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**ИКОНОМИЧЕСКИ ДЕТЕРМИНАНТИ ЗА ПРЕДПРИЕМАНЕ НА РЕКРЕАЦИОННА И
ТУРИСТИЧЕСКА ДЕЙНОСТ В СВОБОДНОТО ВРЕМЕ НА НЕСЕМЕЙНИТЕ ХОРА**

**ECONOMIC DETERMINANTS OF TAKING UP RECREATIONAL AND TOURIST
ACTIVITY IN THE SINGLE PEOPLE'S LEISURE TIME**

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Abstract: In Europe 160 millions people live without a partner. Every second Finn and Irishman, every third American and every fourth Swede live without their better halves (www.travelplanet.pl). Lower rates are only in low-developed countries, especially Muslim ones. Each year in every European country the number of people living alone is growing and this trend seems to have no limit. The single people from conscious choice are uniting with the singles from necessity (the classic ones). This is one of the examples of a demographic factor that influences the development of the modern tourism and recreation.

The growth of one-person households allows us to establish a thesis that the members of such a kind of households have a lot of freedom in taking decisions concerning organization of their spare time. Moreover, taking into account their household's available income – which is disposable to only one person and allotted to meet basic needs and consumption of a higher order, investments, savings – it should be supposed that the single people will become an attractive target group to recreation and tourist line of business, and on the market special offers fulfilling specific needs of this segment of the tourists and the participants of recreational activities, that is in both motor recreation and the cultural one.

Widely understood globalization and dynamic socio-economic changes, politics, technological progress and the pace of introducing innovations in the leisure industry pose challenges for firms that provide recreational and tourism services, including for the unmarried part of society. This article aims to present impact of the economic factor as a determinant of recreational and tourist activity of the singles, on example of some research carried out in Poland (Greater Poland Voivodeship).

Key words: one-person household, recreation, tourism, expense, income.

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Introduction

In current times the socio-economic development, relatively high incomes and having so-called free time have contributed to a dynamic development of a specific field of social activity, which are recreation and tourism.

In Poland together with the introduction of market economy there can be observed an upward trend of the number of one-person households, which is probably due

to the change in the life's conditions, including greater possibilities for the 'adult children' to become standing on their own two feet (Lubowiecki-Vikuk 2008). The increase in the number of single-person household can also derive from greater involvement in singles' careers.

Central Statistical Office's forecasts indicate that in the next years the number of people in a household will decrease. This will contribute to increase in the number of one-person households. In 2007 in Poland

there were approximately 3,800,000 single-person households. To 2030 the number of these households is to increase by more than 35%. On the example of Greater Poland Voivodeship (table 1) the number of

one-person households in 2007 compared to the one from 2002 increased by 20.24%. Assuming the forecasts for 2030, the number will increase by 101.6% (Ibid).

Table 1. The prediction of the number of one-person households in Greater Poland Voivodeship about the number of people and the age of the head of the household in 2002, 2007, 2030.

Age	Number of single-person households in:		
	2002	2007	2030
18-19	1680	1347	779
20-24	15804	16914	7541
25-29	18797	23810	14357
30-34	12816	19868	18287
35-39	10235	13912	22385
40-44	11774	11200	22926
45-49	15381	14407	27498
50-54	17954	20230	31111
55-59	16016	27064	36864
60-64	16305	23064	37655
65-69	20548	19818	42180
70-74	23287	23925	57194
75-79	21556	24757	59319
> 80	22265	29519	74353

Source: Own study based on *Statistical Yearbook*, GUS, Warsaw 2003, p. 146.

In economic terms, single people are recognised as single-person households, constituting one of the economic subjects. These are people who have never been married, or because of the death of a partner or dissolution of marriage or divorce – there are no longer married (Bernard 1985). Thus, a single person is an individual supporting itself, managing its own financial resources and husbanding its own financial resources in order to meet basic needs. It should be added that the group of one-person households is a varied group, in the group the households can be distinguished between young people working or studying and older people, whose attitude to work has ceased and are now on disability pensions or retirement pensions. Increasingly there are also single households of people who are in middle

age who have never set up a family or who has divorced (Pizlo 2002).

Recreational and tourist activity is realization of widely understood leisure and development (Gracz, Sankowski 2001), which is consistent with individual preferences and expectations. Recreational and tourist activity of people running one-person household is influenced by a wide range of diverse factors: demographical, social, cultural, spacious, psychological, and economic ones, which are reflections of general trends in macro-environment.

The aim of this article is to present general determinants of the development of recreation and tourism of single people – running a single person household and identifying determinants of recreational and tourist activities of this segment of the

tourists and the participants in recreational activities.

Research material and research methods

The research was conducted in 2007-2008 among people running one-person household in Greater Poland Voivodeship. A sample¹ of 1069 households that were run by single women (60,80%) and single men (39,20%) living in urban agglomerations (75,68%) and rural ones (24,32%).

The information was collected by questionnaire method following a technique of direct survey in places of abode of respondents using a tool of measurement that was the questionnaire of the survey: "Recreational and tourist activity of single people" prepared by the author.

Results and analysis

In the range of the own research it

comes out that people running single person household in Greater Poland Voivodeship in the majority (37,96%) have their monthly incomes at the level lower than 1,500 PLN², whereas for the single men incomes between 3,001-3,500 and over 3,500 PLN are typical. This vindicates that significantly and statistically the incomes depend on sex of the respondents. Values for chi-square test were: $\chi^2=79.758$; $df=5$; $p<0.001$. Age influences the level of incomes. People of 20-49 age bracket usually get high incomes (over 3,001 PLN), while the lowest level of the incomes is characteristic of young people (aged 18-29). Another variable that influences the level of the earnings is education level, where the chi values were: $\chi^2=120.695$; $df=15$; $p<0.001$ (table 2). People running one-person household that are secondary or highly educated get higher incomes, in comparison with the people primary-educated.

Table 2. Degree of education and level of monthly income of people running single person households.

The level of monthly income [PLN]	The level of education [%]				Σ [%]
	higher	secondary	secondary vocational	primary	
<1500	12,23	20,00	3,59	2,14	37,96
1501-2000	8,45	9,51	2,72	1,46	22,14
2001-2500	8,35	4,76	0,78	0,19	14,08
2501-3000	5,53	3,11	0,49	0,19	9,32
3001-3500	4,66	1,84	0,19	0,00	6,70
>3500	7,67	1,55	0,58	0,00	9,81
TOTAL	46,89	40,78	8,35	3,98	100,00

Source: own study based on the survey research.

¹ The representative group was calculated using the

formula $n = \frac{u_{\alpha}^2}{4d^2}$ where: n - desired value of the

sample size; u_{α} - value read from the tables of the normal distribution n (0,1) for $\alpha=0,05$; d - mistake, assuming 3,0%.

² 1000 PLN \approx 239,35 € \approx 468,121 BGN (dated 06-10-2009)

Statistically significant dependences between the level of the incomes of the single people concerned not only their places of residences and their career. Values for chi-square test in the case of the place of abode were: $\chi^2=80.121$; $df=25$; $p<0.001$. The respondents dwelling in urban agglomerations that have 50-100 thousand and above 200 thousand citizens and rural agglomerations make the highest incomes. Average incomes (2,501-3,000 PLN) are typical of urban agglomerations up to 50 thousand's population.

Career activity of the singles in an obvious way influences their incomes. Among 30.19% respondents that do not take up any work incomes are at the lowest level. In that group there are the students, the pensioners and the unemployed. The dependence between the unemployed and their incomes deserves attention. Approximately 39% get their monthly incomes even at the level of 2001-2500 PLN. Incomes per month in a group of the respondents that take up career activity are: in 16.89% lower than 1,500 PLN, 16.8% 1,501-2,000 PLN, 11.65% 2,001-2,500 PLN, 8.35% 2,501-3,000 PLN; 6.41% 3,001-3,500 PLN and 9.71% more than 3,500 PLN in a month.

From the above dissertation it should be stated that such factors as: sex, age, education, place of residence and career activity influence the trend of the incomes of people running one-person households.

Single people make the frequency of participation in recreation conditional on the level of their income. However, the vast majority of respondents regardless of their level of earnings participate once a week (33.46%), twice a week (29.62%), three times a week (19.55%). Respondents with incomes under 2,000 (5.53%) and 2,501-3,000 (1.09%) do not find any time for recreational activity at all.

Expenses spent on recreation are at the lowest level. During the year more than 67% of respondents have allotted under 1,500 PLN, and 16.52% within 1,501-2,000 PLN. People with incomes that are more than 3,500 PLN spent the highest

expenditure, but they are only 1.41% of the respondents.

The research has shown the occurrence of a clear relationship between the income of people running single household and a place of their choice to participate in recreation and tourism.

Regardless of the level of income the singles often make use of bicycle paths and swimming pools – except for the most wealthy who choose swimming pool, gym and bicycle paths. The least popular places include ice rink and tennis courts.

Incomes have a significant impact on passive leisure activities during the singles' tourist stay. Sunbathing is characteristic of people with incomes above 3,001 PLN, and for those who receive less than 3,001 - short walks. On the third place people with any level of income indicated that their leisure time spent in solitude.

During the subject period the respondents set off most frequently to seaside regions - those with incomes under 1,500 and 1,501-2,000 PLN (16.17%); over 16% set out to Kolobrzeg, and about 9.5% to Sopot and Mielno/Koszalin.

Together with the rise in incomes (>2,001 PLN) the singles set off on abroad journeys (25.31%), mainly to Spain, Italy and Greece, and to the Polish mountain regions (18.57%) - Zakopane, Bieszczady.

Level of income also affects the frequency of trips outside of the residential places of the respondents. It should be stated that about 30% of the singles travelled five times or more during the year, regardless of their income. Thus, more than a half spent more than 10 days off their own household. Only 11% of respondents of the lowest income spent up to 5 days outside the permanent place of residence.

Annual expenses of the singles on a purchase of a tourist offer and a stay in a holiday resort can be presented in this way:

- more than a half of the respondents, regardless of the income, have earmarked up to 1,500 PLN for the purchase of the tourist offer; people with incomes up to 3,000 PLN has earmarked a

sum in 1,501-2,000 PLN bracket; the richest has earmarked over 3,500 PLN;

- there were similar results as far as the expenses during the stay are concerned.

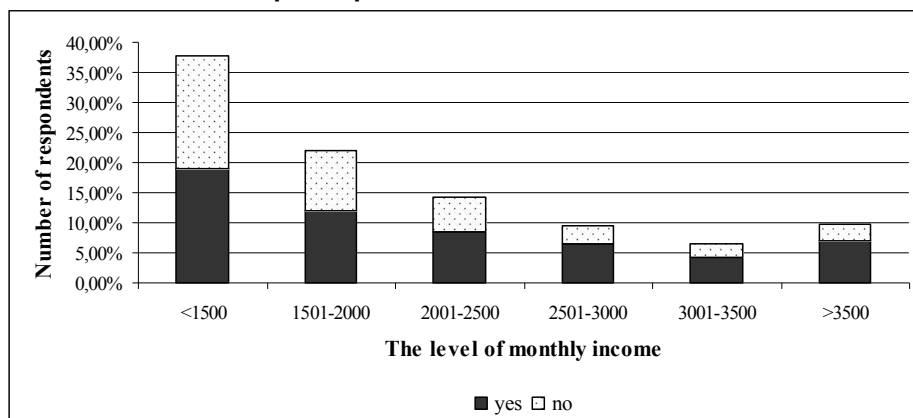
Irrespective of the level of the incomes, most frequently the respondents travelled with friends (30.43%). People of incomes over 3,000 PLN travel in solitude – it is related with business travels.

Regardless of their income, the vast majority of respondents (61.37%) self-organise tourist trips, purchase offer in person in the tourist resort - except for the more wealthy, including those who use the Internet to that end.

The incomes considerably influence the means of transport and sort of accommodation; the preferred means of transport is car, the people with incomes over 3,500 PLN use plane. The singles that have incomes up to 1,500 PLN have chosen private lodgings/guest rooms and their relatives'/friends' flats. With the increase of the incomes (>1,501 PLN) the respondents has used hotels.

For the majority of the respondents running one-person household favours participation in recreation and tourism. To the people of the lowest income it was the most difficult to decide, hence a half thinks that it favours recreation and tourism and another half is of a different view (figure 1).

Figure 1. Opinion of people running single person household on the subject of whether solitude favours in participation in recreation and tourism.



Source: own study based on the survey research.

Over a half has answered that it is hard to say if they would earmark more of their spare time for recreation and tourism, while 13.52% of the respondents claims that they are not going to do that, including the people of incomes to 2,000 PLN (8.15%), 2,501-3,000 PLN (1.49%) and above 3,500 PLN (2.09%).

Conclusion

As it has been presented above the income in the budget of one-person household is this factor that mainly shapes

the level of recreational and tourist activity of the singles.

Among prospects of the development of Polish tourism and recreation a tendency to an increasing activity of single tourists can be observed. The popular active recreational forms are biking and swimming. Moreover, single men eagerly use gym and fitness clubs services. They would travel individually with expectations of physical effort and physical activity, yet currently they prefer passive leisure, for instance lying on the beach and taking advantage of sunbathes, short walks. The

most frequently visited region in Poland is the seaside. The Mediterranean countries are visited as well. It should be added that the preferences of the single people (about the future) as for tourist travels concern foreign tourism: Germany (5.9%), Italy,

France, Spain, Croatia, Greece, Czech, Great Britain, Turkey, Egypt, the Netherlands and the USA (3.2%) inter alia. The singles will decide on quality and price of offered services, and they will wait for another experiences as well.

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