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Match, Attach and Sustain:

New methods for Europe's Job Brokers

supporting Tourism businesses, Ukrainian refugees and job seekers

TRIMTAB



Folkuniversitetet

RINOVA

innovar, crear & regenerar

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educational organization



WARSAW
UNIVERSITY
OF LIFE SCIENCES



Larnaka
Tourism Board

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Tourism in Poland

why, where and who

Piotr Gabryjończyk



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MAAS CoP online session 8th

September 17th, 2024

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Agenda

1) Why – tourism attractiveness:

- ✓ attractions
- ✓ infrastructure
- ✓ transport

2) Where – destinations and stats

3) Who – employment



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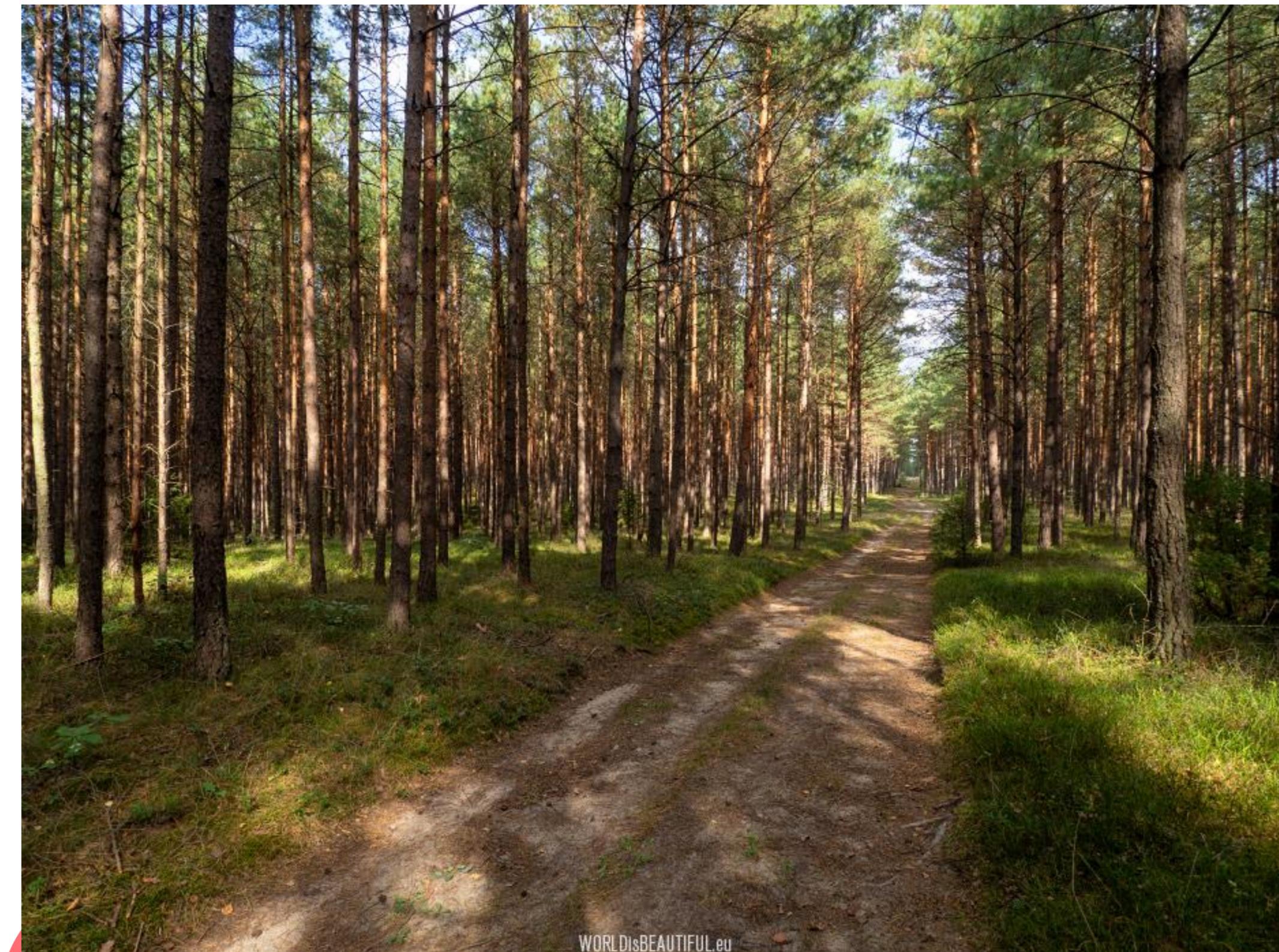
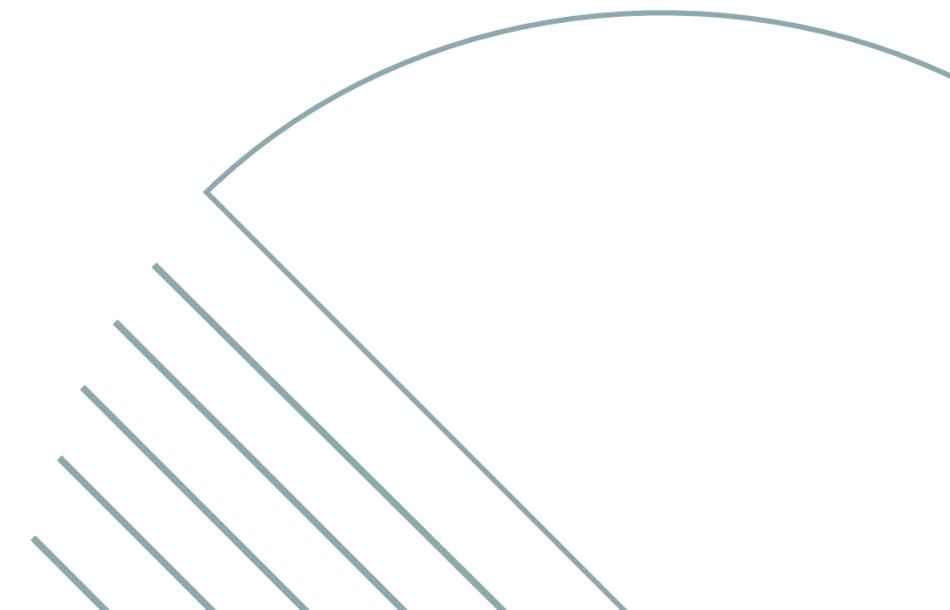
Why...





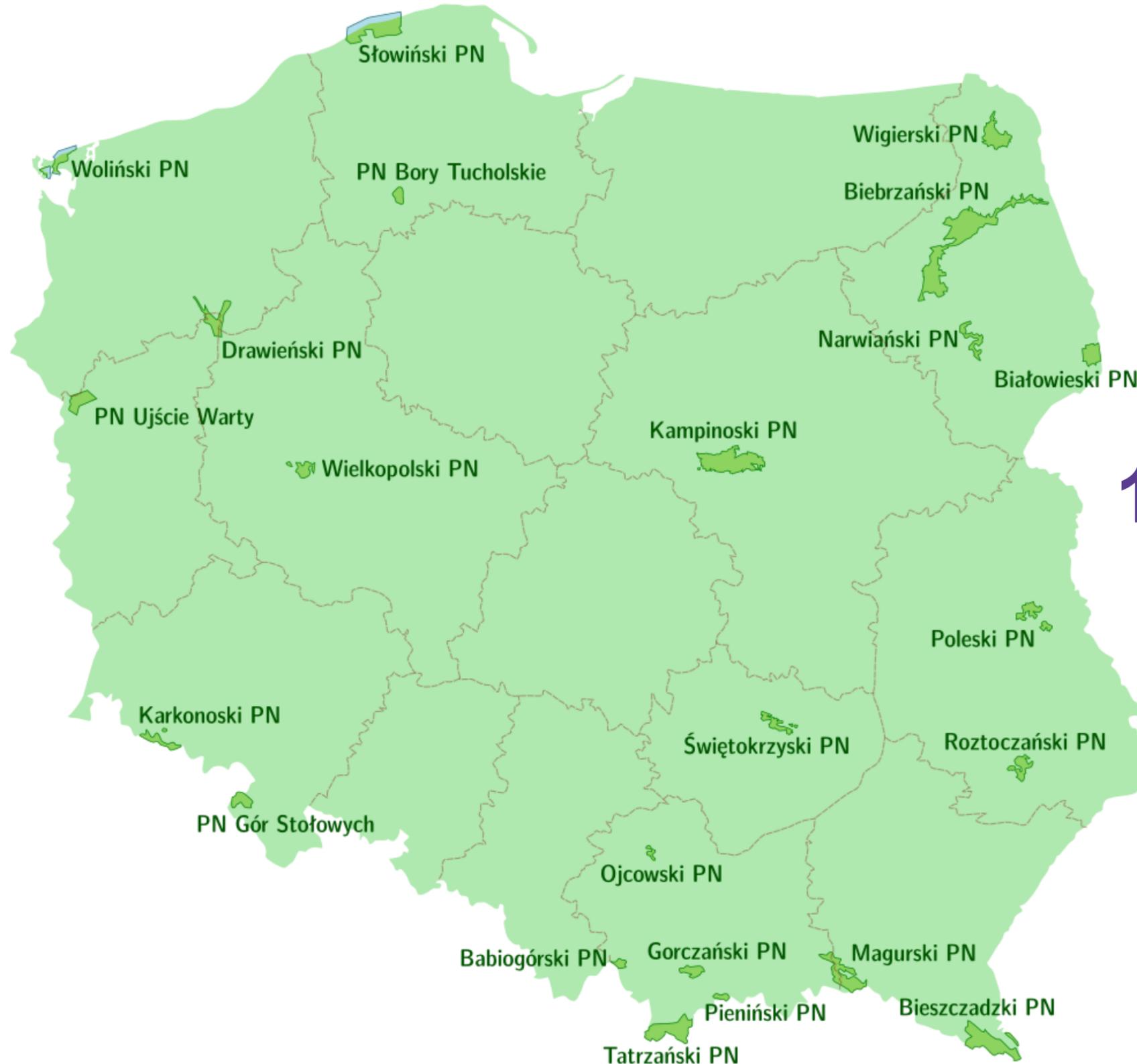
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Forest cover: 30%



WORLDIsBEAUTIFUL.eu

Source: <https://www.worldisbeautiful.eu/>



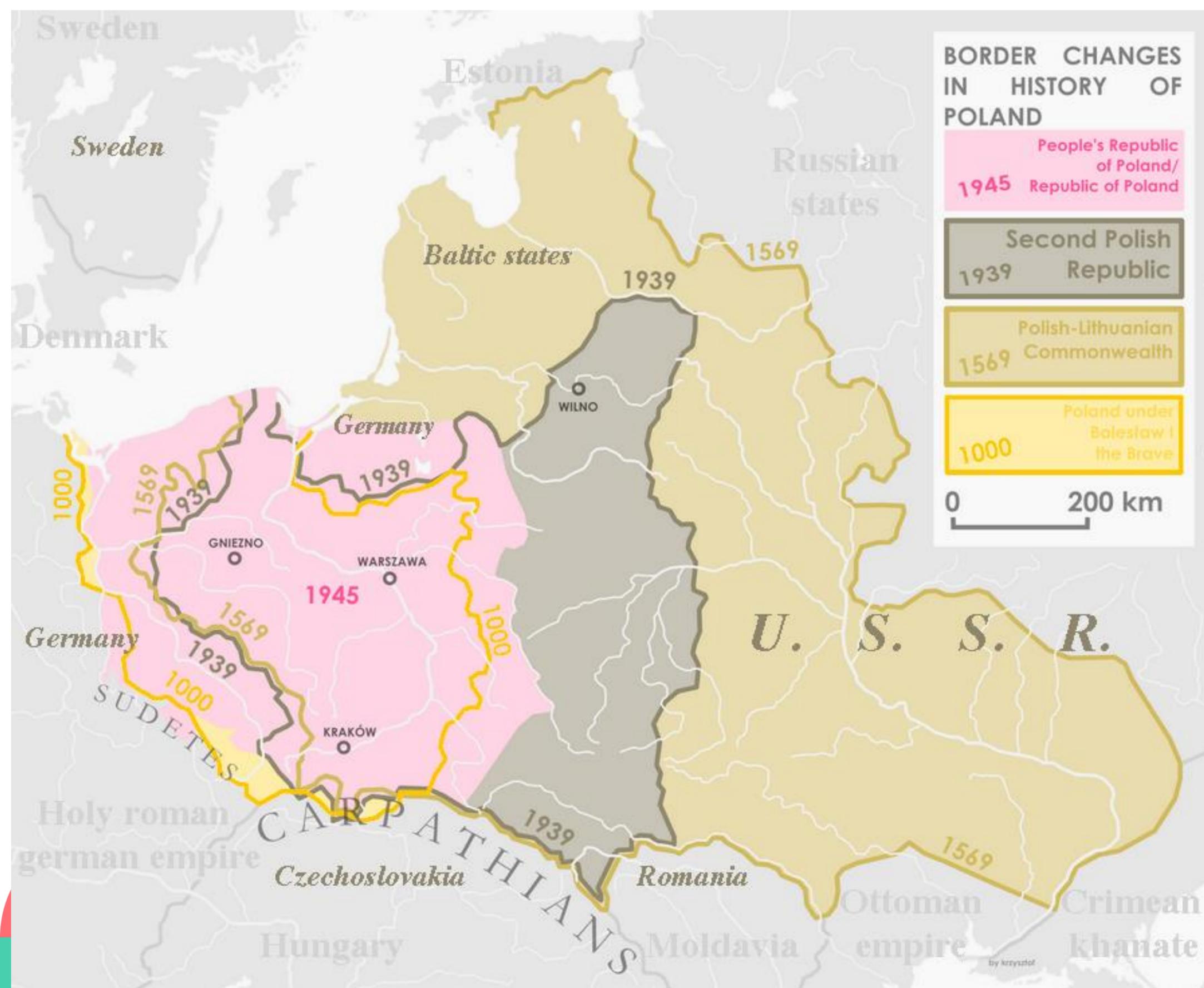
23 National Parks (1%)

125 Landscape Parks (8.5%)



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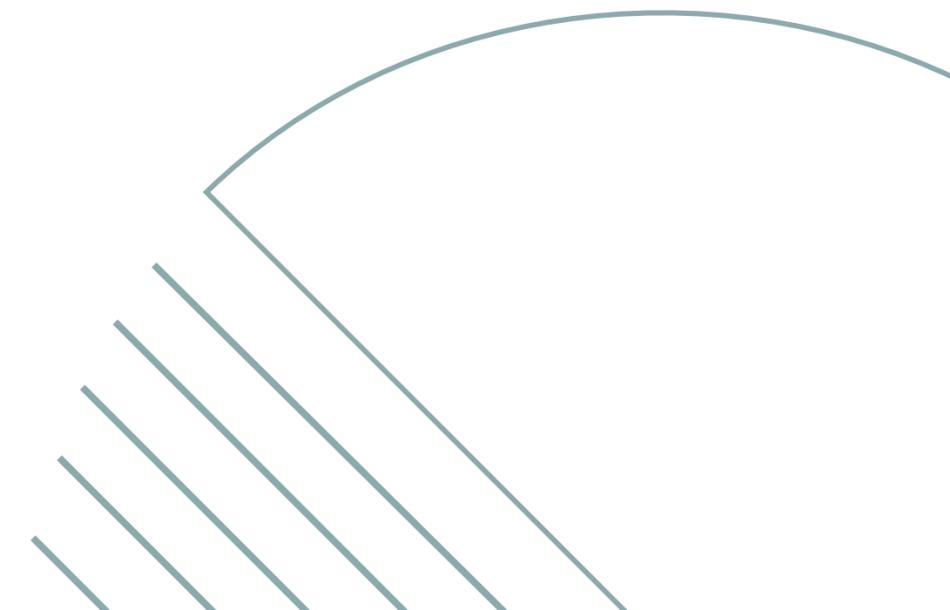
Cultural heritage...



17 properties inscribed on the UNESCO World Heritage List (*15 cultural and 2 natural*)



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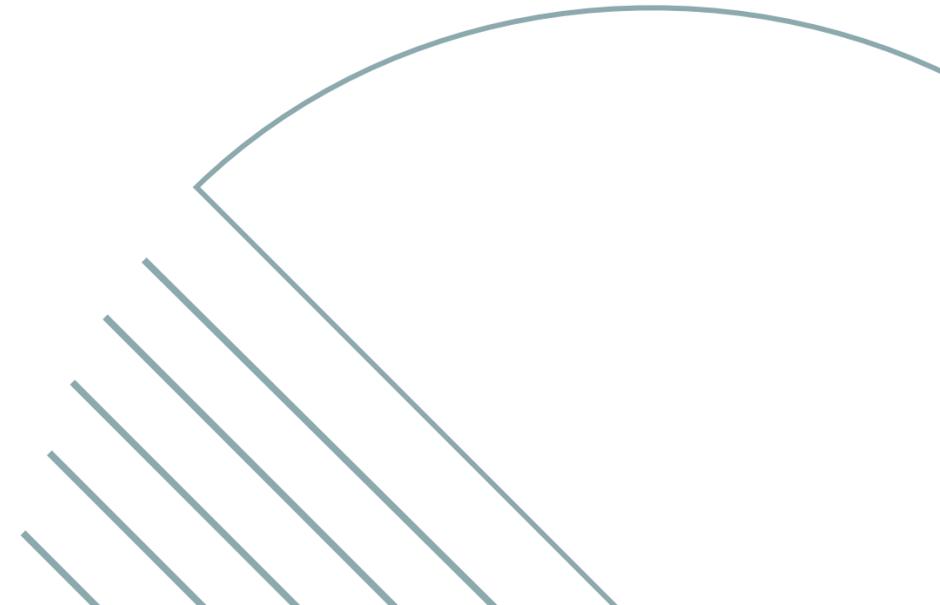


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Malbork Castle



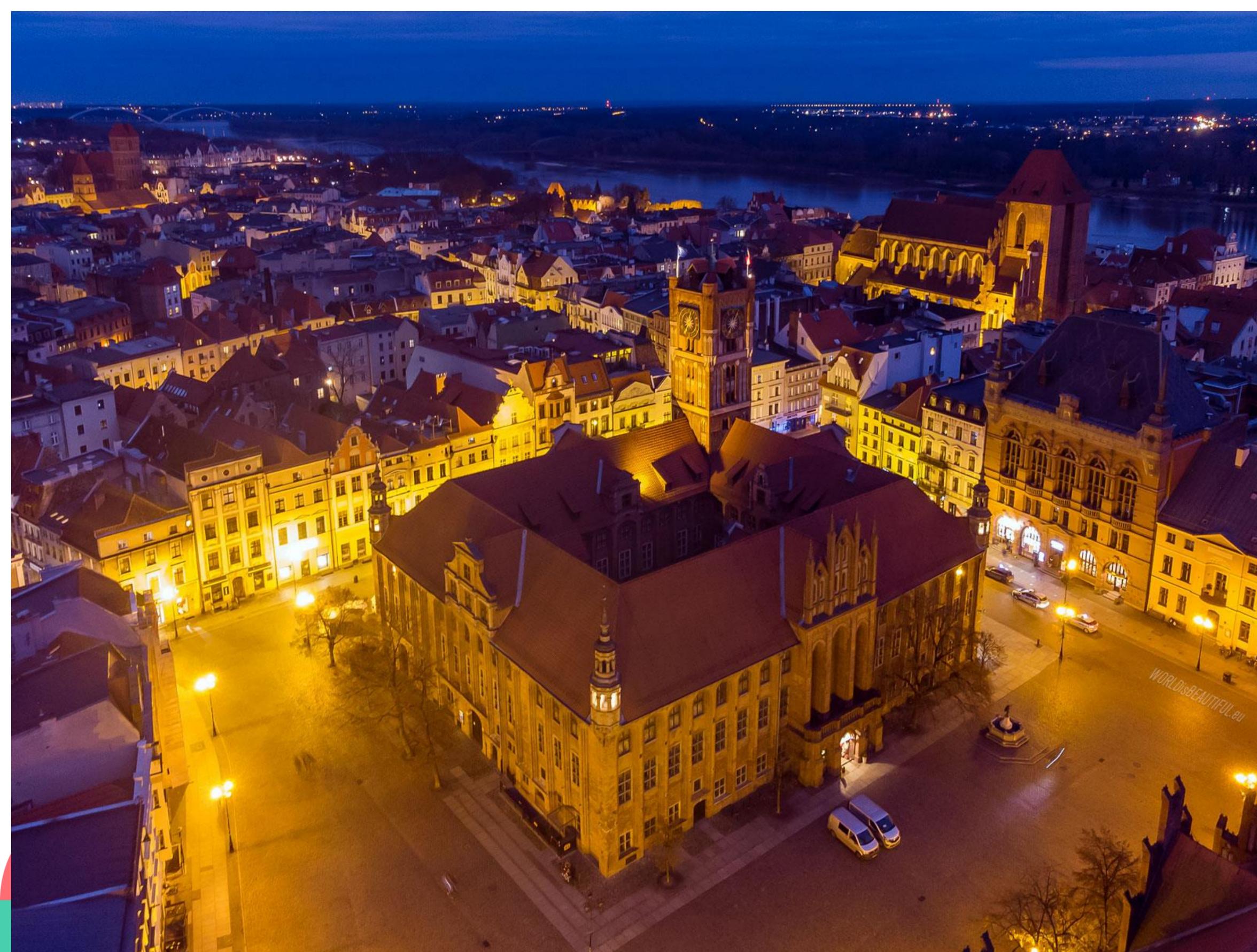
Source: <https://www.worldisbeautiful.eu/>



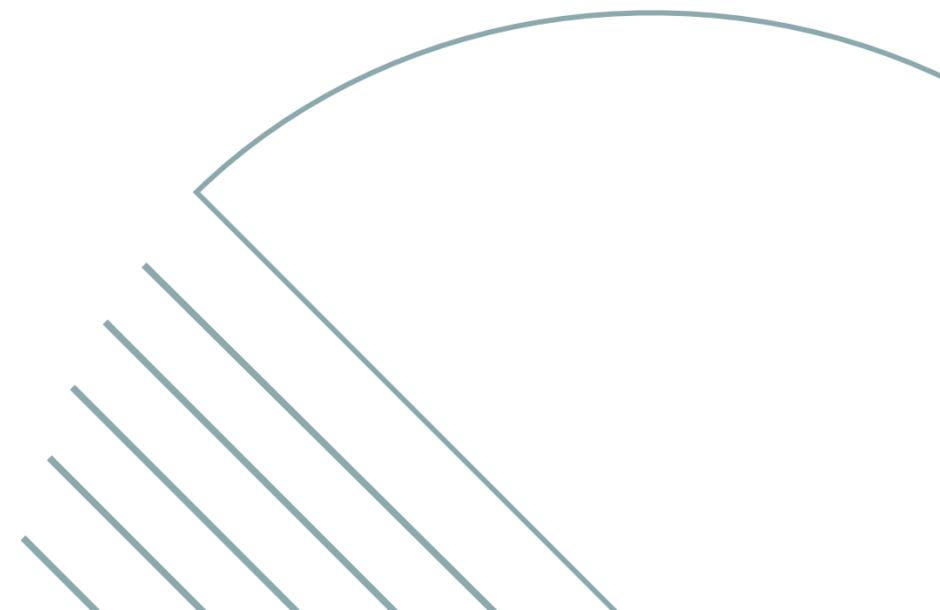


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Toruń



Source: <https://www.worldisbeautiful.eu/>





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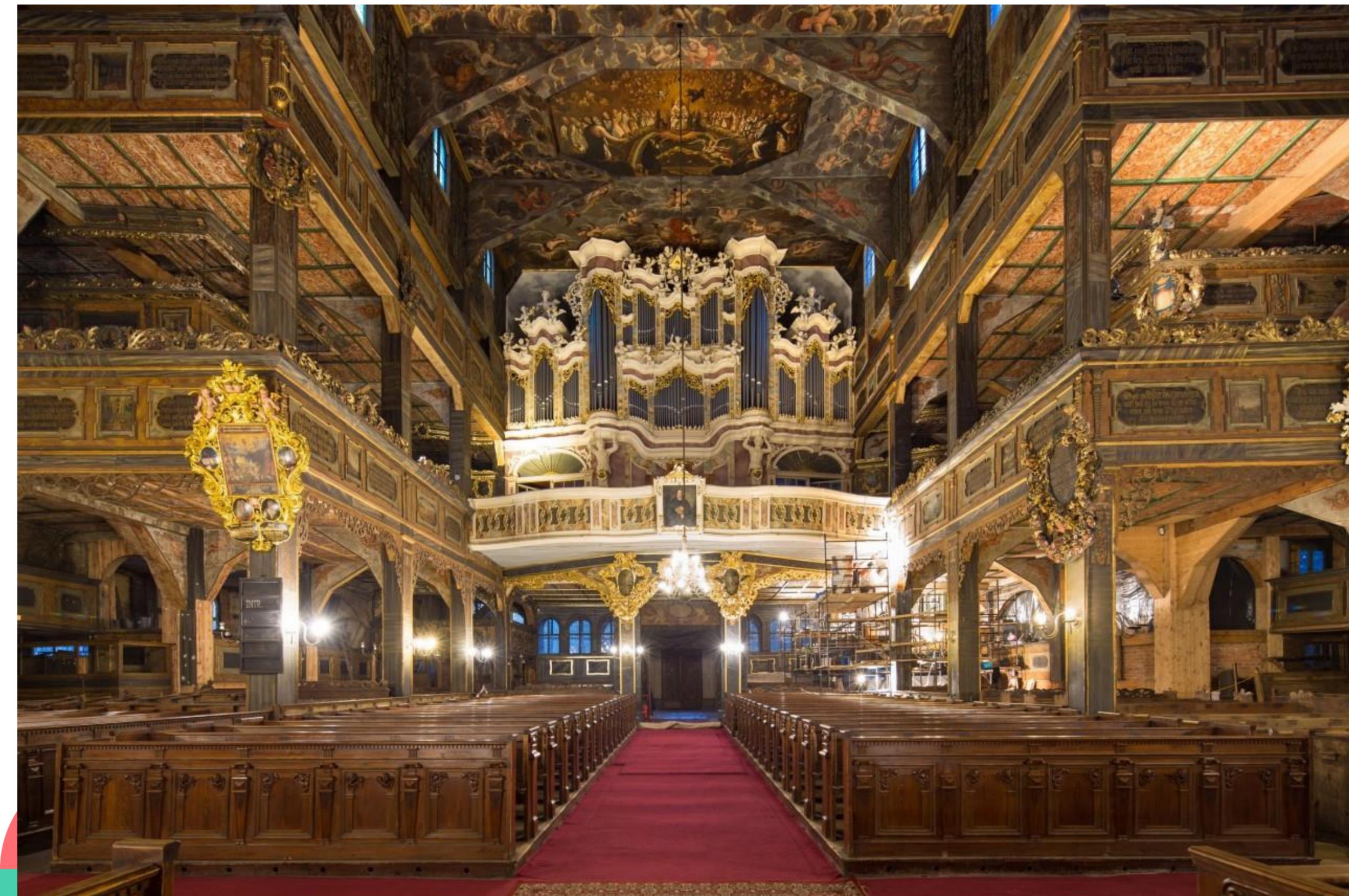
Wieliczka salt mine





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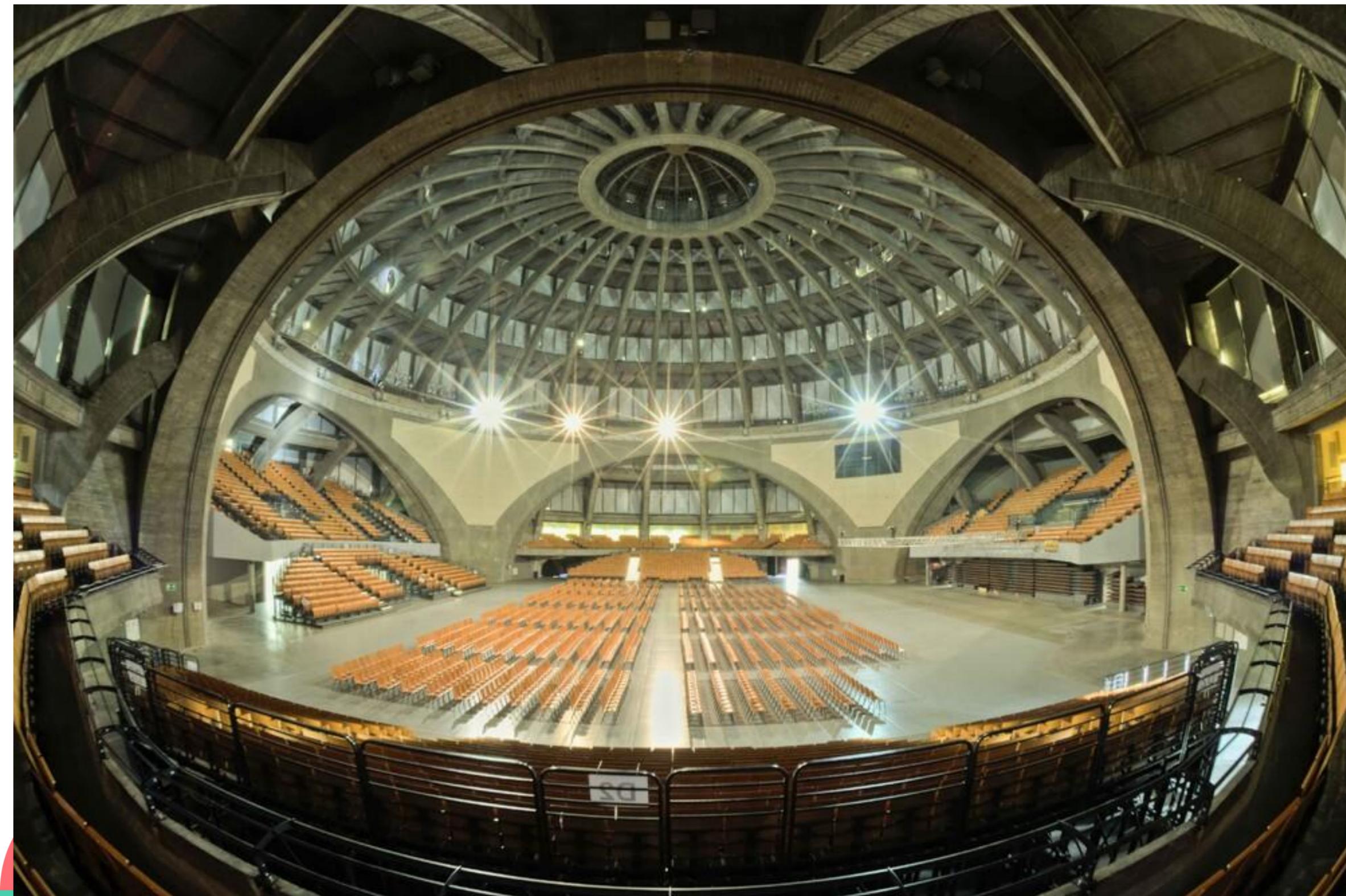
Świdnica church





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Wrocław Centennial Hall



**17 properties inscribed
on the UNESCO World
Heritage List
(15 cultural and 2 natural)**

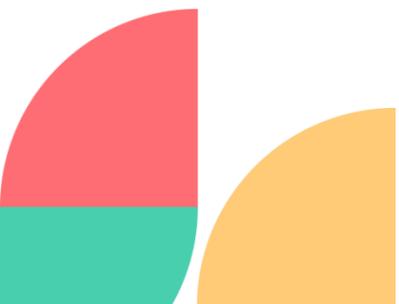


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129 Historic Monuments



**POMNIK
HISTORII**





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Gliwice radio station



Source: <https://zabytek.pl/>



NARODOWY INSTYTUT
DZIEDZICTWA
NATIONAL HERITAGE BOARD OF POLAND



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Elbląg Canal



Source: <https://zabytek.pl/>





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Festungsfront Oder-Warthe- Bogen





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Licheń sanctuary

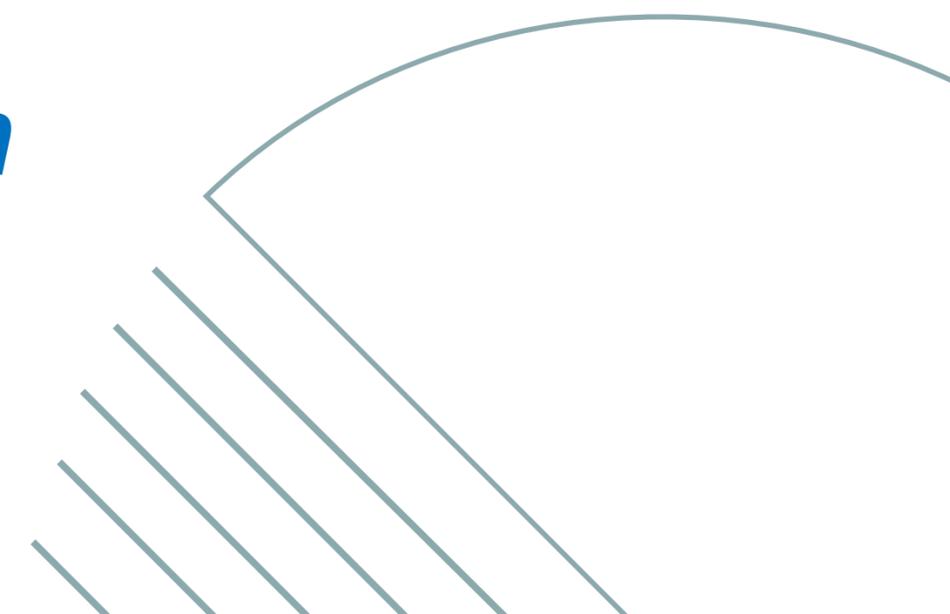




Accommodation (**2023**):

**9,800 facilities (*7,000 open all year*) with
790K bed places (*580K*),
incl. 2,600 hotels (*26%*) with 315K bed
places**

**+ approx. 100K bed places (*objects with
less than 10 beds*)**

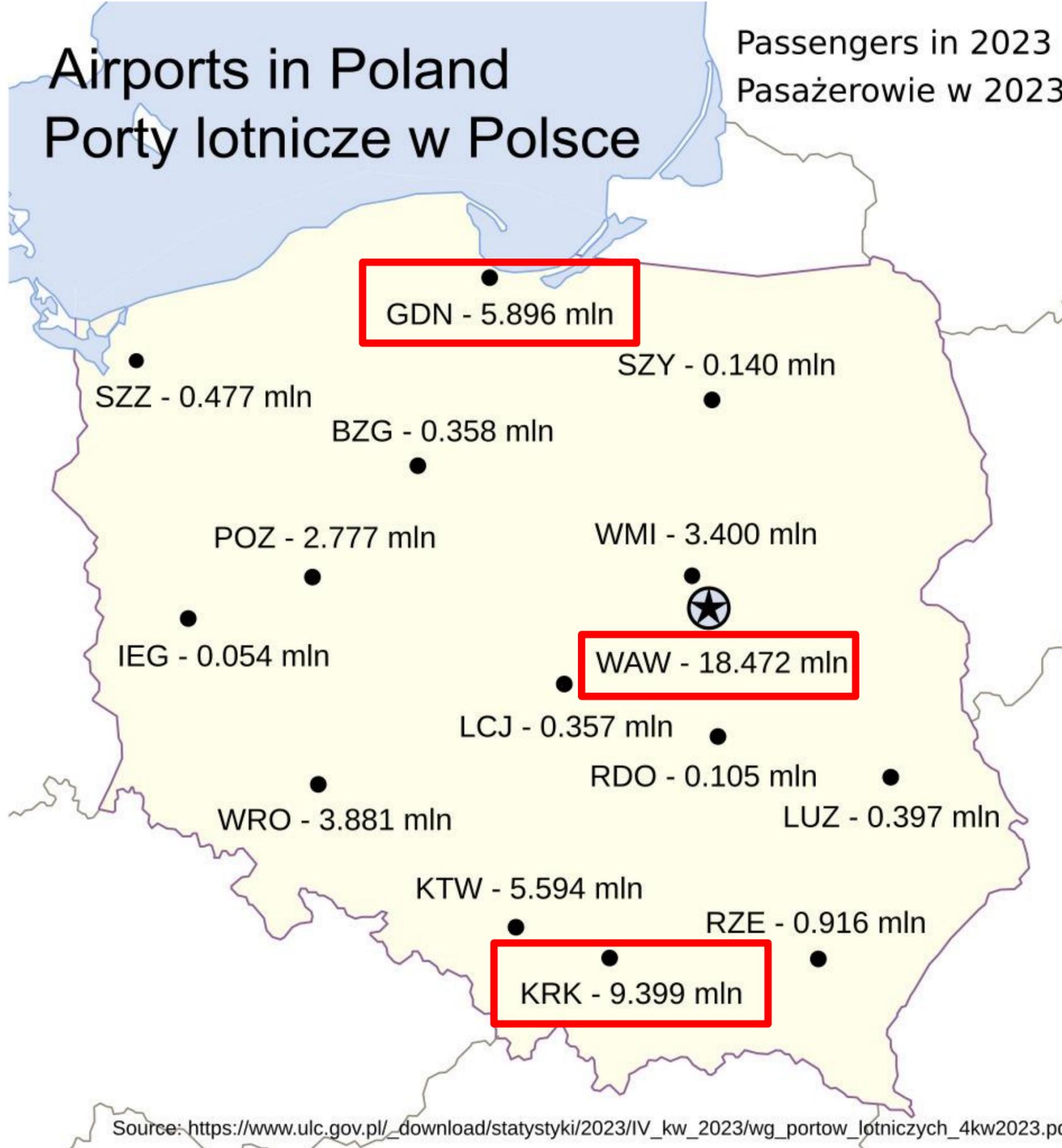


Airports in Poland Porty lotnicze w Polsce

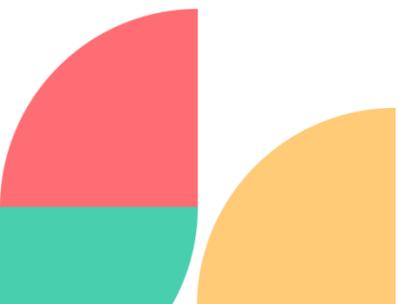
Passengers in 2023
Pasażerowie w 2023



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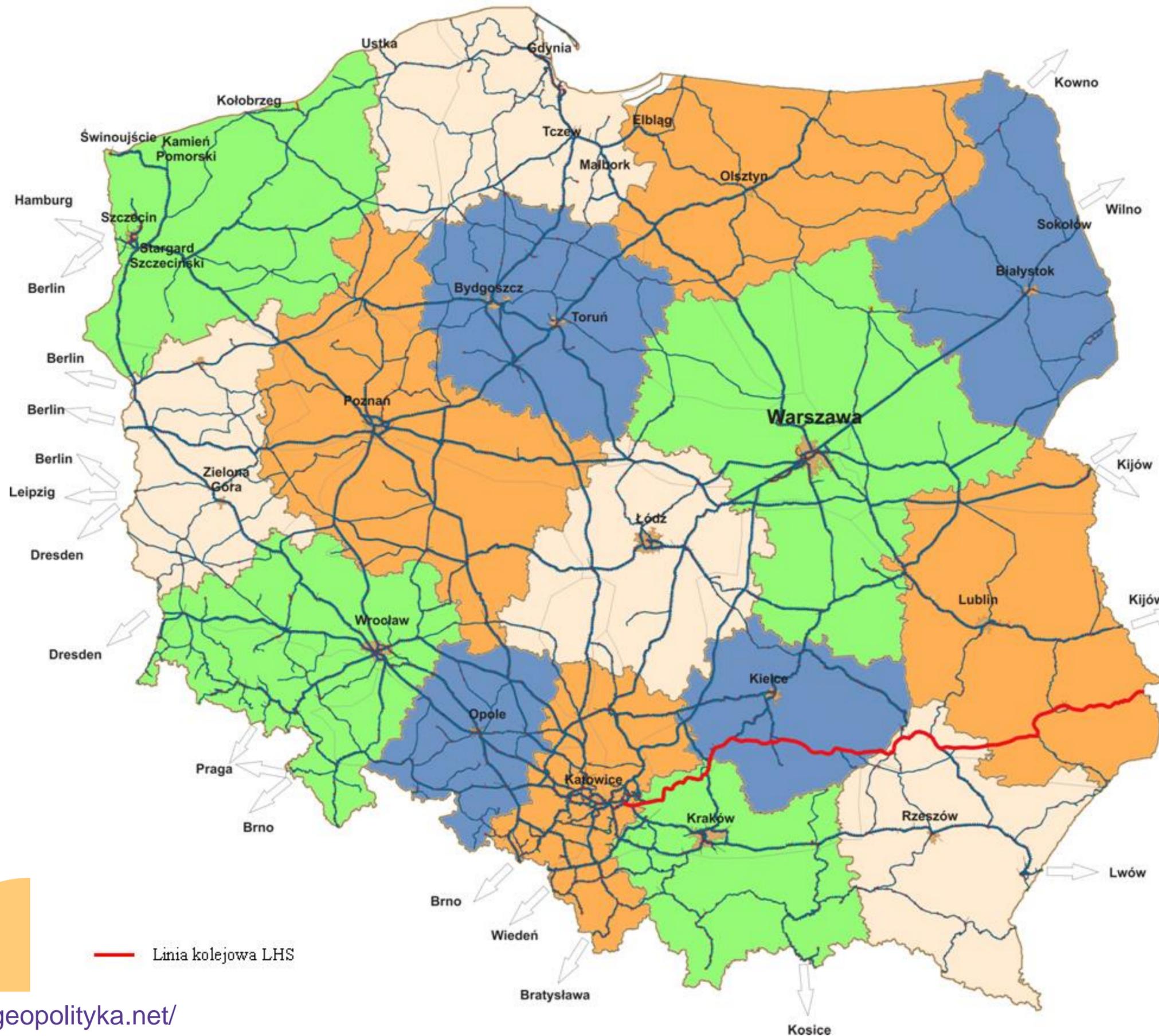


Airports

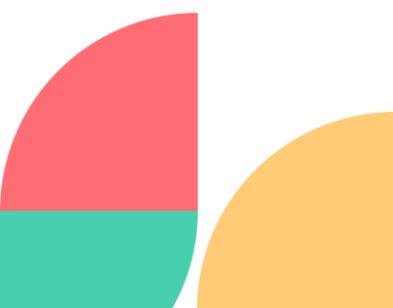




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Railroads



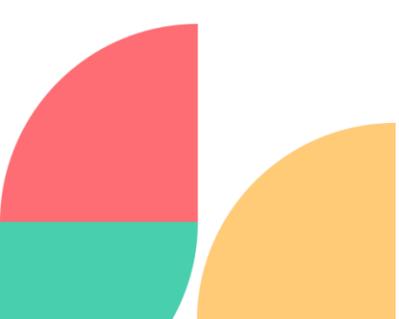


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Highways

09.09.2024



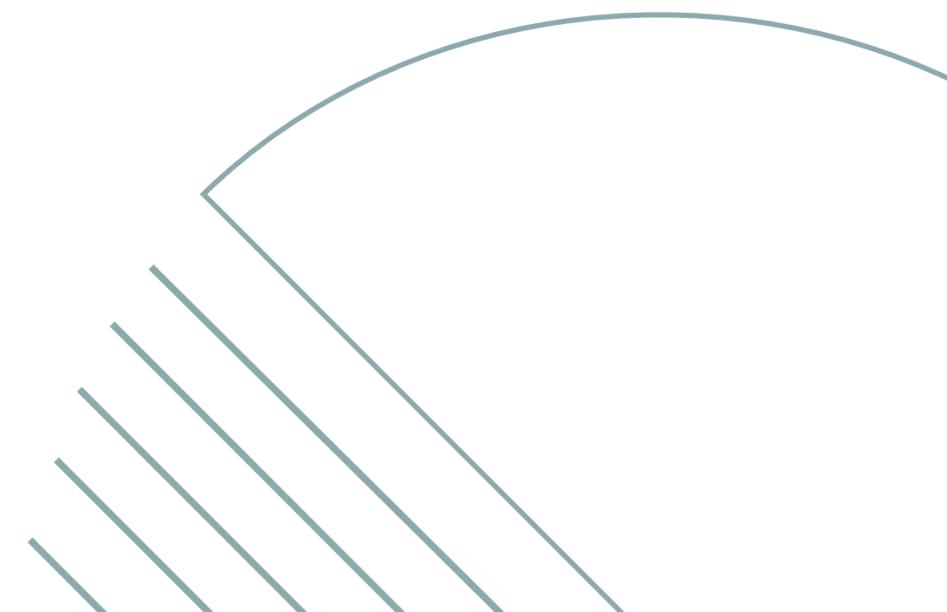


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**In 2023 there were 36.2M of tourists,
incl. 7.1M foreigners (*19.5%*),
from which 85% were Europeans**

Where...

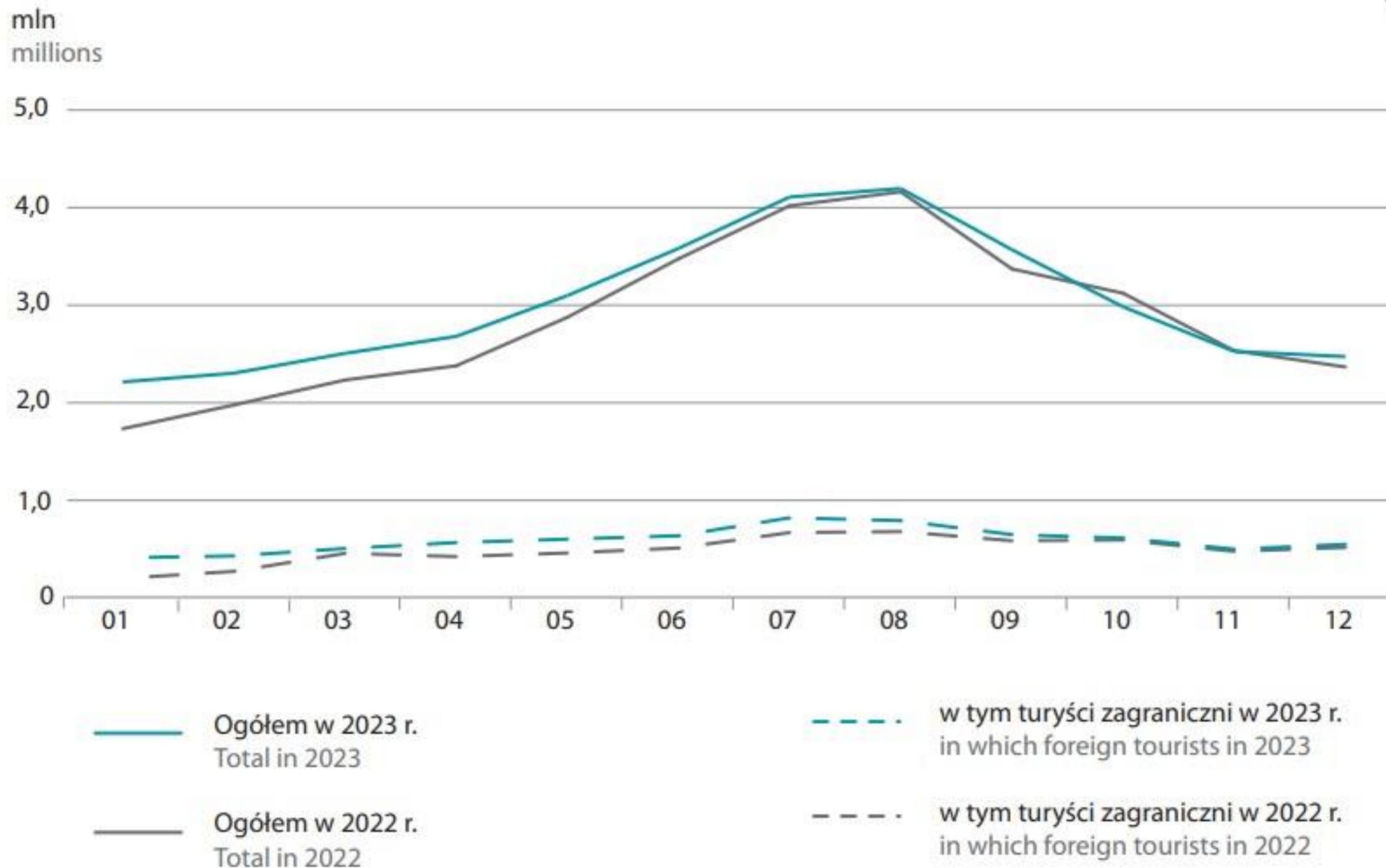
Occupancy rate of bed places was 40.5%



Tourists in tourist accommodation establishments by month



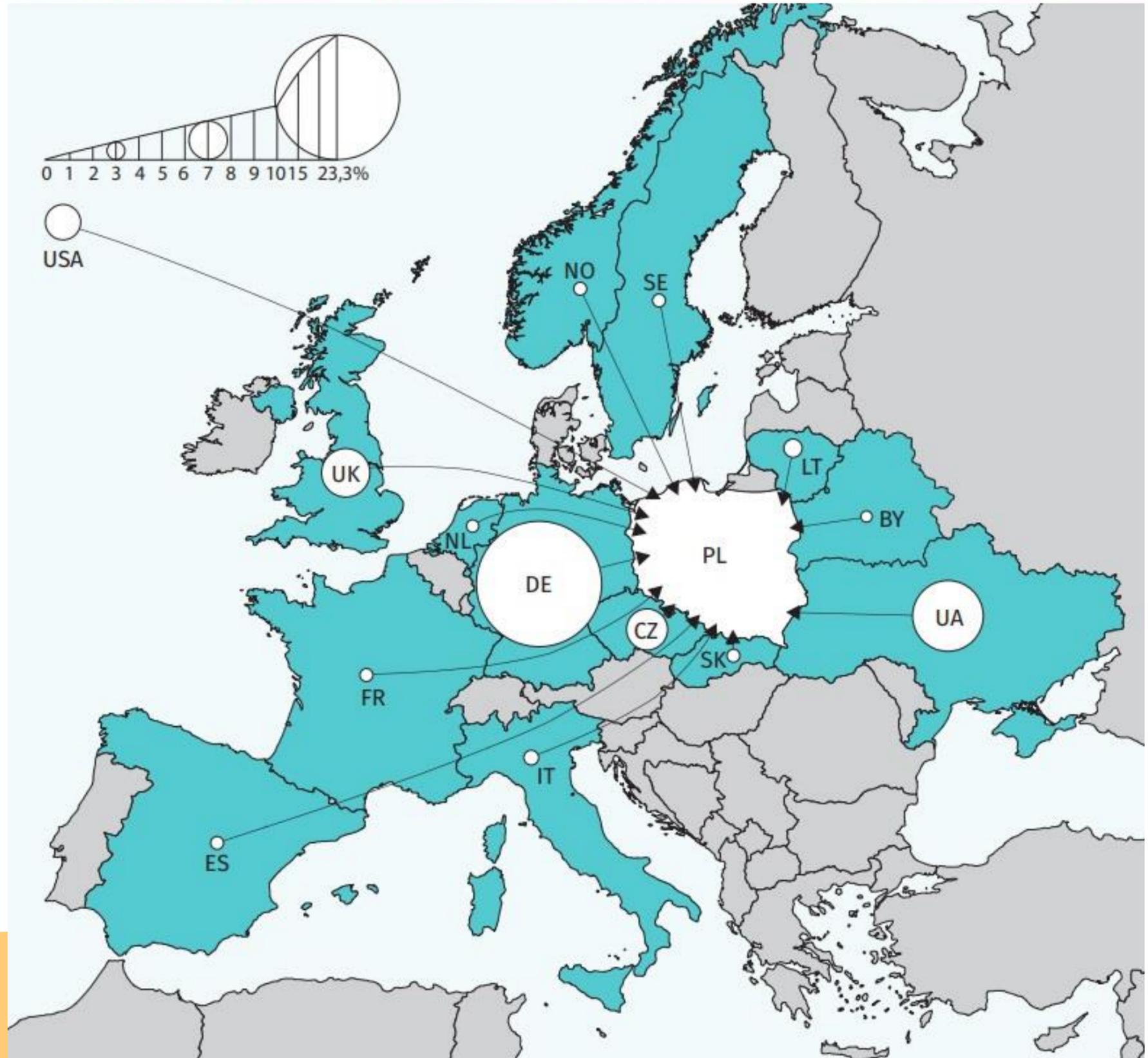
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Foreign tourists in tourist accommodation establishments by selected countries in 2023



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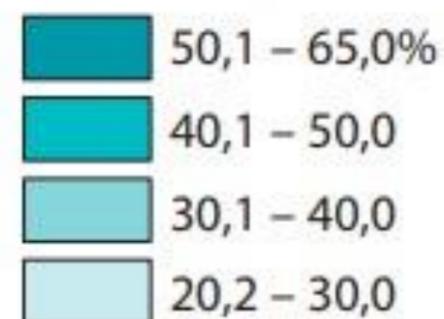




Tourist accommodation establishments in 2023

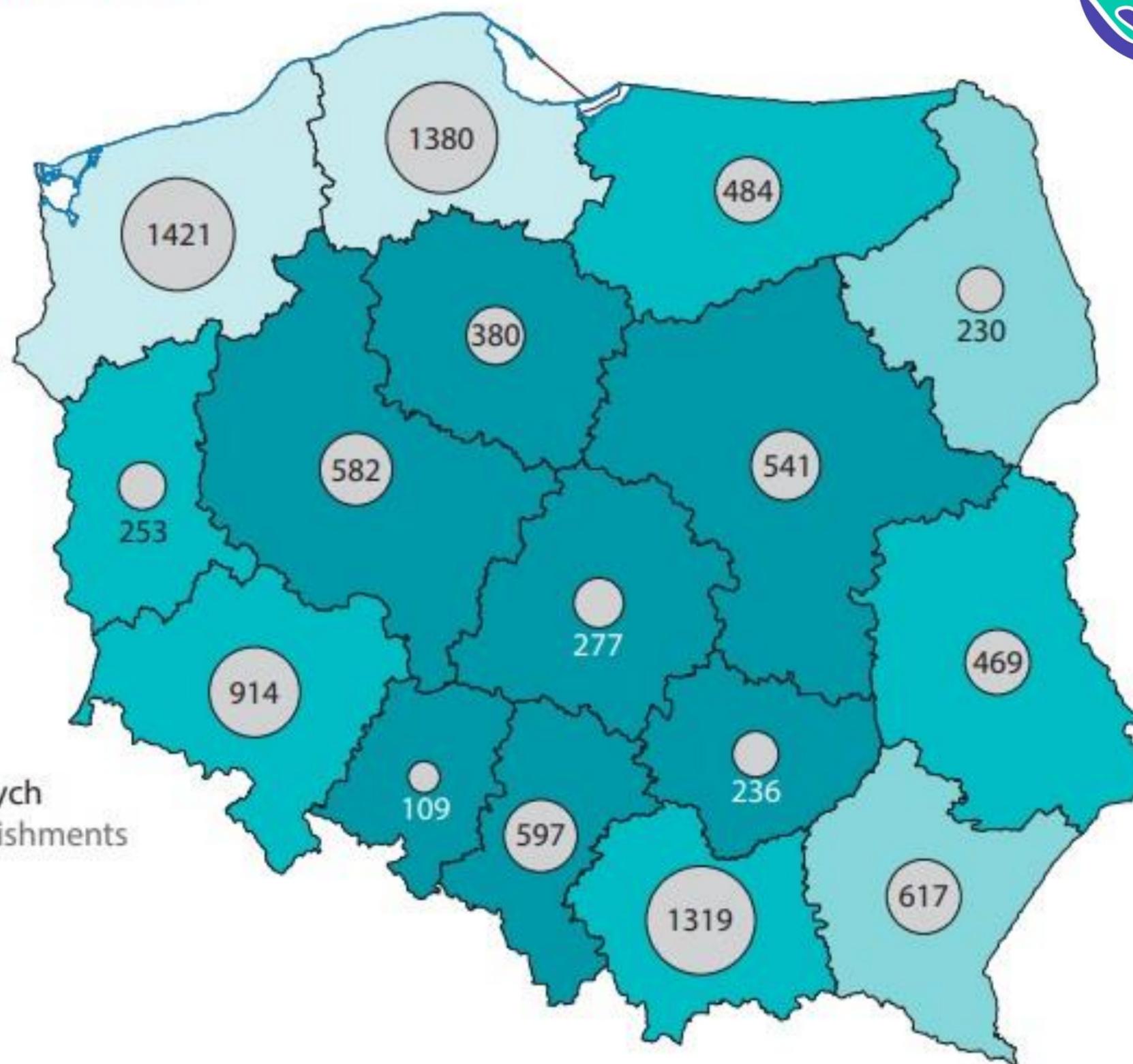
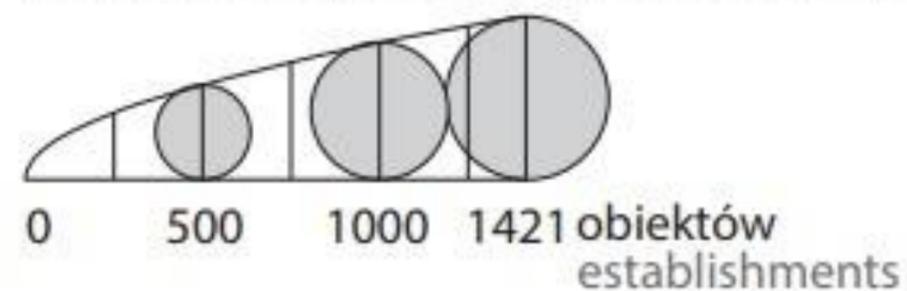
Udział obiektów hotelowych
w ogólnej liczbie turystycznych
obiektów noclegowych

The share of hotels and similar
establishments in the total
number of tourist accommodation
establishments



Polska = 40,6
Poland

Liczba turystycznych obiektów noclegowych
Number of tourist accommodation establishments





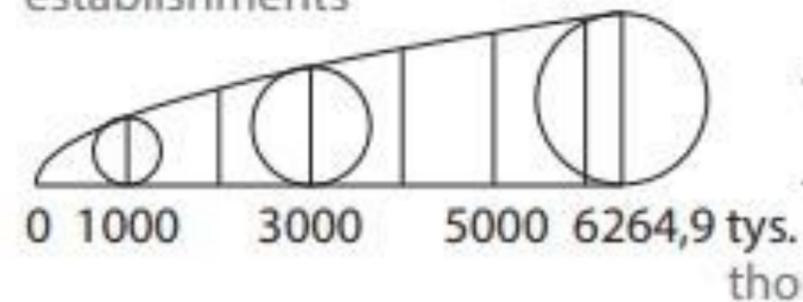
Tourists accommodated in tourist accommodation establishments in 2023

Udział turystów zagranicznych w ogólnej liczbie turystów korzystających z bazy noclegowej
The share of foreign tourists in the total number of tourists accommodated in accommodation establishments



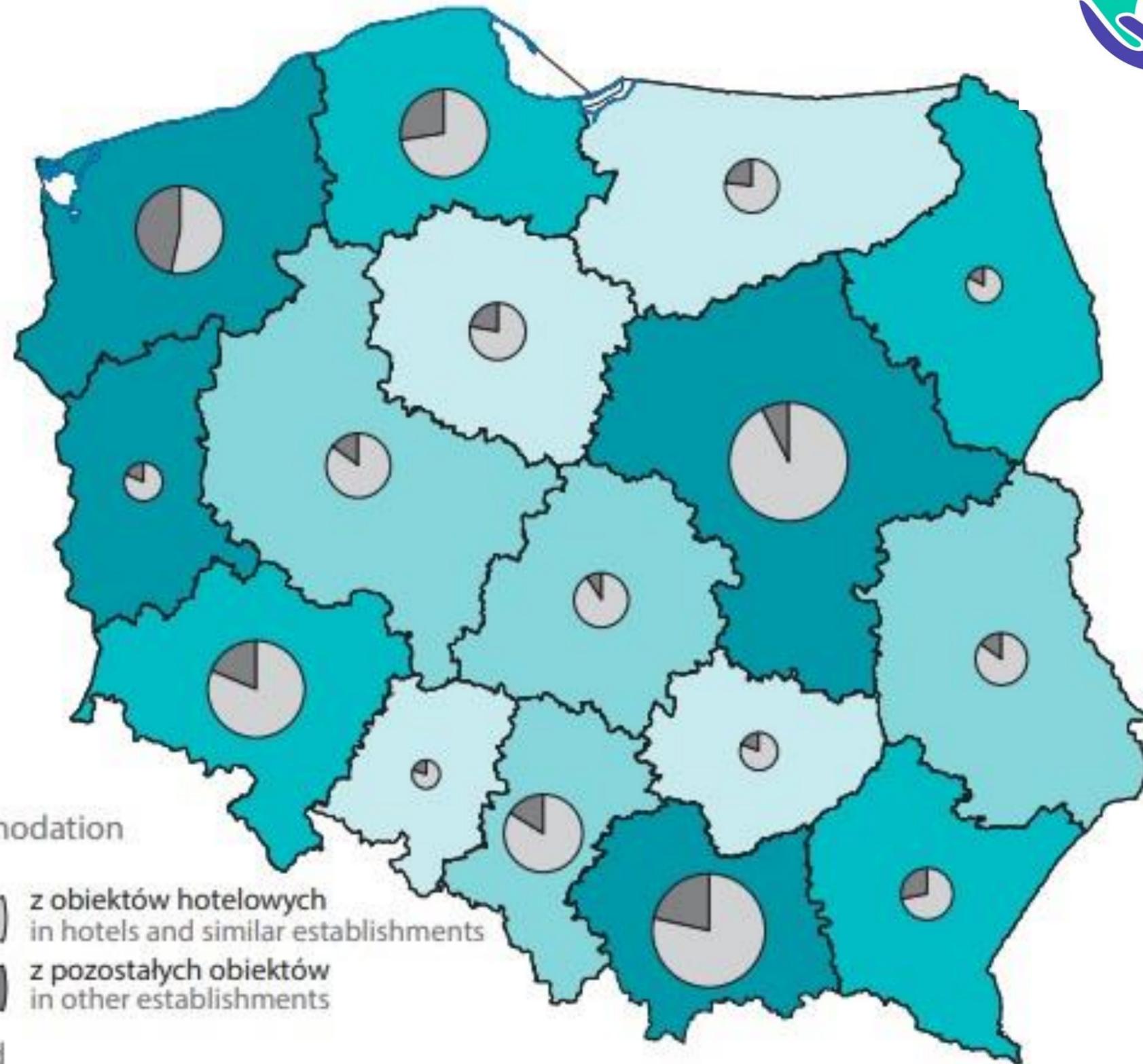
Polska = 19,5
Poland

Turyści korzystający z turystycznych obiektów noclegowych
Tourists accommodated in tourist accommodation establishments



z obiektów hotelowych
in hotels and similar establishments

z pozostałych obiektów
in other establishments



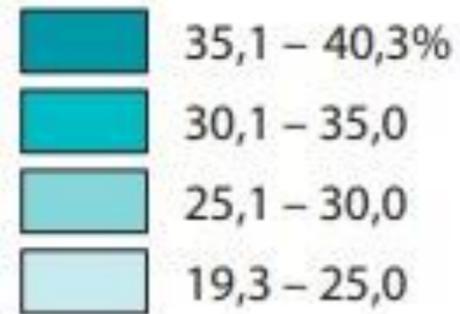
Overnight stays in tourist accommodation establishments in 2023



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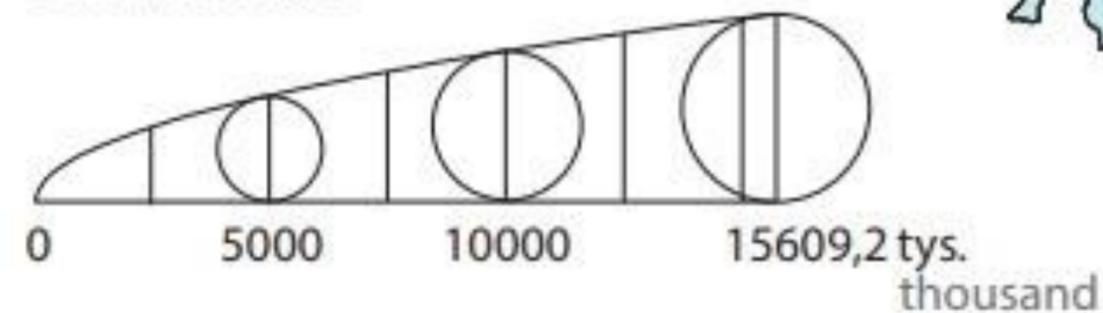
Udzielone noclegi w lipcu i sierpniu
w ogólnej liczbie noclegów

Overnight stays in July and August
in the total number of overnight stays



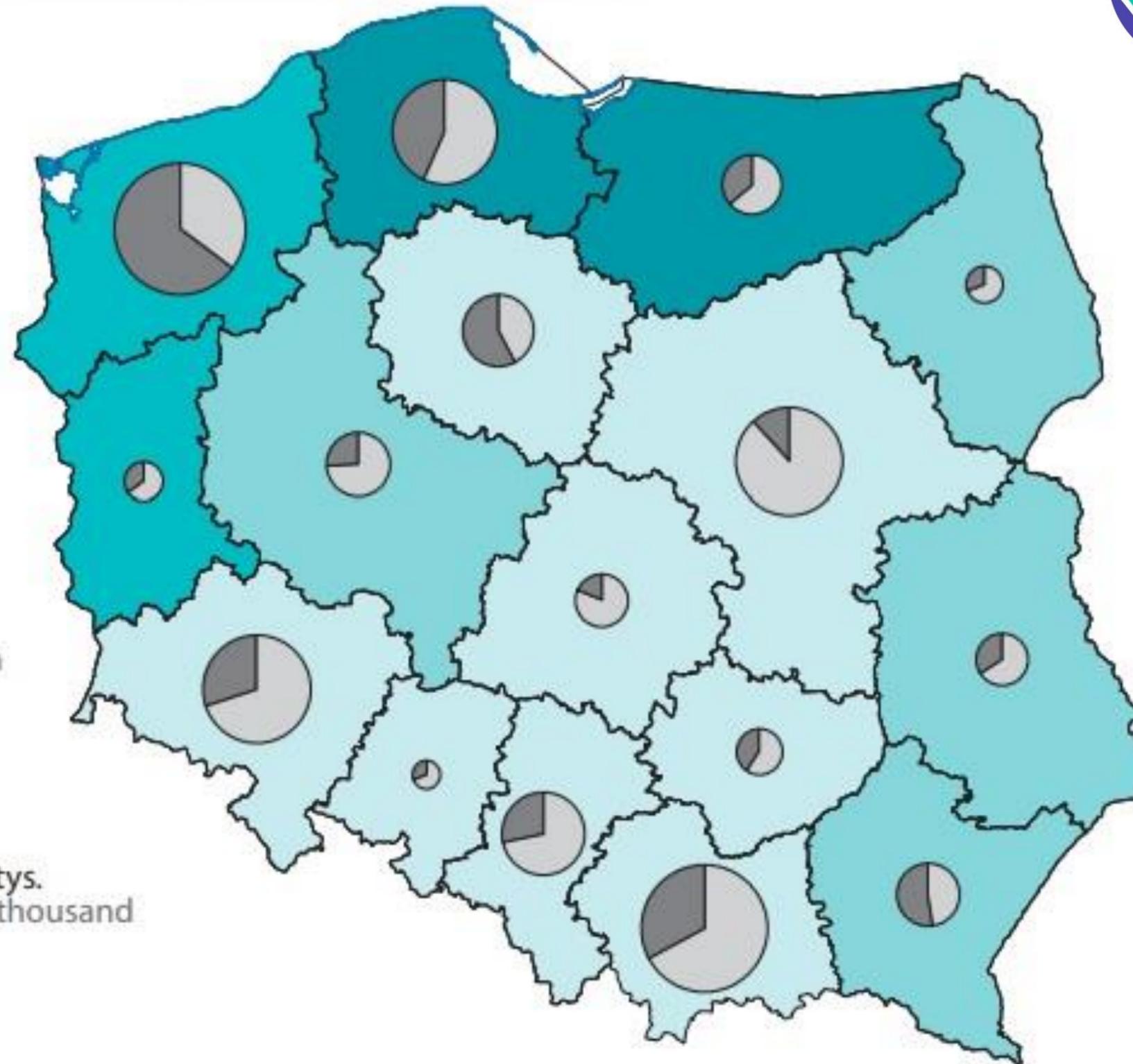
Polska = 27,1
Poland

Udzielone noclegi w turystycznych
obiektach noclegowych



w obiektach hotelowych
in hotels and similar establishments

w pozostałych obiektach
in other establishments





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In Poland in 2021 approx. 420K people worked in tourism sector
(4.1% of all employed)

Who...

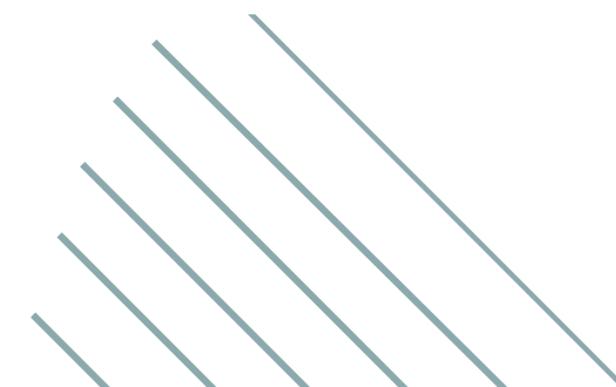
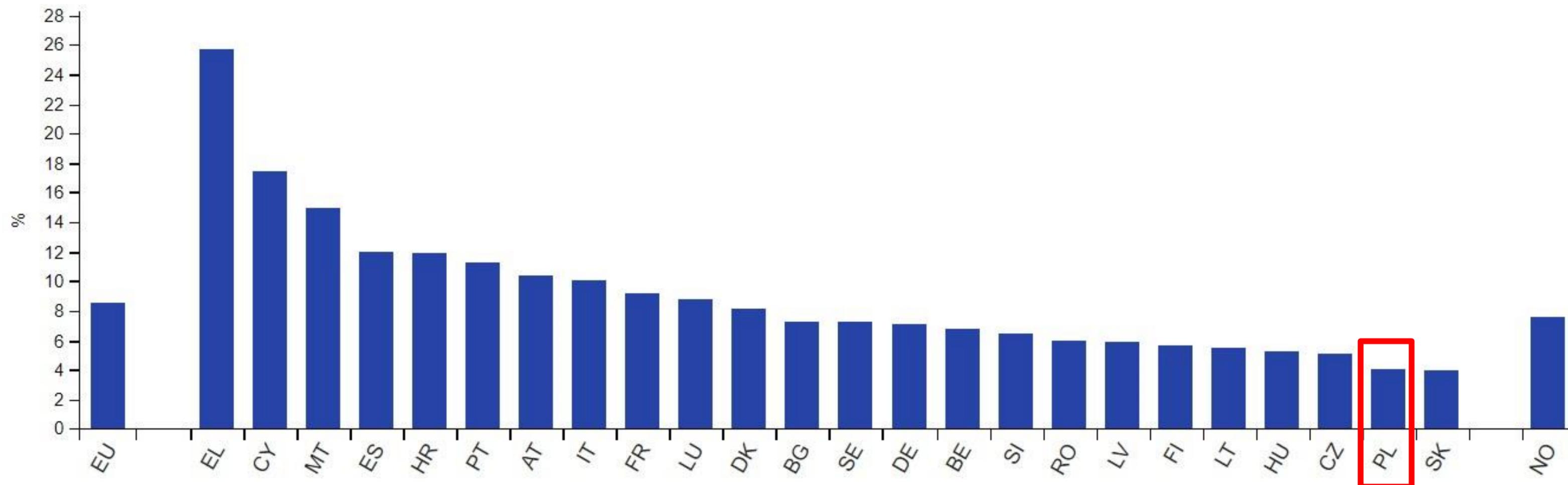
In the 2020 the employer cost in the tourism sector in Poland was 8.4 € per hour
(10.9 € in the entire economy)

Tourism employees were paid less only in Bulgaria (*4.5 €*) and Romania (*5.9 €*)





Persons employed in total tourism industries 2021 (%)

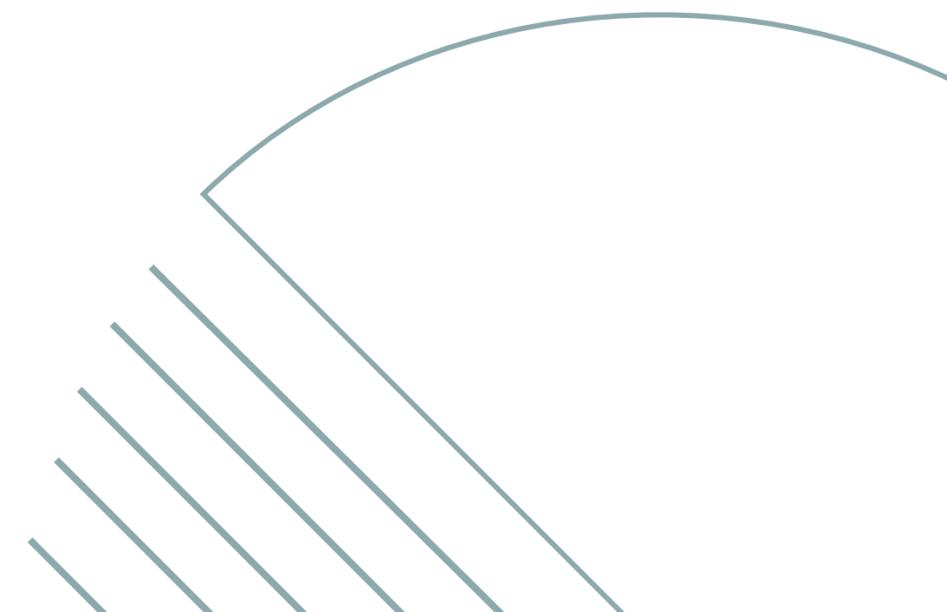




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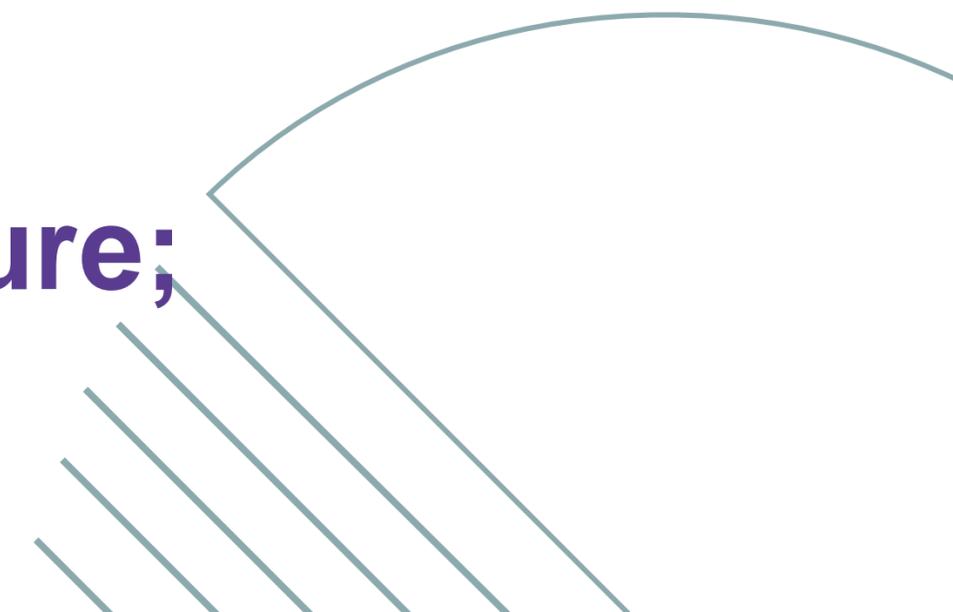
According to Human Capital in Tourism report (2022):

- ✓ lack of employees (*high expectations; dismissals, changing preferences, low interest among youth*);
- ✓ lowering employer's expectations (*experience, trainings*)...;





- ✓ **26% of companies were employing foreigners (*93% were Ukrainians*);**
- ✓ **15% of companies employed Ukrainians after the outbreak of the war (*20% of hoteliers, 23% of restaurateurs and only 2% of tour operators*);**
- ✓ **12% of employers wanted to employ refugees from Ukraine in the near future;**





- ✓ **refugees from Ukraine could count on work primarily as kitchen help, maid, cook and waiter;**
- ✓ **among the difficulties linked with refugee employment, employers pointed out primarily the language barrier (**41%**) and formal obstacles (**8%**);**





- ✓ every 4th company was looking for employees in the last year preceding the survey;
- ✓ half of the recruiting companies encountered problems in filling vacant positions (*money*);
- ✓ in the 3-year forecast, employment growth was expected by 16% of the companies (*only 7% in one year*).



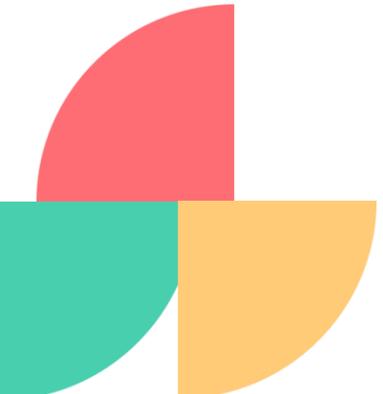


Thank you
for your attention!

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