REGIONAL OPERATIONAL PROGRAMME OF THE OPOLE PROVINCE FOR 2007–2013 VS. DEVELOPMENT OF BUSINESS TOURISM

Summary

The development of free-market economy, globalisation and popularisation of air transport have contributed to the recent dynamic increase in the number of business travels, referred to as business tourism. This is one of the most quickly developing forms of tourism, comprising almost 15.6% of the world tourism market. Business tourism can also play a part in economic development of individual reception towns or regions. However, this requires appropriate tourist infrastructure necessary to organise conferences, congresses or training courses. Another important source of financing of such investment may involve resources from EU structural funds. This article is an attempt to show the importance of the Regional Operational Programme of the Opole Province for 2007–2013 for development of business tourism in the Opole Region. Research materials in this dissertation are secondary and have been obtained from literature, bibliographic compilations and reports. It involves a descriptive method, included in the group of methods of an inductive nature. Results of the research show that the Regional Operational Programme of the Opole Province for 2007–2013 may be a very effective tool of financial aid in respect of business tourism. Beneficiaries of the Programme may obtain subsidies for up to 70% of all investment costs. In the current programme period, the managing body anticipated two competition procedures in respect of sub-action 1.4.2 Tourist and recreational-sports services provided by enterprises. The first competition procedure that took place at the turn of 2008 and 2009 ensured subsidies amounting to 32 100 238.84 PLN to the total of 37 projects, of the total value of 72 823 728.68 PLN. 9 of those involved business tourism. Their total value amounted to 22 722 128.80 PLN, whereas the subsidy amounted to 9 155 817.53 PLN. Therefore, the value of the projects related to business tourism comprised 31.2% of the value of all projects subsidised as a part of the sub-action, whereas their subsidy amounted to 28.52% of the total aid. Subsidised investments are situated in the most attractive tourist cities of the region, among others, in Opole, Glucholazy or Śląskie. Four projects concern construction of new buildings; four involve modernisation or adaptation of existing buildings for purposes of business tourism; whereas one aims at extension of the scope of provided services. Apart from public-private partnership, the financial aid of EU structural funds seems to be the most effective method of overcoming obstacles to business tourism, such as extensive capital intensity and its infrastructure.

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