional rituals.

In the period beyond the season the region is visited by tourists who seek peace, lack of traffic and tourist space.

With regard to leisure tourism which is rooted in the area of the municipality, individual tourists most likely chooses the following destinations for their trips: guesthouses (40%), private houses (30%), holiday houses (15%), hotels (20%) and other (5%)<sup>12</sup>. It is necessary to note that if these visits take place from October to March for winter sports purposes, more important is the fact that the facility is situated near the ski lift rather than its type.

Among group tourists visits very popular are hotels (40%), holiday youth centers (30%), guesthouses (15%), mountain centers (10%) as well as holiday houses (5%)<sup>13</sup>. Detailed list of tourism demand enterprises and services is presented in the following table (table 2).

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<sup>10</sup> Data on the basis of research conducted in the period of 2013-2014.

<sup>11</sup> Ibidem.

<sup>12</sup> Ibidem.

<sup>13</sup> Ibidem.

Table 2. Operators of tourism supply and the types of services they use most often tourist individual and group

Tabela 2. Podmioty podaży turystycznej i rodzaje usług, z jakich najczęściej korzystają turyści indywidualni i grupowi

<i><b>TOURISM SUPPLY ENTERPRISES</b></i>			
<b>INDIVIDUAL TOURISTS</b>		<b>GROUP TOURISTS</b>	
<i>TYPE OF CHOSEN ACCOMODATION FACILITY</i>	<i>TYPE OF MOSTLY CHOSEN SERVICES</i>	<i>TYPE OF CHOSEN ACCOMODATION FACILITY</i>	<i>TYPE OF MOSTLY CHOSEN SERVICES</i>
<b>Guesthouses</b>	accommodation, boarding, spa and pool, playgrounds, the facility should be situated near the ski lifts, thermal pools, viewing terraces, children's playgrounds, rooms with bathroom, the possibility to eat breakfast in the room, full service, rooms with balcony and view to the mountains, the possibility to organize sleigh rides and trips with guides.	<b>Hotels</b>	accommodation, boarding, spa and pool, playgrounds, the facility should be situated near the ski lifts, thermal pools, viewing terraces, children's playgrounds, rooms with bathroom, the possibility to eat breakfast in the room, full service, rooms with balcony and view to the mountains, the possibility to organize sleigh rides and trips with guides.
<b>Private houses</b>	accommodation, boarding, playgrounds, the facility should be situated near the ski lifts, thermal pools, viewing terraces, children's playgrounds, rooms with bathroom, rooms with the view to the mountains, the possibility to organize sleigh rides and trips with guides.	<b>Holiday youth centers</b>	accommodation, boarding, playgrounds, sports grounds, the facility should be situated near the ski lifts, thermal pools, ski school, horse riding school, the possibility to organize trips with guide, sleigh ride and animation services.
<b>Holiday houses</b>	accommodation, boarding, spa, pool, the facility should be situated near the ski lifts, thermal pools, viewing terraces, children's playgrounds, rooms with bathroom, rooms with the view to the mountains, the possibility to organize sleigh rides and trips with guides.	<b>Guesthouses</b>	accommodation, boarding, playgrounds, the facility should be situated near the ski lifts, thermal pools, ski school, horse riding school, the possibility to organize trips with guide and sleigh rides.
<b>Hotels</b>	accommodation, boarding, spa and pool, playgrounds, the facility should be situated near the ski lifts, viewing terraces, children's playgrounds, rooms with bathroom, the possibility to eat breakfast in the room, full service, room with the view to the mountains, the possibility to organize sleigh rides and trips with guides.	<b>Mountain hostels</b>	accommodation, boarding, access to mountain guides, the possibility to organize trips with guides, sleigh rides and the possibility to organize campfire.

<b>Mountain hostels</b> <b>Villas</b> <b>Agro-tourist undertakings</b>	accommodation, boarding, playgrounds, the facility should be situated near the ski lifts, thermal pools, ski school, horse riding school, access to mountain guides, the possibility to organize trips with guide and sleigh rides and campfires.	<b>Holiday houses</b>	accommodation, boarding, playgrounds, the facility should be situated near the ski lifts, thermal pools, ski school, horse riding school, the possibility to organize trips with guide and sleigh rides.
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Source: own study on the basis of conducted research.

The author's observations and analysis of available statistical data concerning the functioning of tourism in Bukowina Tatrzańska indicates that there is also the possibility to improve, shown to some extent, demand in terms of tourism for health services (healthcare tourism) as well as recreational by wellness&spa, and the existing supply facilities may be adapted to identified demand along with investment activities which expand the scope of provided services of tourist sector enterprises in the area of Bukowina Tatrzańska. On the basis of conducted observation it may be stated that future tourism in the investigated area will follow active and cognitive tourism and exclude passive tourism which was also indicated in the concept of Hard&Soft Tourism which covers the latest trends' forecasts appearing on the side of tourism demand<sup>14</sup>.

## Conclusions

Specification of the richness of natural and cultural heritage resources of Bukowina Tatrzańska results in the fact that this region is characterized by high tourist attractiveness. On the basis of own studies performed by the author it may be stated that supply offer of this region is very rich and diverse; taking into account mainly consumer's preferences which makes that more tourists chose this area as the place of tourist destinations. Existing supply-demand relations of provided tourist services in Bukowina Tatrzańska have unidirectional nature. The specific nature of tourism market makes that tourism supply following tourism demand may be delayed; but in Bukowina Tatrzańska there are such conditions that identified demand is followed by supply which is mostly favorable. Due to the high concentration of demand in the area of the municipality there is also great concentration of supply offer originating from tourist sector enterprises operating in the municipality.

<sup>14</sup> J. Krippendorff, *Wołanie o nową światową politykę turystyczną*, „Problemy Turystyki” 1983, No. 3.

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