

Uniwersytet Mikołaja Kopernika
Wydział Nauk Ekonomicznych i Zarządzania
Andrzej Anszperger

Tourism in Bydgoszcz-Toruń metropolitan area

Today tourism is not only a pleasure, tourist's satisfaction, but also becomes more and more fundamental part of national economy.

In the high developed economies, tourism generates 8-10 % of GDP, creates jobs-that 9th place in the countries of the „old” EU-15. The value of tourism investment reaches \$700 billion per year. Economic impact of tourism and social are attained in specific places and areas of tourism reception. On scale of Polish important tourism reception area is the province of kujawsko-pomorskie. Dominant position in the region in tourism arrivals leads Bydgoszcz and Toruń.

The potential of tourism developing and miscellaneous tourism attractiveness of these cities and also their relative position makes, that taken together, may be much more significant than it is today, competitive on a scale of Poland tourist destination.

In the empirical part of this article, used the results of research about tourist arrivals in province of kujawsko-pomorskie, carried out between 2009 and 2010.