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## Welcome Address

### Prof. Dr. Wilhelm Steingrube

Dear Ladies and Gentlemen, dear Students, dear Colleagues and Guests!  
Good morning everybody.

I welcome you to this International Student Conference on behalf of the Working Group of Tourism Research in Mecklenburg-Vorpommern. This working group includes our four universities and three other institutions which are engaged in tourism research.

- I can introduce to you **Prof. Rassmussen** from the Applied University of Stralsund.
- Because of a long illness my colleague Prof Breitzmann from the University of Rostock can not take part today. Thus **Dr. Sperling** represents the University of Rostock as well as the Ostsee-Institut.
- **Dr. Bütow** is the representative of the “Forum of Leisure, tourism and regional planning research at Greifswald”
- My name is **Steingrube** - I belong to the University of Greifswald and I am the speaker of this research group at present.

This is our second Int. Student Conference. The first one we realized two years ago very successfully. At that time we have had a very big sponsor.

But this time there is no sponsoring – thus we realize this meeting as a low budgeted conference - nearly only under our own power. That is why I am so proud to welcome today so many foreign students.

Tourism today is one of the biggest branches of economy. Some of you have heard yesterday already our story of success: We like to tell everybody that our province is - regarding tourism - the number one in Germany.

An increasing number of students is interested in tourism. And tourism is characterized by a high degree of internationalisation.

That is the background of our idea to invite students from different countries and universities to meet in an international conference on tourism.

We intend with this conference to promote the

- meeting of students of the Northern Countries,
- representation of results of student research to an international audience.

In this way the participants can

- train their knowledge of English,

## Welcome Address

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- gain their experience and
- develop their own international network.

Yesterday on our first meeting day we presented to our foreign guests our province and on a field trip we showed them some parts of the nicest German island.

Today it is your turn. You will have to present your own papers.

But before we start now is a great honour to me to introduce to you Mr Kurt Schanné. He is the representative of our ministry of science. I think his presence documents the importance of the tourism branch on one hand and the importance of our work on the other hand. We should try to show him the high quality level of our work.

Thus I have to finish my welcome address now. Once again: Welcome to our conference. I am sure we will enjoy an inspiring meeting with animated discussions.

## **Product and Price Politics of Sea Voyage Organizers, Club Tour Operators and Hotel Chains in Comparison.**

**Jens Sieder, University of Rostock**

The German sea voyage market shows a clearly smaller market penetration in contrast to the American and British market. In America undertake approximately 3%, in Great Britain approximately 1.5% and in Germany only approximately 0.5% of the total population a high sea voyage.

The goal of the thesis (diploma) is to find out similarities and differences of the product and price politics of sea voyage organizers, club tour operators and hotel chains in order to formulate conclusions and recommendations for action for the product and price politics of sea voyage organizers which can cause a higher market penetration.

In the first part theoretical aspects of the product and price politics are examined to find out the basis for the analysis. Sea voyage organizers, club tour operators and hotel chains will be arranged in the system of tourism to clarify the possibility of the comparison.

In the second part the product and price politics of selected enterprises will be systematically investigated. Uniform criteria on the basis offered products will be used to get comparison criteria and information for the comparison of the product and price politics. All selected enterprises are from the German source market and reach similar customer groups. A substantial role within the selection plays also the so called "Clubgedanke". The similarity to each other, e.g. the situation and/or travel area of the club/hotel or ship is very important for the selection of the products.

In the third part the product and price politics by sea voyage organizers, club tour operators and hotel chains comparatively will be confronted in groups on the basis of selected analysis criteria. First of all the analyzed products of the respective enterprises will be compared. Average values will be created to compare the different enterprises. Finally the average values of the groups are confronted. The developing thing in common and differences will be interpreted to formulate conclusions as well as recommendations for action.

The average values of selected product components of the compared groups are showed in Figure1.

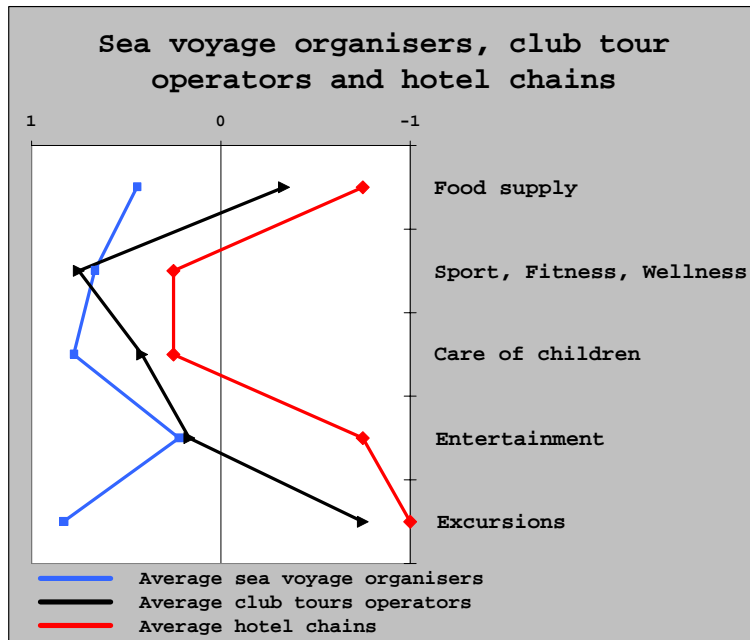


Figure 1: strengths and weaknesses of sea voyage organizers, club tour operators and hotel chains

The sea voyage organizers and the club tour operators are similarly evaluated within the product components sport, fitness and wellness, entertainment as well as care of children. Differences exist within the components food supply and excursions. The sea voyage organizers are better evaluated thereby.

Similar levels of the evaluation between the sea voyage organizers and hotel chains are within the ranges to sport, fitness and wellness as well as care of children. Both groups are above average evaluated, the sea voyage organizers somewhat better. Differences exist in the ranges to food supply, entertainment and excursions. Sea voyage organizers are better evaluated in each case.

Similar are evaluated the club tour operators and hotel chains in the ranges to food supply, sport, fitness and wellness, care of children as well as excursions. The evaluation for club tour operators is a little better in each case. Clearly differences are within the range to entertainment. The club tour operators dominate this field in relation to the hotel chains.

Similarities in the evaluation of the product components of all groups are in the ranges to sport, fitness and wellness as well as care of children. Both components are better evaluated than the average. It is in addition very clear that the sea voyage organizers are best evaluated and the hotel chains worst. The club tour operators are positioned between the other ones.

The price levels of the evaluated sea voyage organizers, club tour operators and hotel chains are represented on the basis of average values of several price examples. Figure 2 shows the different price levels. Price examples "1" are inclusive fly, price examples "2" are exclusive fly. Examples "a" are the lowest prices for one

adult, examples “b” are prices in the middle segment for one adult, examples “c” are the lowest prices for two adults and one children and examples “d” are prices in the middle segment for two adults and one children. All prices are for double rooms during the peak season.

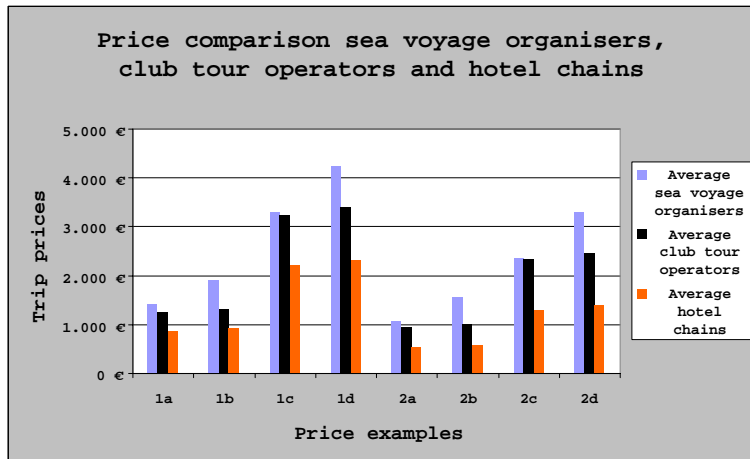


Figure 1: Price comparison sea voyage organizers, club tours operators and hotel chains

The sea voyage organizers are altogether most expensive. Centrally the club tour operators arrange themselves. Hotel chains have in each example the lowest price. Trip prices in the lower segments are similarly between sea voyage organizers and club tour operators. The sea voyage organizers are insignificantly more expensive.

The evaluation of the product components of the sea voyage organizers, the club tour operators and hotel chains and the respective price levels are very well-balanced to each other. The comparison of the product and price politics showed also that similarities and differences between the groups exist.

Club tour operators and sea voyage organizers are quite similar within some examined ranges. Sport, fitness and wellness, care of children, entertainment, as well as prices in the lower segments with children are examples of similar politics. In order to be able to win club travellers possibly for ship journeys, no fundamental changes of the product and price politics on the part of the sea voyage organizers are necessary by the already existing similarities. An interest in sea voyages presupposed, necessary changes are to be assumed possibly in the instruments of communication and/or distribution politics.

The compared criteria of the product and price politics of the sea voyage organizers and hotels chains show clearer differences. Clearly the sea voyage organizers dominate the evaluation of the product components in relation to the hotel chains. With prices, which are half as high as the average however, the hotel chains



undercut the sea voyage organizers in particular within the range with children. In order to win new costumers on this market for the sea voyage organizers, probably an adjustment of the price strategy is inevitable.

Interesting results for possible solution of the problem of the too small market penetration on the German sea voyage market are assumed in the analysis and the comparison of communication and/or distribution politics of the groups of comparisons.

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## **The Study of Tourists Ecological Awareness and Attitudes in the Face of the Environment Protection using Sociological Methods.**

**Tomasz Arkadiusz Łabuz, University of Szczecin**

### **Introduction**

The tourism industry is the world's fastest growing industry. Also it is very important part of the economic development of many regions. In places, where tourism is increasing environment is suffering from human impact and activity. Natural landscape, one of the basic human values and value for tourism is changing very rapidly.

Settlement, tourism and economy development has negative impact in coastal areas, especially in dune environment (CARTER 1980, PYE 1990, ISELMANN, KRISCH 1995, PIOTROWSKA GOS 1995, OLSAUSKAS 1996). Human activity also causes changes in dune relief and vegetation cover due to dune management and seaside tourism development (CARTER 1980, PYE 1990, PIOTROWSKA 1995, OLSAUSKAS 1996 and others). Among the human impact, NORDSTROM (2000) has mentioned overgrazing, deforestation, dune stabilization, navigation improvements, water regulations, coast protection, tourism growth. Overgrazing and deforestation of the coastal areas may lead to dune mobilization (NORDSTROM 2000) on the other hand dune stabilization by vegetation planting cause alien species spreading. Increasing of tourism, settlement causes activities of coast protection by sea walls, groins, dykes, nourishment, vegetation planting etc.

Especially in seaside villages environment and coastal landscape (greatly dunes) is changing. In coastal villages dunes are covered by buildings and footpaths. The end of the settlement stages is a maturation stage when all potentially developable land has been developed as either low or high density, and levels of tourists visits have stabilized (NORDSTROM 2000). Also in present day development of Polish coastal dunes heavy storms and human activity plays main role. Most of the Polish coastal habitats including dunes are also threatened by human activities (PIOTROWSKA 1995). Major impacts of tourism industry in coastal areas are: (i) infrastructure with hotels, transport system and garbage, (ii) recreation with human activity, and (iii) coast protection against abrasion. If coastal environment will be damaged or destroyed, tourist will not be arriving. Small value of environment is equal to smaller number of tourists and smaller incoming from tourism industry.

Levels of maturation vary from site to site, reflecting a combination of physical and cultural attributes, land use regulations and market demands; locations that developed prior to restrictive legislation can mature within the stage of land use intensification, whereas locations that developed more slowly may have been halted in earlier stages (NORDSTROM 2000). People do not think about threats for coastal

environment. Tourists and citizens of the coastal villages do not have knowledge about coastal processes and dangers caused by storm and human impact. It is seen in their behaviour: left litter on the beach, trampled dunes, more and more construction for tourism close to the beach.

One of the basic difficulties in ecological education is lack of knowledge about nature and poor knowledge about natural processes (STRZAŁKO, MOSSOR-PIETRASZEWSKA 1999). To make people aware of something that is far away and very dangerous but invisible in everyday life, is difficult (BEHAVIOUR AND THE ENVIRONMENT... 2003). If we want to protect and keep natural environment we should strongly influence on tourism participants to change their knowledge and behaviour in the face of environment.

Recently when environment is in danger by developing tourism we should recognize people rest preferences, knowledge and lifestyle to protect and properly use natural values. Figure 1 shows relations between education, awareness and action. Three factors are decisive for choice of people lifestyle: ethics, education, and information (BEHAVIOUR AND THE ENVIRONMENT... 2003). A first step in promoting the improvement of the environmental situation is to make information and knowledge about it available (BEHAVIOUR AND THE ENVIRONMENT... 2003). Information lead to change of behaviour if consequences of behaviour are immediate and clear. If you decide to drop all household waste on the floor in your kitchen it will very soon be unbearable to be there, and you probably will decide to change your habits (BEHAVIOUR AND THE ENVIRONMENT... 2003). In coastal areas when in one day tourists are leaving their garbage on the beach they will see polluted beach in next day. So they should understand that such behaviour is harmful for them and for environment.

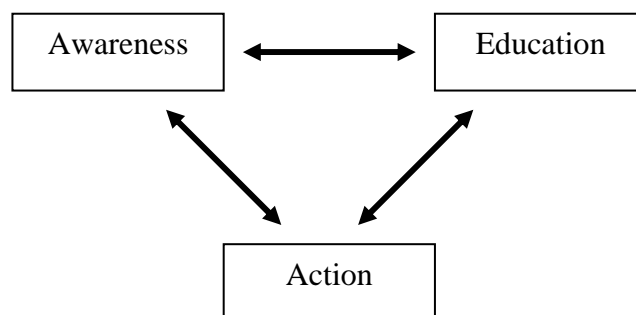


Figure 1: Relation of awareness, knowledge and behaviour-action (BEHAVIOUR AND THE ENVIRONMENT... 2003).

The factor, which is determining tourist preferences, is motivation of the trip (Figure 2). But every one individual has his own hierarchy of value, which refers to his needs and takes norms accepted by educational environment or environment of his live. Man can undertake activities in direction of these values, which chose (PRZECŁAWSKI 1997).

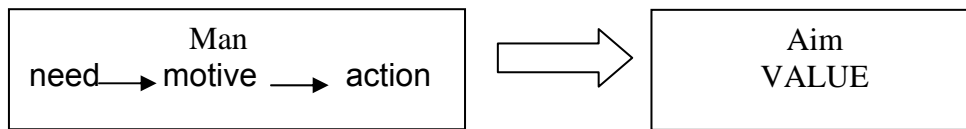


Figure 2: Behaviour of man directed on value (PRZECŁAWSKI 1997).

In Man life tourism plays educational role (PRZECŁAWSKI 1997 and others). The aim of the education is an increasing of: awareness, knowledge, attitude, skills, evaluation ability and participation (BEHAVIOUR AND THE ENVIRONMENT... 2003). During tourist trips, when individual is seeing the nature and its' processes he is learning about them. So during tourist trips become relation between people and nature. People find out what role plays natural environment in their life. These people will have attitudes expressing wish of environment protection. Their behaviour should show protection activities. They may easy resign from rest luxuries. They also should possess knowledge about environment and its protection. In wide conception attitude consist of three components (MIKA 1983, TUROWSKI 1993):

- excitements, emotions – relative durable feelings, negative or positive pleasures in relation to attitude object,
- behaviour – opinions, dispositions, orientations, which let individual to specified behaviour – action relative to attitude object,
- knowledge – individual knowledge about what is true, good or false, and bad.

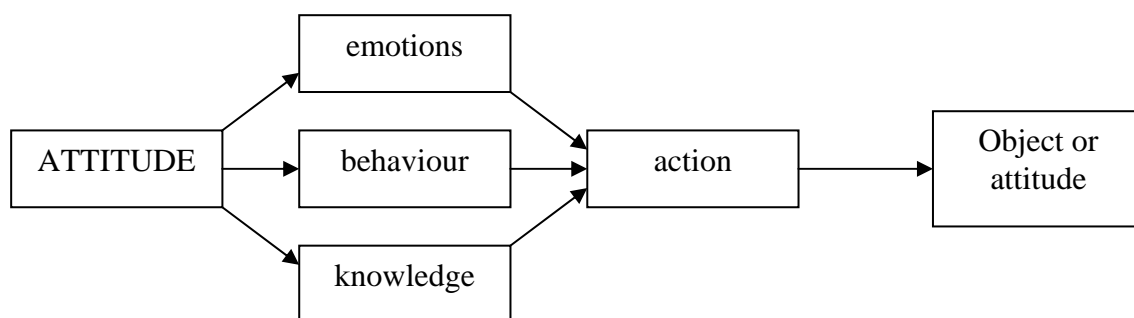


Figure 3: Schema of attitude structure (MIKA 1983).

The ecological awareness should be understood as defined level of knowledge about threats of life and health resulting from unsuitable relation of man to nature (WÓDZ 1990, WOŹNIAK 1997). In wider meaning achieves to whole acknowledged ideas, values and opinions about natural environment. Awareness consists of knowledge, opinions and imagination, also values and presented norms of the people (WOŹNIAK 1997).

Investigation on tourists' attitudes in the face of environment protection and their ecological awareness permits for the better organization of rest and prediction of possible losses caused through resting. First of all these exercises are important in regions with special natural values, protected by law or in regions where man pressure can perhaps disturb natural environmental processes.

### **Aims and methods**

An introduction in this paper work shows data collected on the basis of the questionnaires carried out with tourists. Presented results originate from questionnaire investigations over: (i) tourists' attitudes in the face of environment protection and (ii) ecological awareness of tourists resting on the coast. In first and in second study main problem was describe, how tourism's practice (of given kind, frequency of trips) influences on attitudes in the face of environment protection and on ecological awareness in relation of threats in coastal environment. These researches were done in West-Pomeranian province (Poland) in summer 2000 and on beaches of Polish villages in summer 2002.

The questions in the first questionnaire (i) were about people tourism preferences, their behaviour in environment and their knowledge about environmental protection. Main problem of the work was to explain how practicing of the tourism will be influencing on tourists' attitude in the face of the environmental protection.

The attitudes may be positive, negative or neutral. In the questionnaire referring to investigations about attitudes were questions on themes: (i) knowledge about environmental protections and its dangers, (ii) emotion on environment and its protection, (iii) behaviours/ activities in relation of protection. Main research questions are:

- (1) Whether tourists are interested in problems of environment protection?
- (2) Whether emotions of tourists reflect wish and need of environment protection?
- (3) Whether tourists show activities in direction of environment protection?

In questionnaire referring to awareness: were questions about: (i) knowledge about coastal environment and its dynamics, dangers, (ii) opinions on its theme, (iii) its value for tourists, (iv) norms/ behaviour presented by tourists in environment. The main research question is on what does tourists' ecological awareness depend?

The questions were chosen from sciences, which investigates over environment sensu largo and sciences over coastal environment dynamics. First questionnaire has 19 questions and second one 21. Results determine analysis of dependence among social and demographical attributes of tourists, their tourist preferences and their attitudes in the face of environment protection with ecological awareness relating to coastal environments.

## Results

The results of the investigations (with 50 persons) show that kind of preferred tourism has influence on attitudes in the face of environment protection. Positive attitudes on this problem characterize persons who chose this kind of tourism where aim is the contact with nature and its values.

The knowledge about environment protection possessed half of respondents (55%). Remaining group did not possess knowledge (23,6%) or possessed little knowledge (21,3%). This knowledge first of all have people which are studying, often travelling and preferring kind of tourism, which aim is a contact with nature (qualified tourism, agrotourism, ecological, alternative and health tourism).

Among respondents emotions were expressed with largest number of answers classified as positive (67%). Also here were noted smallest numbers of negative answers (10%). The greater positive emotions in the face of environment protections showed persons, who prefer tourism directed on relations with nature.

Emotions and knowledge on theme of some objects or persons permit to formation of behaviours, actions in their direction. Opinions and emotional disposition are inclining individual to action/activity in this object/person direction. But from three components of attitude, respondents' behaviour is the smallest, and does not show disposed activity on protection needs (32,6%). Also and negative behaviour is very rare (8%). Maybe real negative behaviour people are hiding because of shame and consequences. Most of population expressed neutral behaviour (59%).

During data analyses 5 different people attitudes have been set apart (Table 1).

- (1) people with full positive attitude disposition on environmental protection (21% of the studied population),
- (2) people with positive knowledge and emotions but without behaviour disposition on environmental protection (39%),
- (3) people without knowledge but with positive emotions and positive behaviour (7%),
- (4) people without knowledge and behaviour but with positive emotions (12%),
- (5) people without any positive components (21%).

Table.1: Types of attitudes in the face environment protections presented by examined population.

Type of the attitudes in the face of the environment protection needs		Type 1	Type 2	Type 3	Type 4	Type 5
Percentage of tourists in every type (100% = 50persons)		21%	39%	7%	12%	21%
components of attitudes						
Knowledge	They have high level of knowledge about environment protection	YES	YES			
	They do not have knowledge about environmental protection			YES	YES	YES
Excitements/e motions	They demonstrate positive excitements in the face of environment protection	YES	YES	YES	YES	
	They do not demonstrate positive excitements in the face of environment protection					YES
Behaviour	They undertake actions for environment protection	YES		YES		
	They do not undertake actions for environment protection		YES		YES	YES
Direction of the attitudes (for 3 components) + positive, - negative		+3	+2/-1	+2/-1	-2/+1	-3

The data and the results originate from second research (with 101 tourists from Polish beaches) show, ecological awareness about coastal environment. In question about what add attraction to seaside landscape and environment, most of all people answered that it is: contact with the sea, rest on beach and microclimate (Figure 4). Only few people answered (below 20%) that these are also: promenades, historic places and museums, recreational infrastructure, parks with reservations and luxurious hotels.

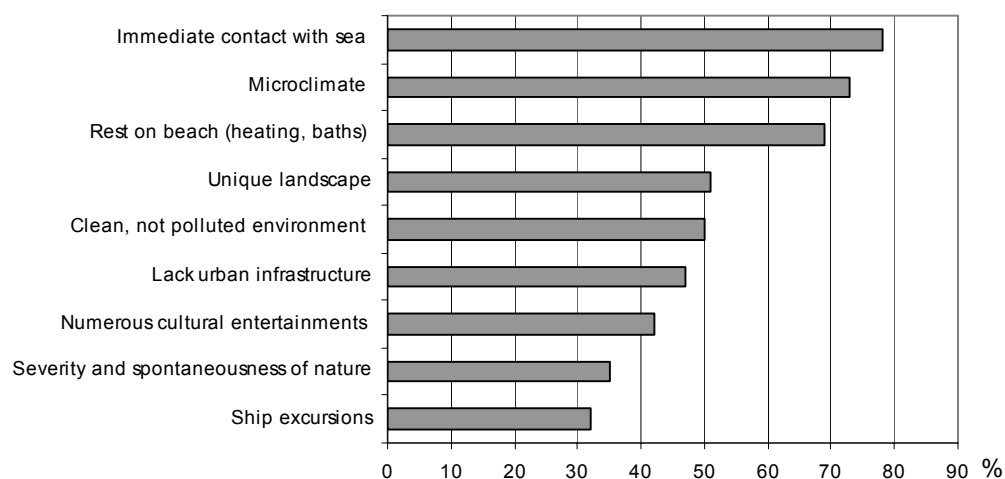


Figure 4: Respondents opinions on theme of what add attraction to the seaside environment (over 30% of answers).

Tourist, who is observing polluted beach, dunes, sea and villages probably understand threat flowing for nature from human impact. For respondents presence of large number of tourists in little seaside villages is threat for nature (81%). Among proposed in questionnaire threats for seaside nature (Figure 5) most of all persons pointed: quantity of litters and waste material (79%), absence of sewage treatments (67%) and on more and more great number of tourists (54%).

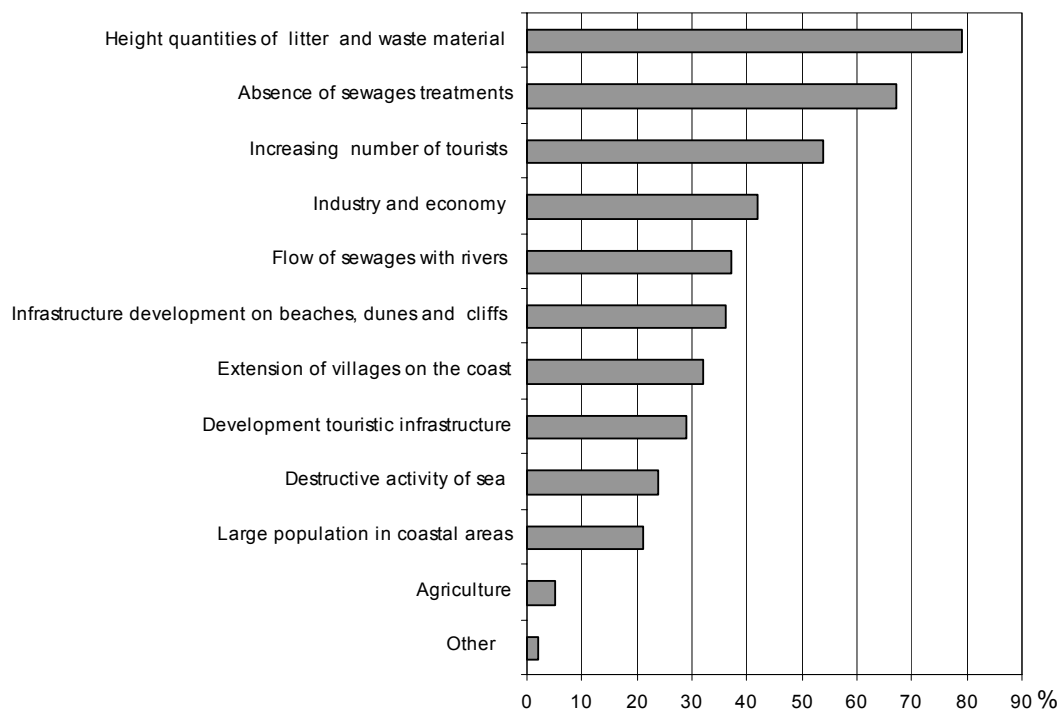


Figure 5: Respondents opinions on theme of threats for seaside nature.

In question about kinds of preservation of seaside nature seaside (Figure 6) over 60% of tourists pointed on: taxes and punishments for poisoning of nature, paths to walk, not roads for cars, sewage treatments, selection of litter and education.

Infrastructure development close to the beach is main problem of tourism development and for coastal protection. In separate question about these investments only 10% of tourists say Yes - it should be build close to the beach (restaurants, hotels), but 65% say No! In question with two pictures of the natural coast and coast covered by infrastructure (town), 84% of people prefer natural landscape and only 22% prefer this with town buildings. Also 79% of asked tourists prefer to rest in small villages, because of calm, silence and no tourists.

In many questions education, pollution and litters were the main problems pointed by asked tourists. But also it is clearly visible, that people do not want a lot of buildings and infrastructure close to the beach. For them bigger value is the natural landscape and environment in which they can really rest. Probably bigger knowledge about coast environment may increase their friendly activity for environment.



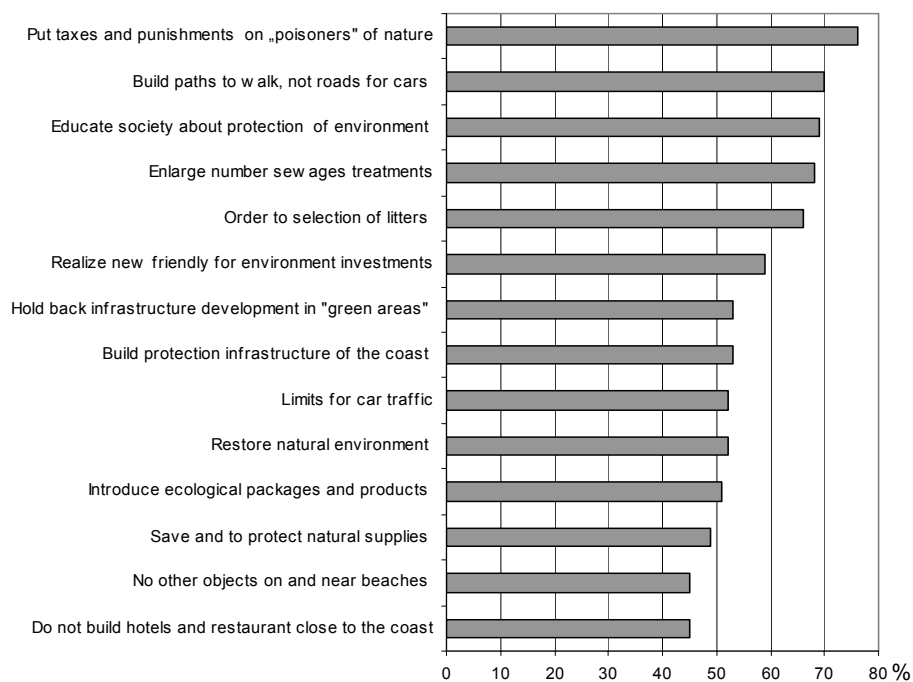


Figure 6: Respondents opinions on what kind of action really protect seaside environment (above 45 % of answers)

## Conclusions

Present development of tourism determines threat for natural environments. Specialized forms of rest, expansion of hotels on green areas, increasing number of tourists cause deterioration and pollution in natural environment. From second hand deterioration of the environment, which is, the basic value of tourism development can stop its development, and finally may bring losses for investors. Inland attractions should be promoted to the same degree as beaches. Recognizing of needs and behaviours of the tourists has large meaning in preparing of tourist product.

Tourism has influence on people attitudes. Knowledge about coastal environment protection possesses persons preferring this kind of tourism, which aim is contact with nature and persons travelling most often. First of all knowledge possess studying people. Behaviour of respondents characterizes lowest positive level.

Local communities and schools should take care for education about seaside environment. Various opinions, not true knowledge and not accepted behaviours of tourists should be regulated. Their awareness and attitudes should be changed. In other case natural environment will be soon destroyed. And social cost of protection will rapidly increase.

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## **Agrotourism as one of the Major Attractions in the Province of Opole and the Silesian Lowland.**

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Opole Province being rich in natural, economic, cultural and social features is perfect region for development of different kinds of tourism, especially agro-tourism.

The area of the province amounts to 9412 km<sup>2</sup>. There are: 31 urban-country communes, and 37 parishes.

### **Location**

It is located in the south-western region of Poland, on the route of Trans-European Brussels-Kiev communication route, which is of international importance. It borders with Provinces of: Wielkopolska, Łódź, Silesia, Lowsilesia and on the southern side with the Czech Republic. On the boundary of 185 km there are 5 border crossings. All of them are open to public as well as passenger cars and lorry. Diverse and interesting topographic profile is shaped by Raciborska Valley, Sudety Foothills, Garb Chełmski and Opole Lowland.

### **Transport**

Significant advantage of the region is its location on the road net, railway line, and water way, as well as its communication availability, provided by well developed communication infrastructure. Density of local roads amounts to 85 km per 100 km<sup>2</sup>.

Direct connection with the most important cities of Poland and with Frankfurt, Munich, Budapest, Kiev, and Baltic ports is provided by constructed motorway A4 linking west and east of Europe and 3 airports (1 of which is currently used).

Local roads of Opole Province are satisfactory and the condition of district, province and country roads is good, especially in comparison with other roads in the territory of Poland.

### **Demographic data**

Opole Province is inhabited by 1090,9 thousand people. It is about 2.7% of total state population. Density of population amounts to about 120 people/km<sup>2</sup>. 46.8% of people live in rural areas. Special feature of the countryside of this region is the fact that some parts of rural population have relations with people from eastern parts of Germany (partnership of Polish and German cities).

## **Agriculture**

There are the best natural conditions and the most fertile soils in Opole region. Arable land area amounts to 588 thousand hectare, which comprises 3.16% of total state croplands. The most fertile soil is made of loess and black-earth, 51% of fertile soil consists of very good or good soils for wheat production. The region is dominated by individual farms with an average size of 7.83 ha.

## **Climate and natural resources**

Opole Province is considered the warmest region of whole Poland. The climate is characterized by early spring, warm summer, long and mild autumn, and rather mild winter. The quality of soil varies from 2<sup>nd</sup> to 4<sup>th</sup> class. Arable land comprises more than 50% of region. Forests, especially mixed constitute 25.4% of land. Considerable advantage of province is fact that the length of tourist trails amounts to 332 km. The region is almost wholly occupied by the Odra River basin, which is an important factor in development of topographic shape of area.

Places of special cultural values and picturesque localization include: Opole, Nysa, Brzeg, Paczków, Byczyna and Grodków, Kluczbork and Namysłów.

There are plenty of attractive sites for tourists' in Opole Province, and among the most known we can count:

- The region of Opawskie Mountains
- Kopa Biskupia - 890 m above sea level (Natural Scenic Area of Opawskie Mountains)
- Otmuchów and Nysa Lakes, which are extremely popular summer resorts
- Mała Panew Valley, with perfect conditions for angling
- St. Anne Mountain (with St. Anna Basilica – popular pilgrimage destination)
- The Stobrava River Landscape Park
- The region of Turawa Lakes (4 lakes)
- tourist cycling traces, which includes also unique 'Trail of Sacral Wooden Architecture'

A great number of museums and cultural objects fulfil esthetical needs of people of all kinds of interest. Those of the greatest fame are:

- Museum of Opole Silesia
- Open - air Museum of Opole Village in Bierkowice
- Museum of Silesian Piasts in Brzeg
- Jan Dzierżon Museum of Beekeepers in Kluczbork
- Central Museum of Prisoners of War
- Castle of Silesian Piasts called Silesian Wawel (Brzeg)
- Moszna Castle with renowned Stud Farm of Arab horses.

As far as other activities are concerned Opole Province is also rich in sporting and cultural events and it provides tourists a great variety of possibilities of recreation.

- National Festival of Polish Song in Opole
- Music Festival of Blooming Azalea (Moszna Castle in May)
- „Spring of Opole” - walking and biking tours
- rambling and cycling
- water recreation: yachting, windsurfing, canoeing, angling in numerous, picturesquely set in the wood lakes
- hunting in rich in game and deer forests of the region
- horse riding, such services are offered in many stud farms, including agro-touristic farms, (so called ‘ holidays on saddle’)

Moreover local people pride themselves on various harvest festivals or local feasts, which are perfect occasions for tourists to observe authentic folk celebrations.

### **Agro- and eco-tourism**

Agro-tourism is a new, well-developing form of tourism in Opole Province. Landholders discover a convenient and practical way of supplementing their incomes by rendering services such as accommodation or providing tourists with traditional, health food. There are many new, large specialized farms (on the level of farms in Western Europe) as well as small-scale, privately run holdings with traditional methods of cultivation. They are located in different parts of Opole Province in beautiful surroundings, sometimes grouped around cities such as Kluczbork, Nysa or Brzeg.

It is unquestionable that development of farms supporting eco-friendly tourism is a significant factor and chance of economic growth and expansion of country areas.

#### **Agrotouristic farm – GOŁKOWICE**

It is a good example of a new agrotouristic farm, and it is located close to Byczyna, near the road Katowice – Poznań, which is an important communication route. It is about 60 km from Opole and 100 km from Wrocław.

Accommodation in a baroque manor house is provided in 3 rooms (one with bathroom). There are also 2 bathrooms, kitchen, bar, summerhouse and dining room for guests’ use. There are together 6 beds for guests, and also the possibility to pitch a tent.

The owner Mr. Jasiński offers many attractions in his household:

- horse riding (therapy with horses is possible)

- angling, sailing in little boat, canoeing
- sightseeing (monumental palace, battlements in Byczyna, which is little old-fashioned town)
- sleigh ride in winter
- camp-fires, barbecues
- mushroom picking
- hiking, cycling

It is possible to come for holidays with own pet, as the housekeeper has other friendly animals like horses, cats, dogs and swans. Around the palace there is a park, ponds and a river.

The owners can cater for children and organize some educating and interesting activities for them (games, sightseeing in horse-carriage, etc.).

Landlady offers 3 meals per day or otherwise guests can cook for themselves from ecological, organically grown food and they have even chance to learn some culinary secrets and recipes of traditional dishes of Silesian cuisine.

Bars and restaurants in Byczyna are also available as well as an open-air swimming pool (2.5 km from farm).

As far as local festivals are concerned, annually, on 25-26 June there is 'The Rally of Veteran Footballers' in Byczyna and 'International cycling race of juniors' in Kluczbork.

Apart from all those tourist attractions agro-farm gives an opportunity of immersing oneself in farmer everyday life. Guests have unique chance to participate in farm works, bred animals and enjoy relaxation in the open air, close to hospitable, friendly people. The owner speaks Russian and German a little.

For tourists convenience there are many ways of searching agro-touristic farms that fit their liking and needs. Different catalogues and folders provide information of various forms of accommodation in the whole region. There are also plenty of special web sites concerning many offers. Tourists can find there the place for holidays according to what they preferences are (defining their favourite location, animals, activity, etc).

## **The Silesian Lowland**

### **General Description**

The region of the Silesian Lowland is situated in south-western part of Poland next to the provinces of: Lubuskie, Wielkopolskie and Opolskie. It occupies 19 948 km<sup>2</sup> and has almost 3 million inhabitants, 26 districts, 196 parishes. The main city is Wrocław. A bit of history... once upon a time Slavic tribes lived in the Silesian Lowland. In 18th century when Poland was partitioned this part of the country was under German

control. Even then people didn't forget the Polish language. In those times many of them emigrated to Wielkopolska. After the First World War only a part of the Silesian Lowland came back to Poland, another part remained in Germany. At present times much larger part belongs to Poland.

### Climate

Very important characteristics of the climate in this region are its frequent changes in the weather; the best month is July – it is the warmest one. It is so because this climate is influenced by moderate oceanic winds, it is milder and the spring comes sooner than in other parts of the country.

Thanks to pure air, mineral water and extensive woods the region is a perfect place for health resorts, among which we have:

- Świeradów
- Cieplice
- Kudowa
- Polanica
- Duszniki and many others spas.

### Communication

If tourist would like to go to the Silesian Lowland they should know that there is a good network of roads leading to many villages and small towns facilitates communications, so that this region is very populated. It is the best in the country – many railroad lines, motorways so it is easy to travel and visit the historical places.

The A 4, E 65 lead to Prague, Dresden, Gdańsk and other towns and cities. The motorway from Stettin to Prague is planned in the near future. There is heavy traffic along the Oder waterway, with a port in Wrocław. There is also an international airport there.

### Natural Resources

The Silesian Lowland includes Jeleniogórska and Kłodzka Valleys, some of Trzebnica chain of hills and Sudety Mountains. There are wonderful, enormous forests, old mountains (Karkonosze, Stołowe, Sowie, Kaczawskie), rivers creating many waterfalls and the biggest in Poland cluster of ponds with fishes in Milicka Valley. In the Silesian Lowland forests you can meet many species of birds, deer, bats and many others.

### Agriculture

The soil is very heterogeneous. In the mountains there are, besides the forests, large meadows and pastures. People there raise mainly cattle, sheep and grow cereal,



potatoes and sugar beets. Cultivated land occupies 59% of the Silesian Lowland; of it 46% is arable soil. Farms with average size of 9.44 hectares occupy 73% of the arable land. Mining industry is well developed there and the deposits of copper, between Lubin and Głogów, are the largest in Europe. There are an increasing number of agro-farms, especially in Sudety.

#### Parishes

Parishes in the region with its special climate and many relics, ruins etc. are beautiful and people are very friendly there. Tourist may go to one of them and convince of it.

#### Paszowice

A half of its territory is occupied by the park "Chełmy" includes the "Myślubórz Gorge". The European Route of the Cistercian Order leads through this parish. An interesting feature is that the sunny slopes are being planted with vineyards, which are really worth visiting.

#### Podgórzyn

Visitors can visit there the Western City in Ściegny where they can meet a real sheriff, and go to a saloon for a beer. If they are lucky - could witness a robbery of a bank or an Indian attack. In Przesieka tourists may admire a wonderful waterfall.

#### Kamienna Góra (Stone Mountain)

There are few reserves "Dwarfs Rocks" or "Raven Stone". In summer one can sail on the lake in Bukówka, walk or ride a bike there. In winter there is a possibility of skiing on the slopes in Lubawka. The whole year round the Bóbr River offers anglers many facilities for fishing.

#### Karkonosze Mountains

Besides many monuments and other attractions there are gorgeous mountains: Table Mountains, Izerskie or Karkonosze which are the highest part of Sudety bordering on Czech Republic, 36km long, where you can come across groups of rocks of fantastic shapes. The highest summits include:

- Śnieżka 1602 m above sea level
- Big Szyszak 1509 m above sea level

Slopes are cut in many valleys in which there are beautiful lakes.

Karkonosze are very important tourist region:

- Szklarska Poręba
- Karpacz
- Harrachov – in Czech Republic

#### A Bear Cave in Karkonosze

It is situated in the Śnieżka Mountain, at a height of 800 m. It is the longest cave in Sudety-about 2500 m. There were found deposits of bones of many animals. The

Bear Cave is the 13<sup>th</sup> longest in the country. The higher parts of Karkonosze include the Karkonosze National Park.

#### The Karkonosze National Park

The National Park was created on 16<sup>th</sup> January 1959. It occupies 5564 hectares. In 1992 the entire Park was registered by the UNESCO as the World Reserve of the Karkonosze Biosphere.

#### The Stolowe Mountains National Park

The Stolowe Mountains National Park was created on 16<sup>th</sup> of September 1993. It is situated in the middle Sudety, in Klodzko region on the Polish-Czech border. The Stolowe Mountains are the Polish part of great sandstone layer situated between Karkonosze and Bystrzyckie and Orlickie Mountains. The Stolowe Mountains National Park covers the area of 63 square kilometers of their upper part with the culminations of Sczeliniec Wielki (919 m above sea level) and Skalniak (915 m). In the neighbourhood of the Park there are several popular health resorts: Polanica Zdroj, Duszniki Zdroj, Kudowa Zdroj.

#### Tourist Attractions in the Region

##### The Wang Church

This famous wooden church with its oriental-like name, Wang, alongside its unusual structure, often misleads tourists coming to the location. Many who have visited the place have had the impression that they were facing a Chinese pagoda or a Hindu temple. Therefore, the fact that this structure is a Christian church originating not in the Far East, but the North, e. g. in Scandinavia comes to many visitors as a surprise. Homeland of the Wang church is Norway.

##### Chojnik Castle

It is situated near Jelenia Góra in Sobieszów. The castle has never been conquered.

##### Church of the Peace in Jawor

13 December 2001 the UNESCO council in Helsinki made a decision to place this church on the List of Cultural Heritage of the World.

##### Uranium Mine in Kowary

It was exploited during the Second World War for mining this mineral

##### The Western City

It is situated between Karpacz and Ściegny. You can see there a real sheriff and visit a saloon. If you are lucky you could be a witness of the robbery by assault or an Indian attack.

## Lubawka

I would like to encourage you to come to Lubawka – it is a very attractively situated place in the Raven Mountains close to the border of the Czech Republic. The parish offers many facilities. Lubawka lies on the railway: Stettin - Wrocław - Prague linking Southern and Northern Europe, so it creates special opportunity for many developers and tourists.

Attractions in the region:

- Little houses of the ancient Silesia weavers, called "Twelve Apostles"  
They were built in 1707 for the Czech weavers immigrants.

- The statue of St. John Nepomucen

It stands in the central part of the old market in Chełmsko.

- Ancient little cottages

At the beginning of the 18<sup>th</sup> century Lubawka was extended so it changed its architectural style. The built up area around the market place comes from this period.

Lubawka is famous for trade in linen

- Church of the holy Virgin in Lubawka

Was built between 1609 and 1615. Baroque interior, renaissance tower and a wonderful altar are especially worth seeing.

- Church of the holy Virgin in Krzeszów

This is the most famous monument of the region. As the only one in the Silesian Lowland, it is indicated to be registered in the list of Cultural Heritage of the World of UNESCO. It is the most treasured example of Silesian Lowland's architecture.

- Penitential Cross in Bukówka

On the premises of the whole parish there are many signs of the religious cult: little chapels, crosses on the border of roads, statues of saints, you can frequently see penitential crosses.

- Reserve "Kruczy kamień" („Raven Stone")

It is situated 1.5km from Lubawka, at the slope of Raven Rock (681m above sea level). A legend of the beginning of Lubawka is connected with the Raven Rocks and with the Love Valley.

- Bike trails

Cyclists can use bike trails, which go through impressive forests. Every year in September there are organized International Open Competition in Mountain Bike Riding.

- Winter sports

Around Lubawka there are great terrains for skiing. At the Saint Mountain's slope (700 m above sea level) there is a ski lift 650 meters long and 3 ski routes of different length and levels.

- Water reservoir in Bukówka

It is exquisitely situated among the mountains. Man-made water reservoir covers about 199 hectares. It is a real paradise for anglers.

- Nature paths

They are perfect place for the practical teaching of biology. It can be used as a natural laboratory.

- Among many other facilities in the Silesian Lowland the tourists can choose:

- hunting      - gliding
- paintball    - parachuting
- climbing     - survival
- speleology - motocross

- Some of the parishes organize various events:

Bolków and Sobieszów (Chojnik castle) – Knights tournament

Gryfów – Fried potato holiday

Leśna – Rural games

Radków – Beer picnic

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## **The Baltic Sea Coast on the Internet – A Tourist Portal**

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The Baltic Sea is definitely a tourist region, but its biggest competitor, the Mediterranean Sea, is far more recognizable. The Mediterranean Sea is undeniably warmer and is much more suitable for popular pattern of holidays “4S” (sand, sea, sun and sex), when people spend all time lying on the beach or by the hotel pool. The passive tourism idea implies situation that one can observe on the coast of Greece, Italy, Turkey, Spain etc. Tour operators sell mass product, which include transport, accommodation and board. Thus tourists who get all what they need (in their own opinion) do not wish to demand anything else. They neither explore the country, nor new people. Their need of acquainting with foreign culture is perfectly satisfied with evening performance specially created for that purpose by hotels. Unfortunately those evenings have very little to do with the real culture of indigenous country. As a result people fly on their vacation from big, crowded, dirty and loud cities to resorts that day-by-day start looking exactly the same. All that causes the situation, in which over 60% British tourists require one or two day off after coming back from vacation before they start work.

More and more people notice that they need something different from “4S” to regenerate their bodies and minds. They seek something out of the ordinary, so they experience active and individual tourism. Instead of spending two weeks on a sun bed they rode on a bike through hills and valleys. Unexpectedly they observed that despite physical effort they are relaxed and full of enthusiasm. Furthermore they spent two weeks in peaceful and quiet surroundings, meet interesting people and last but not least they improved their physical condition. There is also something very important: they did all that by their own. All that makes an opposition to “4S” - the “4A” are a more and more popular way of spending vacation. It includes: activity, adventure, attractions and atmosphere.

There are many possibilities to spend vacation on the Baltic Sea coast. One can choose from abundance of both water and field sports. The diversity of landscapes and maritime conditions are conducive to the development of active tourism. The advantage of that region is unique nature, which is being preserved in several National and Landscape Parks. Specific local culture, interesting architecture and many monuments might also attract tourists. To promote this region we came up with a slogan “5A”, in which the fifth A stays for the amber as a symbol of the Baltic Sea coast. Commonly thought, as the region’s greatest weakness – colder weather in comparison to the Mediterranean region – might be its strongest point, because the heat might be a serious obstacle in active tourism. Despite advantages mentioned

above the Baltic Sea coast is not a very popular tourist destination, mainly due to lack of complex information.

The Internet becomes the most popular, direct and accessible source of information. However it is hardly possible to find all necessary data on one portal. Sometimes it is unfeasible to gain all of them. The omnipresent flood of information can easily be noticed on the Internet. For example, if one type in any search engine two words: hotel and name of a region in which he or she wants to plan vacation the outcome will exceed expectations - over 4 thousands of web pages. It will take few days to check them all. Finally finding a relevant portal does not finish the work. Accommodation, trails, environment, food and beverage, culture, all these data are located on different pages. What if one would like to travel abroad? There are no portals that comprise information in all Baltic country languages. Rarely the information is available in indigenous language and English or German. We can call it The Babel Tower syndrome.

Our idea is to create a certain portal that would encompass all important data about the region as a whole and could be provided in all Baltic region languages. Such an enterprise would allow individuals to plan their entire vacation on one comprehensive web page. It would create demand for active and individual tourism. Initially the most important issue is to create a global base. This pattern would be gradually and consequently implemented locally. The best opportunities to our portal lie in GIS. Geographic Information System is an application, which contains uncountable layers of information about a place (road net, accommodation, places of historical interest etc.). The ground base of the system is digital map created by GPS system. The GIS allows combining individually selected information in one place. It enables to erase the irrelevant and display only crucial data.

Secondly it is vital to properly divide tasks. The system has to be supervised centrally, but on the other hand it needs to be created and updated locally. The very first thing in terms of local activities is to bring to life a digital map. Then it is crucial to collect proper information. It is the hardest and the most expensive part as well. Having gathered all data it is very important to select them properly and to create local databases in accordance to previously formed pattern. Lastly local sections have to be constantly aware of any changes that might occur. The central department will be in charge of combining all local databases and maintenance of the portal.

We think that there is need for creating such a web site. It would provide complex information about tourism in the Baltic region from accommodation through bike routes to essential facts about major attractions. Furthermore all information would be served perspicuously and comprehendingly. On that site one could plan their holiday all by themselves. The profits from this portal to municipalities and local tourism are virtually almost impossible to overestimate. It would be far better than

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telephone directory, advertisement, or any PR activities. This site would also support and encourage people to individual tourism.

No matter how beneficiary merits of this site can be, there are some important drawbacks. To begin with physical difficulty of compiling all information and what is more important to keeping it up-to-date. The fact that the Baltic Sea region comprises 9 countries shows potential complications in management and local-central communication. A lot of effort would have to be put also in solving many technical difficulties. The last, but not least problem is money. This one might be partly omitted when the students from all Baltic region countries would implement this idea. We suggest a joint-project under auspices of the European Union. To put it briefly, creating the Baltic tourism portal is possible but requires much engagement.

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## **Tourist Guides Development – Problems in Latvia**

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### **Abstract**

The tourism industry is becoming more and more impersonal. With a growing number of employees and the standardization of the tourism services, the roles of those persons, which have direct contact with tourists, are increasing. Two of these are the tourist guides and the tour managers.

The society in Latvia is poorly informed about these professions. Also their role in development of tourism is not yet realized.

The goal of this paper is to develop an understanding of the problems of the tourist guides entity development in Latvia. To reach the conclusion a research was carried out. Also several proposals how to cope with the following situation are provided.

The development of the tourist guides is only at the early stages and it faces several problems. First, the lack of an unified guide definition in the country. Terms that are commonly used are archaic or incorrect. Second, the tourist guides are not protected from the low-grade professional training and foreign tour managers, which are acting as tourist guides. To solve these problems, it is necessary to establish training systems for tourist guides in Latvia. Only through teaching it is possible to improve the quality of local guides and to provide contented tourists for the country. In the future it is essential to implement licensing for tourist guides in Latvia to eliminate foreign tour managers from acting as tourist guides and to ensure quality and development of local guides.

The Professional Tourist Guide Association of Latvia is the way to deal with these problems. As a tourism organization it can act in the Tourism Consultative Board of Latvia, which is providing the link between the professionals of the tourism industry and the government. As a representative of the tourist guides it can realize the initiative of legislation.

### **Tourist Guides Development Problems in Latvia**

The tourism industry is becoming more and more impersonal. With a growing number of the employees and the standardization of the tourism services, the roles of those persons, which have direct contact with tourists are increasing. Two of these are tourist guides and the tour managers.

The goal of this paper is to develop an understanding of the development problems of the tourist guides in Latvia. To reach the conclusion a research was carried out. Also several proposals how to cope with the following situation are provided.

In Latvia tourist guides are still the orphans of the industry, although in the world, tourism industry, the media, government officials and general public are beginning to



see that a tourist guide's role extends well beyond welcoming and informing visitors. Indeed, the tour guide is entrusted with the purest of public relations missions: to encapsulate the essence of a place; to be a window onto a site, city, region, or country; and even to create a mirror for visitors, enabling them to better understand their link to the history and culture of their hosts (LINGLE POND, K. 1993). The society in Latvia is poorly informed about this profession. Also their role in development of tourism is not yet realized. In Latvia the only published literature about the guiding is the "Nature guide handbook "Appreciate that in love"".

The development of the tourist guides is only at the early stages and it faces several main problems:

1. lack of unified guide terminology in the country;
2. lack of occupational standards for guides;
3. lack of unified guide educational system;
4. lack of tourist guide certification and licensing.

#### 1. The lack of unified guide terminology in the country

In the world, Europe and also in Latvia there is no unified tourist guide terminology and the definitions vary.

In Latvia definitions or descriptions for tourist guides are included only in two tourism documents: National Tourism Development Program, Year 2001-2010 and Occupation classifier. In the first document it's written that guides are physical persons, who are doing wage labour, escorting individual tourist or tourist group and giving the information. In the occupation classifier it's written, that the tourism guides escort the persons or groups, visiting local tourism objects (museums, monuments of architecture etc.) and provides information they are interested in.

To make clear the difference between tourist guide and the tourist group manager, the most frequent used definitions for these professions are as follows.

Tourist guide (tour guide) is the person who possesses an area-specific Tourist Guide qualification issued and/or recognized by the appropriate public authority in the country concerned. The role of the tourist guide is to guide visitors from abroad or the home country, in the language(s) of their choice, to interpret the natural and cultural heritage of the area of qualification. (European Federation of Tourist Guide Associations (FEG)). This FEG definition is used by the European Commission and widely across the tourism industry.

The International Association of Tour Managers (IATM) have the following definition: tour manager also known as tour guide, tour director and tourist group manager is a person who is the tour operator's representative on a escorted tour, managing the itinerary, keeping the clients informed with any relevant information, and acting as a tourist guide when no other tourist guide is used.

The lack of unified tourist guide and tour manager terminology cause several problems:

- tourist guides in Latvia are also called “excursion guides” and “tourism guides”;
- tourist guide educational programs have different names and quite often it is difficult to compare the educational programs by the names and the obtained specialty: tourist guide or tour manager.
- potential students have the difficulty to compare and to select their way among different educational programs for tour guides or tour managers.
- terms for tourist guides are not precise. For the last years very common has become the name “tourism guide”. This term is used in the names of the different tourist guide educational programs and other tourism documents. Taking the meaning of the word “tourism”, this is not a precise term for the guides, because they are guiding tourists not the tourism. Reading the documents in which explanation for this term is used and given, the author has come to the conclusion, that it is an incorrect translation of the English name “tourist guide”. Using of incorrect terms might appear also because of the lack of the tourist guide roles understanding.
- tourism industry in Latvia quite often have to use English names for the different types of tourist guides, which are recognized around the tourism industry in the world (for example, on-site guide (site-specific guide), driver-guide, personal guide, docent, government guide, industry guide, specialized guide, etc.), because there are no adequate terms in the Latvian language.

It is essential to solve the situation by creating and implementing the occupational standards for tourist guides.

## 2. The lack of occupational standards for guides

The confirmation of occupational standards is carried out by The Ministry of Education and Science of Republic of Latvia. Tourist guide occupational standard is not yet elaborated in Latvia. In the Ministry of Education and Science only the occupational standard for Cultural tourism guides is confirmed.

Occupational standard for the guides is the base for the tourist guide recognition and the professional growth. It is the base for: license assignation for tourist guide educational programs, elaboration of national tourist guide educational program, criteria's for tourist guide certification and licensing in Latvia. Elaboration and implementation of occupational standard is very important for rising quality of tourist guide educational programs and their accordance to professional demands.

## 3. The lack of unified guide educational system

Table 1: Educational system of Latvia

Grade	Educational programs
Preschool education	
Basic education	9-year basic education
	Basic vocational programs (1-2 years (for dropouts))
Secondary education	General secondary educational programs (3 years)
	Secondary vocational programs (4 years)
	Vocational programs (2-3 years)
Higher education	Bachelor programs (4-3 years)
	University-type professional programs (4-6 years)
	Applied professional programs (4 years)
	College programs (2 years)
	Master programs (2 or 1 years)
	Doctoral programs (3-4 years)

The educational system in Latvia consists of four grades (Education Law of the Republic of Latvia 1998). After these levels come further educational programs.

Tourist guide education in Latvia is realized only in following three level educational programs:

- (1) Secondary professional educational programs (to acquire the 2<sup>nd</sup> and 3<sup>rd</sup> professional qualification level professions). This level of education for tourism is managed by the Ministry of Education and Science, Ministry of Agriculture and Ministry of Culture. Secondary professional educational programs for tourist guides realize Culture college of Latvia. Here are taught tourism managers with specialization: tourist guide and tour managers.
- (2) Higher professional educational programs (to acquire 4<sup>th</sup> and 5<sup>th</sup> professional qualification level professions) with specialization tourist guide are realized in the University of Latvia and in the Rezekne higher education institution. These are 2<sup>nd</sup> level higher professional educational programs. School of business administration Turiba offers alternative courses – tourist guide.
- (3) Further educational programs for tourist guides it is possible to acquire in tourism enterprises (Barbara&M (B&M), Universitātes Tūristu klubs, Eirovia, Salamandre tūre, Impro ceļojumi) and several local municipalities has organized guide courses (Ventspils municipality together with Tourism information center of Ventspils, municipality of Kuldīga together with Tourism agency of Kuldīga and municipality of Talsi).

The results of the research of tourist guide educational possibilities in Latvia are attached in appendix Nr.1. The research shows that all these educational institutions are working separately and their programs are quite different in names, courses,

duration and charge. Most of the tourism enterprises organize courses for tourist group managers. That's because tour managers are the most marketable. Tourism statistics of Latvia shows that outgoing tourism (2.3 millions year 2002) is higher than incoming tourism (2.27 million year 2002). According to the forecasts of the World Tourism Organization Europe will become one of the main destinations, in which the importance of the Baltic region, including Latvia, will grow. It is very important in such situation that Latvia is ready to welcome tourists with high quality services including professional guides.

Quite large amounts of tourism agencies offers different tourist guide and tour managers education, that means, that this profession is essential to carry out the tours, and that it needs training. To facilitate elaboration of new regional tourist guide educational programs, to raise their quality and their accordance to the professional demands and standards, it is essential to work out the national tourist guide educational program. Creation of this national tourist guide educational program is in the hands of Professional Tourist Guide Association of Latvia. The first step is to establish a working group to develop such legal documents. The group should consist of representatives of two tourist guide associations in Latvia and several educational and tourism organizations, which provides tourist guide courses. For preparing competitive and professional guides, which are acknowledged not only in Latvia, but also abroad, it is essential to follow Latvian regulations and political documents in the creation of national tourist guide educational program in Latvia: Educational law, laws for educational establishments, laws of educational institutions, Tourism Law, National Tourism Development Program of Latvia, Year 2001-2010 and other normative documents, professional and state standards, as well as international directives: statement of the World Federation of Tourist Guide Associations (WFTGA) and the European Federation of Tourist Guide Association (FEG) "EEC Directive Proposal for the Establishment of Harmonized courses for the Activity of Tourist Guide – March 1989" (last changes Year 1994). As a candidate state for European Union the last document is very important for Latvia, because as a member state of the EU and FEG, it will have to join European tourism market and to accept their regulations and recommendations. Now the FEG and the International Association of Tour Managers (IATM) are preparing proposals for new community norms governing these two professions with suitable homogenous criteria for all states (FEG/IATM Joint Declaration). These homogenous criteria are a good base to create a national tourist guide educational program for Latvia, which would correspond to European standards.

The tourist guide professional standards and the national tourist guide educational program is base for tourist guide certification and licensing.

#### 4. The lack of tourist guide certification and licensing

WFTGA and FEG recommend esteeming as tourist guides only those individuals, which are recognized by their country. Until now a certification system for tourist guides in Latvia doesn't exist.

Latvia the same as IATM and FEG is sure that one of the ways in which Europe and also Latvia may maintain its share of world tourism is by ensuring quality of service and professionalism. To ensure Latvian tourist guides professional development and accordance to European standards it is necessary, first, to create criteria for certification and, second, to establish a certification system.

If the certification approves the knowledge of tourist guides, then licensing gives the permission to guide excursions. The license should vitalize every three till five years. The establishment of tourist guide licensing could raise the quality of tourist guide educational programs in the private and public sector. Licensing will motivate people to think more about education in this field and chose the best quality courses, to enter in the tourist guide labour market.

The main organizations for tourist guides are professional associations. As it was already mentioned before, in Latvia operate two tourist guide associations: Tourism Guide Association of Latvia (TGAL) and Professional Tourist Guide Association of Latvia (PTGAL). For now more important and active is the second. The aim of this association is to establish management authority, which would coordinate the action of tourist guides, to protect their interests and to represent Latvian tourist guides in Latvia and abroad (Statute of the Professional Tourist Guide Association of Latvia). Its vision is to establish a tourist guide association system in Latvia. It is a member of FEG. For now Latvia is the only country, which has entered in FEG from the East-European countries.

This association has assumed the work for tourist guide professional standard, national tourist guide educational program and the tourist guide certification and licensing implementation. Close work between associations and government is essential to realize these projects and to ensure that Latvia can accept all tourist guide regulations entering in EU.

#### **The government role in tour guiding development**

The division of tourism development, Ministry of Economics, is the highest tourism institution in Latvia. The targets of the Ministry of Economics (ME), which influence also guides, are as follow:

1. to work out the projects of normative acts;
2. to work out and to implement the national tourism development program (National Tourism Development Program of Latvia, 2001-2010);

1. One of the main tasks of the ME is to provide a legislative base for tourism industry. Till now there are no normative acts for tourist guides. PGAL cooperation with government can provide certification system with adequate legislation.

2. Division of Tourism Development (DTD) has worked out the National Tourism Development Program, Year 2001-2010. Two subprograms of this document relates also to tourist guides: 1) Tourism resources, infrastructure and product and 2) Tourism education and research.

1) Two aims of the first subprogram are to improve the quality of the tourism services implementing a quality management system and to continue to elaborate the State standards of Latvia in the tourism sector. To improve the quality of the tourist guide services, the ME has planned to create the State standards of Latvia for "Tourism guide service renders" this year. To work out these standards it is necessary that the government works together with tourist guide professionals and above mentioned associations.

2) One of the aims of this subprogram is to improve the professional education, qualification and further education extraction in the tourism sphere. DTD has started the work for tourism education development. To solve the problems related with tourism education to arrange the field and to provide the cooperation between tourism education institutions and tourism industry, it is planned in the closest future to develop Tourism Educational Consultative Board of Latvia. The Minister of Economics has to affirm its statutes and the personnel content. PTGAL has delegated its representative in this board and also in the Tourism Consultative Board of Latvia, which is providing the link between the professionals of the tourism industry and the government. It is planned to complement it with members of new associations and to include also the representative of PTGAL.

The active work of the Tourist Guide Association in these tourism boards can provide tourist guides with needful regulations, appropriate training courses and widely recognized certificates and licenses.

To provide the improvement of the tourist guide services it is essential to establish good tourist guide working environment, tourist guide occupational standards, national educational programs, certification and licensing providing adequate legislation through the cooperation between tourist guide associations and government.

## Appendix Nr. 1: Tourist guide education possibilities in Latvia

Name of enterprise/school	Programs	Course duration	Notes
<b>Secondary professional education</b>			
Latvian College of Culture	Culture tourist guide		
<b>Higher professional education</b>			
University of Latvia	Tourist guide	2 years	
	Tour manager		
Rezekne higher education institution	Tourism guide	3 years	
Business School Turība	Tourism guide		International tourism faculty, alternative course
Liepājas Pedagogical Academy	Tour manager, guide		
<b>Further education</b>			
"Eirovia"	Tour managers in Baltic states	6 wks. 3x wk.;	n Latvian and Russian languages
	International tour managers	8 wk. 2x wk.;	
"Barbara&M"	Tour manager	2,5 month 3x wk. or Sat. Sun.	
	Tourist guides of Riga	4 month 3x wk.	
	Tourist guides for regions of Latvia	5 month. 3x wk.	
"Salamandra tūre"	Tour manager	6 wks. 3x wk.	
"Impro ceļojumi"	Tour manager		for particular needs
Latvijas Universitātes tūrisma klubs (LUTK)	Tour manager		
Tourism agency of Latvia	guide courses		
Development of a Latvian Environmental Interpretation Service (VITILA)	Nature guide		for the guides with experience or adequate education
Ventspils municipality	Tourism guide	2 month 2x wk.	for the guides with experience or adequate education
Municipality of Kuldīga	Tourist guide		
Municipality of Talsi	Tourist guide		

Ieva Grinberga

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[www.wftga.org](http://www.wftga.org)

[www.iatm.co.uk](http://www.iatm.co.uk)

Non published materials

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## **Tourism in Poland – two Students of the Study Program Leisure and tourism Management Report about a Study Trip 2003**

**Alexandra Glasow, Silvio Moritz, University of Applied Science Stralsund**

### **Preface**

#### Study trip to Poland

The Fachhochschule Stralsund – University of Applied Sciences has been well established in its home region for over ten years. It is known to be an innovative university with rankings that prove it to be one of the top educational institutions of Germany.

With the intention of extending this position we develop ideas and put them into practice that sometimes might be considered unusual. Examples for these new concepts are the degree courses Baltic Management Studies (BMS) and Leisure and Tourism Management (LTM), which started in 1996 and 2001, respectively. With these international study courses we want to prepare our students for increasing internationalization. The degree course Baltic Management Studies puts its main focus on the Baltic Sea Region. Leisure and Tourism Management imparts a profound basic managerial knowledge combined with a set of special knowledge and skills needed in the tourism industry. In order to further encourage an international attitude, we offer several study trips abroad.

Since I am the country representative for Poland I am especially interested in raising students' interest in our neighbouring country. Not only because of its natural beauty and rich history, but also because, and here the business professor starts shining through, there is a great deal of future in Poland from an economic point of view. Some keywords to illustrate this are: direct neighbourhood, market potential, EU-Accession country, and labour costs. The current slackening of the world economy has of course not left out Poland, but nonetheless there is great potential.

Regrettably many Germans, and thus of course also some of our newly enrolled students, have well-known prejudices against Poland. It is my experience that these prejudices diminish drastically once you have been in Poland. That is why I have been organising study trips to Poland for some years now. These study trips are especially aimed at the lower semesters, where students have not yet decided which additional language to learn and where to spend the study semester or internship abroad. One of these study trips took place in May of this year.

Ten students and myself spent time between May 3rd and 10th in Gdansk (Danzig), of course visiting our partner universities in Gdansk (Danzig) and Sopot (Zoppot). We also made a trip to another partner university, the Poznan (Posen) University of Economics. Other visits took us to companies (Dr. Oetker, the chocolate factory Cloetta Fazer, the planning office and consultant Synergia 99, and the Euro-Info-

Alexandra Glasow, Silvio Moritz

Centre) to get an insight into the working conditions and problems in Poland and possibly to build up contacts for internships. And of course we wanted to mingle with Polish students and see some of the cities and their surroundings, after all the goal of our trip was to get a picture of the country and its inhabitants.

During the planning phase of our study trip we presented our idea to a number of companies. Dipl.-Ing. Uwe Stieblich of the company Stahlbau Stieblich in Güstrow liked our idea so much that he spontaneously sent a check, which lowered the costs of the trip for the students. Thank you very much for that!

Silvio Moritz, a Poland-aficionado and student of Leisure and Tourism Management has compiled this comprehensive report on our trip and visits. Please be invited to read how we use our time on such trips to get acquainted with the country and its people.

Patrick Moore,  
Professor for International  
Finance and Capital Markets  
July 2003

## **Overview Poland**

### General facts

Poland covers an area of 313,000 km<sup>2</sup>. It is divided into 16 administrative provinces (województwa), which can be compared to the German federal states. The country borders in the west on Germany, in the south on the Czech Republic and Slovakia, in the east on the Ukraine, White Russia and in the north on Lithuania, Russia and on the Baltic Sea.

Poland has a population of 38.5 million people and is thus a country with medium population density. Over 90% of people are catholic, 3% belong to national minorities, e.g. White Russians, Lithuanians or Germans, and 62% live in cities; the largest of which is the capital Warsaw (Warszawa) with 1.6 million inhabitants. Further important cities are Łódź (831,000 inhabitants), Krakow (Kraków) (746,000), Breslau (Wrocław) (643,000), Posen (Poznań) (583,000), Danzig (464,000), Stettin (Szczecin) (418,000).<sup>1</sup>

The Polish coat of arms is a crowned white eagle on a red background. The crown originates from the time when Poland was a kingdom. Over centuries the eagle has appeared in numerous variations. The colours of the Polish flag - white and red – go

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<sup>1</sup> Inhabitants: [www.botschaft-polen.de](http://www.botschaft-polen.de).

back to the middle of the 19<sup>th</sup> century. At that time they were applied to the Polish coat of arms.

The country's current boundaries were specified in 1945. Two years later the Polish People's Republic was proclaimed. The following decades were characterized by recurring worker unrest and strikes, e.g. in 1956 and 1970. The year 1980 marks one of the most important turning points in Polish history: The independent trade union "Solidarnosc" (Solidarity) was founded. Their leader was an electrician of the Lenin shipyard in Danzig – Lech Wałęsa. The communist government reacted harshly: in 1981 the union was forbidden and martial law was proclaimed. In 1983 the Nobel Peace Prize was awarded to Wałęsa. In the year 1989 the communist rule approached its end in Poland as well as everywhere else in Eastern Europe. "Solidarnosc", was allowed again and Poland saw its first non-communist head of government. One year later Wałęsa became president. In 1995 Alexander Kwasniewski replaced him, and has been in office since. A new constitution came into force in 1997. In 1999 Poland became a NATO member, and on 1 May 2004 it will join the European Union.

## Economy

Poland belongs to the Central/Eastern European reform states, whose economies have made good progress. The attractiveness of Poland, however, lies particularly in the numerous achievements the country can boast in so short a period. These are e.g. the increase of the standard of living of the population, the intensification of the trade with other countries, the transformation and stabilization of the financial sector as well as the accession of Poland to the European Union in 2004.

The agriculture and mining industries play too important a role in Poland. The small-scale agriculture employs approximately a quarter of the Polish workers. In this sector in the near future many jobs will be lost.

The unemployment rate in Poland in 1998 was on a par with the European Union. It has amounted to 10.4% at the end of 1998.<sup>2</sup> However, the year 2003 began with a record unemployment rate of 18.7 % (January). Thus all fears of the seasonal rise of unemployment were exceeded.<sup>3</sup> A lasting improvement of the situation is rather improbable. The development relating to market conditions, in particular the expected increase of investment activity, are too weak for creating a sufficient number of new jobs. The current prognoses of different institutions for the year end are not at all uniform. While the Citibank Handlowy (17.6 %) and the F.A.Z.-Institute (18.2 %)

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<sup>2</sup> [www.wirtschaftsberatung.com](http://www.wirtschaftsberatung.com).

<sup>3</sup> [http://www.infopolen.pl/wDeutsch/1\\_news/kurzinfo/2003\\_06\\_10\\_1.asp](http://www.infopolen.pl/wDeutsch/1_news/kurzinfo/2003_06_10_1.asp).

essentially kept to their preceding prognosis values, the Institute of Business Cycle IBnGR Danzig revised its figure upward to 18.9 %.<sup>4</sup>

Glaring differences exist in the regional distribution of unemployment. In the areas of Warsaw, Posen and Cracow, full employment prevails, and other regional centres even report a lack of qualified workers, whereas some of the rural regions in the north and the east of Poland have unemployment rates of over 30%.

Nevertheless the economy is in an upswing, which is mainly due to foreign investment. Large investors such as PepsiCo, Philip Morris and from Germany Reemtsma, Siemens and Opel as well as different German banks have a substantial share. The largest part of foreign investment flow into the manufacturing industry (63%). The food industry ranks among the most popular industries in which German business with many well-known enterprises such as Tchibo, Schoeller, Süd Zucker, Dr. Oetker is very active. Other very attractive industries are the automobile, chemical, paper, and electrical industries. The service sector is also in a strong upswing.<sup>5</sup>

### **History - Hanseatic City Of Danzig**

In the year 997 Danzig was first mentioned under the name Gyddanzyc in the "Life of the Holy Adalbert" as a military castle at the delta of the river Vistula (Wisła), which flows into the Baltic Sea. Soon thereafter Danzig was frequently mentioned as the seat of the princes of Danzig and Pommerellia. Due to its economically and strategically favorable location, the city had become an important settlement and commercial point. Danzig was granted Lübeck municipal law in 1227. In 1308 the Teutonic Knights took the city and at its south border created a new settlement, upon which in 1343 they conferred the Magdeburg municipal law. Later, in unified Danzig, this settlement was called 'Town on the Right'. Soon afterwards the establishment of the 'New Town' and the re-establishment of the old Pommerellian quarter, later known as 'Old Town', followed. The last part to be re-established was the old suburb under the rule of the Teutonic Knights. Despite the super ordinate rule of the Knights, the four settlement retained their independence, each with its own administration.

The town quickly developed into be the most flourishing commercial centre of the Knights' country and became a member of the Hanseatic League (Hanse). In 1454 Danzig broke with the weakened knights and placed itself under the protectorate of the Polish king. The people of Danzig could thus both maintain their political independence and obtain a number of new privileges. Among other things Danzig received the Polish monopoly of the maritime trade in wood and grain. Soon the

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<sup>4</sup> [http://www.infopolen.pl/wDeutsch/1\\_news/Wirtschaft\\_aktuell/Wirtschaftslage/Liste\\_Indikatoren/1Arbeitslosigkeit.asp](http://www.infopolen.pl/wDeutsch/1_news/Wirtschaft_aktuell/Wirtschaftslage/Liste_Indikatoren/1Arbeitslosigkeit.asp).

<sup>5</sup> vgl. [www.wirtschaftsberatung.com](http://www.wirtschaftsberatung.com).

Baltic city and its port experienced a tremendous economic boom. Thus Danzig actually

remained a "free city", which together with the Hanseatic League independently engaged in wars and was not subordinated to the Polish army. In the 16<sup>th</sup> and 17<sup>th</sup> centuries Danzig was the largest city of Poland, however with a predominantly German population. Splendid buildings were erected and testified to the power and wealth of Danzig's inhabitants. Shipyards and fabric textile manufactories added to the town's prosperity.

Besides Lübeck Danzig played the most important role in the Baltic Sea region and had 77,000 inhabitants as early as 1650. Throughout the centuries, craftsmen and merchants from Lübeck, Holstein and Lower Saxony immigrated, so that the north-German element was always predominant. In 1793 Danzig joined Prussia. As a result, the town was economically cut off from the Vistula hinterland, and the boom time ended abruptly. After Napoleon's initially victorious campaign towards the east, Danzig was proclaimed a "Free City" in 1807, however under French protectorate. But after the German wars of liberation, Prussia took over the rule again and later incorporated Danzig into the German Reich. According to a census conducted in 1910, Danzig had 170,337 inhabitants, 96.5% of whom named German and 2%, Polish as their native language.

The Treaty of Versailles, which specified the political reorganization of Europe after the end of World War I, planned an unfavorable solution for Danzig. Danzig and the immediately surrounding areas of the Vistula marshland received the status of a "Free City" under the control of the League of Nations, however for customs purposes it was united with Poland. In 1920 the Treaty of Versailles came into force and without any referendum made Danzig a "Free City". Danzig with its surrounding countryside (Free State Danzig) had 400,000 inhabitants at the time. If the League of Nations had planned Danzig to be an example of the Polish and the Germans living together, Danzig proved to be the opposite. The increasing polarization of the two ethnic groups of population saw its point of escalation on 1 September 1939, when the German tank cruiser "Schleswig-Holstein" opened fire on the Polish military depot on the peninsula "Westerplatte". That was the beginning of World War II. At the end of the World War II, Danzig was substantially destroyed. In March 1945 common units of the Red Army and the Polish army moved into the city, stubbornly defended by the Germans. Even more devastating however was the deliberate destruction after the end of the war by the Soviet troops. It resulted in the nearly complete destruction (90%) of the old part of town. Parts of the city, the historical town centre in particular, were later rebuilt again by Poland. The historical re-establishment of the

town centre of Danzig, which thus also preserves the German architecture of the past, is very pleasing.<sup>6</sup>

### **City Walk Danzig**

The starting point for our city walk is **Danzig main station** (PKP Gdańsk Główny).

In the 19<sup>th</sup> century the industry developed rapidly. So, new means of transport and infrastructure had to be developed. In 1843 the train route Berlin – Stettin was opened, and in 1870 it was extended to Danzig. Because of this, Danzig was connected with railway system of the German Reich. At the turn of the century Danzig received an impressive station in the Neo Renaissance style. Not far away from there is the **Old Town Hall** (Ratusz Starego Miasta). It was built by Anthony Obbergen between 1586 and 1595, and has a large banqueting hall on the upper floor. This building was not destroyed during the war, and today it serves as a place for receptions and weddings. At the Coal Market (Targ Węglowy) there are the **State Theatre** (Wybrzeże Teatr) and the **Arsenal** (Wielka Zbrojownia). The old State Theatre was destroyed during the war. In its place a new theatre was built, but this building looks totally different. The Arsenal was built by Anthony von Obbergen in 1605. It is a masterpiece of early Baroque and a pearl among Danzig's buildings. It has 4 gables, which are decorated with slim pyramids, graceful sandstone ribbons, and numerous relief heads, weapons and exploded bombs. The portals are crowned with Danzig's coat of arms. In 1945 this building was burned down, but it was rebuilt. Not far away the **Stock Tower** (Wieża Więzienna), a prison tower, is situated. Together with the torture rooms it is the only old defense building left. The Stock Tower was built in 1346. The picturesque lead roof with gables and little towers is from 1508, the ridge turret is in the Baroque style. To the left of the Stock Tower stands the **Long Lane Gate** (Langgasser Tor) (Złota Brama), which was modeled after a Florentine building in 1612 in the place of its Gothic predecessor, by Abraham v.d. Block, a sculptor from Königsberg. It was arranged as a triumphal arch and crowned by eight figures. On the inside it carries a Latin inscription which means "By unity small states grow, by discord even the large perish." Over the archway of the Long Lane Gate we read the German inscription: "THERE MUST BE PEACE INSIDE YOUR WALLS."

To the right of the Stock Tower stands the **High Gate** (Brama Wysoka), a sandstone building erected in 1588 by Wilhelm von dem Blocke in the Renaissance style and decorated with a rich-gilded coat of arms (Polish, Danzig, old-Prussian). Originally, there were fortress barriers on both sides of the gate, which were laid down from 1890 to 1895. The gate was once the entrance to the city from the Danzig hill, which was also the reason for its name. In front of the High Gate stood the Emperor-

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<sup>6</sup> vgl. RUHNAU, R.: Danzig gestern und heute, Verlag Gerhard Rautenberg, Leer 1993; Gerd Hardenberg, Reiseführer Ostpreußen/Westpreußen und Danzig, Verlag Gerhard Rautenberg, Leer 1992.

Wilhelm monument, which was established in 1903 by the province West Prussia to commemorate the emperor Wilhelm I. Not far from it, in the old suburb, the **St. Trinity Church** (Kosciol sw. Trojcy) with the **Franciscan Monastery** is located. This church was built between 1420 and 1514. It is the second-largest church of Danzig and forms a connected complex with the Gothic Franciscan Monastery and a half-timbered house from the 17<sup>th</sup> century. The monastery is now home to the Museum of Pommerellian Art. Until 1945, it was the city museum. The present museum to a large extent contains exhibits of German origin. Beside paintings (Hans Memling's "The Last Judgement"), sculptures and many types of embroidery from the Renaissance are shown. On the river Mottlau (Motława) stands the **Green Gate** (Zielona Brama). It was built in 1568 by Hans Kramer in the Renaissance style. This archway with four gate openings and three beautiful gables completes the Long Market on the bank of the Mottlau. The building's name derives from the fact that its vaults were once painted green. Through one of the four archways of the Green Gate we step on the **Long Market** (Długi Targ), a broad road - today a pedestrian precinct - with magnificent gabled houses in the Renaissance style on both sides.

**Steffen's House** (Dom Steffensów) – built in the style of the Italian High Renaissance – is particularly impressive. It was built in 1609 by the knight Hans Speymann, a rich grain merchant, whose ships were cruising as far the Mediterranean Sea. The facades were sumptuously decorated with golden sculptures by Hans Voigt from Rostock. The cornice and the roof are decorated with allegoric figures. **Neptune's Fountain** (Fontana Neptuna) was created from 1612 to 15 by Hans Reichel from Augsburg; its richly decorated iron fender being finished in 1633. It was also in 1633 that the well was dug. The sandstone base was renovated in the Rococo style from 1757 to 1761 by J.C. Stender. Opposite the fountain, on the right-hand side **Artus' Court** (Dwor Artusa) is located, which is considered one of the gems of Danzig. The Gothic building originates from 1481, the front from 1601 - 1617. The three front windows still clearly show the typical Gothic arrangement. Between and besides the windows on the consoles there are four picture pillars, which represent Judas Makkabaeus, Themistokles, Camillus and Scipio. The two medallion images probably represent the Polish king Sigismund III. and his son, the king Władysław IV. At first, Artus' Court was only a dance hall and bar for the distinguished citizens, but gradually the groups that regularly met there developed into confraternities. The confraternity of the "Artus Brothers" gave its name to the building. In the 17<sup>th</sup> century the court of judges moved into the hall; and eventually, in 1742, the hall was given to the merchants of the town as a stock exchange.

Next we come to the **Main Town Hall** (Ratusz Głównego Miasta, Muzeum Gdanska), which dates back to the 14<sup>th</sup> / 15<sup>th</sup> centuries (1379 - 1492) with its 82 m high slim, graceful tower. The main front, which overlooks the **Long Lane** (Ulica Długa), is characterized by the simple forms of the Renaissance. Particularly noteworthy is the portal, built in 1768, with Danzig's coat of arms held by lions and the double staircase with rich mouldings and 2 stone giants. One should absolutely walk inside the town hall, which now houses the historical museum of Danzig. The red hall and the vestibule, in which the king's audiences were held, are particularly impressive. From the tower of the town hall one has an impressive view of the entire city. After visiting the town hall, we continue our city walk along the thoroughfare now called the Long Lane (Ulica Długa). On the left side, three houses are particularly striking: **Ferber's House** (Dom Ferberów) (No. 28), named after the influential family of Danzig patricians, **Lion Castle** (Lwi Zamek) (No. 35), built by Hans Kramer, both from the 16<sup>th</sup> century, and **Uphagen's House** (Dom Uphagena) (No. 12). The latter was built by the architect Uphagen Johannes Benjamin Dreyer as a city dwelling of the family Uphagen in 1776. The complete house survived World War II and is a typical example of Danzig's burgher houses of the late 18<sup>th</sup> century.

The next attraction among Danzig's sights is **St. Mary's Church** (Kosciol Najswietszej Marii Panny). This edifice, the construction of which started in 1343 and took 150 years, is the world's largest brick church - 105 meters long, the transept 66 m wide, and a surface area of 4,115 m<sup>2</sup>, which offers space to 24,000 persons. The church tower is 76 m high. It was heavily damaged during World War II, but has been repaired. The Gothic crucifix inside is an original from 1415 and is one of the few artifacts of this church which survived the war undamaged. In a side chapel one can admire a copy of the famous painting (Triptychon) by Hans Memling: "**The Last Judgement**", whose original is in the "Museum Pomorski" (→ Franciscan Monastery) in Danzig. Near the left portal a technical wonderwork can be seen: a large **astronomical clock** from 1470.

Behind St. Mary's Church the famous Woman's Lane (Frauengasse) (ul. Mariacka) begins with its beautiful burgher houses and the numerous "Beischlägen", the small staircases leading up to the houses, which are typical of Danzig.

Here you can find galleries and jewellers' shops, which offer an abundance of amber. We then proceed to Woman's Gate (Frauentor) (Brama Mariacki), which closes Woman's Lane. In this gate the archaeological museum is located. Behind it, we reach the river Mottlau again and are on the Long Bridge (Olugie Pobrzeze). We continue our walk on the bank of the Mottlau (down the stream) and reach the Gate of the Holy Spirit (Brama sw. Duchy) and the Crane Gate (Stary Żuraw). The Crane Gate is one of the best-known city landmarks of German origin. It was built in 1443 and was used for loading and unloading ships and at the same time as a military gate. Today it accommodates the Museum of Naval History. In this museum are



saved finds, which were recovered in the last decades by divers from the Baltic Sea. Among them are more than two dozen cannon balls which were fired in the course of the centuries at the city. If one holds on here one can enjoy oneself a meal in the famous restaurant "Der Lachs - The Salmon" ("Pod Łososiem"). It is situated not far away, in the Breite Gasse (ul. Szeroka) Nr. 52, which begins behind the Crane Gate. Here can one dine well in refined atmosphere. Since 1704 the "Vermoelln'sche Brennerei" (distillery) has been situated here and has produced the famous "Danzig Gold Water", a liqueur manufactured using herbs and spices. The special of this liqueur is - therefore its name - genuine flimsy gold foil was contained, which visibly floated in optimal distribution in the bottle. It is further manufactured today according to an old recipe in Germany.<sup>7</sup>

### **Company Visits**

Dr. Oetker - ŚRODKI ODŻYWCZE SP. Z O.O. (Meeting with Dr. M. Weiss; Managing Director)

In 1891 the young pharmacist Dr. August Oetker developed the baking powder "Backin" and later the brand name Dr. Oetker. Rising demand led to industrial manufacturing and new products. In 1908 the first foreign production facility in Vienna were opened. In 1920 over 600 employees produced already 300 million packages baking powder. More production plants were established successively in the Netherlands, Belgium, Luxembourg, Denmark, Norway and Italy. Even in Switzerland and in France the enterprise was able to enter the market. After World War II, the heavily damaged destroyed enterprise was re-established. In 1960 the acquisition a firm producing frozen foods added this line of production to the firm. Soon thereafter the enterprise started producing refrigerated desserts. This led to completely new production possibilities. Since the 1960's the firms interests have gone the far beyond the food sector. The Oetker group was formed with their sections of foodstuffs (such as Langnese bee honey, Ueltje nibbles, Costa sea food), beer / non-alcoholic beverages, champagne, wine, liquor, navigation, financial services, hotels and various other activities. Nowadays the Dr. Oetker activities in all countries are united under the roof of the "Oetker International GmbH". Dr. Oetker is transforming into a

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<sup>7</sup> Information on the city walk was found in: Ruhnau, R. Danzig gestern und heute, Verlag Rautenberg, Leer 1993; Elwers, R. und von Oppeln, D. Der Reisebegleiter Polen/Nord, Potsdamer Verlagsbuchhandlung, Berlin 1992; Hardenberg, G., Reiseführer Ostpreußen/Westpreußen und Danzig, Verlag Rautenberg, Leer 1992; Reisebücher von Anno dazumal, Danzig, Reprint von 1914 und 1936, Verlag Rautenberg, Leer 1990, 1914: Bäcker, Führer durch Danzig, Danzig 1914, 1936: Steinbach, Ich führe Sie durch Danzig und seinen Hafen, Danzig 1936.

European enterprise with activities overseas. And the Oetker group today is one of the large German family companies.<sup>8</sup>

In 1922 Dr. Oetker built a plant in the Free State of Danzig, in order to supply East Prussia and Poland with its products. The quality and the taste of the products soon appealed to the Polish housewives. In 1945 the plant was nationalized and Danzig became part of Poland. Production and sales were taken over by Gdańskie Zakłady Środków Odżywczych (GZŚO). After the political changes of 1989/90, Dr. Oetker in 1991 bought back 49% of the shares, with the partner of this joint venture being the city of Danzig, which held 51% of the share capital. In 1994 Dr. Oetker acquired those 51%. In 2000 the Polish Pizza manufacturer Rigga was taken over, and in 2003 Dr. Oetker was market leader in Poland in the markets for baking ingredients, baking mixtures, desserts, preserving articles and frozen pizza.<sup>9</sup>

During our excursion we had the chance to visit the manufacturing plant in Danzig. The managing director, Dr. Manfred Weiss, who has been working here since 1997, welcomed us with delicious Dr. Oetker cakes. Through his presentation we got an overview of the firm's history, production, marketing and planning for the future. At present the company has 414 employees; with an average age of 33 years. It is remarkable that the Danzig plant has its own production development and laboratories, in order to develop new products. For example various kinds of jelly were developed particularly for the Polish market. The number of 9 flavours is larger than in Germany. Developing different versions of the "Sweet Moment" ("Słodka Chwila") was one of the reasons for 2002 being the best business year for Dr. Oetker in Poland.

In a lively discussion we also tried to find answers for our questions about the pros and cons of the Polish market and the financial and personnel policies of the company, which however was not possible due to the corporate information guidelines. Neither was visiting the manufacturing plants possible because of hygiene regulations. Nevertheless our visit was very informative and instructive. We received an overview of the situation of foreign investors in the Polish market. After a short tour of the premises we thanked Dr. Weiss for his presentation.

Cloetta Fazer Polska Sp. Z O.O.

This company was created out of two chocolate factories. First, in 1862, Cloetta was founded in Copenhagen by the three Cloetta brothers from Switzerland. In 1901 Cloetta established its Ljungsbro plant, which is still used. In 1917 Svenska Chokladfabriks AB takes over the majority of the shares from the Cloetta family. The new company was acquired by the Svenfelt family, which even today holds the

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<sup>8</sup> [www.oetker.de](http://www.oetker.de).

<sup>9</sup> [www.oetker.pl](http://www.oetker.pl).

majority of the shares. Between 1989 and 1998 Cloetta bought several firms and consequently became the market leader for chocolate and sweets in Sweden. In 1990 Cloetta, Fazer and Brynildsen formed a strategic alliance.

Fazer, on the other hand, was originally a café, which had been opened by Karl Fazer in Helsinki in 1891. In 1895 Fazer began to manufacture chocolate. In 1963 the production facilities were transferred to Fagersta, and in 1967 the Fazer AB was founded in Sweden. Between 1988 and 1998 Fazer also acquired a number of firms. In 1993 Fazer was looking for a location in Poland and so Fazer Polska Sp. was established in Danzig, by Fazer acquiring an old chocolate factory there. Between 1923 and 1925 3 chocolate factories had been set up in the free city of Danzig. Those were Anglas, Baltik and Kosma. After World War II, in 1951, those factories were nationalized and united. The new company received the name Bałtyk. In 1991 the state enterprise was turned into a private enterprise and in 1992 the negotiations about a joint venture with the Finnish company Fazer commenced. In 1993 Fazer bought the enterprise completely, since when the name of Fazer has been present also on the Polish market.

Cloetta Fazer was formed on 1 January 2000 through the merger of Cloetta of Sweden and Fazer Konfektyr of Finland, previously part of the Fazer Group., thereby becoming the Nordic market leader for chocolate and sugar confectionery.

Fazer has five production plants, two in Sweden, two in Finland and one in Poland, which together produced around 72,000 t of chocolate and sugar confectionery in 2002. The plants are located in Ljungsbro and Norrköping in Sweden, Vantaa and Lappeenranta in Finland and Danzig in Poland. Chocolate confectionery is mainly produced in Vantaa (24,000 t), Ljungsbro (17,000 t) and Danzig (6,000 t), while the plants in Norrköping and Lappeenranta mainly produce sugar confectionery. A sales partner is responsible for sales and distribution in Norway, and there are also sales offices in the Baltic States. The key markets are Sweden, Finland, Poland, Norway, Denmark, the Baltic States and Russia. The most important markets were Sweden (35%), Finland (30%) and Poland (10%). The key brands are Fazer Blå, Dumle, Kexchoklad, Geisha, Polly, Center, Ässät, Pantteri, Marianne, Fazermint, Bridgeblandning, Tyrkisk Peber, Liqueur Fills, Plopp and Sportlunch.<sup>10</sup>

We visited the production plant of Fazer in Danzig. Marketing Manager M. Lipinska gave us an overview of the company and presented to us the world of Fazer. It was interesting to hear how marketing is done and how difficult it was to introduce the new products on the Polish market. The highlight of our visit was the visiting the production facilities. But before the tour started, we had to hide hair and clothes under protective plastic films for hygienic reasons. During our tour we could see how

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<sup>10</sup> cf. <http://www.cloettafazer.com/en/start.asp>; [http://www.fazer.pl/newsite/b\\_historia.php3](http://www.fazer.pl/newsite/b_historia.php3).

chocolates and lollipops are produced. We were even allowed to taste the freshly made products – a real treat!! Many other will envy us this visit.

### Euro Info Centre

The Euro Info Centres (EIC) had been initiated by the European Commission in 1986 as one of the key elements of its support program for small and medium-sized enterprises. The goal of the project was to make the European Commission better aware of the needs of these companies, to help them develop their activities and adapt to the changing economic environment. Currently there are approximately three-hundred Euro Info Centres in Europe. The EIC's are non-profit organizations financed by the European Commission and affiliated institutions. They have intimate knowledge of the economic, political and social reality of the regions they serve. This expertise is of great importance to local small and medium enterprises looking for first-hand information on EU matters, which is vital to the sector. In 1990, in response to the interest in the EIC Network shown by many non-EU countries, the Commission decided to expand the network by means of establishing Euro Info Centres in Poland. The EIC in Warsaw was set up in 1991. Later on, another eleven new EIC's in the whole country were created, with the Danzig centre being opened in 1999. This development is a clear indicator of Poland's high interest in integration into the European Union.

In order to achieve the goals set, EIC's offer a large range of support services, such as providing Polish companies with detailed information on EU policies, structures, programs and legislation, given the special requirements of the region in question; promoting co-operation with EU-based companies; information about the EU markets or organizing events such as co-operation fairs, seminars and conferences. K. Matuszak of the EIC Danzig spoke about the responsibilities of her position, and we got a realistic overview of the Polish path into the European Union.

### Synergia 99 (Danzig Docks)

Different measures have been taken during the last few decades to revitalize the city's waterfront, including the historic medieval harbour and the post-shipyard area. Synergia99 is the owner of the post-shipyard area and the key player in the revitalizing process. The entire project comprises about 20 years, but first steps have been taken. The Vision Master Plan proposes a flexible, controlled regeneration of the site to accommodate a wide variety of land uses. The Plan emphasizes connectivity and is flexible to accommodate changing needs. A large number of existing buildings will be kept and thus play a part in the new development. Special emphasis is placed on the network of streets, paths, promenades and public spaces created for the proposed development. The history of the Solidarity movement and its

relationship to the Danzig shipyard is known world-wide. Consequently, Solidarity Square is to be a municipal and cultural centre and also the official entrance to the new part of town.

The main shareholders of Synergia99 are two international investment funds managed by "TDA Capital Partners" and "Gdynia Shipyard S.A.". The purpose for which the company was established is property management and the process of coordinating rezoning the area from industrial to municipal functions. When the Danzig shipyard went bankrupt in 1996, a new plan emerged to move the whole ship production to a different location. The area of 73 ha, after freeing it from shipyard production, was to be redeveloped and included into the new development area of the Northern part of Danzig. The structure that emerged was to blend in harmoniously with the rest of the city and to fulfil the following goal: transformation of an industrial site into an urban business district. For this purpose the territory was divided into functional areas fulfilling public purposes: squares, streets, plots for infrastructure and plots for commercial buildings: offices, retail centres, hotels, exhibitions or entertainment. All this information was presented to us by R. Sebastyański, Marketing Director of Synergia99. He showed us the area, his office and a big model of the future look of the area. It is a fascinating project, but a lot remains to be done, and the economic situation will decide if it is just a dream or if it will be reality one day.

### **University Visits**

Akademia Ekonomiczna w Poznaniu / University of Economics Posen (Poznań) (PUE)

This University is a major academic institution in the western part of the country and attracts students from many parts of Poland. It is the biggest and oldest business university in the region of Greater Poland (Wielkopolska). Its origins go back to 1926, when the Foundation of the Chamber of Commerce and Industry founded the College of Commerce.

Presently, the PUE specializes in educating economists, managers and specialists in quality management for all sectors of the economy. It offers all levels of academic degrees: Master's degrees, Doctorate and Habilitation. During the academic year 2000/2001, the university introduced the European Credit Transfer System (ECTS). In the academic year 2001/2002, there a total of 19,000 students were enrolled.

For international students, the university has developed the English Program in Business and Economics, which is to familiarize them with the Polish language and culture. English courses are also available for Polish students, who are thus given an opportunity to develop their language skills and prepare for studies abroad. The main subjects of research range from various aspects of Poland's economic transformation

to the preparation of Polish enterprises for the competition within the European Union and the globalization trends in the world economy. Product and organizational innovations are those subjects of research which the university will develop further in close co-operation with Polish enterprises. The PUE also focuses on international market research (primarily the EU, but also Central and East European countries) in order to facilitate the expansion of Poland's export trade. Since 2000, the University has come second in rankings published by such Polish magazines as *Polityka*, *Rzeczpospolita*, *Perspektywy*, *Magazyn Businessman* and *Newsweek Polska*.

The PUE offers four international MBA programs in collaboration with universities abroad, amongst them universities in Great Britain, France, Germany and the USA. In addition, co-operation agreements have been concluded with 48 foreign universities, 32 of them SOCRATES agreements.<sup>11</sup>

From Danzig we went by train to Posen. Two nice Polish students welcomes us and took us to the main building of the university. The students gave us a small tour through the university and showed us some lecture theatres, which are equipped with state-of-art technology. After the tour we met E. Szwejk, the rector of the university. In a relaxed atmosphere, over coffee and nibbles, Mrs. Szwejk presented the School of Economics to us and gave us information about the current study options within the exchange programs of Erasmus and Socrates, because in the year 2004 the first students from the FH Stralsund, University of Applied Sciences, spent a study semester in Posen. Afterwards, we presented our university by means of a PowerPoint presentation, which the 2 students who were preparing for a study semester in Stralsund were very interested in. Next, Professor Patrick Moore expressed the great interest of the FH Stralsund in the co-operation with the PUE. In the following discussion the study conditions at both universities were discussed. After the meeting, we visited the beautiful old town of Posen.

#### City walk in Posen

Apart from the university we also visited the historical old town of Posen. Two students who were planning a study semester in Stralsund gave us a tour of the sights. In order to develop a feeling for the city, a small historical overview is necessary, which is given below.

In the 9<sup>th</sup> century the Polonians had built a castle on a strategically important island in the river Warthe (Warta). In 968 Mieszko I. made the place the centre of his dukedom and the seat of his first bishop. The settlement was given the name Cathedral Island (Ostrow Tumski), which it has kept until today. In the 13<sup>th</sup> century, business activities moved to the west bank of the river Warthe, where the town was built in the pattern of a chessboard around the market place. This basic pattern has been kept to the

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<sup>11</sup> cf. <http://www.ae.poznan.pl/erasmus/index1.html>.

present day. After the fall of the Teutonic Knights and the Hanseatic Knights, Posen developed into an important trading centre at the junction of the largest European trade routes. Simultaneously it attained a leading position as an educational centre. Posen's decline started, as for the rest of Poland, in the 17<sup>th</sup> and 18<sup>th</sup> centuries, with the Swedish wars. A recovery began at the time of the Polish partitions, when Posen became Prussian. After World War I, Posen became Polish again. That did not prevent Posen from continuing to prosper. The number of inhabitants doubled up to the present figure of 600,000 and the city expanded onto the right bank of the river Warthe.

Although Posen is rather large, most sights are located in close proximity to each other. Large parts of the city have been turned into one-way streets or pedestrian precincts. The **Old Market** (Stary Rynek) is Posen's centre. The **City Hall** dominates the square in every respect. Originally it was a two-storey building in the style of the brick Gothic, which around 1550 was completely reconstructed by Giovanni Battista Quadro from Lugano. Each day at midday two rams appear on the platform of the clock whose heads collide twelve times. This is to make viewers aware of the city's best-known legend, according to which the horns of two rams got entangled on the staircase of the city hall, which alerted the citizens of Posen to a fire that had broken out inside the city hall. In this way they saved the city from the fire. As an expression of the town's gratitude the rams' image was included in the town's escutcheon and the clock. The city hall today houses the historical museum of Posen. In front of the city hall a beautiful Rococo well dominates the scene. Further south the shopkeeper houses are situated, in which the market traders used to live who usually offered their goods for sale in the arcades. The beautifully restored houses date back to the 16<sup>th</sup> century. They are thus among the oldest buildings on the square. Behind it stand the **City Scales** (Waga Miejska), the second-most important public building in this large commercial centre. Not far from it the classicistic **Main Guard Room** (Odwach) is located. It was built around 1780 in order to 'defend and decorate' the city. To the west of the Old Market the remnants of the internal wall ring from the Middle Ages may be inspected. This wall ring was to protect in particular the **Castle** (Zamek Przemyslaw). In the course of the centuries it was altered again and again. In 1945 it was almost completely destroyed, but has been partially rebuilt. Today it houses the Museum of Arts. At the bottom of the hill stands the Baroque **Franciscan Church**, whose transepts are formed by richly decorated chapels, which are dedicated to the Virgin Mary and to the holy Frances. To the south-east of the market there is a complex of former religious buildings, which belong to the most beautiful examples of Baroque architecture in the city. The road is bounded by the front of the **St. Stanislaus Parish Church** (Kościół farny św. Marii Magdaleny) which was completed in 1732. The church interior is dominated by colourful pillars with gilded capitals, large altarpieces and rich Roman-style stucco parts. A sight from the more

recent history the **Emperor's Castle**, which was designed by F. Schwechten and built for the German emperor Wilhelm II. between 1905 and 1910. Today it is home to several cultural institutions and art galleries. Well worth a visit is also the **Cathedral Island**. Only a small part of the island is a built-up area, and the population consists of a handful of priest and monks. The island is dominated by **St. Peter and Paul's Cathedral**. The three-nave Gothic basilica is one of the noteworthy architectural monuments of the city. Several times redesigned and altered, it contains elements of different architectural styles, from early Roman to Classicistic (SALTER, M. 1995).<sup>12</sup>

#### Politechnika Gdańska / Technical University Danzig

The Technical University of Danzig is the oldest university of northern Poland. The initial stage dates back to 1904, when the Royal High Technical College of Danzig was opened. It was the first academic school in Danzig and very important for the Pomerania and West Prussia regions. In the initial phase, 700 students were enrolled. Despite the complicated political situation, between World War I and World War II the University of the Free City of Danzig developed dynamically, with the student number rising to 1,700, 35% of them being Polish students. When World War II was over, on 24 May 1945 the university was transformed into the State Technical University. After the devastations caused by the war reconstruction set in rapidly. The university consisted of six faculties. In the first year just after World War II there were already 1,600 students. In the following years the university could record a most favourable development; new faculties and laboratories were opened. In the 1970s, the student number rose to 9,000. Nowadays the university co-operates with 70 foreign partners and over 13,500 students study in 10 faculties.

Our group visited the Faculty of Management and Economics, which was founded in 1993. First our professor Patrick Moore gave a lecture on aspects of International Finance. After that we were welcomed by Prof. B. Garbarcik (Dean) and A. Szuwarzyński (Vice Dean). During the ensuing meeting we discussed questions of the co-operation between the Technical University Danzig and the FH Stralsund. One point of interest was the double-degree agreement. Besides this some students who were interested in studying in Danzig used the opportunity to ask questions about the student and academic life at the TU Danzig.

In the evening we went to a students' party with campfire, sausages and a lot of vodka. The Polish students sang songs, and we talked about the country, its people and customs.

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<sup>12</sup> cf. Mark Salter, Polen, Müller Verlag, Erlangen 1995.



### Uniwersytet Gdański / University of Gdańsk in Zoppot (Sopot)

The University of Danzig was established in 1970 by a merger of two academic institutions. One of them was the College of Maritime Trade in Zoppot, the other, one the Danzig College of Education. Five faculties were created as a result of the merger, and a sixth faculty was established later. The university needed time to grow into a homogeneous body. This process was hampered by the fact that the university buildings were dispersed over the whole territory of the Tri-City: Danzig, Gdingen (Gdynia) and Zoppot. At present the university counts 15,065 students.

We visited the Faculty of Management in Zoppot and were welcomed by Prof. M. Szreder (Dean). He explained the degree courses offered. Major fields are for instance Finance, Banking and Investment, Accountancy, Economic analysis and Statistics. After his presentation Prof. Szreder guided us through the building of his faculty. Recently renovated and welcoming lecture rooms offer a good learning environment for students. After this brief tour two students showed us the town of Zoppot. By Emperor Wilhelm II's decree of 8 October 1901, the town status was conferred on Zoppot. Between 1920 and 1940 Zoppot became a seaside resort and tourist centre, had a fashionable gambling casino and attracted wealthy tourists from all over the world. The first mention of Zoppot dates back to 1283, but for centuries it was only a small village near Danzig. In 1823, a doctor of Napoleon's army, J. Haffner, became so enchanted with the beauty of the region that he had the first bath house built here. A year later, the first spa was built, and in 1827 the first mole followed. This was the beginning of the history of one of the most famous Baltic seaside resorts. Before World War II, thousand of tourists came to Zoppot, partly for the casinos, and partly for the longest (512 m) wooden mole in Europe. Nowadays the mole is still the longest (645 m) in the Baltic Sea Region (the second longest – 508 m – being in He-ringsdorf). The Main Street is the most beautiful pedestrian precinct with many houses from the 19<sup>th</sup> and 20<sup>th</sup> centuries. It is a very busy place of commerce and trade with many shops, restaurants, bars and pubs. A wonderful beach completes the image of this seaside resort.

### **Visit to Castle Marienburg in Marienburg**

Besides the companies we visited the castle Marienburg. The entrance fees were sponsored by the company Stahlbau Stieblich Güstrow. The tour of this amazing building was a highlight of our excursion. The following historical facts will give the reader a first impression.

The city Marienburg was the starting point for the military campaigns of the Teutonic Knights. This powerful castle complex is immense. This is one of the significant monuments in East Prussia. The biggest and often extended castle of the Teutonic Knights was built between 1274 and 1280 and was between 1309 and 1457

headquarters of Grand Masters and administrative machinery. After the defeat of the battle of Tannenberg (Grunwald) (1410) Heinrich von Plauen defended the castle against the Polish army. The castle Marienburg is situated on the river Nogat and is structured in Outside Castle with arsenal and church, than a Middle Castle, here resided the Grand Master, and a High Castle, where the Order's brothers lived. The High Castle, which border on Middle Castle, was the latest construction in 14<sup>th</sup> century and is the most powerful building. Here you can find luxurious decorated battlement and vivid structured walls. The most beautiful rooms are the refectories of the knights, the so called Summer and Winter Refectory. A complicate arched span the Summer Refectory and is based just on a graceful column in the middle of the room. Centre of monastic life was the Middle Castle courtyard, which is surrounded by cloisters.

The Order's gave up this castle in 1457, because the Order's were bankrupt and the castle was pawned to a mercenary army. After the 2<sup>nd</sup> Pease of Thorn (Toruń) in 1466 the town and the castle Marienburg came under the power of Poland, were occupied by Sweden in 1626-29 and 1656-60 und came than under the power of Prussia in 1772 till 1945.

During the hard battles in March 1945 the castle was nearly totally destroyed even the town, but just 45%. After two big fires in 1959 and 1960 the whole castle was nearly completely destroyed. Polish workers restored this with care to its original. Nowadays the world's biggest brick building you can see in its old beauty and is a museum today, where you can see a big collection of amber. Marvellous is the view from the other side of the river Nogat. You can reach this bank by using a bridge near the castle.

In contrast to the beautiful work at the castle, the rebuilt of the town hasn't succeeded. Instead of nice arcade houses with nice gables you can find there sterile new buildings. Two town gates, the Mary's and pottery gate, the mediaeval town hall, the Gothic church and the old bulwarks are kept after the World War II.<sup>13</sup>

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<sup>13</sup> cf. Gerd Hardenberg, Reiseführer Ostpreußen/Westpreußen und Danzig, Verlag Gerhard Rautenberg, Leer 1992.

## **The Economic Impact of Tourism in the City of Greifswald**

**Christoph Creutzburg, University of Greifswald**

### **Overview**

The following text shows central results of the thesis “The economic impact of tourism in the city of Greifswald”, which the author worked on in 2002. It will give a short overview about the destination Greifswald with its attractions and the demand and development of tourism over the last few years. The general importance and the effects of tourism as an economic factor and how it can be exemplified on the City of Greifswald will built the key aspects in the following. In addition, a summary regarding the main results of the empirical analysis will be given.

### *Destination Greifswald / General Facts*

The hanseatic and university city of Greifswald is located between the important tourism regions Rügen and Usedom in the middle of a thinly populated, preferably agriculturally countryside in the eastern part of the federal state Mecklenburg-Western-Pomerania in the northeast of Germany. The historic city was founded in 1250. Soon after its foundation it became a member of the Hanseatic League. 200 years later Greifswald’s University established in 1456 and is now the second oldest University in Northern Europe. Today Greifswald is a medium- sized city with a population of about 53,000 inhabitants, ca. 8000 of them are students. The location has no big industry; most important is the public and private service sector. Main factors for the local economy are also science or for instance (bio) technology.

### *Touristical supply*

The entire Old town of Greifswald with numerous of brick gothic houses and buildings is characterized by the Hanse times and is touristically important as an ensemble. The three brick gothic churches are the main features of the cityscape. With a museum harbour and some smaller marinas Greifswald has a connection to the Baltic Sea and a famous sailing area. Annually traditional events with nationwide or international character like the Nordic sound festival or the Johann Sebastian Bach-event attract many tourists and locals.

Mostly during the main season in the summer a lot of, lets call them, secondary urban tourists come from the isles of Rügen and Usedom, which have the highest density in touristical demand in the federal state. Beside the demand of guests, who stay overnight, these day-tourists are very important for the sales in Greifswalds tourism sector, which will be shown later.

The structure of accommodation is quite typical for an urban destination. Two thirds of a total of ca. 1.500 beds can be located in the hotel sector.

*Touristical demand*

Altogether there has been a positive growth over the years, focussing on the vistors. A different development appears looking at the overnight stays, which is a result of the changing of the average duration of guests, who stay overnight (Figure 1).

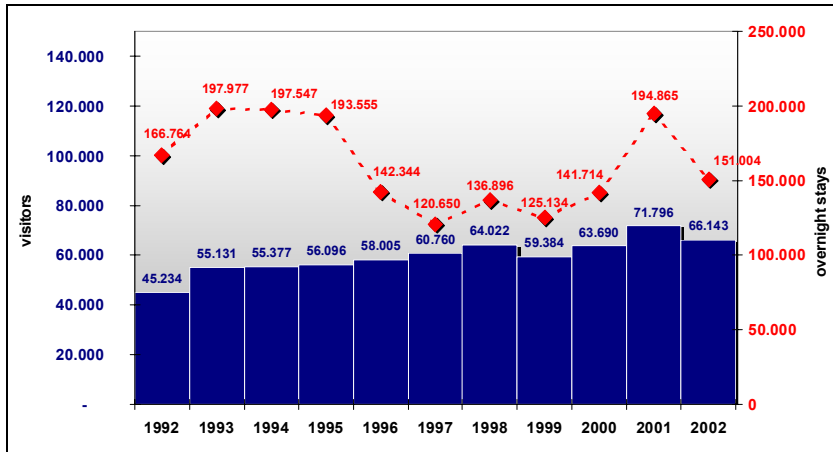


Figure 1: The touristical demand of the last years in the overnight sector (Source: Statistisches Landesamt Mecklenburg-Vorpommern, 2003)

In a regional comparison with other urban destinations Greifswald doesn't play a major role in the federal state of Mecklenburg-Western-Pomerania (fourth place).

**Tourism as an economic factor**

For a very long time the tourism had to fight for acceptance as an important economic factor. However today, from the economic point of view, tourism achieved a particularly favourable image world-wide: in most cases it is treated as a boom branch with specifically programmed growth rates and (very often) as a guarantee for jobs. Indeed, in Germany, tourism accounts for 8% of the GDP and provides aprox. 2.8 million jobs, which is equivalent to 8% of the entire workforce. In 1999, the travel industry generated annual sales of more than the estimated amount of 140 billion €, placing it in second position behind motor manufacturing, but ahead of the electrical industry (Figure 2)

Table 1: Employees and sales figures after industries 1999 in Germany (Source: BMWI 2000, p. 9)

sector of the economy	employees	sales figures in billions €
tourism industry	2.800.000	140,5
main construction trade	922.000	100,5
manufacturing and engineering industry	935.000	132,0
electrical industry	861.000	127,5
automobile industry	710.000	156,0

Most interesting for regional developmental questions is, which impact tourism can have on regional or local income and generation of wages, it's benefits on employment and it's contribution to national and regional economy. This also can include a regional compensation function between well developed and sophisticated and less developed regions. In close connection to this, one has to look especially on the expenditures of the tourists (Figure 2).

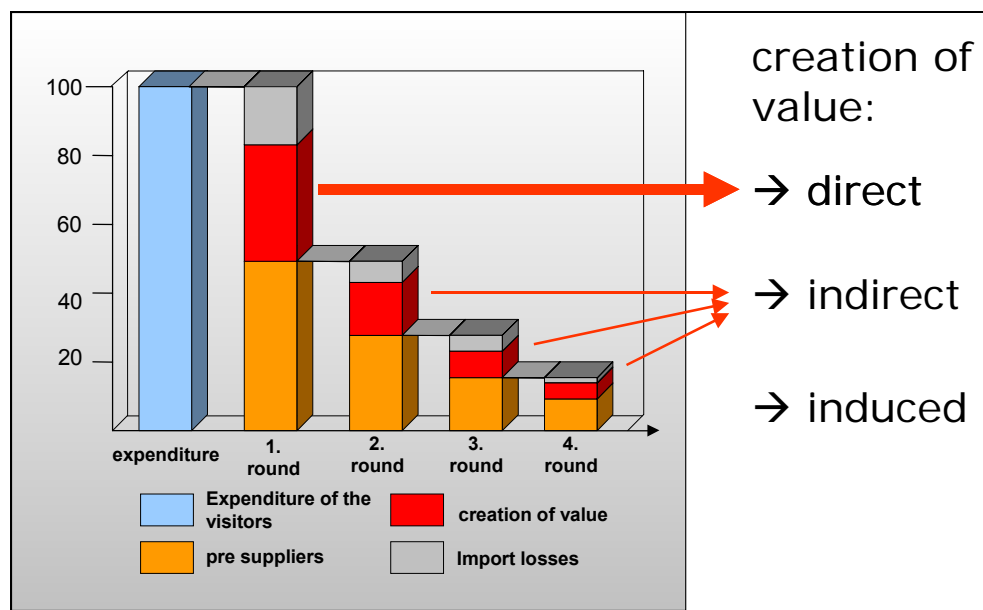


Figure 2: The way of the touristic expenditure to the regional creation of value

Every Euro spent by a tourist causes a direct effect: firstly (1. round) for the companies, who are directly in contact with tourists, for example the hotels. It creates employment, income and creation of value. However the hotel itself is also a recipient of benefits of a lot of suppliers (f.i. bakery), which shows that secondly (2. round) employment, wages and added values are being created through indirect effect. One could go on further round for round but the actual effects would decrease and at some point be hardly measurable.

In addition, there is a third category, which is called the multiplier: the induced effects. These effects result from the expenses of people, working in companies of the first round, where the tourists spend there money direct and the expenses of people, who work in the supplying companies (indirect). These people earn wages and spend their money, which produces income, too. All these effects can be backtracked to the expenditure of the guests.

### Methodical background

The basis for analysing touristical effects from an economic point of view, consists of general indicators (statistical data: supply, number of visitors, overnight stays, utilisation of accommodation, etc.) and detailed economic data (touristic expenditures

of the visitors, sales, income, wages, gains and employment). One has to take in consideration that certain touristic activities are not covered enough by the official statistics. Tourism is a mixed economic sector with strong interdependence inside the branch. But even based on the minimum estimates, tourism is a sector of enormous significance.

The problem of characterising tourism industry makes it difficult to seize the effects in concrete statements and numbers, which is justified mainly in statistic delimitation problems as well as in the often small structure of the service providers and their high-complex interdependence with a multiplicity of economical participants and groups of requirements. The analysis of touristic conditioned economic effects on local level, seen from the supply side, does therefore not appear suitable. Despite analytic difficulties the measuring of economic touristical effects was therefore accomplished by the demand side.

Because the facts shown above, the daily expenditures of all tourists coming to Greifswald (daily guests, guests in commercial accommodation enterprises with more than nine beds, guests in private accommodation and small firms with less than nine beds and guests who stay with acquaintance or friends) took centre stage in the analysis, in order to compute the results with the annual absolute numbers of the different groups of guests and to finally calculate the touristic gross sales and creation of value (Figure 3 and 4).

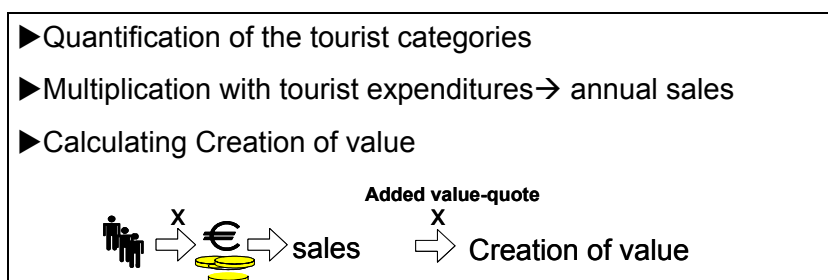


Figure 3: Calculating local sales and creation of values

The empirical survey of selling behaviour of tourists includes a total of 882 standardised questionnaires, three quarters generated through interviews of passers-by and one quarter written questionnaires. The tourists were divided in different categories (Figure 4)

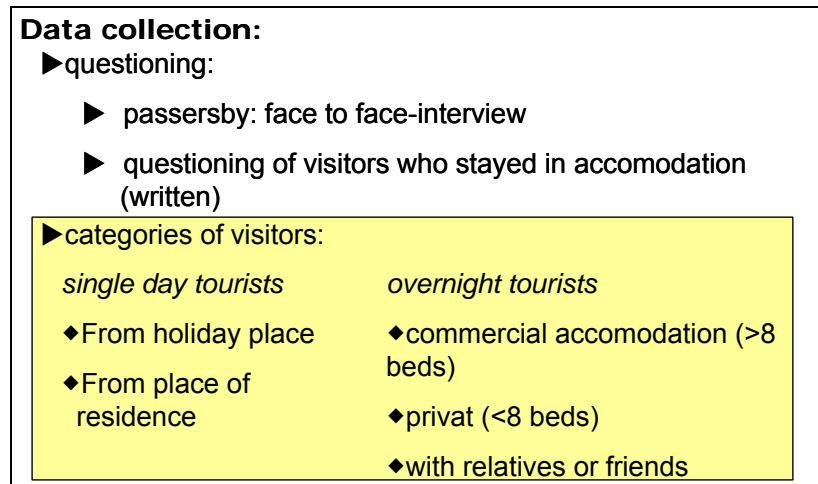


Figure 4: Data collection of different types of tourists

The percentage of the different categories of tourists and some known absolute figures of these categories built the basis for calculating all absolute figures, which were adjusted and estimated in parts.

### Central results of the survey and calculating local income

#### *Expenditures of the tourists and sales*

As expected the highest expenditures were registered in the overnight tourism: after weighting, a tourist who stays overnight spends about 69 €/ day in Greifswald. In within the weighting, the commercial accommodation sector plays the major role with about 93 €/ day, which a tourist spends.

The day-travel tourism is characterised by lower daily expenditures but it should be taken into account that a number of nearly 800.000 people per year makes day-travel tourists almost as important as the commercial overnight tourism. The sales are nearly as high as in the overnight market segment. The private sector (private accommodation or guests who stay with relatives and friends) is often underestimated and is looked at as a grey market, which is not covered by any official statistic, it creates nearly 7 Million € sales per year (Figure 5). In conclusion the sales for the year 2002 add up to ca. 42 Million € Gross.

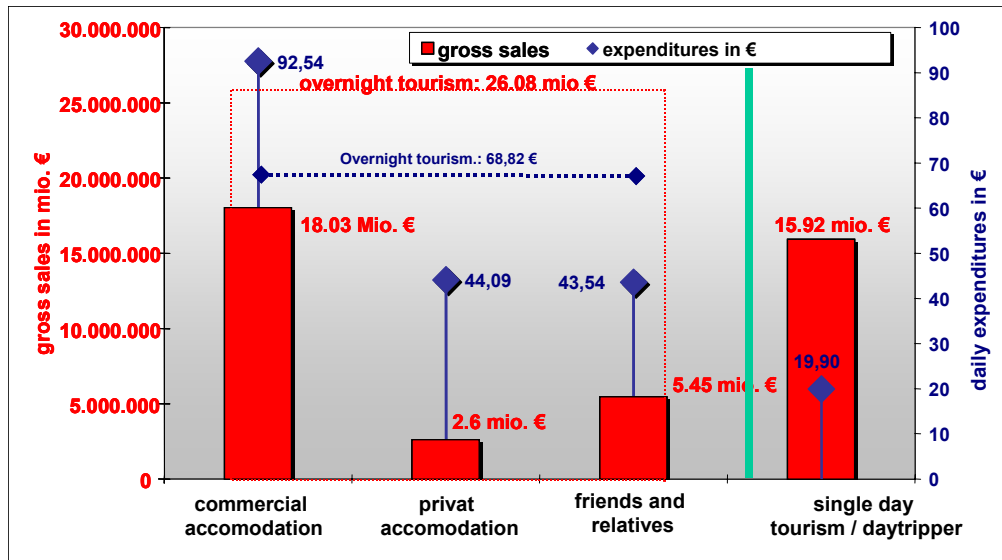


Figure 5: Daily expenditures and annual gross sales

The evaluation covered questions about the detailed expenditure-behaviour (accommodation, restaurant, food, drinks, local bus service, and entrance fee for cultural things a.s.o.) of the tourists, which allowed a differentiation of sales between the different branches (Figure 6).

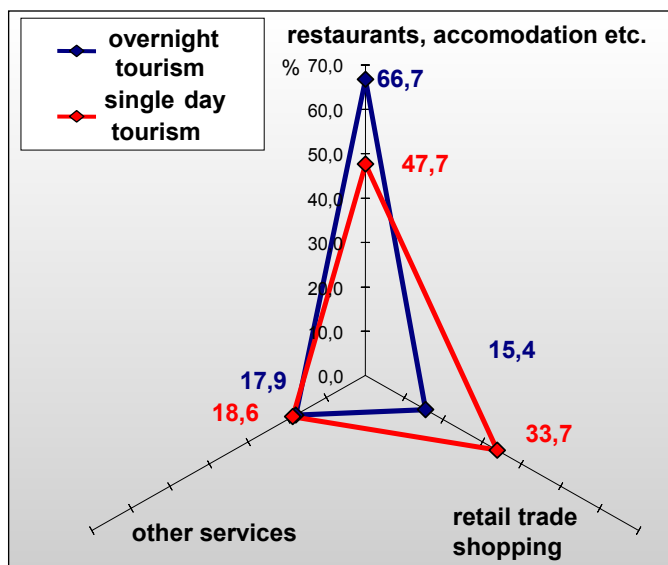


Figure 6: Sales differed into branches

As expected, restaurants and accommodation enterprises mainly benefit from the overnight tourism: two thirds of all sales happen here. Day tourists declared gastronomy to be very important as well and spent more money on food and beverages than in the retail trade sector.



### Local income effects through tourism

The sales gained through weighted expenditures add up to direct creation of value (1st round) of 13 Million € / year, which equals an added value- quote of 35,8%.

The added value-quote means simplified, how many percent of the net sales become income and wages. If one includes the effects of the 2nd round, as shown in figure 2, an additional 7 Million € / year indirect creation of value can be seen.

One has to take into consideration that all mentioned values can only be seen as bench mark and only cover a part of the economic interdependences. The same counts for measuring the contribution tourism (day- travel and over-night guests) makes to the national income, calculated for the area of interest; exemplified for Greifswald, we talk about ca. 3%. In comparison, the value, calculated by the DWIF (HARRER et al. 1995; HARRER/SCHERR 2002) for Germany is 2,81%, for Mecklenburg-Western-Pomerania 7,3% (1993) and 4,37% (2002, overnight tourism only).

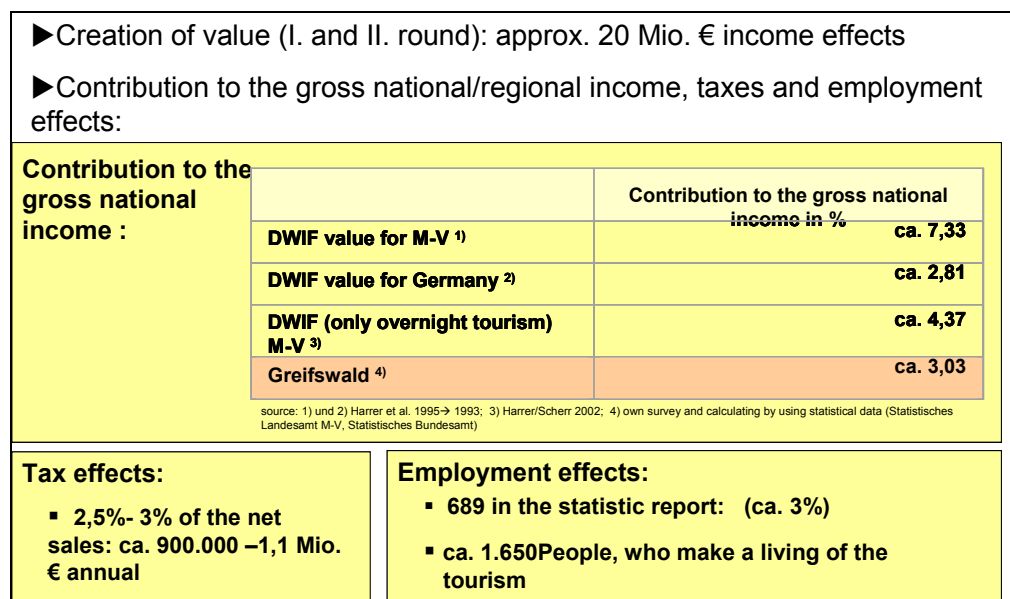


Figure 7: Creation of value and national income

An often used method to approximately calculate the touristical employment effect is to equal the net domestic product to full time jobs (HARRER et al. 1998, pg.65, AHRENS 1997, pg.59). The collected material gave hints on benefits on employment, which showed that ca. 1.650 people (full time jobs) could cover all of there living expenses out of working in the tourism branch. In 2002 the municipality of Greifswald collected an estimated amount of 900.000 € – 1,1 Million € in taxes, out of tourism.

## **Conclusion**

The evaluation showed clearly that tourism in Greifswald plays an important economic factor for the city, even if it does not play a major role. Tourism is a branch, which is indispensable for the wealth of the municipality.

The shown bench mark, connected to primary and secondary sales in tourism, the creation of value, the benefits to the national income calculated for the area of interest and the benefits of local employment and taxes, document the economic advantages tourists bring. It is unquestioned that every tourist accounts for an increase of purchasing power.

Tourism is not only an important factor for the cities economy and development but an image factor as well. Tourists and residents of the city benefit of investments in the touristical infrastructure and profit of an increased quality of life in the region. Furthermore a well developed touristical infrastructure promotes the identification of the residents with their city. All these facts show the signification of promoting tourism.

To support tourism as an important economic factor should not be reduced to investing in recreational activities. To support tourism means to support the advantage of a location, which again helps to create a positive image and to attract enterprises and people, which already are in Greifswald or think about settling there.

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## **Possibilities to Experience Active Tourism in Poland.**

**Aleksandra Maslak, Iga Nowikowska and Pawel Muzykiewicz**

Poland is a country of varied landscape features and this helps to experience many activities. Lowlands predominate, particularly in the northern part (seaside) and middle of the country. The seaside area includes the wide, sandy beaches fringing the Baltic Sea. In the northern and western part of the country, thousands of lakes hide among the picturesque hills and beautiful forests of Pomorskie, Mazurian and Wielkopolskie Lake Districts. The Mazurian Lake District to the northeast is particularly beautiful. Lake Hancza, the deepest lake in Poland, is located in this district. In the southern part of Poland, the uplands and mountain ridges of the Sudetans and Carpathians can be found. The environment of the country also includes numerous forests, dense river networks and abundant fauna and flora. In the most beautiful part of Poland national and landscape parks have been established. The River Vistula has cut a wide valley from Gdansk on the Baltic coast to Warsaw in the heart of the country. To the west, the River Oder, with Szczecin at its mouth, forms the northwest border with Germany.

The Polish climate is very attractive for active tourism. Winters are very cold, with snow and ice from November to March. This period is a paradise for skiing in the Polish mountains. June, July and August are the hottest and driest months. In summer the days are long and the Baltic coast can have pleasant variable breezes for sailors. In this time there is no snow in the mountains so anyone who wants can try hiking and climbing.

There are more than 2,500 known caves in Poland. They are of karst and non karst (pseudokarst) origin. The former are developed in karst rocks mainly in limestone's and dolomites, rarely in gypsum and marbles and exceptionally in rock salt. Although the karstified rocks are widely distributed, the outcrops are rather small and occupy only about 2.5 % of the country area (i.e. about 8,000 km<sup>2</sup>). The rest are overlain by loose Cenozoic age deposits. The non karst caves are developed mainly in various sandstones.

Mountain climbing is very popular in the south of Poland (in mountains' regions) and there are many climbing clubs and schools. The best conditions for rock climbing are to be found in the Jura Krakowsko-Częstochowska. This upland range (a national park) is an picturesque landscape on a large scale. The rocks in Podlesice, Rzedkowice and Kroczyce are quite often the sites of international climbing competitions. But after the creation of the Jura Landscape Parks, climbing has been limited to specific areas.

But if anyone wants to test his physical fitness before setting off for the high mountains, he can always climb one of the steep hills in the Pomeranian Province,

such as for example Wieżyca, the highest point in this region (329 m above sea level).

The frosty and snowy winter in Poland attracts skiers and fans of snowboarding. Well maintained ski routes, numerous ski lifts, cable cars and lighted slopes are among Poland's assets. They are located not only in the mountains. Winter sport centres have been recently established in Piekna Góra in Goldap and Krzyżowa Góra in Lidzbark Warminski, with down-hill ski routes. But it is southern Poland that can boast from having the best ski routes. The biggest in Poland, the Piast Race, is organized in Jakuszyce and is listed at the international series of Euroloppet. The Tatra Mountains are Poland's main skiing destination, the most popular resort being Zakopane. The Beskid Mountains also offer good downhill skiing facilities from November to May. The densely wooded Bieszczady Mountains in the south-east are highly rated for cross country skiing.

Hiking is the most widespread, the cheapest and simplest way of touring, getting acquainted with new places, visiting cultural and architectural monuments and other sites. Poland offers the hiker many km of tourist trails, country roads, forest paths and urban tourist routes. We have almost 9,000 signed routes with a total length of over 30,000 km, almost embracing the earth circumference, which are carefully signed and protected in their most difficult sections passing through mountains. They have been mapped out in the most beautiful and picturesque parts of the country.

The world seen from a bicycle seat is definitely more interesting and attractive than the one perceived through the window of a speeding car. Cycling is one of the best ways to visit certain historical buildings, open-air ethnographic museums and to see traditional rural architecture. In the same way we can reach places connected with important historical events, museums, national parks and nature reserves as well as picturesque landscape parks. Every Polish region has sites, which are worth visiting. New routes are created every year: the route of unused railroads and the one along broken semaphores, around the Kampinoska Forest, in the Stołowe Mountains, where the bicycle route is connected with the Czech border routes, or we can use a route crossing the former Soviet Army testing ground in Borne Sulinowo.

Sailing in Poland may be best enjoyed in the region of the Great Mazurian Lakes located in the north-eastern part of the country. This Lake District, with the highest concentration of lakes in Poland, picturesquely set among forests, attracts thousands of water sports enthusiasts. The Mazurian Lakeland boasts Poland's largest lakes such as Lake Sniardwy (106 km<sup>2</sup>) with eight islands and Lake Mamry (104.9 km<sup>2</sup>) with thirty-three islands. Sailing is also popular on such lakes of the Pomeranian Lakeland as Drawskie, Charzykowskie, Wdzydze, Gardno, Miedwie and Dabie.

Canoe trips are increasingly popular. The network of extremely beautiful rivers and lakes connected with channels create a route of almost 10,000 km. This is the oasis of silence and quietness that invites to clean areas near the settlements of beavers

and unique birds. The most attractive are the routes of Krutynia, Brda, Czarna Hańcza Rivers (one can expect that following the modernization of the Byelorussia section of the route canoeists could reach Niemen River through Augustowski Channel). Other popular routes lead us along Drweca, Radunia and Biebrza Rivers surrounded by historic marshes.

Diving is becoming a more and more popular sport in Poland. Quite cold water of Baltic Sea or Polish lakes is the reason why lots of people want to go to dive in the south of Europe. But it does not mean that this sport is not attractive in Poland. The main goal of diving is the exploration. After Second World War there had been a lot of military equipment which has not been found yet. Many divers are exploring the Pomorskie Lake District looking for the tanks, planes and small ships. The other kind of diving in Poland is cave diving. It is not an easy job. Most sumps for diving are placed in the Tatra Mountains on the southern border. There is an alpine type karst; the temperature of water is about 3 C°. The sumps are deep in the caves - usually several hundreds meters below the entrance. The cave diver must be extremely fit to get there with all his equipment.

Hang-gliding and increasingly fashionable paragliding can be practiced in Poland. Some regions offer perfect conditions to enthusiasts of these forms of flying. The favourite location for the amateurs of hang-and paragliding, are the wide valleys of the Sudety Mountains. There are a number of centres in Mazurian Lakes and at the Baltic coast offers balloon excursions.

Polish topography and climate gives many possibilities to experience active tourism. Everyone can find something interesting to do in free time. Tourists can decide in which region they want to practice these kinds of sport. In fact Poland is a fascinating country which can offer suggestiveness and atmosphere all the year round.

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## European Cooperation as a Promotion of the Pomeranian Region.

Julia Golebiewska, Academy of Physical Education and Training

### Short presentation of the Pomeranian Region and its attractions

The Pomeranian Region is one of the most beautiful parts of Poland. Situated on the Baltic coast it is limited in the south by the beautiful lake district of Kaszuby.

The history of the region is representative to the whole country and that's the reason why we can find here an amount of historical monuments. It is the place where the II World War began and the city of Lech Walesa who started the big political transformations of the year 1989. In 1997 Gdańsk – the capital of Pomerania – was celebrating its 1,000 years anniversary. Together with Sopot and Gdynia, Gdansk forms the Tri-City agglomeration. Thanks to this historical heritage the cultural identity of Gdansk and of the region is already important. I would like to present the most known attractions. It will be helpful to understand that such a rich and important tourist offer is not exploited enough. To facilitate the presentation of the tourist attractions I have divided them according to the model bellow.

Type of resources	Site	Event
Natural resources	Sea climate and landscape Tri-City Landscape Park Słowiński National Park (World Biospheric Reserve) Cashubian Lake District Vistula Spit Hel Peninsula	All year round rallies along the coast and in the forests Water sports competitions Sopot Triathlon (cycling, swimming, long-distance run)
Artificial resources	<u>Gdańsk Old Town</u> : The Upland Gate, The Coal Market, The Golden Gate, Long Street, Town Hall, Arthur's Court, The fountain of Neptune, Long Market, The Green Gate, The Long Wharf, The Crane, Saint Mary's Church, Mariacka Street, The Great Armoury, The Cathedral of Oliva and the Abbots Palace, The Fortress of Wisłoujście, Westerplatte battlefield <u>Sopot</u> : The wooden pear – Molo, Sopot Art Gallery, Gdynia: The harbour, The Oceanological Museum, The Navy Museum, Neighbourhoods of the Tri- City: - Malbork Castle - Stutthof – Nazi Concentration Camp	Festival of: The Arts and Music of the Baltic Countries Classical Music "Gdańsk Spring" International Organ Music Festival Saint Dominic Fair International Shakespeare Festival International Festival of the Street Theatres "Feta" International Sailing Rally "Baltic Sail"

In addition to this Gdansk has to offer also theatres, music halls, other museums and sport facilities for different disciplines. Since the last 6 years Gdansk area has noticed an important reduction of the pollution emission and a better quality of the sea water. The city has a total of 72 accommodation outlets with almost 314 thousand guests in the year 2001.

Taking to account those features we must ask:

“What are the barriers for a dynamic development of tourism in Pomerania?”

To find a responds is not easy. The main causes of a difficult situation of tourism in Gdansk have a political, economical and social origin. The structure of the revenue in the city budget includes mostly taxes controlled by the central government and revenues from municipal companies are very low. On the other hand the expenses of Gdansk include mostly education and social welfare (80%). In the private sector the way of managing businesses is often concentrated on a high level of income not on a good service quality. Another problem has also recently appeared: big hotel companies and other foreign investors are very strong competitors for small businesses and local initiatives, which should play the most important role in preserving the sustainability of the region. The socially connected problems are caused by a low security level and an important unemployment rate. The seasonality of the destination also needs to be overcome. The rural areas are often missed by the tourist because they are not promoted enough. The number of information points is not sufficient and finding them in the city is difficult. If taking to account those factors it becomes clear why a good tourism industry development in Pomerania is difficult.

What can be done to improve this situation?

Different programs have been undertaken by the local government to change this situation, but very often the resolutions are not introduced in practice. As the Pomeranian region is one of the largest research and educational centers of Poland, it has a potential for educating future tourism managers for the public and private sector. The Socrates Intensive Program (fieldwork item “Strategies for improving quality and innovation of cultural tourism”) in July 2001 and 2002 is one that provides also the point of view of professors and students from other, more experienced in this subject, European countries.

We may call this: “European educational tourism” because on one hand, thanks to the cultural excursions, participants were able to get to know the attractions of the region, and on the other hand interesting lectures helped them to built tourism packages according to their ideas. It was a meeting of different cultures, what for polish students in tourism and recreation had an important meaning. The opinion of people in our age, who can compare their experience of Gdansk with other foreign



countries, will be useful when working in tourism industry. There is also another aspect as the participants of the IP Course are future managers in tourism industry and they have experienced the beauty of Pomerania, I hope they will be ambassadors of our region in the other European countries.

As an example of this international work I would like to present a long- term Business Plan which I have prepared with a group of 3 students from Bremen and Kalmar: J. Grabowsky, M. A. Wirth and A. Mendoza. In it we have tried to find some helpful solutions and ideas for the future of Pomerania, especially to increase incoming tourism in the region. I hope that our work is a good example of a fruitful European cooperation.

### **Business Plan**

Main task:

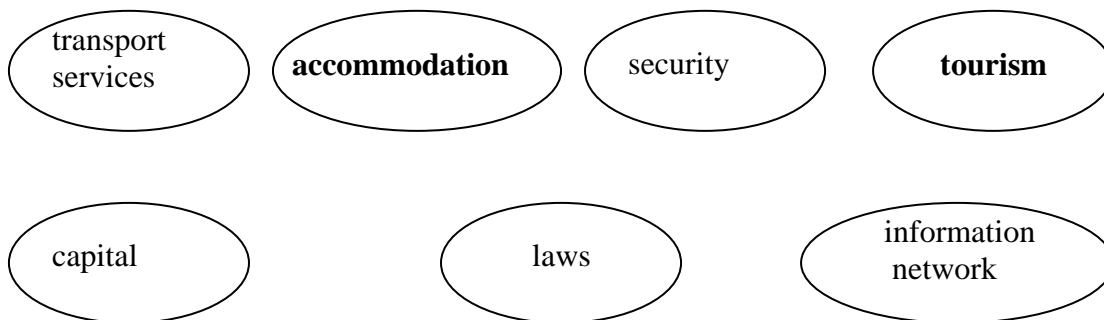
**Increase incoming tourism to Gdansk and Pomeranian area**

Sub task:

**Create a better climate for incoming tourism**

Condition for sub task:

**Prepare a better general infrastructure**



**Create a quality management system to each point.**

**A marketing strategy should consider each above mentioned aspect.**

**Quality means a process of permanent improvement.**

Examples: business plans for **hotels (accommodation)** and **tourism services (guided tours)**.

## Guided Tours

General situation for guided tours

There exists a need for creating a: **Categorization system** of the guide skills, and their ability to communicate places, surroundings and history to different target groups (as general visitors, businessmen and children). **Training system** in order to be able to create common standards for the quality of guided tours.

The guide appearance

- The way to talk to an audience.
- The quality of the information communicated to the audience, in terms of continuity, red thread in the story, and its wholeness.
- The length of the tour
- Innovation in new types of guided tours (ex. For children and companies, dressed guides etc.)
- Charisma and visualizing courses.
- Central coordination office, with the aim to supervise the categorization of the guides etc.
- Further develop the certificate system for guides so that it has to be renewed after a certain amount of years.

The customer market consists of the travel agencies that offer guided tours but also of individual travellers.

SWOT-analysis

**Strengths:** Through the proposed changes the guide service now can be managed and the tourists can be provided with a higher quality service. Control of knowledge, communication abilities of the guides becomes possible.

**Weaknesses:** To realize these changes there is a big need of capital investment. The mentality of local authorities, guide organizations and through the old guide generation has to be changed. They have to become aware of the need of these changes. This is a long process and takes long time.

**Opportunities:** As the guide service will be more attractive for the incoming agencies to purchase, Gdansk tours will become more intensively marketed. In return this will result in more incoming tourists to the Gdansk area.

**Threats:** There is a possibility that the financial means will not be enough, and that the money will not make its way through the political system without diminishing. The planned coordination of actors could become impossible if legislation will not back it up, and if political powers will work to protect the structure of today.

Main products

Quality guided tours and museums.

Julia Golebiewska

### Main costs

Organization costs (In guide organization and different state departments connected with cultural tourism service).

Education costs (For guides and in state departments in order to change the mentality. This will be made in order to show the need of innovation).

### Marketing, distribution and sales

These activities will be done with the help of the Polish Tourist Council and National / International incoming agencies and their agents abroad. Printed material, webpage and e-newsletters will be provided.

### Organization of management

A quality manager will supervise the process. He will be a professional guide and museum educator of service quality. He will control the skills of the guides continuously.

### Obstacles and problems

Is the lack of innovative thinking.

### Future

The tourist organizations and the government need to take to account the values of a good quality management in tourism services. This kind of approach will provide extra benefits to the city and to the whole tourism sector in the Pomeranian region.

## **Accommodation**

### General situation for hotels

There is a lack of small hotels (up to 20 rooms). Big hotel chains rule the market but cultural travel organizations look for smaller regional styled accommodations.

### Customer market

There are mostly organized groups travelling to Gdansk. But there are also an increasing number of individual tourists noticed.

### SWOT

There is a lack of quality standard measurement. Thus international hotel chains have a good opportunity to use their positive image, their knowledge and also their financial strength to come into the market.

Julia Golebiewska

### Objectives in quality and quantity

The accommodation market is not saturated yet. There is the chance of a sustainable development for regional hotels for the cultural travel market.

As a help to get access to the market a reservation system needs to be established and adapted to the resources and belongings of smaller hotels. Therefore a financial support from the government is required.

A training system in quality management must be available.

It could be also helpful to support people who want to found a tourism business with a loan with good conditions by the state (economical politics).

### Main products

A few hotels of international chains offer standardized service. Also small private hotels with special facilities are available.

As products of tourism council there could be detailed business plans, a planning for all tourist facts belonging to Gdansk and the education system for quality management controlled and standardized by the state (label).

### Main costs

The biggest part is the governmental support of the companies. Marketing for Gdansk is also expensive especially marketing action abroad.

### Marketing, distribution and sales

These activities will also be done with the help of the Polish Tourist Council and National / International incoming agencies and their agents abroad. Printed material, webpage and e-newsletters will be provided. All activities must be based on a good detailed marketing concept.

### Organization of management

A quality manager will supervise all processes of quality management.

### Obstacles and problems

Political processes proceeding slowly, attitudes change also very slow, the problem with the lack of money may first be solved when economics are rising and Poland becomes a member of the European Community (EU).

Julia Golebiewska

## Future

We do not believe that the required speed of political decisions will be enough to stop the mono-structured approach of the hotel chains. The result of this fact is that sustainable tourism development becomes more and more complicated.

## European cooperation as a promotion of the Pomeranian Region

The participants of the IP Course are future managers in tourism industry they have experienced the beauty of Pomerania. I hope they will be ambassadors of our region in the other European countries.

Poland is a country which is still under development which includes the sphere of local government and policy. If we compare this with other European countries they are far before us.

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## **Sport and Recreational Tourism**

**Sanja Supica, University of Rijeka**

### **Introduction**

This paper analyses the relationships between tourism, sports, recreation and health of tourists.

In contemporary tourism sports facilities and sport programs represent the basis for rendering various sports-recreational services. Health resorts and similar facilities, as well as the programs conducted in them, are the foundation stones for the realization of various services in tourism that are directed towards health preservation and health improvement. Since the demand for such services in tourism is increasing, creating an offer of sports-recreational programs requires a selective and professional approach. The technological progress and urbanization damaged the health of people, and satisfying the basic biological and social needs in a working and living environment is reduced to a minimum. The compensation of these needs is, therefore, sought for in leisure time. The long – term scientific research and practical experience led to the awareness of the fact that physical activity belongs to the primary protectors of health. Physical activities in everyday life, and especially in tourism, are a part of biological human needs. The fact that health and recovery of an organism are the primary motives for travelling leads to the necessity of returning to the essential values of a tourist trip and to the necessity of taking a vacation. The contemporary tourist market needs precisely the programs, which emphasize the importance of a quality and meaningful vacation in order to improve the health of tourists.

Sports-recreational and health tourism in Croatia have not yet reached the possible and the necessary developmental level. The possibilities that are at a disposal to Croatian tourism are numerous, and creating the programs should be directed towards the wider range of guests and their needs. In Croatia the Adriatic coast area together with its islands and hinterland, as the geographically strategic area and as a part of the Mediterranean, offer numerous unexploited possibilities from the cultural, ecological, social and economic development point of view. One of the basic problems of Croatian tourism is that it is oriented exclusively on a summer tourist season (from June to September) in which 80 % of the total annual tourist turnover is realized. Although this situation is not going to change significantly right away, the potentials that Croatia has and which lie in the new programs may help prolong the tourist season, which would open the possibilities of doing business in numerous tourist objects throughout the whole year.

### **Sports-Recreational Tourism as a Selective Type of Tourism**

Selective types of tourism are based on motives that encourage people to travel to various tourist destinations. Since there are many motives for travelling, it is difficult to determine accurately the selective types of tourism. "The only exact criterion for the differentiation of various types of tourism, according to ALFIER is the criterion used by official statistics, which records tourist migrations with regard to the category of destination; because the type of tourist destination reflects in the best way both the tourist migration motives and the way of spending vacation."

If we take this as a starting point, we can say that recreational, health, cultural, religious and sports tourism are especially emphasized within various types of modern tourism.

Sport and recreation have a multiple role as motives for tourist trips. Athletes, referees, managers and spectators all set out on a tourist trip in order to take part in or to attend various sport events. These trips are usually not very long, except for big sport events (the Olympic Games, World and European Championships, etc.). The motives for this type of trips are clearly determined and they create a special kind of tourism - sports tourism.

Apart from these trips, within modern tourism people travel more and more in order to meet their recreational needs. Recreational needs can be met by means of various activities, mostly running, swimming, water sports, tennis, golf, horseback riding, sports games, skiing, etc. What all these activities have in common is sport, only the ways and means by which they are carried out are different.

Such tourism in which sport and recreation are the main motives for travelling may be called SPORTS-RECREATIONAL TOURISM. It appears in various forms as follows:

- 1.) competitive sports tourism
- 2.) winter sports-recreational tourism
- 3.) summer sports-recreational tourism, etc.

Competitive sports tourism encompasses all trips undertaken for the purpose of taking part in particular sport competitions, from national to international sport competitions. Regardless of the presence of media and possibilities of the live coverage of popular sport events all around the world, there are still a large number of people who choose and prefer to travel in order to attend these sports events. They explain this wish as the result of the need "to be present".

These people, of course, take part in all types of tourist consumption, and are therefore considered as tourists.

Winter sports-recreational tourism primarily takes place in winter centres that offer numerous possibilities of sport and recreation: skiing, cross-country skiing, skating,

sports games, golf, tennis, horseback riding, etc. Needless to say, there are many receptive tourist countries like Austria and Switzerland, which realize a large portion of their tourist revenue precisely from this kind of tourism.

Summer sports-recreational tourism has an even broader basis, because it takes place at the seaside, in the mountains, on rivers, lakes and other natural resources. It encompasses various sports-recreational activities like walking, running, hiking, water sports, sports games, golf, tennis, horseback riding, etc.

There are a larger number of motives in tourists who regularly use various sport facilities, especially the motives for sport and recreation, which lead to choosing a particular tourist town/destination. Therefore we can consider this type of tourism as sports-recreational tourism.

Apart from the above listed there are other selective types of tourism, that have sports features, e.g. yachting or fishing tourism. They all have, apart from sport motives, some other features, so that we cannot put them exclusively into the field of sports-recreational tourism.

However, when planning the tourist offer, we should take into account the adequate sports-recreational facilities, especially when considering yachting and health.

### **The Levels of Sports-Recreational Programs in Tourist Offer**

The programs, as the basic product of the services rendered within sports-recreation in tourism, start from the principle of kinesiology which directs us towards dealing with the issues of the organization of activities, selection of activities and the establishment of expected goals. Planning implies the time, space and contents organization. The global survey shows that creating a quality sports-recreational offer in tourism is a complex task. The programs of sports-recreation should be attractive in order to make as many tourists as possible participate in them. Such programs should take place outdoor, taking into account the principles regarding the preservation of the environment. The programs in this paper are divided in three groups:

a) BASIC PROGRAMS

b) SUPPLEMENTARY PROGRAMS

c) ADDITIONAL PROGRAMS

a) Basic sports-recreational programs are comprised of various sports-recreational activities which may be classified into several groups:

- sporting games (football, basketball, volleyball, etc.)
- activities in nature (walking, jogging, trekking, orienteering, running, track, bicycling tours, climbing, etc.)



- activities on and under water (windsurfing, sailing, rowing, water skiing, diving, swimming, etc.)
- organized exercising (aerobics, morning exercising, etc.)
- exercising on machines
- competitions in all sport events adapted to the age, interest and abilities
- sports-recreational schools of swimming, tennis, sporting games, etc.
- attractive sports (hand gliding, ballooning, horseback, etc.)

b) Supplementary programs also belong to the tourist offer. They reinforce the effects of sports-recreational activities, but they may also function individually; they reinforce the feeling of having a pleasant stay and satisfaction because of sport activity participation; they increase motivation; they may have a prophylactic effect; they revitalize the organism, but they also have direct educational role. These programs may be specific with regard to the tourist area:

physioprophyllaxis (mud baths, floral baths, mineral baths, massage, solarium, etc.)

- functional diagnostics (screening examination)
- nutrition (quality nutrition)
- autogenous training (relaxation)
- alternative therapy (homeopathy, chiropractic, acupuncture, etc.)

c) Additional sports-recreational programs refer to the daily and evening activities aimed at socializing, entertainment, etc. Such programs are:

- cultural events (exhibitions, museums, concerts, etc.)
- entertainment evenings (dancing, quiz, etc.)
- social games (chess, cards, domino, etc.)
- indoor and outdoor play-rooms for children
- educational lectures (health, nutrition, culture, etc.)

The listed programs create a whole, which contributes to a meaningful stay in a particular tourist destination. A tourist is a person who should feel comfortable, and therefore, a quality offer respects and takes into account the needs and wishes of guests. The necessary feedback will help achieve a higher-quality offer, it will decrease the number of mistakes, and it will enable a positive long-term business.

### **Sports-Recreational Offer in the Croatian Tourism**

Although in the tourist offer in Croatia exist the need for the whole series of various sports programs, these programs are still not sufficiently accepted. Satisfying the needs for sport activity and recreation participation is reduced to a spontaneous utilization of facilities or to their renting. The today's wish for increasing the quality of

the offer in tourist centres is based on the utilization of different facilities and their combination with natural and cultural resources that have a significant role in creating the sports-recreational programs. Combining the natural resources and the classical sport facilities may contribute to a higher-quality tourist offer.

The existing sports-recreational offer in Croatian tourism may be evaluated as inadequate or even poor. In order to activate and to innovate the sports-recreational offer, as well as to encourage new contemporary programs that would be adapted to the wishes and needs of tourists, it is necessary to recruit new expert personnel (managers, programmers, sports teachers etc.).

### **A Survey of the Guests Opinions and Attitudes about Sport in Tourism**

A survey was conducted on a representative sample of 281 domestic and foreign guests in order to evaluate the guests' opinions and attitudes about sport and their habits related to it. The survey was conducted in western Istria in hotels which are relatively well equipped with sport facilities and services, which means that the guests had chosen in advance a tourist destination with sports as a part of its tourist offer. The fact that sports activities, and especially those designed to promote health and prevent disease, are already widely accepted by an average person, was confirmed by the needs and interests expressed in the survey.

The questions and the findings were as follows:

1. Do you consider sport activity to be an integral part of the tourist offer?

The majority of the examined domestic and foreign guests (94%) consider sports activity to be an integral part of the tourist offer; 4% were undecided and only 2% considered sports activity an unnecessary part of the tourist offer.

2. Do you prefer an active or passive way of spending your vacation?

The majority of the guests (93%) said they preferred an active way of spending their time in a tourist destination; 1% said they preferred a passive way and 6% were undecided.

3. Do you engage in a physical activity at home?

The majority of the tourists (77%) reported engaging in sport activities on a regular basis; 21% reported occasional involvement and only 2% said they were not at all in the habit of engaging in a physical activity.

4. Name the sports in which you have engaged your free time:

Fitness and aerobics were the most common answers, followed by swimming, mountain climbing, jogging, walking, tennis, etc.

5. Would you be willing to attend an out-of-season, programmed, active vacation?

While only 14% of the respondents answered negatively, the majority of the tourists (86%) said they would be willing to take an active out-of-season vacation. This is

very important finding in terms of the development of tourist offer in the out-of-season period.

### **Conclusion**

A modern-day guest is selective, well informed and critical in choosing a tourist destination. The choice of the destination and the journey to it is a result of an individual tourist's subjective assessment and motivation, and they depend on a lot of factors such as: objective need, purchasing power, fashion, family members' wishes (kids), good advertising, good word-of-mouth promotion, etc. The research of the tourists' wishes, needs and habits should start in their working and living environment because the conditions, ways, and habits of spending one's free time in the domicile tend to be expected and repeated in the holiday situation. Sports-recreational programs are a frequent motive for the journey, which should be planned out by an expert. Modern tourist defines and rates the quality of tourists offer precisely in terms of its content which should, besides including sport, reflect the specific ecological, cultural, social, demographic and other features of a given destination. They survey of the guests' interests and needs showed that there's a significant interest in sport and health-oriented activities as an integral part of the tourist offer. In designing and implementing such activity programs lies the potential to extend the season, raise the quality of service, improve competitiveness and create jobs for sport experts and support staff. This survey confirmed the need of the guests for sport facilities and services. Equally, for the future development of the sport-recreational offer, a need of the guests for out-of-season programs, which demand an expert, team approach is very significant.

Sport-recreational programs in tourism can significantly add to the quality of the tourist offer. Even though the tourism is aimed at meeting the needs of the tourists, quality sport-recreational programs are part of the offer that can satisfy guest's wishes and needs. That significantly adds to the quality level of the overall tourist offer.

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## **Ecotourism and Strategic Management of Tourism Management**

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### **Introduction**

The 20th century has brought great changes into the lives of individuals, their work, leisure time, travels and tourism. These changes have had effects on entire societies, society habits, needs and behaviour.

During leisure time, man gains individual freedom based on the understanding of time, excluding working hours. Leisure time, in away is the abandonment to one's own self as it is this time that spontaneity and freedom of choice become possible.

Leisure time may be evaluated as some kind of "world of choice" defined in basis of the functions and duties of the human race. Therefore, leisure time has to be organized for the development of modern civilization and for the development of individuality, so that it may become an "area of true human living". Tourism is a complex social and cultural movement, but also a labour market, marketing and promotion. Tourism is also about finding out more on people outside, their living place and day to day duties and relations. This is why tourism and leisure time are in direct connection. Many authors identify tourism with relaxation, leisure time and free time. Although tourism and free time may develop separately, between them there is a close interrelation. In a direct connection with free time is ecotourism. Without enjoying nature and its natural highlights and resources there is no real holiday relaxation. Modern tourism is well aware of this, and will therefore, in the future take much more care to evaluate the natural resources, regardless of which type of selective tourism it is word about.

### **Free Time and Tourism**

Leisure time is also connected with tourism from a psychological point of view. The social research of tourism and leisure psychology according to some researchers indicates three possible approaches. These are:

1. defining, 2. "post-host" pleasure, 3. present conscious experience.

The defining approach focuses on the identification of factors that induce people to holiday and non-holiday activities and experiences. Deriving from the state of consciousness of individuals and their experiences, the idea of relaxation or entertainment is considered to be liberating: This is why it is no longer limited to specific reaction activities, but it is fair wider. There are two factors that actually activate relaxation and entertainment in the psychology of a tourist: the degree of freedom achieved in choosing the activity and the possible proportion up to which the motivated activity is included.

In studying the influence of tourism over the psychological consciousness of mankind, researched is being the influence of tourism experiences on the self-consciousness of man and on the quality of living. This expression "authenticity" is used as a dimension for distinguishing the type of tourism experiences. However, the experience itself brings elements of spontaneity, uniqueness and value. Leisure or reaction experience of mankind may differ from a completely free choice to a complex tourist behaviour. Therefore, for leisure the extremes states have a span from "true rest" to "true work", and for tourism from a "reaction" to an existential model.

### **The Concept and Definition of Ecotourism**

Lately ecotourism, or other ecological tourism as a term is used ever more frequently, much is being talked and discussed over ecotourism and its meaning. Ecotourism associations are being formed everywhere, regulations and standards on ecotourism promotion are being passed out, and so its ethics.

Starting with the end of the 80s in the 20th century the expression ecotourism is being used as some social and economic and social and cultural reaction to negative of society as well. In the 90s the idea of a tourism industry that preserves nature and its sources in order to enjoy, is being strongly developed. It is more likely that the concept of ecotourism coincides with the concept of preserving natural environment and characteristic for both is the importance to preserve natural qualities.

Ecotourism accepts from a market point of view the idea of visiting high-quality natural environments and their protection from negative influences. Furthermore, ecotourism is trying to realize the idea as a positive expression of natural behaviour of modern human race holidaymaking in a preserved environment.

The main goal of the ecotourism industry is interaction with nature, tending to minimize and eliminate the negative influences on nature.

Now-a-days there are several definitions of ecotourism. Most often in the numerous available literatures is indicated that ecotourism is a form of tourism that takes place on areas rarely visited by people and where people have to participate in the environment preservation and help in gaining benefit for the people living there. According to the Ecotourism society definition, ecotourism includes "responsible travels that preserve the natural environment and supports the gaining of benefit for local inhabitants. Ecotourism has become a new market with new concepts and as a result it is defined also as "travel which enables tourists to learn about the environment towards which they must behave with special care or travels are organized with preservation purposes.

A certain numbers of definitions start with a lower or greater degree of responsibility towards the nature inhabited by mankind. Therefore, even the definitions have to be active and contribute to the improvement of the natural environment.

According to other definitions ecotourism is a journey to uncontaminated and preserved areas with the goal to study, admire and enjoy the environment. Ecotourism is exceptionally sensitive to natural environment, and that is why tourists have to be directed to avoid damaging the environment. Ecotourism in the 21<sup>st</sup> century should be directed towards:

- relatively clean, quite and not overpopulated natural areas
- under graduated (by human constructions) quality areas
- climate favourable areas with various seasons of the year
- direct participation is the permanent protection of nature as well as in running protected natural areas

As a result , in future it is expected from ecotourism not only to perform an active role and a responsible one as well as in the permanent protection of nature, natural highlights, keeping intact the natural habitat and quality of nature. Its style is non consumption oriented and contributes to the quality upgrading of a certain area, evaluation of the area and good image.

According to us, ecotourism should contribute more to the health of people and natural areas, visited by tourists. Without a complex protection of the global ecological system there would be no serious ecotourism development. On the contrary, ecotourism will be reduced to a political or social and cultural movement.

Marketing and management should be of greater use in the promotion of ecotourism, especially ecological highlights.

### **The Introduction of Strategic Management in Ecotourism**

The goal of strategy management is to control interaction connections between tourists and natural environment. Therefore its purpose is to protect the environment from negative influences and at the same time to provide to the tourists a pleasant stay in such an environment.

The main goals relating to natural environment are:

- 1) Global long-term health conditions
- 2) Ecosystem existence
- 3) Improvement of stay for local residents and tourists and
- 4) The presence of minimal doses of disorder in nature

The main goals relating to tourists are:

- 1) Pleasure and enjoyment
- 2) Education and ecological awareness

### 3) Making opinions on believing

The indicated elements relating to the natural environment and tourists could form some kind of orientation model of ecotourism management strategy. This model leads to a complex approach in managing ecotourism issues in short and wide range-destinations. However, without choosing the goals alone, it is not possible to measure the success achieved by the management strategy in practical life.

It is very important to establish short term and long term effects of the natural environment used for tourism purposes. Ecotourism has a high level of dependence on natural highlights of the environment or rather the quality of the environment itself. This is why it is necessary to test and follow the relation tourists have towards the environment and to find out if it is passive or active. It is passive if diminishes the negative influence on the environment, and active if it contributes to the improvement of health conditions of the environment itself.

Ecotourism activities become more and more important for the development of various types of tourism industries. By defining the ecotourism phenomenon present becomes the tendency towards the conceptual frame of tourism development. It is estimated that today ecotourism in global participates with a 10% share of the total income deriving from international tourism. The goal is to reach one third (33%) in the near future.

Actually, by releasing the ecotourism concept achieved is the integration of rural tourism development, management of nature protection and management of tourism resources of a particular area.

Ecotourism at its widest extent form should carry:

- Marketing orientation towards the bio-central type of modern market
- Organizational, social, cultural, political and scientific base for development
- Area management activities
- Elimination of degradation of natural resources of a particular area
- The promotion of the so called environment ethics of local residents and tourists that stay or visit a certain area
- Education especially of young people on local ecology and ecotourism

As ecotourism is closely connected to other forms of tourism, especially selective tourism - its growth it is conditioned by market mechanisms and integration with other economy and non-economic activities. It has to carry awareness on the damaging influence mass tourism causes, in particular industrialization, non ecological agriculture, construction industry in ecological and tourism valuable resources of a certain area.

### **Strategic Management of a Tourism Destination and Ecotourism** (The case of Croatia)

In line of modern tourism demand orientation towards ecologically preserved and non-glutted area, it is necessary to say that the Mediterranean is a leading tourism region in the world, in some parts confronted with the problem of tourism over-glutting and represents a threat to the environment, especially to the sea and coast area. In order that our valuable and relatively well preserved natural resources would remain intact for the future development and future generations and would respond to the challenges of the global trends, it is necessary to beginning from now, identify and pay more attention to the existing problems and activities and problems on all levels that pollute and destroy the environment. In all this management has great responsibility, as the Croatian tourism industry on the one hand is confronted with the transition issue and on the other hand with request to be included in global trends. Such a situation opens numerous dilemmas – if and how to become part of the globalization process. However, ignoring such a process, regardless of the fact that besides positive effects there are negative effects too, which in a non-adequate surrounding will only increase the cost of functioning, not only on the total economy, but in the tourism industry as well.

Management in the tourism industry, whatever the level has specific features that may not be found in other economy branches or in relation to certain activities.

Only as an ecologist or futurologist, the manager in the Croatian tourism industry may give a more significant contribution to the country, company and new generations. The Adriatic coast – the coast of Thousand Islands, the coastline has to be under the protection of the Croatian sea and under water world without a long term ecological orientation have no economic or social value for the country, the Mediterranean and entire Europe. Therefore ecology of the Adriatic and the coastline has to be under the protection of the Croatian state and state institutions and companies, inhabitants of the coastal area, tourist everyone.

Necessary is the ecological education of human resources and especially tourism management of all levels, most of all destination management as well as the education of young people through obligatory educational program on all possible levels.

The movements for nature protection in the world have become all the more expanding, the accent being on ecotourism.

Modern tourists are ever more looking for locations with preserved nature and crystal clean sea and active holiday in such a surrounding.

The preserved Adriatic island area should be exploited far better and evaluate the various selective types of tourism offers such as agrotourism, game-hunting tourism,



sports and recreational tourism, cultural, excursion tourism, medicinal tourism and other.

In order that the natural resources are useful to the tourism industry, and could be preserved and run in compliance with the principles of persisting development, both in Croatia and tourism destinations, it is necessary to introduce measures such as:

- to put an end to the construction of private holiday houses in the coastal area and locations of touristic interest,
- to exploit natural resources considered public welfare in strict accordance with the concession law,
- to de-privatize all usurped coastal areas for further tourism constructions,

The preservation and protection of Croatia's Adriatic area requires the implementation of:

- International co-operation in the protection of the environment with a permanent implementation of international conventions, regulations, norms and standards,
- Creation, approval and carrying out of a uniquely coordinated national program for the protection of the Adriatic and coast, and to coordinate the regional protection plans,
- Coordinated planning, from the nature protection view point, construction, economic, social, cultural and artistic and historical inheritance values of the coastal area,
- Offer priority on a long term base to tourism in the economic development
- Ecological education, starting with elementary schools up to postgraduate levels
- Educate managers in the tourism and traffic industry from an ecological point of view,
- National defence, state security and permanent safety at sea

All indicated measures have to be a permanent task in the Croatian development.

Without a long term implementation of these measures and management measures there can be and will be no social, economic, cultural or any other progress in Croatia in the 21<sup>st</sup> century.

## **Conclusion**

Today, present is the need to show the system in its complexity. Such a system consists of recognizable elements and its interactions and connections relating to a certain area or environment. These borders depend on the goals set by system itself and its subsystems.

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In order that a system may function, especially the ecosystem, it is necessary to direct the attention towards permanent changes of individual factors that have influence on the system.

In this line, it is necessary to take care that all elements have to be evaluated together in their interaction.

It is recommendable that ecotourism operations should use management strategies based on education. This is why they would direct the users to adapt the environment and to change their behaviour towards the environment. The society and the system would obtain permanent benefits, whilst ecology and the tourism industry would have a long-term base for cooperation and interaction.

In order to achieve integral tourism planning and realization, the system has to contain elements of area exploiting and environment preservation.

This requires for an overview of the entire system and components that connected them into integral complex.

A tourism system outlined in this way may react more efficiently and not just in the field of environment protection. The interdependence of tourism, planning and area exploiting and protection of the environment and its wealth is strong and has effect on the forming of the dynamic and open system

However, such a system is extremely sensitive. Actually, all components of the system are in an extremely sensitive and dynamic balance - depending on every change. Therefore, ecotourism as a system is searching for a balance of all components of a wide-range system to which it belongs.

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## **The Sales Function of Airline Companies**

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### **Introduction**

As tourism involves people moving out of their usual places of residence, transport is clearly an important factor in tourism. The invention of travel by air had the greatest impact on tourism. Although air transport has been greatly used between two World Wars, the possibility of rapid travel in comfort over long distances opened up previously remote destinations. The main reasons for this are revolutionary development of technical support and computers, which also made the prices lower than ever before.

This paperwork's aim is to show the sales function of air companies and the services offered in the air traffic. Despite widespread doubts, that these "aircrafts" could really stay "in the sky", by the 1970's many people in the developed countries had had their first taste of air travel and airline meals. Without such comfortable and affordable air travel, the great package holiday boom of 60's and 70's could not have taken place.

It is shown that in the beginning of air traffic, there was only one simple sales function which has developed in many branches over the years, as a result of the globalization and technical development.

Nowadays, more than ever most airline companies compete in lower prices and specific kind of quality service for its passengers. More and more companies try to improve their CRS (Computer Reservation System) so that the passengers would be satisfied with their service.

Travel was once the privilege of the wealthy, but with the industrial Revolution, transportation as well as accommodation became affordable to working class i.e. citizens. With the development of jet travel, tourism became the world's largest industry.

### **Background History of Air Transport**

Air transport is one of the youngest transport modes in general. The advancement of man and civilization has always been related with the need to travel so it could be said that the wish for flying is as old as the man itself. Different legends about flying, pioneering development of flying became more and more serious. People had invested a great deal of energy and knowledge in their flying experiments whereupon started the age of balloons filled with hot air and flying kites.

Many individuals have had great impacts on the advancement of air travel. The Chinese had brought up flying machines as early as A.D. 320. Leonardo da Vinci drew sketches of helicopters three hundred years before the first one was ever assembled. Man has always dreamt of flying and the greatest example of this dream

is told in the Greek story of Daedalus. In an attempt to fly he constructed wings which melted because of the sun's heat. In recent history, the dreams of flying have become a reality. Many different approaches have been taken in attempts to reach the goal of flight but the most success has been with balloons, airplanes, or helicopters.

Two French brothers, Jacques Etienne and Joseph Michel Montgolfier began experimenting with flying in the late 1700s. They experimented by filling small paper bags with smoke and after several studies they concluded the hot air caused the bags to rise. Their first test of a large smoke-filled balloon in 1783 was successful, so three months later the brothers launched a balloon carrying a duck, a rooster and a sheep. The animal flight lasted 8 minutes and no animals were harmed in the testing. The first person to fly in a balloon became Jean François Pilatre de Rosier who went up in one of the Montgolfier balloons.

However, the greatest gains in air transport came during and after World War Two. These gains were made by nations who were using the helicopter for military purposes. Over the next hundred years, people worked to make manned flights on a glider with a motor as reality. Orville and Wilbur Wright were the first people to successfully fly an airplane with a motor. Orville became the first man to successfully fly a power-driven, heavier-than-air machine in 1903. The flight lasted for 12 seconds and covered 120 feet. Wilbur made the longest flight, staying in the air for 59 seconds and flying over 852 feet. The world has never been the same since. The Wright brothers have received many awards and they will always be remembered as two of the greatest inventors to ever come from the United States of America.

Another American, William Edward Boeing established a pioneer airline Pacific Aero Products Company for personal travel in 1927, which has since been re-named the Boeing Company. Since that time, airplanes have become one of the most commonly used means of transportation.

### **The Sales Function**

The sales functions basic task is searching passengers for the purpose of using the air transport services. It includes finding the passengers before the beginning of the journey as well as determining its starting and completion point of journey, so there is a possibility of interference with the development function. The sales function has more short-term character then development function. The most important tasks of sales function are:

- tariff policy and defining the amount of tariff;
- selling of transport service;
- settling accounts with the agency;

Activities and the organization of the sales function differs only depending on the means of transport. Promotional activities are carried out via fairs, promotional materials, time-tables and public media. Sales activities include reservation and sale, so it is needed a great number of workers, especially if it is about structurally complex transport service.

Sales function can be organized in many different ways:

- Via dislocated sales places;
- Via tourist agencies;
- Via tour operators and similar agencies.

If a transport company entrusts sales function with some other agency, it can be concluded that this function has minor significance in an organization. A ticket is some kind of receipt i.e. document about coming to terms about transport, sale of performed transport service. In particular, ticket in an air transport i.e. "boarding pass" is a document which involves all the relevant information about the flight in particular: the flight number, date of flight, class, seat number and other specific information.

### **Basic Models of Communication with the Market**

Air transport, as a specific kind of service activity, involves the most common practical use of classical modes for market communication, but nevertheless dominates these:

- Personal sales;
- Advertising;
- Sponsorship;
- Frequent flyer programs (FFP).

#### **Personal sales**

Personal sales are the oldest and most common modes of communicating between airline companies and its potential clients. When defining its sales policy, Airline Company must know to whom their sales message is directed to.

It is equally important for the Airline Company to establish good contact with passengers who are already using its services as well as the potential passengers. Moreover, Airline Company must not concentrate all their activities towards their own loyal passengers and also have to be familiar with the answer "who" has the greatest impact on the choice of the airline company when travelling.

As for example in the segment of business travel, the important role in choosing the airline company for their managers have business secretaries or persons working in special departments of a company; who are exclusively into organizing business travel for all the employees.

It is common in the segment of tourism travel that mainly women have the role to decide where will their family spend their holidays, but it is important to underline that the vast majority of transport capacity on that market is not sold directly, but via a tour operator or specialist agency.

#### Advertising

Advertising takes, as a form of promotion, a very important place in most enterprises as well as in air companies. Since air transport ranks as service company, its primary task is to make abstract service visible for the potential clients, helping support the positive “image” of the company at the target market. Air Companies should advertise by having an impact on all these 4 areas:

- placing the good image of a company;
- selling specific services;
- creating government decisions concerning aviation;
- motivating the employees.

The main aim of advertising is establishing friendly relations with potential passengers and having a positive effect towards their loyalty to the specific brand.

### 3.3. Sponsorship

Commercial sponsorship can be defined as planning, organizing, implementing and controlling the whole of company activities by making available the money, product or services, helping the work of individuals or organizations on the area of sport, art and culture, ecology and social activities whatsoever. By doing so, company aims become feasible on the area of market communication. Sponsorship as one mode of communicating with the market became more and more present in the air transport business.

#### Frequent flyer programs (FFP)

Air Companies have found a way to gain passengers loyalty and make greater profit by Frequent Flyer Programs. Namely, they offer a range of benefits for regular customers to encourage brand loyalty, whose first aim was mostly getting the business travellers who often use Air Company services. Examples of these include KLM “Flying Dutchman” Program and Delta Airlines – “Delta Frequent Flyer” etc. Simple mile collecting turned into a complex approach due to mutual connecting of more air companies, hotels, tour operators, rent-a-car agencies, financial institutions etc. Similarly, collected points can be changed into other privileges such as reservation priority, possibility of using the VIP room in airports, higher class of transport etc.

## **The Importance of Quality Services in Air Transport**

Air transport is very complex as it consists of various phases whereby different equipment is utilized in a variety of places, at various times and under various circumstances by various operators. The users of transport, i.e. travellers – tourists, experience all the phases of such process, from its start to its completion. Seen from the traveller's viewpoint, the transport process is made up of three main phases, which are the departure phase, transport phase and acceptance phase. The level of services offered to travellers in all three phases influences the general impressions on the quality of transport services, and in the end, it significantly determines the quality of the tourist product. The quality of air transport has broad consequences, directing tourists towards a certain method of transport, to the destination of travel, to either organized or solitary travel, and as to whether travel at all.

To achieve and maintain a high level of quality in air transport services is neither an easy nor simple task under the fluctuating conditions of tourist demand. However, this is necessary in order to attract the traveller – tourist, to choose a particular option. In doing this, it is important to satisfy traveller perception on all the transport elements during the tourist travel. As a function of tourism, the quality of transport services depends upon a great number of procedures and technical conditions during each phase of travel. A basic requirement is for procedures and equipment of quality, adapted to spatial, time, organizational, technical and technological criteria in each particular phase of the air transport.

The quality of air transport services will depend on the competitive viability of this form of transport in general, and especially where it competes with road and sea transport. If air transport succeeds in proving itself under such circumstances, it will attract traveller that are faced with the dilemma of deciding on how to get to the tourist destination.

The further affirmation of air transport in general, will also depend on its success with the challenges of safety, security, environmental, infrastructure, information technology and economic regulation. Progress in all these fields will strengthen even further the ties between tourism and air transport both nationally and internationally.

## **Air Transport and Tourism**

All means of transport play a significant role in tourism, though road and air transport are most commonly used. The link between tourism and air transport is stronger from year to year. It is obvious therefore, that the role of air transport in tourism is very important, as it enables the tourist to travel greater distances intercontinental, continental as well as within certain countries.

High speed, safety, comfort, reasonable and heterogeneous prices, the tendency to travel farther destinations and to take more frequent but shorter holidays are the

main reasons why more and more tour operators and tourists choose this mode of transport. Besides, the development of infrastructure, equipment, reservation systems, high quality organization and huge capacity aircraft, have contributed to the expansion of air transport in general.

It should also be mentioned that transportation affects the development of tourism, and vice versa – tourism most certainly affects the progress of transportation. Air transport is the most suitable mode of transport considering that long-distance travel is on the rise and that a greater number of vacations are being taken during the year.

## **Conclusion**

Generally speaking, transport is the heart of tourism and a very important segment of a tourist product in which air transport plays an extra important role. Today, it can be said with certainty that air transport has no serious alternative in international tourism. Without effective and excellent air transport, there would be no tourism in these proportions. The share of air transport in international tourism will continue to grow as it is the most frequent manner of arriving from distant destinations and of using vacation time frequently throughout the year. The role of air transport will in the future be even greater if the quality of services in air transport, including safety, security and acceptable ticket price, are kept at a competitive level and are acceptable to a wide audience of tourists. This is especially true of those tourist destinations that cannot offer a special transportation alternative due to the distance of the generating regions and the quality of the transport routes to these regions.

In the early days of air transport, all travel by air was for the rich only. After the Second World War, when many new airline companies were set up in Britain and other countries, they competed with each other by lowering their fares and air travel became popular spending power of many more people.

In terms of demand, the quality of transport services is very important, especially where air transport is concerned. For this reason, considering the alternative modes of transport, quality, along with competitive prices and accessibility, will significantly affect the use and development of air transport.

Dominant ways of communicating with the customers are: personal sales, advertising, sponsorship, and last but not the least FFP (Frequent Flyer Program) which dates back to 1981, when American Airlines launched Advantage. Since then, many people participate, making frequent flyer programs the most successful marketing programs ever developed. And in the process, the frequent flyer mile has attained the status of a universal currency.



Iva Blažević

All above mentioned are the ways by which the sales function of an airline company should develop in the future and should also be aware of specific needs of travellers and dynamical information technology.

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**Appendix****List of Participants**

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Jedrzej Marzecki	University of Physical Education, Poznan
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Su Chan Ho	University of Rostock
Ieva Grinberga	University of Latvia
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Anne Zummach	University of Rostock
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Iga Nowikowska	Academy of Physical Education and Sport, Gdansk
Pawel Muzykiewicz	Academy of Physical Education and Sport, Gdansk
Kurt Schanné	Ministry of Education, Science and Culture
Sanja Stamenic	University of Rijeka
Iva Blazevic	University of Rijeka
Sanja Supica	University of Rijeka
Falko Stephan	University of Rostock
Katherina Ulrich	University of Greifswald
Rebecca Lutter	University of Greifswald
Ursula Bock	University of Applied Science Stralsund
Kristin Klingner	University of Applied Science Stralsund
Katja Bürgelt	University of Applied Science Stralsund
Kristina Löwe	University of Applied Science Stralsund
Annette Scholz	University of Applied Science Stralsund
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Anna Cebula	Maritime University of Gdynia
Thomas Labuz	University of Szczecin
Melanie Groß	University of Greifswald
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Marcus Dugel	University of Greifswald

## Appendix

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Name	Institution
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Betina Meliß	Baltic 21
Prof. Dr. W. Steingrube	University of Greifswald
Prof. Rasmussen	University of Applied Science Stralsund
Dr. Werner Sperling	University of Rostock
Dr. M. Bütow	IHK Bildungszentrum

## **2<sup>nd</sup> International Student Conference**

**Tourism around  
the Baltic Sea**

**22. – 23. May 2003**

Haus der Wirtschaft Stralsund  
IHK – Bildungszentrum  
Lindenallee 63  
18437 Stralsund

**Working Group of Tourism Research  
in  
Mecklenburg-Vorpommern/Germany**

(University of Rostock; University of Greifswald; University of Applied Science Stralsund;  
Hochschule Wismar – University of Technology, Business and Design; Baltic Institute of  
Marketing, Transport and Tourism Rostock; UCEF Rostock; FFTF Greifswald)

## PROGRAM

### Thursday, 22<sup>nd</sup> May 2003

#### 9.30 REGISTRATION

#### 10.00 OPENING

Tourism in Mecklenburg-Vorpommern  
Ms M. Engelmann, Association for Tourism Mecklenburg Vorpommern

11.00 Tourism on Rügen – with a view to Prora and Binz  
*Prof. Steingrube, University of Greifswald*

#### 11.30 LUNCH

12.00 **EXCURSION** to the Island Rügen -  
visiting Prora  
(the First Destination of Mass Tourism in the Year 1937)  
and Binz (our Present Number-One-Destination)

19.30 Mega Trends in Tourism  
*Prof. Rasmussen, University of Applied Science of Stralsund*

20.00 Buffet and Get-together

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### Friday, 23<sup>rd</sup> May 2003

#### 09.00 OPENING

Ministry of Education and Science of Mecklenburg-Vorpommern  
*Mr. K. Schanne*

#### 09.15 SESSION 1 - Moderator: Ms J. John

- The Passenger Ferry Offer  
*Dr. Harry Heijveld, Plymouth*
- Product and Price Politics of Sea Voyage Organisers, Club Tour Operators and Hotel Chains in Comparison.  
*Jens Sieder, Rostock*
- The Maritime Sector in Central and Eastern European Countries during Transition.  
*Heidi Cottam, Plymouth*
- Discussion

#### 10.30 COFFEE BREAK

**11.00 SESSION 2 - Moderator: Ms J. John**

- Quality Tourism in Biosphere Reserves – Possibilities and Limits  
*Madlen Thom, Rostock*
- The Study of Tourists Ecological Awareness and Attitudes  
*Tomasz A. Labuz, Szczecin*
- Agro Tourism a One of the Major Attractions in the Province of Opole and the Silesian Lowland  
*Anna Krawczyk and Beata Kowalska, Gdansk*
- Kaszuby Region  
*Anna Cebula, Gdynia*
- Discussion

**13.00 BREAK FOR LUNCH**

**13.30 SESSION 3 - Moderator: Ms J. John**

- Standardisation of Online Distribution for the Travel and Tourism Services  
*Su Chan Ho, Malaysia – Rostock*
- Baltic Sea Coast on Internet  
*Ewa Nawrocka, Jędrze Marzecki, Poznan*
- The Economic Importance of Tourism – a Casestudy  
*Christoph Creutzburg, Greifswald*
- Tourism in Poland – two Students of the Study Programme Leisure and Tourism Management Report about a Study Trip 2003  
*Alexandra Glasow, Silvio Moritz, Stralsund*
- Discussion

**15.30 COFFEE BREAK**

**16.00 SESSION 4 - Moderator: Ms J. John**

- Tourist Guide Entity – Development Problems in Latvia  
*Ieva Grinberga, Riga*
- Pomerania not Only Close to the Sea  
*Magdalena Szelezinska and Anna Wronska, Gdansk*
- Possibilities to Experience Active Tourism in Poland  
*Aleksandra Maslak, Iga Nowikowska and Pawel Muzykiewicz, Gdansk*
- European Cooperation as a Promotion of the Pomeranian Region  
*Julia Golebiewska, Gdansk*
- Discussion

**17.00 CLOSING REMARKS**