

Arkadiusz Szymański

Summery

**Tourism project management
and building the commune's competitive advantage**

SUMMARY

This dissertation presents aspects of tourism project management in the context of its impact on increasing the competitiveness of a municipality. The dissertation, in the first part, contains a systematic analysis of the literature – primarily in the field of local government unit management, the economics of tourism, the impact of tourism on the socio-economic development of units, law and administration, and the use of statistical measures to study socio-economic phenomena. The second part is related to a survey of municipalities in the Łódź and Silesia Voivodeships, as well as a description of the case studies of the municipalities of Uniejow and Ogrodzieniec.

The empirical research aimed to assess the impact of tourism project management on building a municipality's competitive advantage. The following hypotheses will help achieve the goal:

- 1) Building a competitive advantage in the area of tourism requires local authorities to carry out activities that stimulate the use of the endogenous potential of the municipality and the development of entrepreneurship.
- 2) The management of tourism projects drives the economic development of the municipality.
- 3) Municipal tourism development is carried out autonomously (without the participation of other municipalities).
- 4) Factors of tourism competitiveness from municipalities vary among voivodeships.

To achieve the stated goal and the set research hypotheses, a systematic analysis of the literature was carried out – primarily in the field of local government unit management, the economics of tourism, the impact of tourism on the socio-economic development of units, law and administration, and the use of statistical measures to study socio-economic phenomena. In addition, to diagnose the level of competitiveness of municipalities in the context of the implementation of tourism projects and their impact on the socio-economic development of the municipality, an analysis of relationships – determined by the non-parametric U-Mann-Whitney test – was used.

Nowadays, the smooth functioning of a local government unit (municipality) requires a strategic approach to management and acting as a regional leader in generating and shaping tourism development. Municipal authorities are increasingly becoming active participants in creating the supply of tourism products and services. Increasingly, they are becoming

creators of new tourism products that encourage tourists to choose a given municipality as an interesting destination when introduced into the tourism offer.

The study confirmed that tourism project management drives economic development in the municipality. Successful management of tourism projects depends on the degree of realisation of the objectives and results that the local authorities have assumed should be achieved. Projects should generate new values in both the material and social spheres. The effectiveness of seeking external funding for projects, as indicated by the case studies described above, is higher when organisations (strictly speaking, local authorities) have the prerequisite knowledge and experience in project management. Experience in project management includes not only the acquisition of funds for the implementation of investments, but also the specialised and technological aspects of their implementation that affect the quality and results achieved by projects.

This dissertation shows that many factors affect the building of a municipality's competitive tourism advantage, independent of the attitudes of the local authorities regarding local tourism policy or its wealth. However, the growth rate of the municipality's competitiveness in many cases reflects the involvement of local authorities in shaping development through effective management of local development instruments, including tourism projects in the municipality and the creation of its tourism offer.