– 4th International Student Conference –

“The Baltic Sea Region – One Tourism Destination?“

June 6th, 2008 – June 7th, 2008

University of Applied Sciences Stralsund

- Stralsund 2008 -

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1 Introduction

4th International Student Conference

"Raise awareness of the Baltic Sea Region as One Tourism Destination while experiencing an international atmosphere in combination of building up intercultural networks!"

This statement describes the vision of the 4th International Student Conference, which took place at the University of Applied Sciences in Stralsund from June 6 to June 7, 2008. The International Student Conference is an event, which is held by students for students. The concept is bringing together students and graduates from the Baltic Sea region in order to discuss tourism projects and thesis related topics. In addition, the conference delivers opportunities to broaden the cultural horizon and provides new insights into the Leisure and Tourism Industry.

The 4th International Student Conference took place at the campus of the University of Applied Sciences in Stralsund. New buildings and lecture rooms equipped with modern technology enabled a comfortable atmosphere during this conference. The Hanseatic city of Stralsund, ennobled as UNESCO world heritage, has a favorable location in the Northeast of Germany and is situated between Rostock and Greifswald. Due to these facts, the University of Applied Sciences represents an attractive venue for such an event.

The 4th International Student Conference was part of the International Weekend Academy. This Academy also consisted of the 14th International Baltic Sea Forum on June 5, 2008. The conference took place within the framework of the „Initiative zur gemeinsamen touristischen Vermarktung der Ostseeregion", which was coordinated by the Ministry for Economic Affairs and Labour and by the tourist board of Mecklenburg-Western Pomerania. Three universities were involved in the organisation of the 4th International Student Conference: The University of Rostock, the University of Greifswald and the University of Applied Sciences Stralsund.

During the Conference on June 6, 2008 students had the possibility to exchange opinions concerning the topic „The Baltic Sea Region - One Tourism Destination? “. The opening procedure was held by Bernd Fischer, who is the managing director of the tourism board of Mecklenburg-Western Pomerania. Nearly 50 students from all three organising universities and students from the foreign partner universities participated in this conference. After eight interesting and divers presentations held by students from Latvia, Denmark and Germany, the dinner buffet gave the conference participants the possibility to let the day end in a comfortable atmosphere. In order to offer a social program and to give the students the opportunity to get to know the surrounding area, the 4th International Student Conference included a field trip to the Isle of Rugia on June 7. The Barbecue at the Bootshaus in Stralsund in the evening marked the end of the conference.

2 Agenda

4th International Student Conference

„The Baltic Sea Region- One Tourism Destination?“

University of Applied Sciences Stralsund

June 6th – June 7th, 2008

Friday, June 6, 2008

10:15 – 10:30

Opening Ceremony
Bernd Fischer
Managing Director of the tourist board of Mecklenburg-Western Pomerania

10:30 – 12:00

River Cruises in Mecklenburg Western Pomerania and Berlin/Brandenburg - Potentials, Offers and Marketing
Kerstin Gasch
University of Rostock, Germany

Technological developments in conference tourism and its offer in Riga
Lelde Kuniga
University of Latvia, Latvia

Customer expectations - the example of medical wellness
Sabine Mischke
Ernst Moritz Arndt University of Greifswald, Germany

12.00-13.30 Lunch

13:30 – 15:00

Golf Tourism in Mecklenburg Western Pomerania
Luise Förster
University of Rostock, Germany

Møn Rundt 2008
Carlotta Gottstein, Olga Waszynska, Katrin Baßin, Christina Stöckel
CEUS School of Business, Denmark

Shopping tourism across the Baltic Sea - a case study of Swedes on the Isle of Rugia
Stefan Sommer
Ernst Moritz Arndt University of Greifswald, Germany

15.00-15.30 Coffee break

15:30 – 17:00

How to benefit from China's booming outbound tourism – Opportunities for Mecklenburg Western Pomerania
Johannes Volkmar
University of Applied Sciences Stralsund, Germany

Castle tourism in Mecklenburg Western Pomerania in competition with other Baltic Tourism Destinations
Anja Ittrich
University of Rostock, Germany

17.00 Farewell
Prof. Dr. rer. pol. habil. Thomas Rasmussen
Professor University of Applied Sciences Stralsund

17.30 Buffet

Saturday, June 7, 2008

10:00 Field trip to the Isle of Rugia

17.30 Barbecue in Stralsund

3 Opening Ceremony

Bernd Fischer

Managing Director of the tourist board

of Mecklenburg-Western Pomerania

Ladies and Gentlemen,

Professors and Students,

I am delighted to welcome you to Stralsund and to Mecklenburg-Vorpommern and I hope you all enjoy being in our wonderful state. For me, it is very interesting to give a lecture in front of you here in Stralsund for a few different reasons. Firstly, Stralsund is the place where I studied from 1973 until 1977 and finished as naval officer with a degree in marine engineering. Later, I continued studying in Berlin, Dresden and Greifswald. Today, I am working in a profession that stands for close co-operation of the Baltic Countries. Secondly, my son finished his studies in Stralsund as well and works at the head office of the AXA insurance company today. Thirdly, our marketing organisation recruited three Stralsund graduates last year. Lately, a Bachelor-Thesis has been defended by one of our graduates via an internet connection to New Zealand at our tourist board.

The world is changing rapidly. Nowadays, it is global and interconnected. The Baltic Sea region is just one part of this globalization. The G8-summit in Heiligendamm in 2007 did not only point at Mecklenburg-Vorpommern, but also drew the attention to the Baltic area. The touristic potential is very important, as these charts may show you. Most interesting in this respect, is the comparison with the Mediterranean.

Due to this international attention, the number of overnight stays of foreign guests is increasing. We are aiming at 1 million in 2010. Thereby, it is very important to focus on the Baltic on the whole. The Tourist Board, for example, has extended its activities in the important foreign markets of Sweden, and Denmark regarding public relations and also tailor-made packages advertised in brochures and on the internet in the respective languages (Swedish and Danish). Scandinavians are said to like travelling and to be very flexible. Above all, short trips are gaining popularity. Mecklenburg-Vorpommern now has to take the opportunity to benefit from this development. So far, during the last few years, the number of visitors from these two countries has been increasing.

Fortunately, there is a new flight connection from Stockholm to Rostock-Laage in Mecklenburg-Vorpommern since the first of June. We will of course market this connection on the internet and by offering press trips. So far, we were offered great support by the airport Stockholm-Skavsa and the German Tourist Board. The tourism in the Baltic region needs to exploit its potential.

From our point of view, a touristic co-operation would be useful in the following fields:

Cultural Orientated Tourism

The European Route of Brick Gothic is a very good example. Several towns intensified their co-operation. Special target groups are inhabitants of the Baltic region and cruise tourists.

Maritime Tourism

This segment does not only attract guests from the Baltic regions, who would like to do water sports. In fact, we are addressing visitors from the North Sea region such as those from the Netherlands, Great Britain, Norway or Belgium. Therefore, presentations of the whole Baltic area are useful, such as the trade-fair appearance at the boot Düsseldorf or at different fairs.

Youth Travel

Young people are the key target group to develop touristic potential. Being partner of the World Youth Student & Educational Travel Confederation, Mecklenburg-Vorpommern is part of a worldwide network consisting of 550 members. This offers Mecklenburg-Vorpommern the opportunity to expand its contacts. Also we are registered in their brochure, obtain access to market research results and can easily contact tourism organisations of foreign countries. For us, it is very important to focus on student exchange within the Baltic. And it works already: last year, Rostock's youth hostel welcomed youngsters from 45 different countries.

Cruise Tourism

Both, big cruises and ferry cruises are of great importance. The latter are used by guests originating in the Baltic region in particular.

Baltic – Wellness

An idea like Baltic-Wellness may still be up in the air, but maybe this is an approach to strengthen the Baltic area by a useful product development. The tradition regarding health tourism is still very sparsely focussed on. The Alpine region, however, shows that such a co-operation is possible and successful.

The event “Baltic Night“ at the ITB in 2008 marked the first step towards a successful co-operation. Furthermore, talks were held with the Danish tourist board Visit Denmark. Recently, the chief executive of the Latvian Tourist Board came for a visit and we provided him with information on the co-operation activities of the Baltic States. Last May, Mecklenburg-Vorpommern hosted the Baltic Golf-Cup in association with the German Tourist Board. 16 Journalists from all the Baltic states and Norway took part in the event. On the occasion of the German-Polish days in Gdansk in August, we plan to invite our partner Voivodships Western Pomerania and Pomerania.

We would like to encourage a co-operation in the Baltic region and emphasize the advantage all partners can take of it. In order to do so, we, together with our ministry of tourism, plan to invite the states around the Baltic Sea to a tourism summit. Subjects of discussion will be, of course, tourism, but also the protection of the environment, the safety of ships and an improved communication among the Baltic States.

We imagine this summit to be an annual event involving all the states around the Baltic. You all show today, that it works.

Thank you very much for your attention.

4 River Cruises in Mecklenburg Western Pomerania and Berlin/ Brandenburg – Potential, Offers and Marketing

Kerstin Gasch

University of Rostock, Germany

The objective target of this research was to answer the question: Do Mecklenburg Western Pomerania and Berlin/Brandenburg profit by the development on the river cruise market and in which extent? In Germany, there is a high growth of river cruises for some years now. From 2001 to 2007 the number of river cruise passengers rose about 50 %. In 2007 about 334thousand German people took part at a river cruise. The typical German river cruise passenger is averaged 58,5 years old, spend averaged 8,06 days on board and expends averaged 1.137 Euro for the journey. With 39 % the favoured cruise area of German cruise passengers is the Donau. With 20% the Nil is on the second place and the internal waters of Germany especially Rhein, Donau and Elbe with 16 % on the third one. In 2005, there were 136 river cruise ships on the way through Germany. Those are 40 ships more than in 2001.

A river cruise is a roundtrip on a pre-calculated route for several days by ship on internal waters. During a cruise tour the ships call at different ports on which passengers have the possibility to take part on different excursions. The basic elements of a river cruise are the cruise area and the ship. Decisive for the choice of the cruise area are the natural conditions like flora, fauna and the climate, the cultural conditions like museums and castles and the socio-cultural conditions like the traditions and the religion. Usually first of all the passenger chooses the cruise area and only then he chooses the tour operator and the ship. The ship has four functions. It is a hotel, a restaurant, a meeting place and means of transport in one thing.

The research area is located in the north-east of Germany and has on an area of 53.000 square kilometres a big variety of waters. There is a coast of 1.945 kilometres of the Baltic Sea including all bays and islands, a wide network of 59.000 square kilometres running waters and 5.000 lakes, among others the Müritz, which is with 117 square kilometres the biggest lake in Germany. National parks, biosphere reserves and nature parks comprise 20 % of the land area of Mecklenburg Western Pomerania and one third of the land area of Brandenburg. That is the reason, that the research area is home of many rare and threatened animal- and plant species. Beside the natural potential the sights are important for the choice of a cruise area. The research area has about 2.500 castles, parks and manor-houses, many monasteries and churches and it is famous for events like the "Störtebeker Festspiele" in front of the castle in Ralswiek on the Isle of Rugia or the Hanse Sail in Rostock. And that is only a little part of the whole cultural offer of this area. The passengers can enter the research area by car but also by train or aircraft from a lot of national or international cities.

The research area can be divided into the following five cruising regions: The most important regions are the area of the river Peene, Oder and the shallow coastal waters of the Baltic See with overall six river cruise ships in the season 2007 as well as the area of the Upper Havel, the Müritz-Elde-Waterway and the Lake District "Mecklenburgische Seenplatte" with overall four ships in the season 2007. Beyond this there are three other cruising regions in the research area. There are the Dahme- and Spree-Oder-Waterway in the south of Berlin, which was offered only by one tour operator for two times, the lower Havel-Waterway in the south-west of Berlin, which is important for the river cruises along the Elbe toward Dresden and Prag and the upper Oder in the east of Berlin, which also was offered only by one tour operator for two times. In 2007 overall 11 river cruise ships were on the way in Mecklenburg Western Pomerania and Berlin/Brandenburg. The operation time of the ships in the research area was from May to September for approximately six to ten weeks between Berlin and Stralsund and up to 22 weeks in the area of the Lake District "Mecklenburgische Seenplatte". One river cruise takes normally one week. All ships of one cruise area are quite similar by the technical data and the equipment. But there are varieties between the ships of different cruise areas. The ships at the Oder are larger so that they have room for more passengers then the ships at the Lake District "Mecklenburgische Seenplatte". The size of the ships is fixed by the sluices as well as the amplitude and the deepness of the river. Beyond this there are many parallels between the trip programmes of the different tour operators. Bike-ship-active journeys and golf cruises constitute an exception even though the research area has a big potential for this kind of river cruises. The prices for a river cruise vary according to the ship, the booked cabin and the contained performance between 890 and 1.980 Euro. Hardly any tour operator offers price differentiations for children, families or other persons. All persons have to pay the same price.

The river cruise tour operators of the research area advertise their journeys mainly with help of distribution partners like travel agencies, other tour operators or newspaper publisher. Direct bookings via the Internet or directly by the tour operator are only occasionally possible. The reason for that is that they have not enough personal capacity to manage the big number of direct enquiries. The tour operators are mainly active in Germany and other German speaking areas. And so it is not amazing, that the passengers are mainly from Germany, Austria and Switzerland. More than half of them are repeaters; this means the passengers had made another river or ocean cruise with the same tour operator. The most important communication instruments are the catalogue, the newspaper advertisement, exhibitions like the ITB in Berlin and the Internet, which will play a big part in the future because more and more customers use the Internet to inform themselves and to acquire a journey. Other communication instruments are only used once in a while.

The research area is delighted at growing popularity by passengers and tour operators. But compared to other German river cruise areas there is still a smaller offer even though the occupancy rate of the ships is between 90 and 100 %. Nevertheless the tour operators have not planned diversifications for the coming years. The reasons there for are the inadequate offer on marinas and the lack of popularity of the research area and of the sights especially in the foreign countries.

The most important routes in the research area are from Berlin to Stralsund and back as well as from Waren to Berlin and back. Berlin is very important for the river cruises in the research area and also for journeys along the Elbe. With its big cultural potential and its good infrastructural conditions Berlin is the ideal place to start or finish a river cruise. That is the reason why the most of the river cruises in the research area do start or finish in Berlin. But not only Berlin, the hole research area has a big cultural offer, but this is used too little. The trip programmes of the different tour operators are quite similar.

Important for the future is firstly to expand the infrastructural conditions in the whole research area, for example to expand the waterways and to built new marinas for this kind of ships. Secondly it is necessary to work with price differentiations so that more families and young people book a river cruise. Thirdly it is important to use the big variety of the cultural offer of the research area. So have the tour operators the possibility to distinguish from each other. Fourthly the publicity of the region should be increased especially in the foreign countries.

5 Technological developments in conference tourism and its offer in Riga

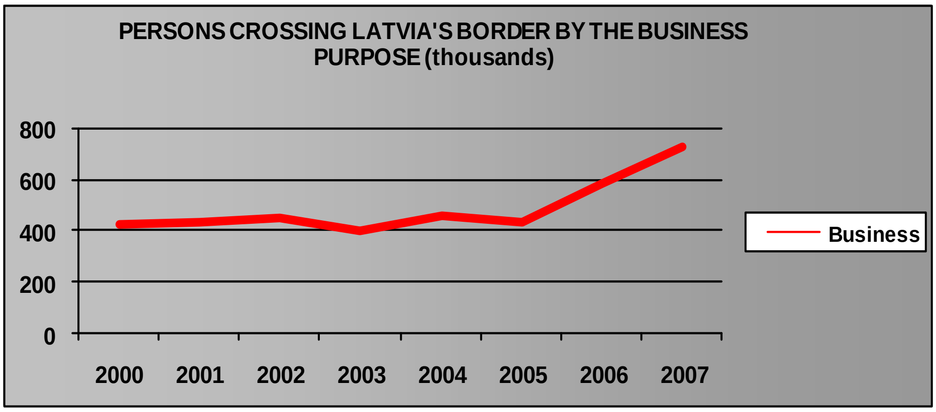
Lelde Kuniga

University of Latvia, Latvia

There are different types of tourism and one of them is business tourism, which will be viewed from theoretical and historical aspects in this paper. The aim of this project is to analyse business tourism development in Latvia and to do research about conference technologies in Riga.

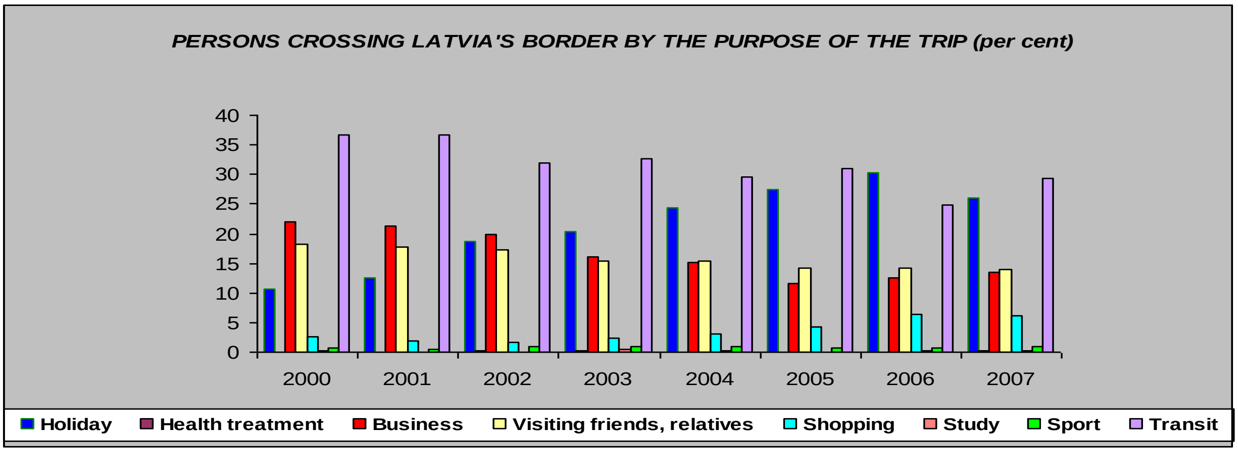
Statistic review - Business tourism development in Latvia (2000- 2007)

In 2007 foreign outgoing business travelers crossed Latvia's border 733.04 thousand times, which represents an increase of 148.34 thousand compared to the previous year. Compared to the year 2000, there was an increase of 309.34 thousand.



Source:
http://data.csb.gov.lv/DATABASEEN/rupnbuvn/Annual%20statistical%20data/20.%20Tourism/20.%20Tourism.asp

According to the survey data, in 2007, 13.6% of the foreign visitors mentioned business as their main motive for the trip, while 26% of the foreign visitors had been in Latvia for holidays. The amount of business travellers decreased from 2000 to 2007.



	2000	2001	2002	2003	2004	2005	2006	2007
Holiday	**10,7**	**12,6**	**18,6**	**20,4**	**24,3**	**27,5**	**30,2**	**26**
Health treatment	0,1	0,1	0,2	0,2	0,1	0,1	0,1	0,2
Business	**22,1**	**21,2**	**20**	**16,2**	**15,2**	**11,6**	**12,6**	**13,6**
Visiting friends	18,2	17,7	17,2	15,3	15,5	14,1	14,2	14
Shopping	2,5	1,8	1,6	2,3	3,1	4,3	6,5	6,2
Study	0,3	0,1	0,1	0,4	0,2	0,1	0,3	0,2
Sport	0,7	0,4	0,9	1	0,9	0,6	0,8	1
Transit	36,7	36,6	31,9	32,7	29,6	31,1	24,9	29,3

Source:
data.csb.gov.lv/DATABASEEN/rupnbuvn/Annual%20statistical%20data/20.%20Tourism/20.%20Tourism.asp

In 2006, business travellers spent in total 71.2 mln lats in Latvia and 62.5 lats per day.

Year	2000	2001	2002	2003	2004	2005	2006
Total expenditure, mln lats	44,8	36,3	40,3	49,3	51,4	56	**71,2**
Average daily expenditure per traveller, Ls	42,1	38,4	40,9	52,8	53,8	62,7	**62,5**

The majority of business travellers came from the Denmark, United Kingdom and Norway. Only few business travellers from the neighbouring countries Lithuania and Estonia did choose Latvia as a destination to do business.

	2000	2001	2002	2003	2004	2005	2006
ASV	42.2	35.0	25.7	**36.0**			
Byelorussia	8.8	18.6	22.5	26.5	27.0	14.9	13.2
Czechia	14.8	15.7	14.1	21.5	16.3	10.6	10.4
Denmark	**81.6**	**63.3**	**62.1**	**36.4**	**40.5**	**34.0**	**39.0**
Estonia	17.6	17.5	19.2	10.2	10.1	7.7	10.9
Russia	23.0	17.9	17.2	17.9	14.3	11.8	12.4
UK	**63.5**	**56.1**	**50.2**	**44.0**	**38.0**	23.2	**24.8**
Lithuania		19.7	18.7	15.9	13.7	8.4	7.1
Norway	**58.1**	36.8	**43.9**	35.2	**35.7**	**31.6**	**32.3**
Poland	15.2	16.2	15.0	16.3	14.6	9.0	6.4
Finland	20.4	23.4	16.6	15.2		19.0	21.4
Germany	37.8	17.7	16.3	13.1	12.7	10.6	18.6
Sweden	46.8	**50.9**	**37.7**	31.8	35.4	**26.0**	23.9

Source: http://data.csb.gov.lv/DATABASEEN/rupnbuvn/Annual%20statistical%20data/20.%20Tourism/20.%20Tourism.asp

Conference is a prearranged meeting for consultation or exchange of information or discussion. *Conference tourism* is a business tourism type and has become one of the most important new economic resources. There are different conference technologies available in order to make the course of conferences for participants easier.

Audio- visual (AV) is arguably the most important aspect of the average event and also the most neglected. Colour slides and the odd video clip present no technical difficulty when dropped into a presentation. If audio-visual aids are introduced, it is worthwhile going into considerable detail over this part of the requirement, since very few venues are properly equipped for even the most basic audio- visual work.

Theoretical review of conference technologies

The main purpose of an AV system is to communicate. Presentations are made to tell, train, inform, and entertain. The most effective and memorable presentations use AV equipment to „show and tell”. Without such capability, presentations are apt to lack the „punch and power” needed to make a lasting impression on guests.

Basic conference equipment is:

- **Flip Charts:** One of the most widely used basic AV aids.
- **Microphones:** Types of microphones are lectern, table, floor, lavaliere (also called a necklace or lapel microphone), halo (also called a suspended or boom microphone), and hand-held. Most are available corded or cordless.
- **Overhead projector:** This equipment bounces an image off a 45-degree mirror onto a lens placed above the object. The object is either a transparency or an acetate sheet that can be written on with a special marking pen by a speaker during his or her presentation.
- **Video Projector:** This is an expensive piece of equipment that allows presenters to show videos on a big screen, to hook up a computer to use a Power Point presentation or to connect to the Internet.
- **Screens:** There are two basic types of projection screens: Those for front-screen projection and those for rear-screen projection.

Conference equipment used formerly and nowadays

- **Carousel Slide Projector:** This equipment can be used for front or rear screen projection from horizontal and vertical slides on a screen.
- **Messenger Slide Projector:** This equipment is much smaller than the typical carousel projector. Two light sources allow the images to blend into each other, thereby eliminating dark spots and ensuring smooth transitions.
- **Xenon Slide Projector:** This equipment is typically used in large function rooms for large groups. It projects a much sharper, crisper large picture that can be seen easily from afar.

- **Film Projector:** This equipment is used to project pre-recorded motion picture film images on a projection screen.
- **Opaque Projector:** This equipment is similar to an overhead projector. The major difference is that its light is reflected from above instead of from beneath. It can be used to show solid materials, such as book pages, photographs, or small three- dimensional objects.
- **Multimedia projector:** Ensures high brightness in conference rooms. It provides superior reliability and image quality.
- **Sound:** There are two general types of sound systems: Distributed and clustered.
- **TV Monitor:** Produces a high picture quality. Monitor screen types include CRT (cathode ray tube), LCD and Plasma. Receivers have tuners that allow reception of broadcast or cable signals.
- **Closed- Circuit TV**: Typically, only major conference centers have this type of capability. The video camera and TV monitors are generally used by groups to set up interactive training sessions.
- **Video Tape Player:** Sometimes referred to as a VCP (videocassette player). It is designed specifically to play pre-recorded videotapes to be shown on a TV monitor.
- **Audio Tape Player:** This equipment is designed to play pre-recorded audiotapes.
- **Camera:** There are three basic types: Film, digital, and video cameras.
- **Slide/ Sound Synchronizer:** This is a combination slide and audiotape presentation.
- **Simultaneous Translation**: With this service a translator sits in a booth and listens to a speaker. As the speaker talks, the translator immediately translates his or her remarks and delivers the translation into a microphone that feeds into headsets worn by audience members.
- **Projection Table:** Standard projection tables vary in height, weight and size. They are designed to hold projection equipment.

- **Multimedia System:** This is a complete sight/ sound environment. It combines audio, video and special- effects equipment (such as lasers, computers).
- **Digital wall display:** When you need to gather information from a variety of sources and locations, it enables you to brainstorm, bring it all together, organize it and send it out.
- **Audio conferencing:** Individuals and small groups of people at two or more locations are linked into the same telephone line, while using the phone on their desks.
- **Video conferencing:** Enables individuals and small groups at two or more locations to see and hear each other, face- to- face, over live video links.
- **Video conferencing Camera:** Cameras are arranged to maximize the quality and range of the videoconference. There are three Chip Videoconferencing Cameras with Pan/Tilt Zoom Capabilities.
- **Business television**: It can be used to broadcast your own live or pre- recorded material from a central location to audiences of any size at any number of locations, using satellite and microwave links.
- **Customized touch-screen control system:** It controls the lighting, video and audio conferencing, microphone levels, surround sound and all display devices.
- **Video Cube Walls**: Video Cubes have virtually no frame around the screen. Displays can be placed side-by-side and are stacked to create a near seamless wall.
- **Touch panels-Wall Mounted**: Touch screen panels can be programmed to operate various items. A customized touch-screen control system allows the presenter full access to the room's capabilities.
- **Featuring In-wall mounted Plasma Monitor**: This presentation space is a fully functioning audio and video conferencing facility.
- **Interactive polling system:** This system allows viewers to express their opinions. Commentators or presenters can utilise the information collected from the system.
- **DVD Players, DVD/VCR combination player, CD/Cassette Combo Units, VHS VCR's, minidisk player**

- **Ceiling Mounted LCD Projectors:** Projector mounts provide an excellent means of positioning the projector in order to achieve the optimal image size.
- **Audio and Video Matrix Switcher:** The Audio/Video Matrix Switch works with transmitters and receivers to create a high performance audio/video signal routing system with a maximum extension of 183 meters between the local and remote units.
- **Wi-Fi:** Can connect to the Internet within a wireless network. The coverage of one or more inter connected access points (called a hotspot) can comprise an area as small as a single room with wireless-opaque walls or as large as many square miles covered by overlapping access points.
- **Laptops and Personal Computers**
- **Laser pointers**

Research

In the following there are some criteria concerning how to choose which meeting venues in Riga will be analysed for research:

1. „Inspiration Riga" brochure (2007): A data table gives information about all meeting venues in Riga, the number of meeting rooms, the capacity and which basic conference equipment is available.

2. AIPC is an international association of convention and exhibition centres. Conference centre evaluation criteria define the minimum space requirements (the main auditorium must seat a minimum of 300 delegates). There are just a few big International Conference centres in Riga. For this reason the chosen meeting venues in Riga have a minimum capacity of only 100 delegates.

27 conference centres and halls in Riga have been analysed. The telephone interview was used as a research method to ascertain questions (what conference technologies are available in the chosen meeting venues and what the solution is if the conference organizer requests conference technologies which are not available).

"Riga Congress centre", „Reval Hotel Latvia" and „Radisson SAS Daugava" are the best places where to organize conferences because there are the best and most modern conference technologies offered for conference participants.

Riga Congress Centre

In the Riga Congress Centre the following technological equipment is available: Different types of microphones, video projector, overhead projector, slide projector, TV sets, Flip-chart, different types of screens, video conference equipment, simultaneous translation, stationary screen, professional sound and lighting system, sound mixer, CD, DVD players, minidisk players, PC, laptops, projection table, multimedia system, audio technique, laser pointers, printer and Internet.

Reval Hotel Latvia

In the Reval Hotel Latvia the following technological equipment is available: Different types of microphones, overhead projector, video- data projector, TV & video sets, different types of screens, Flip-chart, slide projector, stationary screen, video conference equipment, video camera with operator, simultaneous translation, professional sound and lighting system, surround sound system, audio tape recorder, CD, DVD players, minidisk players, PC, laptops, projection table, multimedia system, laser pointers, printer, wireless Internet, interactive polling system, sound mixer and video signal translation.

Radisson SAS Hotel Daugava

In the Radisson SAS Hotel Daugava the following technological equipment is available: Different types of microphones, overhead projector, video- data projector, Flip-chart, TV & video sets, different types of screens, audio technique, slide projector, stationary screen, video conference system, simultaneous translation, professional sound and lighting system, CD, DVD players, minidisk players, PC, laptops, projection table, multimedia system, laser pointers, video and audio tape player and Internet.

Conclusion and Suggestions

1. Conference tourism is set as a priority in Latvian National Program for the Tourism Development.

2. On the criteria basis 27 of Riga's meeting venues were analysed.

3. In 12 of the analysed meeting venues only basic conference equipment is available. Those meeting venues possess such technologies which conference organizers require the most.

4. In 12 of the analysed meeting venues more than basic conference equipment is available.

5. In 3 of the analysed meeting venues (Riga Congress Centre, Reval Hotel Latvia and Radisson SAS Daugava Hotel) modern and newest conference technologies are available.

6. If conference organizers require technologies which are not available, meeting venues co-operate with "KT Service" which offer, sell or give for rent modern and newest conference technologies. The "KT Service" must regular renew their supply.

7. Those meeting venues which co-operate with "KT Service", are dependant from this service provider.

8. Conference technologies such as Business TV, Touch- screen control system, Digital Wall Display, Ceiling Mounted LCD Projector, Video Cube Wall and In-wall mounted Plasma Monitor are not available in the analysed meeting venues in Riga.

→ Suggestion: The Riga Congress Centre as the biggest conference centre in Riga, must include in their supply these conference technologies. In that way they can be more likeable to conference delegates.

→ Suggestion: The Reval Hotel Latvia must include in their equipment such conference technologies as Digital Wall Display.

9. "Inspiration Riga" adduces that the maximal capacity for conference in Riga is for 14000 delegates but for qualitative conference, the capacity is for 1200 delegates in Rigas Congress Centre.

→ Suggestion: "Inspiration Riga" must include more detailed information about meeting venues in Riga, because the brochure's informative table gives only general information.

6 Customer expectations - the example of medical wellness

Sabine Mischke

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The presentation's background is the project "GesundTour MV" in which framework the Health Tourism in Mecklenburg Western Pomerania is analysed. It is a research on expectations of guests with a special focus on the market segment "Medical Wellness". Due to the fact that the average age of the population raises the expenses of the health care system increases whereas the number of contributors decreases. For this reason prevention is getting to become more important.

The project "GesundTour MV" is a scientific evaluation that aims to discover the needs and expectations of potential tourists and to identify possible deficits of prevention offers.

The central questions of this analysis are:

- Which are the key indicators of personal health and socio-demographic data?
- Which idea do Germans have about health vacations?
- Which expectations do they have of Health Tourism (with special focus on Western Pomerania)?
- Are Germans familiar with the term "Medical Wellness"?

To be able to do a proper evaluation, important terms within this context shall be defined in the following:

Tourism (Definition of the UNWTO):
“Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes.” (cf. RULLE 2004, p. 19)

Health (Definition of the WHO, 1946):
“Health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity.” (www.who.int)

Health promotion are all preventive oriented activities and measures which affect the quality of one‘s life. (cf. LANZ KAUFMANN 2002, p. 18)

Prevention means to minimize and to avoid unpleasant mental and physical disorders. (www.forumpraevention.de)

Health Tourism (definition of UNWTO):
“Tourism associated with travel to health spas or resort destinations where the primary purpose is to improve the traveller‘s physical well-being through regimen of physical exercise and therapy, dietary control, and medical services relevant to health maintenance.“ (cf. RULLE 2004, S. 20)

Health Tourism is going to be more and more important. In 2004, 2.1 million Germans (3.2%) actually went on a health vacation and the interest in health-oriented vacations increased constantly over the past years. The market development is evaluated positively. Recent studies show that the potential number of health tourists lies by 7.2 million people in 2008. The main destinations for this kind of travelling within Germany are Bavaria, Western Pomerania and Lower Saxony.

The major term Health Tourism describes several kinds of tourism:

Medical Tourism explains the treatment of foreign patients in German hospitals and rehabilitation clinics or the medical treatment of Germans abroad. Furthermore it stands for the treatment of German patients in hospitals within Germany, but then distal to their permanent place of residence. The target group of Medical Tourism are sick people. But until now it is still a market niche in Germany.

Another subcategory of Health Tourism is *Cure Tourism*. The meaning of cure is "a correctly indicated, structured and measured form of therapy using special local resources"(www.visiteuropeanspas.com). The three columns of this kind of tourism are prevention, cure of chronic illnesses and rehabilitation. At the same time they make up three different reasons for travelling. Usually the duration of a cure is two till four weeks and originally, Cure Tourism addressed sick people but nowadays also healthy people are part of the target group.

Wellness (Tourism) "describes an active and self responsible strategy towards complete health that enables the subject to live healthy and productive as a result of scientifically proven actions, methods, and techniques thus being widely immune against chronically illness and disease as well as living in the pursuit of happiness" (www.wellnessverband.de). It aims to live pleasurable healthy.

Medical Wellness in comparison to that circumscribes a combination of established medical-therapeutic applications and wellness elements. The foremost goal is "to promote an optimal state of health through practicing an active wellness lifestyle and preventing disease and illness"(www.medicalwellnessassociation.com).
The definition within the project "GesundTour MV" says that Medical Wellness "comprises offers for the prevention of specific disease patterns and for common health promotion." The well-being and enjoyment plays a central role. It addresses private guests and patients and is offered by hotels and rehabilitation clinics. The

requirements on Medical Wellness facilities are a high service quality, medically educated staff and at least one physician at the face.

Health Tourism in Mecklenburg Western Pomerania

The federal state Mecklenburg Western Pomerania now aims to become Germany‘s No. 1 Health Tourism region and its premier health spa region because of its long tradition in Health Tourism and its well developed infrastructure within this field. It includes 57 stately certified health resorts, additional 120 wellness hotels at a high standard with 4 or 5 star categories, 50 hotels which are certified for wellness and 63 rehab clinics with 10.558 beds.

In addition, Mecklenburg Western Pomerania convinces with its natural resources like unspoiled nature, white beaches, healthy climate and natural remedies. In 2003, the number of employees in Health Tourism already amounted to 3.300. ¼ of the enterprises of the health related section, such as wellness, fitness and Health Tourism, make up a turnover of 10% and the federal state also has a regional marketing campaign excluding for the Health Tourism sector which was launched in 2004 and is named “MV tut gut“ (“Mecklenburg Western Pomerania is good for you“).

Questionnaire

For the project a telephone survey has been designed which shall include 1.000 useable interviews. The interviewed people should be residents of Germany who live in Germany and who are older than 18 years. The telephone interview will be done by an external company which is specialized on tourism surveys.

The following four sub-areas will be collected within this questionnaire: the importance of health during vacation, of health and prevention, information regarding the interviewees’ vacations in Mecklenburg Western Pomerania and the socio-demographic data.

A successful pre-test was already done from May till June 2008.

7 Golf Tourism in Mecklenburg Western Pomerania

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Objective

Already more than 500 years people have played golf, worldwide there are more than 60 million golf players in the meantime. In Germany only every 200th inhabitant plays golf, besides every 8th has a great mind to play golf. During the last years the golf sport on national and international level has gone through a rapid development. In Germany no other sport has grown as fast as golf. Since 1990 the number of organised golfers and golf courses has doubled in Germany.

In the following the golf supplies and their constitution will be characterized theoretically. Based on that there will be analyzed the golf supplies in Mecklenburg/Western Pomerania. And finally conclusions are compiled with the help of the investigation results for the optimization of the offer creation.

Golf tourism, golf supply and its elements

Golf tourism can be defined as „the activities of one or several travelling persons who stay for at least one day beyond the golf club they associate to exercise a lawn alley play in which the golfer plays a small hard ball with special golf clubs along the alleys of the golf course."

The golf supply consists of the offered golf products, the price and additional services. The elements of the tourism product golf can be divided into the original and the derived offer: The original offer with the landscape, the climate and so on. And the derived offer with the elements golf course, training area, service facilities and lodging. The investigation especially concentrated on the derived offer.

Golf course:

A golf course has regularly 18 alleys, the so-called holes. A hole consists of the basic elements tee, fairway and green. To complicate the golf play there are obstacles like waters and bunkers.

Training areas:

Parts of a golf arrangement are also training areas where beginners learn the first shots and advancers try to improve their play. They typically include Driving Range, Chipping- / Pitching Greens and Putting Greens for practicing the different kinds of shots.

Service facilities:

In the club house you find service facilities like gastronomy in form of a club restaurant, a bistro or catering for the golf round. In addition there are located the pro-shop, a shop for golf articles, and the golf secretariat for the registration or the starting time reservation. In the golf school a professional gives golf lessons and courses for beginners and advancers.

Lodging:

Beside the specific golf arrangements lodging is a basic element of golf tourism. It can be distinguished in different offer structures according to the level of connection with the golf arrangement.

One option is the cooperation/partner hotel. The cooperation includes mutual reductions, the integration of golf achievements in all-inclusive offers or mutual recommending for instance. To compensate location disadvantages some hotels offer a shuttle service for free.

In addition to partner hotels there are hotels on course. They are located nearby or directly on the golf ground. This specified golf hotel offers direct access to starting times and course contingents.

A golf resort again typically presents several hotel and accommodation facilities of different quality standards as well as a huge number of different leisure offers. The aim is to offer a complete bundle of leisure activities, so that the tourists must not leave the arrangement during the vacation.

Product design and pricing

All forms of service- and pricing policy can be found in golf tourism too. The single service policy refers to a separate service element which is improved, diversified or eliminated. An example for diversification of golf service elements is the rental of electric trolleys beside manual operated ones.

The program policy refers to a service program including main services like lodging and specific golf offer and additional services like wellness, other sports and leisure activities.

The pricing policy rules a certain price level with surcharges and reductions. For example there are given quantity discounts for group courses, green fee reductions in the off-season and green fee-surcharges at weekends.

Analysis of selected golf supplies

In Mecklenburg/Western Pomerania are 16 golf clubs on 14 playable grounds: Ostsee Golf Club Wittenbeck e.V., Golfzentrum Rügen – Schloss Karnitz, WINSTONgolf Klub e.V., Golfclub Balmer See Insel Usedom e.V., Scandinavian Golf Club Fleesensee e.V., Golf & Country Club Fleesensee e.V., Golfclub Hohen Wieschendorf e.V., Golfclub Mecklenburg-Strelitz e.V., Golf Club Mecklenburgische Schweiz – Teterow e.V., Golfpark Strelasund, Golf- und Tennisclub Serrahn e.V., Golfclub „Zum Fischland“ e.V., Golfclub Tessin e.V., Hanseatischer Golfclub e.V. in Greifswald, Schweriner Golfclub e.V., Ostseegolfclub Warnemünde e.V.

From the Fleesensee up to the Isle of Rugia, from the capital Schwerin up to the Balmer See on the island of Usedom - the German Baltic Sea region offers possibilities for playing golf.

The touristic orientation of the golf arrangements and their meaning for tourism is very developed in Mecklenburg/Western Pomerania. And the number of tourists among the golfers is as high as in no other federal state of Germany. Possibly every second golfer is as a tourist in Mecklenburg. Approximately 1 % of the 2.6 million overnight stays in Mecklenburg/Western Pomerania relate to the golf sport.

The analysis criteria are subdivided according to the elements of the golf supply:

Analysis criteria	**Sub criteria**
Golf course	Size Number of holes (there from public holes) Playability
Training ground	Driving range (number of tees) Chipping/ Pitching greens Putting greens
Golf school	Number of pros Beginner's courses Advancer's courses
Service	Club house Gastronomy Pro shop
Lodging	Hotel on course Partner hotel Value-added service
Prices	Green fee Range fee Membership

With the help of these criteria all golf courses of Mecklenburg/Western Pomerania were analyzed. But only three golf courses are closer introduced: The Golfclub Tessin, the Golfclub Hohen Wieschendorf and the Golf & Country Club Fleesensee. The size of the golf courses is very different between 28 and 550 hectares and also the number of holes is between 9 and 72. By far the Golf & Country Club

Fleesensee is the biggest one, it has also the biggest Driving Range and the most golf trainer.

There is also a difference between the lodging: in Hohen Wieschendorf is a hotel on course, in Fleesensee there are partner hotels like the Robinson Club and the Radisson SAS Hotel.

To categorize the golf supplies in Mecklenburg/Western Pomerania they can be divided into the group golf arrangement, golf hotel and golf resort. The single golf arrangement includes only the golf course with training grounds, club house and golf school. In Mecklenburg/Western Pomerania there exist seven golf arrangements like the Golfclub Tessin. They are used by day tourists mainly. In addition to the golf arrangement every of the six golf hotels in Mecklenburg offers lodging directly on the golf ground for example the Golfclub Hohen Wieschendorf. They are dedicated to overnight stay tourists.

The only golf resort of Mecklenburg/Western Pomerania in Fleesensee presents different golf courses and accommodation possibilities with different quality standards and a large number of other leisure activities as riding, diving, sailing, tennis and so on. With all these opportunities a golf resort is adapted to a longer vacation.

Conclusion

Golf tourism in Mecklenburg/Western Pomerania counts among the growth markets. Other golf courses are planned or under construction close to Schwerin, in Warnemünde, on the Isle of Rugia and the island of Usedom. To attract more golf tourists there have to be further golf hotels and golf resorts. Golf providers should cooperate with hotel operators and other golf providers as well as they have to combine their offers with free time and culture activities. The Cooperation of the tourism association M-V and the golf association M-V is very important to market the golf tourism centrally.

8 Møn Rundt 2008

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Objectives

The main objective of this project is to develop, organize and professionalize the sailing regatta Møn Rundt over a three-year period. Furthermore this event should become an annual sailing and tourist attraction, which is economically independent from governmental support.

Additionally the project should expand the Hårbølle harbour as the intersection of the development of sailing and tourism within the whole region. This implies that the harbours of this region will work together in order to use all given resources to their full capacity.

Another very significant objective is to combine the elements of inshore and offshore tourism, since both elements are attracted to the island Møn, but do not interfere with each other.

Furthermore the project aims to develop cooperation between the harbours of Fehmarn and Møn. This collaboration is called "Cruising Fehmarn Belt" and a detailed description will follow in the end of this summary.

Target Groups

Sailors who live in the Baltic Sea region, especially Denmark, northern Germany, Poland and Sweden, belong to the target group. Moreover this project targets sailors in the age of 20 to 70 years, although there are probably more men attending this event than women.
The offered races (see appendix) attract especially families, professional-, as well as motorboat- and optimist sailors.

Since Denmark in general is famous for attracting families, we expect these kinds of visitors from especially Germany, Sweden and Norway, but also the rest of northern Europe. There is no further demographic analysis made yet.

As mentioned in the objectives, the project's purpose is to combine inshore and offshore tourism. "Møn Rundt 2008" therefore will offer tourists the possibility to go on board for free during the different regattas in order to provide an extraordinary experience also to the non-sailing tourists. Furthermore the marketplace will be opened with attractive goods for both, tourists and sailors.

Marketing

We are especially interested in this part, since we are responsible for the international marketing of the project.
In order to increase the awareness of "Møn Rundt 2008" we did several marketing activities like inviting German, Danish, Swedish, Dutch, British and Polish sailing clubs to visit and participate in the regatta. Furthermore the project established a multilingual homepage that offers information in Danish, German, English and Polish.

Concerning the Danish marketing, several other ideas have been implemented like flyers and posters which were distributed over the respective regions (Møn, south Sealand, and Falster). Additionally to this, many further press releases have been published since March. Furthermore "marketing boats" will participate in several other

Danish regattas, like “Tærø Rundt” and “Bugten Rundt”, to promote among the target group.

Due to the fact that until now no foreign sailors have signed up, the marketing has to be and will be enhanced.
We will try to publish articles in sailor-magazines, newspapers and tourist information homepages etc. all over Europe. Furthermore we will send reminders to the already contacted sailing clubs in order to get more awareness and registrations.

As already mentioned, the project aims to cooperate with Fehmarn. This also has marketing benefits since selected persons will participate in their “Sommernachtsfest” and simultaneously promote “Møn Rundt 2008” with a special stand, a small event and “marketing boats” during the festival.

Competition

According to the “Blue Ocean Strategy”, “Møn Rundt 2008” tries to find a market niche, as well as to outplace its competition (working together with other harbours and sailing clubs instead of competing with them) in order to perform in a “blue ocean” environment. This in fact means operating in- between huge events like “Hanse Sail Rostock” or “Kieler week” and events in small harbours. Another focus therefore is to develop a special event to address a respective target group (sailors and tourists). With doing so, “Møn Rundt 2008” would be more professional and economically successful/independent from governmental support.

With the aim of providing a special event, “Møn Rundt 2008” has a market with many different local handicrafts, arts and various other products. To name only some examples, “Noorbo Handelen” will provide an unique sailor rum, which will be especially imported from Jamaica during the event, as well as “Luffes Gård” will offer a custom-made “Møn Vin”.

Cruising Fehmarn Belt

This project is a Danish/German interest group for small harbours, which has the aim to connect Danish and German harbours and sailors within the Fehmarn Belt region. This project is supposed to be developed over a three- year period in order to establish annual recurring events. Only sailors from northern Germany and Denmark will be targeted with these common events and cooperation.

9 Shopping Tourism across the Baltic Sea – a case study of Sweden on the Isleof Rugia

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Background of this paper is a study about shopping tourism on the Isle of Rugia conducted in 2007. The study is based on interviews with 19 German and Swedish experts as well as on 80 oral and 175 written interviews with Swedish shopping tourists.

Introduction

The phenomenon of shopping tourism can be observed in many different parts of the world. It is characterised by three criteria:

1. Border crossing: It takes place between two different countries, a (maritime or land) border has to be crossed.
2. Supply-oriented: Shopping happens mainly not on its own purpose as an event-shopping but rather for the sake of buying goods for consumption, e.g. food and beverages.
3. Private use: Shopping tourists buy goods for their own use, not for resale.

The engine of shopping tourism is mainly price differences between neighboured countries, especially among alcoholic beverages, tobacco or luxury goods, caused by different tax rates (see figure 1). In the Baltic Sea Region shopping tourism streams mainly run from North-West to South-East: from Norway to Sweden, from Sweden to Denmark, Germany and Poland, from Denmark to Germany and from Finland to Estonia. For ferry companies all over the Baltic Sea shopping tourism is an important source in order to utilise the capacities of their ships.

	Value added tax in %	Tax on spirits/l (40 %) in €	Tax on wine/l (12,5 %) in €	Tax on beer/l (5 %) in €
Norway	25	26,14	4,68	2,13
Sweden	**25**	**21,50**	**2,31**	**0,89**
Finland	22	10,91	2,33	0,94
Denmark	25	7,79	0,91	0,33
Poland	22	4,02	0,34	0,19
Germany	**19**	**5,03**	**0,00**	**0,09**
Estonia	18	3,75	0,73	0,18
Lithuania	18	3,58	0,48	0,09
Latvia	18	3,18	0,49	0,09

Figure 1: Tax differences concerning alcoholic beverages in the Baltic Sea Region (source: www.sverigesbryggerier.se)

Sweden as a source region

Between Sweden and Germany price differences in beer, wine and spirits can amount up to 70 %. A can of "Sofiero"-beer costs about 9,40 SEK in Sweden, while a German border shop just takes 3,80 SEK for the same product.

The reason for high prices in Sweden is the high taxes on alcoholic beverages which depend on the government monopoly on alcohol. These beverages can only be bought in state owned "Systembolaget" shops with limited opening times. Background of the state control is the hope that higher prices lead to a smaller consumption of alcoholic beverages and hereby to a better health of society. "Systembolaget" has its roots in the beginning of 20th century, but was softened through the decades. Especially after Sweden joined the EU in 1995 higher quotas for private import ("resandeinförsel") had to be introduced. Today every Swedish citizen above 20 years age may import 10 l of spirits (>22 % alcohol content), 20 l intermediate products (15-22 %), 60 l of wine and 110 l of beer legally for private use. This leads to the fact, that in 2004 ca. one quarter of all alcoholic beverages consumed in Sweden were imported. Therefore a North-South gradient can be observed in the country with shares of private imports below 10 % in Norrland and up to 50 % in parts of Skåne.

The high import degree in Southern Sweden is caused by the geographical proximity to Denmark and Germany. Shopping trips can be realized within one day. Denmark can be arrived easily via the Öresund bridge Malmö-Copenhagen and the ferry connection from Helsingborg to Helsingør. In Germany there are three destinations for Swedish shopping tourists: most attractive because easy to reach is Fehmarn island, (trip by car and ferry takes around 4 hours from Malmö), followed by the Isle of Rugia (ferry Trelleborg – Sassnitz takes 3:45 h) and to a smaller degree Rostock (ferry from Trelleborg takes around 5:45 h). Furthermore shopping tourists travel to Lübeck/Travemünde and Kiel, whereas their character is mostly different. They are less supply- and more event-oriented with mainly clothes, but also furniture as traded goods.

The Isle of Rugia as a Target Region

Germany's biggest island Rugia is inhabited by ca. 70.000 people of which about one quarter is employed in tourism sector. With around 1 Million arrivals and more than 5 Million overnight stays per year it is one of Germany's most important tourism destinations. The share of foreign tourists (2-3 %) is small; seasonality leads to unemployment rates in winter up to 25 %. GDP (16.700 € in 2004) is one of Germany's lowest. Advanced non-seasonal shopping tourism, linked with overnight stays could help to improve the Isle of Rugia's economy.

The number of shopping tourists can only be estimated as no official data exists. For 2006 the span of 50.000 – 160.000 can not be enclosed further. Using the ferry connection Trelleborg – Sassnitz ca. 60 % arrive by car, 30 % by bus and 10 % as pedestrians. In 2006 there were five Swedish bus companies that regularly offered shopping trips to the Isle of Rugia. Shopping tourists arrive mainly at 8 or 12 a.m. at the Sassnitz/Mukran ferry harbour and leave at 12 a.m. or 5 p.m. so that they have only four respectively nine hours to stay on the Isle of Rugia. The share of shopping tourists who connect shopping with an overnight stay may be estimated below 10 %.

A one day ferry ticket for a car with 5 persons costs ca. 100 €. Pedestrians have to pay ca. 12 € each way. The prices differ regarding season and time of booking.

Shopping tourism occurs in waves with peaks in early summer (May, June) and before Christmas (November, December). In January arrivals drop down to just one quarter of May´s numbers. Generally shopping tourists visit the Isle of Rugia mainly before holidays and family celebrations, they come one or two times a year.

Places of Shopping

Shopping tourism on the Isle of Rugia is concentrated in only seven shops. Their localisation on the island shows figure 1.The shops can be categorised into three types and in average most shopping tourists visit one of each.

Category A: Department stores Real and Famila in Bergen

The two department stores are the biggest on the Isle of Rugia and offer all kind of goods on 5.700 m^2 respectively 4.000 m^2. For most shopping tourists these two shops are most important on their visit. Both shops adapted to the Scandinavian demand by offering Scandinavian beer and spirits, accepting SEK and putting up signs in Swedish language. Furthermore Real has opened a counter especially for Swedish customers, where it is not necessary to pay deposit for cans and bottles. In the years 2004 – 2006 Real, working also with incentives for bus drivers and advertisement in Swedish newspapers, was visited by more than 500 buses annually. The share of income from shopping tourists in the altogether turnover of the warehouse is around 15-20 %.

Category B: Branches of Aldi in Sassnitz, Sagard and Bergen

The branches of the low price discount shop Aldi offer just a limited assortment of alcoholic beverages. They did not adapt at all to their Swedish customers. Nevertheless most shopping tourists visit one of the branches to buy mainly wine for little money.

Category C: Bordershops

Localised immediately at the ferry harbour Mukran, two shops with shopping tourists as main target group opened. They are also visited by Swedish pedestrians, who use the time between arrival and departure of the ferries (ca. 45 min) for shopping. Both shops offer a big variety of Scandinavian and German beer, vine from all over the world and all kinds of (also high labelled) spirits. The "Scandlines-Bordershop" is owned by the ferry company of the same name, "Viking-Shop" is a family enterprise. Scandlines promotes the bordershop Mukran together with another bordershop in Puttgarden / Fehmarn by advertisement in newspapers and radio in Sweden as well as over the "Scandlines Shopping Klubben" with an own office in Malmö.

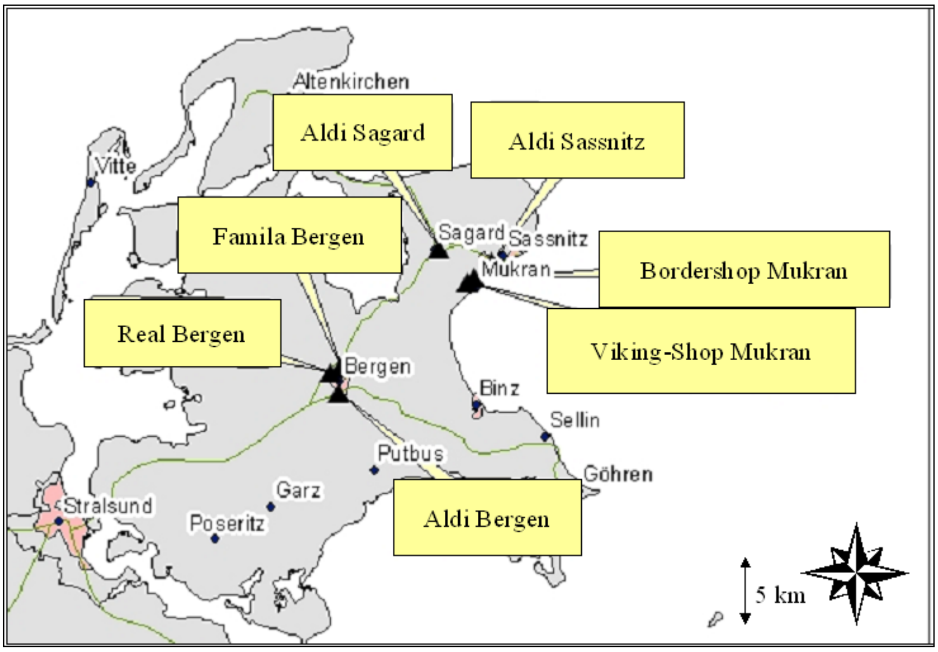

Figure 2: Localisation of the most frequented shops

Other shops than the above mentioned get only seldom visited by shopping tourists. Shops in Binz or Putbus are too far away from the street that connects the ferry harbour Mukran and Bergen.

Shops that do not offer alcoholic beverages can not profit from shopping tourism too. Price differences in relation to Sweden are not high enough. One exception is a big property market in Sassnitz which regularly but on a low level sells and also sends goods, mainly building materials to Swedish customers. Two car dealers in Bergen reported that they occasionally sold cars to Swedes and wanted to increase this by starting a marketing campaign in Sweden.

Offers on the service sector were also only very seldom used by shopping tourists. In fields of services like hair cutting, car repair or dentists might be a potential for further development.

Sightseeing is only rarely done by shopping tourists. Reasons therefore are a lack of time but also a lack of information about the island. Nevertheless, a certain group also exists that does not show any interest in attractions of the island as it only came for shopping to the Isle of Rugia.

Economical impact

For shopping tourists by bus a sum of 348 € per capita expenditure in shops on the Isle of Rugia was calculated. Visitors with a car spend 232 € in average. The difference might occur from capacity limits of cars. Whereas two or four people have to share the boot of the car, buses have more space, often even equipped with a trailer to offer more package space to the travellers. 90 % of all expenditures flow into alcoholic beverages. Supplementary bought goods are sweets and in a small scale also drugstore products, meat and sausages.

Shopping tourism contributes around 13-20 Million € in the annual trading volume of the Isle of Rugia. Since there are almost no regional products included in the sales the surplus for Rugia´s economy is rather low. Circa 50 jobs in retail trade as well as ca. 50 further jobs in hotel business depend directly or indirectly on shopping tourism.

Further facts

Shopping tourists who come to the Isle of Rugia mainly live in Southern Sweden. Most of them regularly depart for shopping two times a year. Especially among bus tourists the average age is rather high. Two third are older than 50 years, more than 40 % are pensioners.

Around 80 % of the interviewed shopping tourists had already visited the Isle of Rugia for shopping before so that it can be assumed that they are regular guests. Nevertheless especially visitors from Southern Sweden reported that they sometimes vary their shopping destinations. One third had already visited Puttgarden / Fehmarn, 15 % had been to Denmark, Poland or Rostock for shopping each.

Problems and threats

Although there is a high inflow of money by shopping tourism to the Isle of Rugia, the regional added value is relatively low. The island only has a trading function since almost all of the bought products are not produced on the Isle of Rugia.

Another problem is the strong concentration on only a few warehouses and branches. It would be desirable that the money from Scandinavia spread more over the whole island than it does now. Problematic in this connection is the short time that visitors have for their stay on the Isle of Rugia. Bound to timetables of the ferry a lot of flexibility and thus possibilities to discover more of the Isle of Rugia get lost.

A big threat for shopping tourism from Sweden to Germany in general is the decrease of taxes in Sweden or Denmark. This could lead to a total disappearance of Baltic Sea crossing shopping tourism. With decreased taxes in Sweden the source region would disappear. Lowered taxes in Denmark could make it financially more attractive for Swedes to go there and not onto the longer journey to Germany. As the Swedish alcohol monopoly in times of globalisation and liberalisation is a relict of former times the European Union would like to see it abolished better today than tomorrow. It depends on the toughness of the Swedish government how long the monopoly can be hold or not.

Another problem for the Isle of Rugia are the capacity problems of the ferries between Trelleborg and Sassnitz especially in summer months. A further increase of shopping tourism can only follow if Scandlines uses more or bigger ships. Anyway the ferry company has a big impact as it strongly can influence market conditions by changing prices and crossing times on its connections to the Isle of Rugia and Fehmarn.

Linking shopping and holidays

Very few tourists from Sweden visit places aside the shopping facilities. Lack of time is the main reason, most visitors stay only four or nine hours on the island. Almost all interviewed persons stated that they had an interest to get to know the Isle of Rugia further.

At this point marketing activities to transform shopping tourism into holiday tourism need to be started. The Isle of Rugia´s advantage in the competition for Swedish tourists consists of the possibility to combine shopping and recreation on one trip. Yet this advantage has not been well communicated towards the Swedish target group so far.

The Isle of Rugia’s high attractiveness for tourists in general, its particularly Swedish roots in history and the fact that the connecting ferry line is the shortest between Sweden and “Europe” give positive circumstances for extending Swedish shopping and holiday tourism to the Isle of Rugia.

Another advantage is the high level of the island’s awareness among Swedes. Shopping tourists were asked to estimate, what the Isle of Rugia is mostly known for in their home region. Especially in Southern Sweden the island seems to be well-known (see figure 3). A marketing task will be to change the widespread image of the Isle of Rugia as a pure shopping paradise into that of a holiday island.

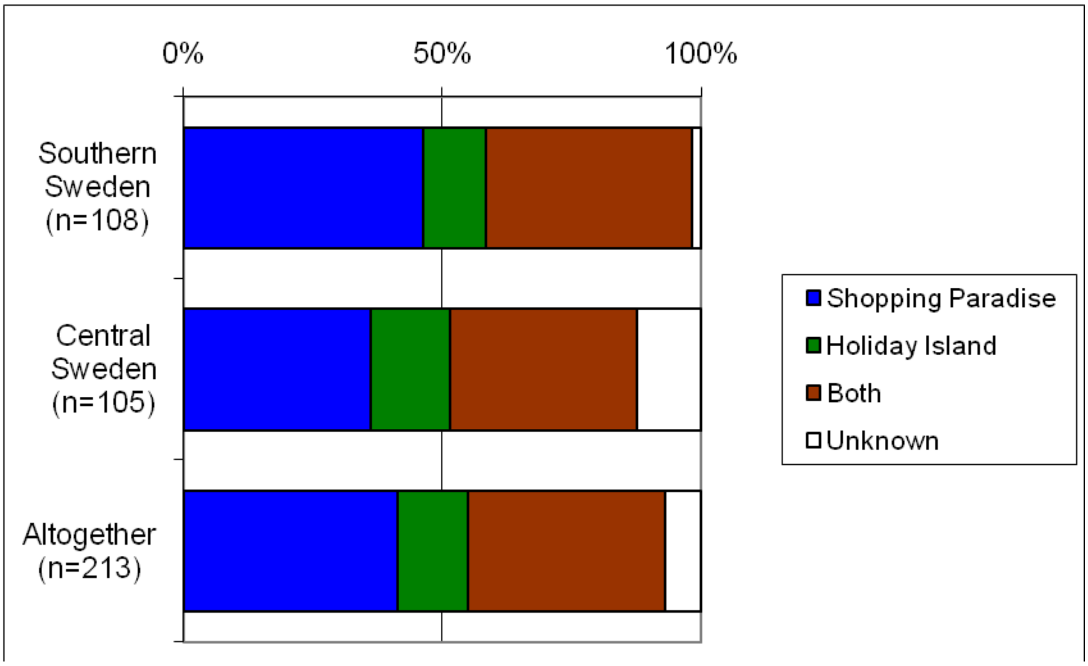

Figure 3: The Image of the Isle of Rugia in Sweden

A big obstacle on the way to link shopping and holiday tourism are the poor foreign language skills on the Isle of Rugia. Practically no one speaks Swedish and also fluent English speakers are very rare. It is difficult to be a good host if there is no possibility to communicate with guests and thus service adaptation is impossible. Also the missed communication and co-operation between actors in shopping tourism on the Isle of Rugia is problematic. The tourism association does not care about shopping tourism at all, shop owners are satisfied with one day visitors and for most hotels marketing in Sweden is too complicated and thus not affordable.

Conclusion

To improve conditions for shopping tourism and link it with holidays several things need to done. A broader co-operation and communication of actors on the Isle of Rugia is necessary. It is proposed to build up a working group that deals with the topic shopping tourism. Representatives from tourism associations, retail institutions, from the shipping company Scandlines as well as from hostelry and restaurants could meet here to exchange knowledge, plan actions and implement them. Also representatives from the city of Stralsund should participate.

The release of a combined shopping and holiday guide in Swedish language is a further proposal. It may help to diversify the demand. By now shopping tourists have a lack of information that needs to be compensated.

An important precondition to transform shopping tourists into holiday-makers is to perceive them as an own target group. Aspects that are important for Swedes need to be identified, cross linked, prepared and presented stronger than today. Offers combining shopping with wellness, Christmas-markets, German language courses and higher class gastronomy might be successful

Shopping tourism will due to changing tax regulations end to exist one day. To compensate appearing losses the Isle of Rugia in Sweden needs to be more popular as a holiday resort. The group that has to be targeted regularly visits the island today – as shopping tourists.

10 How to benefit from China’s booming outbound tourism – opportunities for Mecklenburg Western Pomerania

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The content of the following paper is about China‘s outbound tourism and the destination Mecklenburg Western Pomerania. Furthermore, a McKinsey portfolio analysis and a recommended course of action will be explained.

Traditional trips to Europe

China had 34.5 millions outbound travellers in 2006 regarding MICE, Business, VFR and ‘Holidays.’ The traditional trips mainly start from Beijing, Shanghai going to Frankfurt, Munich and Berlin. Chinese travellers are mainly doing roundtrips with an average stay of two 2 nights. They prefer city tourism visiting cities like Paris, Munich and Rome and 1/3 of all spending is used for shopping. Well educated travellers prefer going to Trier instead of doing shopping tourism and events like the ‘Oktoberfest’ with cultural influences is a must-visit for Chinese travellers.

Future trends

In 2020 there will be 100 millions of outbound traveller with a change in motives and behaviour, included is second and third time travellers. But in future a limitation of regions and a search for new destinations will take place. The north of Germany will benefit there from. Furthermore new air connections and further eased visa restrictions will be created. In addition, more individual travellers will appear and there will be a higher focus on activities.

Destination Western Pomerania

Tourism

Mecklenburg Western Pomerania is the number one among summer holiday destination. It will employ 130,000 people in the tourism sector and tourism contributes with 8.5 % to the national income.

Inbound tourism

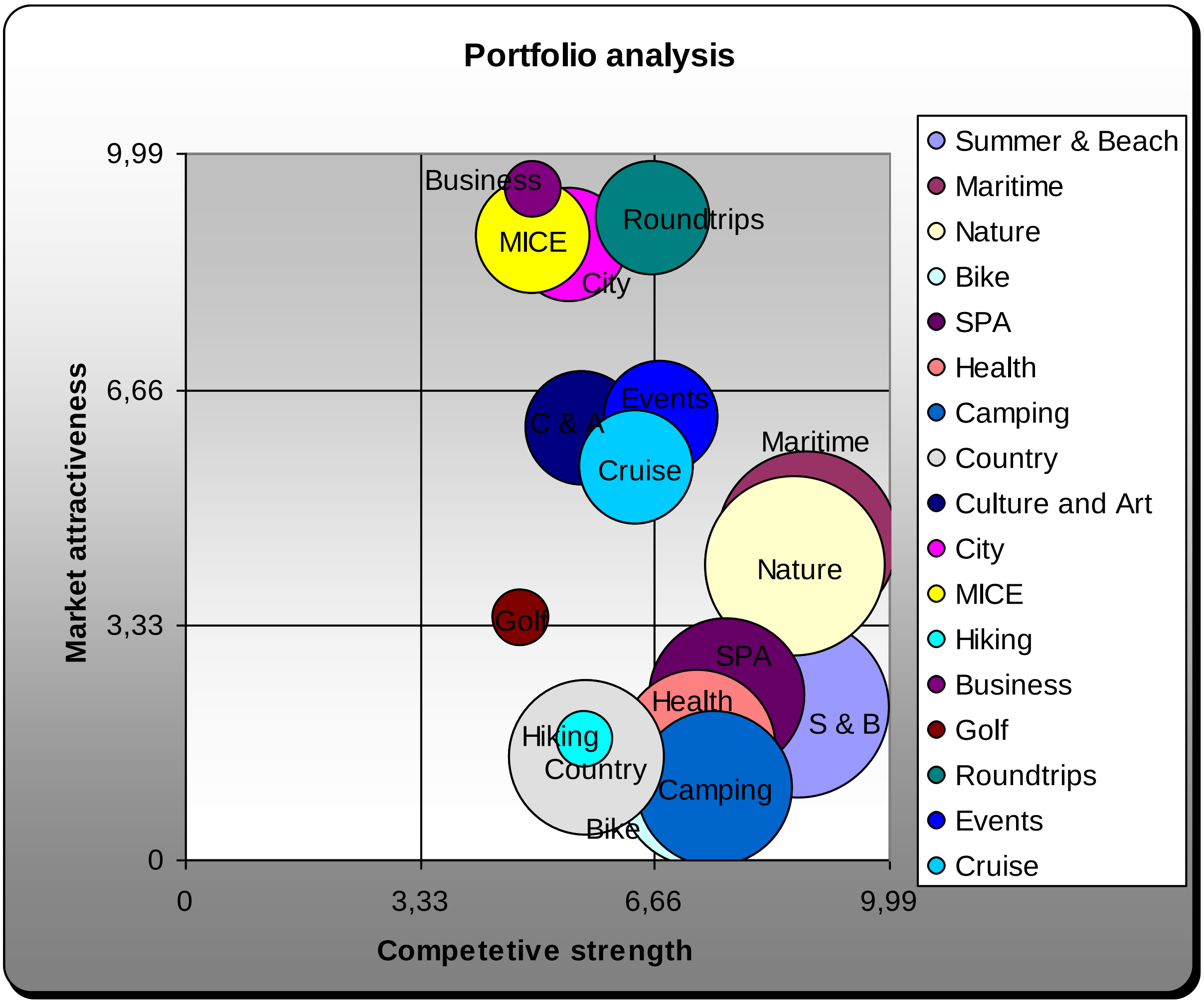
The inbound tourism shows 285,000 arrivals and 750,000 overnight stays a year. It is highly dependent on the domestic market. Most of the tourists are coming from Sweden, Denmark, Netherlands, Switzerland or Austria. But unfortunately there is no international image or level of awareness. Statistics show that only 772 visitors arrived from China who made up 2821 overnight stays in 2006. Until now no organised group trips can be found in Western Pomerania. A reason for this could be the low market cultivation.

Marketing activities for China

The first step into a China-oriented marketing would be to offer a webpage in Chinese. Additionally, study and fam trips would be an opportunity to raise the awareness in China. Also cooperating with the German Coastline and the German National Tourist Board would be helpful. All these activities are insufficient so far.

McKinsey portfolio analysis

In the following, a McKinsey portfolio analysis should be done that regards three areas: firstly retreating, secondly the selective zone and finally expanding.



Recommended course of action

With the help of the analysis the following courses of action can be recommended: either it is necessary to retreat from the Chinese market or to establish strong market cultivation with the help of a clear strategy.

Preconditions here fore are a further eased visa restrictions and regular flight connections to the north launching new attraction points. These approaches would attract public and private partners with whom national and international cooperation could be founded. In addition, activities of other organizations could be used to improve the tourism supply. Furthermore, creating a network to supplier, establishing tailor made supply, creating information channels, obtaining market information and working with Chinese tour operators would be helpful steps to enter the Chinese market.

Chinese inbound pool

To see an inbound pool as a public private partnership model bundles the competences, stimulates marketing activities, reduces costs for a single supplier and is more effective. Besides a close cooperation with the Tourist Board Western Pomerania, strong and effective market cultivation with the help of two offices/two employees one in Western Pomerania and one in Shanghai would create advantages for the tourism suppliers.

Objectives for entering the Chinese market should be to establish and monitor quality and service standards, increase the image and the level of awareness, to attract 120,000 Chinese travellers in the first five years and to increase the arrivals up to 50.000 annually in 2013. Additionally, becoming the most-favoured destination in Northern Germany, aspiring two overnight stays on average after 5 years and creating workplaces would be also aims that would be worth to be fulfilled.

The costs would be amount to 240,000€ per year (140,000€ for marketing and 100,000€ for operations). But the revenue gained through membership fees (79,000€), with the help of the Tourist Board Mecklenburg Western Pomerania (61,000€) and European and federal state subsidies (100,000€) would compensate the costs.

The communication plan would consist of an internal and an external communication. Useful media here fore would be a webpage, fairs and exhibitions, cooperation, study tours and fam trips, the acquisition of tour operators, print media, advertisements, monthly newsletters and the Germany Travel Mart.

Conclusion

China is going to be an attractive market in the future years. There is a high potential for Western Pomerania in the North of Germany to become more interesting for Chinese travellers. China should be seen as a source market that requires strong market cultivation and a clear strategy to be entered. Seeing the inbound pool as a public private partnership model could be a possible solution to enter the market.

11 Castle Tourism in Mecklenburg Western Pomerania in competition with other Baltic tourism destinations

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Study Objective

The aim of this work was to analyse the castle tourism theoretically at first and further on to scrutinize and to determine extensively the castle tourism in Mecklenburg-Western Pomerania. Afterwards answering the question if there is any competition as well as how intensive are the selected cultural tourist offers in this federal state in competition with comparable offers in diverse other tourism destinations has been in the focus of the study.

Castle tourism – Product characteristics and elements

To be able to answer the question which is indicated above it is absolutely necessary to define the term castle tourism at first. Although there are a lot of offers concerning the utilization of castles in the selected destinations today, there has been no definition for the term castle tourism.

Consequently the only solution could have been coming up with an own definition which is mentioned below:

Castle tourism

Activities of one or several persons, who are travelling for at least one day outside of their usual residence for the purpose to utilize one of the cultural tourist offers, which is a place of a (former) dignitary basically use(d) for representation- and residential purpose and accordingly it is characterised by such an architecture as well as an impressive interior design, frequently additional with gardens and parks.

As any other, the offers concerning castle tourism can be seen as products. In this case not a typical physical one, although it contains physical elements of course, but more as service, which is an instrument to satisfy certain needs. To gain a total utility the product has to consist of certain elements – the same goes for the offers in the field of castle tourism.

The elements of the tourism product castle can be arranged into two groups, which are original supply elements on the one hand and derived supply elements on the other hand. Each of them can be split into a lot of sub criteria, which are listed below.

Original supply elements	Derived supply elements
Location elements	Accommodation orientated elements
Architectural and epochal elements	Sightseeing orientated elements
Public park elements	Event orientated elements
Other elements	Other elements

Figure 1: Elements of the tourism product castle

Types of castle tourism

Making the following analysis easier to handle and the results comparable one tried to form types of castle tourism. Therefore it is possible to use a wide variety of potential criteria, which can be e.g. the: epoch of art, type of ground plan, location, function as well as today’s utilization.

During the analysis the main focus was put on the utilization today supplemented with selected aspects of other criteria. Concerning the today's utilization of castles in the selected destinations one should differ between four main groups. First of all there are castles which are accommodation orientated, i.e. there is a hotel or holiday apartment integrated. Other castle are used by being sightseeing orientated. In this case you can find a museum there or guided tours which are offered. Furthermore it was analysed whether castles are event orientated. Depending on cause the main focus was put on cultural, socio-political as well as natural events, which seem to be the most relevant connected with tourism. Last but not least there is a category mixed forms, which contains all castles including different elements which belong to the former mentioned group accommodation, sightseeing and /or event orientation.

Castle marketing – Product and price policy

Another part of the work addressed the castle marketing especially product and price policy. The same way as it was done above it has been necessary to define those terms before.

Product policy

Product- and assortment policy comprises all matters of facts in decision, which refer to the arrangements in the line with the market of all by the companies in the sales market offered performances. (Meffert, 2000)

Regarding the product policy there is a wide variety of potential aspects to analyse, which are listed below: product type, product elements, product innovation, product variation, brand policy, service policy, complaint policy etc.

Due to the fact that there are quite a lot of aspects and in some cases there is a lack of information accessibility, brand, service and complaint policy had been excluded from the analyses.

Analogous to the product policy the price policy had been handled.

Price policy
The contracting mix comprises all contractually fixed agreements about the payment of service offers, about potential discounts and furthermore additional delivery-, payment- and credit conditions. (Meffert, 2000)

In this case the aspects to choose from had been:

- *Price positioning:* Due to the fact that the product can consist of different elements (see above: mixed forms) it was necessary to consider those elements separately, e.g. overnight stay at a castle hotel, museum admission).
- *Determination of the basic prices*
- *Inspection of the price differentiation:* e.g. according to temporal criteria, number of tourists etc.
- *Tourist connection programs*
- *Terms of payment*

Comparable to the comments above the terms of payment had been eliminated from the analyses.

Selection- and analysis criteria

Before it was possible to have a closer look at selected offers in the chosen Baltic destinations it was indispensable to find selection and of course analysis criteria.

As far as selection criteria are concerned the focus was put on the administrative units in the destinations, i.e. in the case of Mecklenburg-Western Pomerania all twelve administrative districts as well as the six independent cities were chosen to find castles with a suitable utilization. Because of the title named "… in competition with other Baltic tourism destinations" it was important that the administrative units in Schleswig-Holstein, Denmark, Sweden and Poland have a Baltic Sea access and in the case of Sweden are located in the South.

After having committed to the area the next step was to find out whether there are any castles in those parts of the destinations which are used in one of the ways mentioned above (accommodation-, sightseeing-, event-orientated or mixed utilization).

If those types of utilization could be found, the offers had been analysed by using certain criteria to make results comparable. The following table on top of the next page is just showing a small extract from the number of possible criteria, sub criteria etc. To give an imagination of the large number the aspect today's utilization, especially the part connected to the hotel is mentioned a bit more detailed.

Product design			**Pricing**		
Field	**Criterion**	**Sub Criterion**	**Field**	**Criterion**	**Sub Criterion**
Location elements	…	…	Price differentiation	Groups of buyers	➢ Full payer ➢ Reduced prices for… ➢ Free of charge
Public park elements	…	…			
…					
Today's utilization					
Accommodation orientated elements	Hotel	➢ Number of rooms ➢ Kind or rooms ➢ Costs per N/P in DR in € ➢ Suitable for handicapped people ➢ Catering ➢ Additional offers …		Time	➢ Main season ➢ Low season ➢ On weekdays ➢ Weekend ➢ …
Sightseeing orientated elements	Museum	➢ Thematic arrangements		Volume	➢ Group discounts ➢ …
…	…	…			

Figure 2: Extract from the analysis criteria

Selected research results

As indicated above there are different types of castle tourism that is why the research results have to be looked at separately. Due to a restricted capacity the focus will be put on accommodation and sightseeing orientated castles.

Accommodation orientation – Product design

Regarding the analysed castles it could be found out that there is a range of offered rooms in Mecklenburg-Western Pomerania from 17 up to 45 rooms. Compared to the other selected destinations with a capacity between 24 and 114 rooms, this is quite a small number.

At the same time the maximum price per night/ person in a double room (110,00 €) could also be found in Mecklenburg-Western Pomerania, although it has to be mentioned that first of all most of the analysed castles in this region are in the three and four star segment and secondly that in comparison Mecklenburg-Western Pomerania offers the biggest price range from 36,00 up to 110,00 € per night/ person in a double room.

Concerning the additional offers the analyses showed that sport and wellness offers as well as conference rooms, libraries and wine cellars are available in most cases, although there are differences regarding the extent of these offers.

Accommodation orientation – Pricing

Concerning price differentiation, as far as information was available, the most typical one was to differ prices according to the group of buyers, i.e. that quite often children could stay at the hotels free of charge or at least paying a reduced price. In the last case it is typically age-restricted. Another used possibility was to differ prices in dependence on the time, e.g. main and low season. Price differentiation according to the volume could only be found in one castle hotel in Poland.

Sightseeing orientation - Product design

Regarding the analysed castles it could be found out that the analysed museums mostly deal with the themes art, history and nature study. As applied to other museums sightseeing orientated castles mostly offer opening hours which vary in dependence of the season and the day.

Concerning prices Mecklenburg-Western Pomerania offers a range from 3,00 up to 6,00 € per person, which is a mid position compared to the other destinations. The minimum price was offered by a castle in Poland with 1,39 €, while the maximum could be found in Denmark with 8,69 €.

Another part focused on guided tours which are available in every destination, although in a different extent and as far as languages are concerned it has to be mentioned that there has been no information about guided tours in English in Mecklenburg-Western Pomerania. This might be dedicated to the aspect that those were quite small ones, but other castles in Mecklenburg-Western Pomerania belonging to the mixed forms, such as the castle in Schwerin for example, also offer guided tours in English.

Sightseeing orientation – Pricing

Comparable to accommodation orientated castles the most common type of price differentiation in this case was the differentiation in dependence on the group of buyers, but it has to be mentioned that there are more possibilities for reduced prices, e.g. for pupil, seniors and families. These are especially used in the selected castles in Denmark, while they could not be found in Mecklenburg-Western Pomerania which might be dedicated to the size of the analysed museums (see above).

Another aspect is the price differentiation according to the group size which was used in some cases, but group sizes differ, depending on the country and the selected castle.

Conclusion

In the German cultural tourism referred literature of older dates the touristy utilization of castles does not play any role. In 2007 Steinecke on the other hand dedicates in his work castles, fortresses and manor houses as well as public parks and gardens each its own section.

Regarding the tourist offers there is no clear separation concerning the terms castle, fortress and manor house, which may be owed the aspect that a „castle" might indicate a higher significance of the product and therefore is able to be a larger attraction and to allure more potential tourists.

Concerning the product types it must be added that event orientation hardly exists. If such a use can be found it is connected to the context of the mixed forms, i.e. the analysed castle points out e.g. accommodation- as well as sightseeing- and event orientated elements.

The analyses showed that the selected castles are mostly used as overnight accommodation or in mixed utilization forms. In the first case the price level in the five chosen destinations differs from 27,86 € up to 110,00 € per night/person in a double room.

The same kind of use applies to Mecklenburg-Western Pomerania, with the characteristic that in the context of the accommodation also holiday apartments can be rented - an offer, which could not be identified internationally.

The most comprehensive offer in the context of the likewise analysed product type of the sightseeing orientated castles is made by Denmark. Compared to this Mecklenburg-Western Pomerania seems to have an inferior offer, but this is compensated by further museum offers within the scope of the mixed forms. In general the price level depends on the destination. (1,34 € up to 8,69 €)

Concerning the product policy there are just a few of the mentioned product innovations regarding the castle touristy offers. One example that could be found is the possibility of using an electronic leader while being in the public park of the Danish castle Frederiksborg. There visitors can get information about the history, organisation and planting by mobile phones.

Another specific feature has been the logo for accessibility which can be acquired by tourist attractions in Denmark. Therefore the concerned attraction has to prove that it is suitable for e.g. wheelchair users, visual- or hearing impaired people. A comparable seal of quality could not be identified for the other analysed destinations including Mecklenburg-Western Pomerania. To what extent the introduction of such a seal could improve the competition position remains open, because the main topic has been the supply instead of special needs of the tourists.

Regarding the marketing of the castle touristy offers it could been found out that Mecklenburg-Western Pomerania is the only of the analysed destinations which presents a majority of the offers on a regional level in the brochure „Castles, Parks and Manor Houses“. Further cooperative marketing, although on a smaller scale, is done by the association „Culture & Castle “, which focuses on accommodation orientated castles in Germany and in the Netherlands.

All in all you can say that Mecklenburg-Western Pomerania with its offers is very well set up in the field of castle tourism and its marketing.

12 Farewell

Prof. Dr. rer. pol. habil. Thomas Rasmussen

Professor University of Applied Sciences Stralsund

The end of the 4th International Student Conference was lead in with a closing speech hold by Prof. Dr. Thomas Rasmussen, who is one of the founders and leaders of the international study course Leisure and Tourism Management at the University of Applied Sciences Stralsund.

Prof. Dr. Rasmussen expressed his gratitude to all speakers and attendants of the Student Conference. Furthermore, he thanked the organization team and all supporters for their efforts and the great set-up of the conference with flowers and outmost kind words. Finally, he opened the buffet which formed the official closing of the 4th International Student Conference. It gave all attendants of the event the opportunity to talk to each other, exchange opinions regarding a certain presentation theme or just to get to know each other better after a day listening and speaking about "The Baltic Sea Region – One Tourism Destination?".

Organisation Team

13 Field trip and Barbecue

The Isle of Rugia – Sassnitz, Binz, Sellin

Barbecue in Stralsund

On June 7 the majority of the participants of the conference joined a field trip to the Isle of Rugia, which is the biggest German island. The excursion was set up on Saturday at ten o'clock in the morning. A rented bus brought the conference members to the three destinations of Sassnitz, Binz and Sellin. In the bus a script of the history of the Isle of Rugia was handed out and some introducing words have been spoken by the coordinator of the University of Greifswald called Mr. Steingrube.

After one hour of bus driving the group of 40 people arrived at the first stopover in Sassnitz harbor near to the Scandline ferry. Mr. Steingrube told the group some historical facts about the ferry connection between Sassnitz, Germany and Trelleborg, Sweden. Afterwards the trip continued to Prora to the "KDF, Kraft durch Freude" building. Mr. Steingrube presented a short overview of the history of this building. The massive building complex was a Nazi planned spa and built between 1936 and 1939. The next stop of the excursion was the nice health resort Binz, where the participants of the field trip had some leisure time. Most people relaxed by getting some ice cream, or drinking coffee in a nice beach cafe. The last point of the tour was Sellin with its famous pier, where the people had some time to get to know this nice little town.

At five o'clock the group returned to Stralsund in order to enjoy the farewell barbecue at the Bootshaus am Sund. The crew of the Boothaus had already prepared everything well. Garden furniture has been placed for the group. It was prepared steak and sausage together with salad and bread. The people have been hungry after such an eventfully day. The sun was still shining, music from the radio was playing and people could exchange highlights and experiences of the field trip. In between the foreign guests held a speech of thanking for the invitation and looking forward to another conference in the future. The organization team of the International Student Conference thanked all guests for coming and wished them a safe trip home.

In the early evening the event ended as people said goodbye. Afterwards the participants had the opportunity to go to the sailing week in Stralsund. Concluding it was a perfect ending of the conference.

14 Impressions

Feedback of participants of the

4th International Student Conference

„At this point I want to use the opportunity to thank you and your team who organized the conference. It has been very nice days and I felt welcome. I am glad that I took part of it. Thank you very much for your effort. “

Anja Ittrich
University of Rostock, Germany

„I have to admit that I felt very comfortable at the conference in Stralsund. The organization has been excellent! Thank you. “

Luise Förster
University of Rostock, Germany

„I can say that I liked it very much. It has been a good exercise for me to present in front of such a great audience. Also the themes have been very interesting. It has been a success. “

Sabine Mischke
Ernst Moritz Arndt University of Greifswald, Germany

„I felt that the student conference is an acutely interesting and important event in which multiplicities of themes are addressed and it is a pleasant change of a student’s everyday life. “

Johannes Volkmar
University of Applied Sciences Stralsund, Germany