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Tourism in and around the Baltic Sea Region

6th International
Student Conference

June 8-9th, 2012

*Forum für
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und
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an der
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Preamble

Prof. Dr. Werner Gronau

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Following up on the long tradition of “International Student Conferences” organized by the „Arbeitskreis Tourismusforschung Mecklenburg-Vorpommern”, we are proud to hereby present the results of the 6th Conference since 2001 in this publication.

Once again the Organizing Board was able to attract a broad range of national and international students to present their Baltic Sea Region research within the context of the conference. The collaboration of the three tourism-related academic institutes in the federal state, namely the University of Greifswald/Lehrstuhl für “Wirtschafts- und Sozialgeographie”, the “Ostseeinstitut für Marketing, Verkehr und Tourismus e.V” of the University of Rostock and the Tourism Department of the University of Applied Sciences Stralsund, once more proved to be a stable base for supporting research and academic work within the federal state.

The broad range of topics stemming from several disciplines, as well as the quality of the papers gives a state-of-the-art impression on the efforts of upcoming scholars within the Baltic Region. Hopefully this publication will help to further spread the reputation of the conference and its participants.

As member of the Board I would like to express my gratitude to everybody involved in making this year’s conference a real success. I would especially like to thank Prof. Dr. Steingrube and his team at the Chair of “Wirtschafts- und Sozialgeographie” for organizing this year’s event.

Conference Agenda



“Tourism in and around the Baltic Sea Region”

Friday, 8th – Saturday, 9th June 2012

Conference Venue:
Institute of Geography
Makarenkostr. 22
17487 Greifswald/ Germany

Friday, 8th June 2012

- 9:30 – 10:00 **Registration and welcome coffee**
- 10:00 – 10:15 **Opening of the conference** (Prof. Steingrube/ Greifswald University, Dr. Sperling/ Rostock University, Prof. Gronau/ FH Stralsund)
- 10:15 – 10:45 **Pilgrim Tourism in the Baltic Sea Region** (Gabriel Gach, Uni Greifswald)
- 10:45 – 11:15 **Ferry passenger shipping in the southern Baltic Area** (Katrin Grösch, Uni Rostock)
- 11:15 – 11:30 **Coffee break**
- 11:30 – 12:00 **Geological heritage of the Baltic Sea Region - a potential to attract tourist** (Marta Arent, Uni Szczecin)
- 12:00 – 12:30 **National Park Drawa/ PL** (Marta Czajkowska, Uni Szczecin)
- 12:30 – 13:00 **Landscape classification** (Alicja Stojenowska, Uni Szczecin)
- 13:00 – 14:30 **Lunch break**
- 14:30 – 15:00 **Approaches to providing support for SMEs in the rural tourism of Mecklenburg-Western Pomerania** (Sandra Hippauf, FH Stralsund)
- 15:00 – 15:30 **Potential tourist consumer behaviour in the Latvian high priority tourism market – Germany** (Liene Melbaarde/ Ilze Gaile, Uni Riga)
- 15:30 – 16:00 **Reconcilability of gainful employment and private life** (Jekaterina Rudolph, Uni Greifswald)
- 16:00 – 16:15 **Coffee Break**
- 16:45 – 17:15 **International and national horticultural shows in Germany** (Maria Sapich, Uni Rostock)
- 17:15 – 17:30 **Closing of the Conference**
- 20:00 **Conference Dinner (Humboldt Greifswald)**

Saturday, 9th June 2012 - Field Trip to Rügen Island

- 08:30** Departure Youth Hostel “Jugendherberge Greifswald “
(Pestalozzistr. 11/12)
- 09:15** Arrival Stralsund Main Station
- 09:30** Departure Stralsund Main Station
- 10:30** Arrival Binz
- 12:00** Departure Binz
- 12:30** Arrival Lauterbach
- 13:30** Departure Lauterbach
- 14:30** Arrival Stralsund (BBQ at the University of Applied Science)
- 17:00** Departure Stralsund
- 18:00** Arrival Greifswald (Pestalozzistr. 11/12)



Welcome address

Prof. Dr. Wilhelm Steingrube

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Dear students, dear colleagues, dear guests, on behalf of

- the Rector of the University of Greifswald (Prof. Dr. R. Westermann),
- the Dean of the Faculty of Mathematics and Science (Prof. Dr. K. Fesser)
- and the Director of the Institute of Geography and Geology (Prof. Dr. R. Zoelitz)

I am pleased to officially welcome you as participants of our 6th International Student Conference, organized by the „Arbeitskreis Tourismusforschung Mecklenburg-Vorpommern“.

Additionally, I warmly welcome you in the premises of my division which is called “Social and Economic Geography”. We are hosting you here in this facility of the university because my division is the one which deals with the subject of tourism at the University of Greifswald.

Tourism research has a long tradition in Greifswald. The predecessor of my professorship, Prof. Dr. Bruno Benthien, has worked in the subject of tourism since the 1960s. At that time he called it geography of recreation, because in the former GDR (German Democratic Republic) tourism was organised mainly by the government. Governmental bodies cared about, supported and managed the holidays of the working classes. But times changed and since our German reunification tourism has been a private business – also here in the eastern part of Germany. I took over this professorship in 1998 and since that time this division of geography deals mostly with projects and lectures in tourism on national as well as on international level. Most of our projects are focusing on the entire Baltic Sea Region.

Today we realize the 6th student conference with many promising presentations. Tomorrow we will have a field trip to the island of Rügen, which is the No.1 destination in Mecklenburg-West Pomerania.

Dear students, you are invited to use the conference to learn, to discuss, to meet colleagues and to develop (your own) networks for future cooperation.

I wish us a very fruitful conference, interesting and exciting discussions and also some joyful days.

Welcome address

Dr. Werner Sperling

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Dear Students, Colleagues and Guests,
a very warm welcome to our 6th International Student Conference “Tourism in and around the Baltic Sea Region” that takes place in Greifswald and on the isle of Rügen.

My name is Werner Sperling and I represent two of the organizing institutions: the Faculty of Economic and Social Sciences of Rostock University and the Baltic Institute at the University of Rostock.

I am very glad about your interest in tourism and that you decided to be a part of our conference. Some of you travelled a long way to Greifswald and I hope all of you had a pleasant journey.

Tourism in the Baltic Sea Region is one of the largest branches of the economy. Here in Mecklenburg-West Pomerania about 173.000 people work in the tourism industry and its contribution to the national income of the federal country is approximately 10 percent.

The tourism industry has to master new challenges and our task as research institutions is to give answers to current questions. I am sure that we will get some of the answers already today. The conference programme is very promising in this regard.

Last but not least, I would like to wish you an inspiring meeting with good opportunities to gain new insights into this field of research and, moreover, success in creating new networks.

Geological heritage of Baltic Sea Region – a potential to attract tourists?

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Keywords: geological heritage, geosites, geotourism, Baltic Sea Region

Introduction

The aim of this paper is to state if geological heritage of Baltic Sea Region can attract tourists. However, one question should be asked beforehand. Do we have geological heritage sites in Baltic Sea Region? The author makes a preliminary hypothesis that there are geological heritage sites in the analyzed area. In the article, this hypothesis will be supported with the use of examples. The author will try to defend the aforementioned hypothesis, which will allow to conduct further research on how tourists perceive the attractiveness of geological heritage of the Region. At this point, it seems appropriate to ask one more fundamental question. Do geological sites attract tourists in general? From the author's experience in work with students and tourists it seems not so obvious. To some extent, this is due to moderate knowledge. On the other hand, this may stem from the fact that geosites are not promoted and there are no facilities for visitors. However, in recent years much has been done to give publicity to geotourism. Furthermore, it is worth mentioning the expansion of Geoparks. Globally increasing interest in animate and inanimate environment protection is also of major significance.

Materials

Articles explaining terms like geotourism, geological heritage, geodiversity, geosites, geopark, geoconservation and showing the relationship between all the aforementioned were useful while collecting materials related to the geological heritage of the area [1], [2], [3], [4]. Geology of the area was studied from geological map in a digital version and in accordance with the data of U.S. Geological Survey [5]. Databases available on the websites of national geological surveys, public administration and organizations from Baltic States were extremely helpful in selecting the most important geosites [8], [9], [10], [11].

Discussion

What exactly is geological heritage? It should be understood as a natural site like rocks outcrop, fossil beds, minerals, tectonic structures or even landscapes which are of profound didactic, scientific, cultural or tourist importance. Geological heritage represents the unique record of the whole evolution of Earth (Carreras, Druguet, 2000). Geological heritage sites demand conservation and must be preserved. Some of them can be as fragile as biotic habitats. Every country has geological and geomorphological values that make up its geological heritage. Still, it is more likely to come across this definition in relation to World Heritage. The list of World Geological Heritage Sites was created by UNESCO organization (United Nations Educational, Scientific and Cultural Organization) [2].

The definition of geological heritage includes examples of so-called geosites. In reality there are much more of them, for instance caves, canyons, karst forms, erratic boulders, cliffs, dunes, morains and many others. The phenomenon of natural variety of inanimate environment is named geodiversity. The feature of geosites is that they are constantly transformed by geological processes.

Geoparks can be a means for the geoconservation of geosites' geodiversity. Geopark is defined by the UNESCO group Geoparks International Network of Geoparks programme in the following way: A territory encompassing one or more sites of scientific importance, not only for geological reasons but also by virtue of its archaeological, ecological or cultural value. Global Geoparks Network program aims at enhancing the value of such sites while at the same time and promoting regional economic development creating employment.

Geodiversity of geosites is a basis for geotourism. In order to explain the term in detail the author selected the definition by Newsome and Dowling (2010) published in the book *Geotourism* [1]. Geotourism is defined as follows: A form of natural area tourism that specifically focuses on landscape and geology. It promotes tourism to geosites and the conservation of geo-diversity (original spelling) and an understanding of Earth sciences through appreciation and learning. This is achieved through independent visits to geological features, use of geo-trails and viewpoints, guided tours, geo-activities and patronage of geosite visitor centres. Other authors include geotourism as an offshoot of cognitive tourism and point the aesthetic experiences gained by the contact with geosites ([3] Słomka, Kicińska-Świdorska, 2004).

Having in mind the attractiveness of geological sites for tourists, the author will use the term geological heritage in relation to the UNESCO list. The term geosite will be used with reference to other valuable geological and geomorphological sites, yet not listed by UNESCO.

However, these two notions are very closely related because the definition of geosite (natural site) is a part of the meaning of geological heritage.

In addition to geological heritage, historical-cultural heritage and biological heritage are also distinguished. Geological heritage has much in common with both of them (Carreras, Druguet, 2000). For example, mines, old burial places made of stone or rock drawings from Bronze Age have characteristics of geological heritage (material) and historical-cultural heritage (culture of ancient people). Similarly, fossil beds have features typical of geological heritage (the process of fossilization, outcrops of sedimentary rocks) and biological heritage (former species of flora and fauna). Some tourists do not consider rocks, minerals and geosites in general to be very interesting. Nevertheless, there are places associated with geology which attract tourists or are even their main destination. Sites related to geology can inspire and encourage creativity as it happens in Moeraki Boulders in New Zealand. It is a place with a large accumulation of massive clusters of natural spherical rock. Atypical spherical rocks inspired tourists and artists to take unusual photographic shots. According to the definition provided by Słomka, Kicińska-Świdorska (2004), sites related to geology can also delight and amaze visitors. For example, waterfalls and geysers on the young island located on the Mid-Atlantic Ridge - Iceland gather crowds of people admiring natural phenomena emanating with great natural power. Visitors can be amused by touching warm rocks on the land surface. The heat comes directly from the interior of the earth. The Grand Canyon situated in the United States, and to be more precise in Arizona, can be quoted as the example of geological site that is popular tourist destination. Every year this place is visited by over 4 billion people. The Grand Canyon is a place where the Colorado River carved the rock. It has a scientific meaning due to the exposure of rock at canyons' slopes and the position of fossils. In addition, the place has been very well publicized and has facilities for visitors.

Fiords in Norway are also very popular and willingly visited by tourists. Fiord is a long and narrow body of water with cliffs or steep sides created in a valley carved by glacier. This example of geosite is located close to Baltic Sea Region. According to some definitions, Norway belongs to this region. Nevertheless, fiords are very important for Norwegian geotourism. In high season places like Preikestolen attract a lot of tourists. Preikestolen is a massive 604 metres cliff above Lysefjorden, opposite the Kjerag plateau. The plateau is visited each year by at least 150 thousand people. It is not generally known that fiords are also found on northern Baltic Sea coast. They are situated in the shoreline of Sweden (e.g. Sundsvall fjord located in the middle of eastern Swedish seaboard).

The aforementioned places are only few well-known sites associated with geology and interesting for tourists. In fact, there are much more of them. The above examples were to strengthen the argumentation of theory that geological sites could be interesting for tourists.

The unique objects of geological heritage, historical-cultural heritage and biological heritage are included in the UNESCO list. At present there are 188 objects in the UNESCO list of natural heritage (and 29 mixed natural and cultural). The list comprises The Grand Canyon since 1979 and West Norwegian fjords (Geirangerfjord and Nærøyfjord) since 2005. Are the geosites from this group very important places for people living in Baltic Sea Region? According to UNESCO data concerning this region, there are two geological heritage sites and at least four sites related to geology (Tab.1).

Table 1: World natural heritage objects located in Baltic Sea Region according to UNESCO

NO.	NAME	LOCATION	DATE OF INSCRIPTION	CHARACTERISTICS
World geological heritage located in BSR according to UNESCO				
1.	The High Coast, Kvarken Archipelago [2]	Sweden, Finland	2000	coastal systems, Ice Age remains
2.	The Laponian Area [2]	Sweden	1996	mountain systems, glaciers and ice caps, Ice Age; Seasonal migration of Saami people
Other objects connected with geology included in the UNESCO list				
3.	Bronze Age Burial Site of Sammallahdenmäki	Finland	1999	Bronze Age burial site; more than 30 granite burial cairns
4.	Mining Area of the Great Copper Mountain in Falun	Sweden	2001	mine, how extraction of rocks influenced daily people life and culture
5.	Rock Carvings in Tanum	Sweden	1994	combination of geology and culture
6.	Curonian Spit	Lithuania, Russian Federation	2000	outstanding example of the landscape of sand dunes; cultural landscape

These objects should be mentioned firstly as the main geoattraction of the region. This is an argument supporting the hypothesis that Baltic Sea Region has geological heritage. The geological (natural) heritage sites are The High Coast in Sweden and Kvarken Archipelago in Finland with rising up coastal system. Mixed geological (natural) and cultural sites include The Laponian Area in Sweden with mountain systems, glaciers, ice caps, Ice Age remains and with seasonal movement of livestock of Saami people (cultural component of the heritage).

Other sites connected with geology and included in the UNESCO list are Bronze Age Burial Site of Sammallahdenmäki in Finland with granite graves, Mining Area of the Great Copper Mountain in Falun in Sweden, Rock Carvings in Tanum in Sweden, Curonian Spit in Lithuania and Russian Federation.

Features of the geological environment in Baltic Sea Region

Baltic Sea Region is characterized by three features of the geological environment: rocks' geodiversity, landforms' geodiversity and geoprocess diversity.

Commonly recognizable granite is only one kind of rock which can be found in Baltic Sea Region. Rocks differ from one another. Why? Mainly because of the environment in which they were formed (genesis), mineral content and erosion level. Granite belongs to igneous (volcanic) rocks like basalt, rhyolite or diabase. To describe it in a very simplified way, igneous (volcanic) rock is formed from magmas - molten mixtures of minerals, often rich in gases. Limestone, which is also common in BSR, belongs to sedimentary rock like sandstone, dolomite, quartz, gypsum, sand, sandstone, breccia and coal. Sedimentary rock is composed of waste products from older rock or remains of dead organisms (therefore may contain fossils). This rock is formed by the accumulation of material carried by external factors like water, ice, wind and its deposition or precipitation from aqueous solution.

Sometimes sedimentary and igneous rocks are subject to factors such as extremely high pressure and temperature. In such a case they become metamorphic rock. This rock has undergone change resulting in a new crystal structure and different mineral content. This process takes place below the surface level. The examples of metamorphic rock include gneiss, very popular in Scandinavia, but also slate, quartzite, etc.

It is possible to find all the main types of rocks on land surface: igneous, metamorphic and sedimentary. Rocks in this region have their origins in all geological eras, namely Precambrian (Archean and Proterozoic), Paleozoic, Mesozoic, Cenozoic. Precambrian rocks (Proterozoic and Archean) are particularly interesting because they date back to the era when there was no life on earth or life forms were very primitive. It seems a unique experience to touch more than 3.5 billion years old rock. Precambrian rocks are found in Sweden and Finland. Sometimes they are covered with thick layer of younger deposits, generally of glacial origin. Therefore, it can be stated that Baltic Sea Region is characterized by **rocks' geodiversity**.

Rocks in Baltic Sea Region have special and atypical feature. They move, and to be more precise - rise up. Crustal uplift is observed in Scandinavia. It is a result of glacier melting. The glacier disappeared in Scandinavia about 9.6 thousand years ago. The land has risen up by 285 meters since then. It is one of the highest values in the world. It is not the only geological process in Baltic Sea Region which has affected the landscape.

Other processes include eolian accumulation (e.g. shifted dunes in Slowinski National Park, Poland, other geosites with dunes), abrasion (e.g. cliff in Jasmund National Park, Germany, other geosites with cliffs), mass movements, weathering and river erosion (e.g. Scandinavian Mountain, Sweden), deposition (e.g. The Curonian Spit, Lithuania, Russian Federation; Swina Reverse Delta, Poland) glacier erosion and glacier accumulation (The Laponian Area, Sweden, post-glacial landscape at the South Baltic Country), karst (North-Estonian plateau) etc. Hence, it is possible to highlight the region's third feature - **geoprocess diversity**.

The second feature of Baltic Sea Region, namely **landforms' geodiversity**, is connected with glacier and Ice Age. Land sculpture was shaped by glaciations during the last Ice Age. The following landforms were created: terminal moraines, ground moraines, kames, drumlins, sandurs, proglacial lakes, kettle holes, etc. Glaciations during the last Ice Age formed the shape of rocks in Scandinavia. Glacier smoothed rocks and formed them through left roche moutonnée (or sheepback), skerries, fjords, etc. It was also during the Ice Age that rocks were displaced in the mass of ice from Scandinavia to southern BSR.

Nowadays, as a result of this process, we can observe erratic boulders on the land surface, sea shore or in glacial sediments (e.g. clay) in Polish, German, Danish or Baltic States areas. For example, if a stone is found on the beach and is determined correctly, i.e. according to special key for rock determination, and turns out to be Kalmarsund-Sandstone, its owner may be sure that its origin is Kalmar and Öland Island. The rock is 550 million years old. Much information may be derived from rocks with the use of the aforementioned key not only to determine the age of a given rock, but also to extend one's own knowledge.

With respect to geosites in Baltic Sea Region, 24 objects have been selected because they are exceptional and characteristic of the region (*Table 2*). This group also includes objects associated with human activity. The list comprises primarily geological heritage objects from the UNESCO list and other important geosites (*Figure 1*). Information is presented in the table along with object's name, location and type of geosite. Additional information concerns the following three features of the Region: rocks' geodiversity, landforms' geodiversity and geoprocess diversity. The main features of geosite are also highlighted.

Table 2: Selected geosites from the Baltic Sea Region

NO.	NAME	LOCATION	GEOSITE TYPE	GEO DESCRIPTION
1.	High Coast, Kvarken Archipelago UNESCO	Sweden; Finland	isostatic movements mass movements diabases canyon, cliffs, talus slopes	geoprocesses diversity landforms' geodiversity
2.	The Laponian Area UNESCO	Sweden	mountain systems; glaciers and ice caps; monadnocks, sandurs, boulder hollows, U-shaped valleys, glacial cirques and moraines, talus slopes, drumlins, erratic and rapidly flowing glacial streams glacier accumulation and erosion, river erosion, mass movements, weathering	landforms' geodiversity geoprocesses
3.	Chalky white cliffs on Rugen Island	Germany, Jasmund National Park	cliffs abrasion, mass movements flint; fossils, erratic boulders	landforms' geodiversity geoprocesses diversity rocks' geodiversity
4.	Chalky white cliffs on Møn	Denmark Møn	chalky white cliffs abrasion, mass movements flint; fossils, erratic boulders	landforms geodiversity geoprocesses diversity rocks' geodiversity
5.	Woliński Cliff with Piast Boulders	Wolin Island; Poland Wolinski National Park	cliff (glacial sediments) abrasion, mass movements erratic boulders, fossils	landforms' landforms' geodiversity geoprocesses diversity rocks' geodiversity
6.	Red sandstone cliff	Veczemji; Latvia	cliff, alcoves and caves denudation, abrasion [7] sandstone	landforms' geodiversity geoprocesses diversity rocks' geodiversity
7.	North Estonian Klint	Estonia	clint, cliffs, waterfalls, abrasion, mass movements limestone, fossils, sandstone [12]	landforms' geodiversity geoprocesses diversity rocks' geodiversity
8.	Kaali craters	Estonia, Saaremaa Island,	9 meteorite craters dolomites, Quaternary sediments, extraterrestrial spherules and plates [6]	landforms' geodiversity rocks' geodiversity

9.	Skerries islets	Finland, Ekenäs skärgårds National Park	Skerries archipelago	landforms' geodiversity
10.	Skerries islets	Finland Åland Islands	Skerries archipelago	landforms' geodiversity
11.	Amber (succinite)	Russia; Sambia; south coast of BSR	mineral?	rocks' geodiversity
12.	Ehalkivi (Sun set Glow Boulder)	Estonia	erratic boulder pegmatite	rocks' geodiversity
13.	Rokua Geopark	Finland	drumlins, hummocky moraines, terminal moraines, esker ridges, kettle holes, ancient shorelines, dunes, ravines and bogs; isostatic movements	landforms' geodiversity geoprocesses diversity
14.	Shifted dunes	Poland, Słowiński National Park	shifted dunes eolian accumulation	landforms' geodiversity; geoprocesses diversity
15.	Northern Gotland and Faro Island	Sweden	limestone monadnocks erosion	rocks' geodiversity landforms' geodiversity geoprocesses diversity
16.	Tectonic fault Akirkeby Peak Klintebakken	Denmark, Bornholm	Limestone, sandstone, granite tectonic structures, cliffs	rocks' geodiversity landforms' geodiversity
17.	Oland Getlinge (mixed site)	Sweden	limestone monadnocks erosion ancient rock cemetery (Stone ship type)	rocks' geodiversity landforms' geodiversity geoprocesses diversity cultural site/ geological site
18.	Curonian Spit UNESCO (mixed site)	Russian Federation, Lithuania	shifted dunes, spit eolian accumulation cultural landscape	landforms' geodiversity geoprocesses diversity

19.	Bronze Age Burial Site of Sammallahdenmäki UNESCO (mixed site)	Finland	ancient stone burial places	cultural site/ geological site
20.	Rock Carvings UNESCO (mixed site)	Sweden Tanum;	runestones; art from Bronze Age	cultural site/ geological site
21.	Mining Area of the Great Copper Mountain UNESCO (mixed site)	Falun; Sweden	mine, mining settlement	cultural site/ geological site
22.	Turquoise Lake (mixed site)	Poland, Wolinski National Park	artificial lake in former chalk mine; chalk enclave	cultural site/ geological site rocks' geodiversity
23.	Pedvāle (mixed site)	Latvia	open air stone museum with artistic performance	cultural site/ geological site
24.	Retretii (mixed site)	Finland	man-made caves, 3,700 m ² , depth of 30 m underground museum; concert hall made in rock	cultural site/ geological site



Figure 1: Location of selected geosites from the Baltic Sea Region

Conclusion

The above summary reinforces the hypothesis that Baltic Sea Region has geological heritage. What should be done to answer the question if geological heritage of BSR has potential to attract tourists? The present article does not give a precise answer to this question. Instead, it provides instructions to be followed in order to get a reliable answer.

The author intends to pursue further studies in line with a number of guidelines. To determine whether the geological heritage of Baltic Sea Region has sufficient potential to attract tourists, it is proposed to:

1. establish the border of the Baltic Sea Region (country boundaries or fixed-width belt)
2. recognize resources inventory that lists the quality and quantity of geosites in line with the following criteria for determining the value:
 - (a) type of geosite (rock outcrops, landform, coastal landforms, glacial features, karst features, glaciers, waterfalls, fluvial landscapes - river valleys, deltas, etc.)
 - (b) precise geographic location (with GPS devices)
 - (c) abundance and dimensions of similar structures in the BSR
 - (d) geological age and belonging to geological structure of the BSR
 - (e) educational value (ideal for general public (tourists), schoolchildren, students, researchers)
 - (f) historical value (for semi geosite objects)
 - (g) accessibility (access restrictions, seasonal availability, organized tours, accommodation, website, etc.)
3. create database including information about geosites located in the BSR
4. conduct questionnaire survey of tourists (value of geosite, touristic facilities assessment).

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Pilgrimage Tourism in the Baltic Sea Region

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Keywords: Pilgrimage - Cultural Tourism, Way of St James – Spiritual Tourism – Hiking – Cycling - Tourist Routes – Baltic Sea

The tourism market at the beginning of the 21st Century is characterized by an enormous heterogeneity. Recovery and relaxation were the dominant needs of holiday-makers during the last decades. Today, many observers recognize and provide a variety of travel opportunities for motivating tourists in different ways. Individualization of the masses, the loss of old values and generation of new ones, the trend from a fun-oriented society to a society of senses – these are facts that have led to an increasingly high number of different tourist attractions and offerings for a wider customized demand side (cf. LEDER 2007).

One of the new phenomena related to this development is the increasing number of spiritual, religious, or pilgrimage tourists. Since Hape Kerkeling's book, "Ich bin dann mal weg" published in 2006, the idea of the modern pilgrimage has reached large parts of the German-speaking population. However, it is not only the Way of St. James that is going through a renaissance – pilgrimage routes are being created in increasing numbers and everywhere, even underground.¹

In addition, a closer look at the subject reveals a deep connection between spirituality/religion and tourism. Pilgrimage is in fact the archetype of every touristic activity. Moreover, a pilgrimage is not always a consequence of religious motivation. Even in the 15th century, a pilgrimage to Santiago de Compostela could have been regarded in the same way it is now. Pilgrims on the Way of St. James were, for example, often in search of adventure or education.

Nowadays, one can recognize a common development among the phenomena of pilgrimages. The post-modern pilgrimage is a part of a higher-level trend. This trend is specified for example as "Slow Tourism" or "Spiritual Tourism" (cf. ANTZET AL.2011). It is a result of the growing number of tourists that are in search of meaning of life and values. Meanwhile, spiritual tourists are characterized by a wide heterogeneity.

¹For example in the Salt Mine Wieliczka, near Krakow/Poland

A spiritual tourist can be someone on a pilgrimage to Santiago de Compostela or Jerusalem, but also someone who is going to India for some Yoga lessons, or somebody spending his holidays in a monastery.

When analyzing the spiritual situation as a whole, it becomes obvious that a high proportion of those living in Western societies describe themselves as religious. In Germany, for example, 70% of the population describe themselves as in some way religious. Moreover, in Poland, even 40% describe themselves as “highly religious”. From this it can be seen that spirituality is firmly anchored in the postmodern society. That, of course, also affects the touristic activities of holiday-makers. According to official statistics, visiting churches and monasteries is one of the most popular touristic activities, right after shopping².

This development is due to an increasing variety in people’s everyday lives and the vanishing of known structures or traditions. Especially in big cities, the desire of the people for more authenticity and naturalness is rising enormously. Even the fact of having more spare time sometimes cannot prevent a mental overload. Spiritual tourists often seek a respite for the mind or an antithesis to mass consumption. In this regard, religion and spirituality are being rediscovered as deliverers of hope.

Pilgrimages are one of the most popular activities of spiritual tourists. In fact, most of the popular pilgrimage sites developed simultaneously to the modern tourism destinations of the 19th and 20th centuries, for example Fatima, Lourdes, and Aparecida. Most of the final destinations of pilgrims nowadays have a perfect touristic infrastructure. Lourdes, for example, with more than four million visitors annually, has the second highest number of hotels and hostels in the whole of France (cf. STAUSBERG 2010).

Even the Way of St. James was only revived through the European identity formation of the 20th century. In 1987, the route was declared the first European Cultural Route by the Council of Europe. Its new rise in popularity has been supported by different organizations, for example UNESCO and the Catholic Church. Since the 1980s, the number of pilgrims arriving in Santiago de Compostela has been constantly increasing (*Figure 1*). Furthermore, in Germany, more than ten tour operators specialize in pilgrimage tours (e.g. the “Bayrisches Pilgerbüro”).

²Results of a study “Religion und Tourismus”, implemented by the University of Paderborn and the “Akademie Bruderhilfe Pax” in 2011

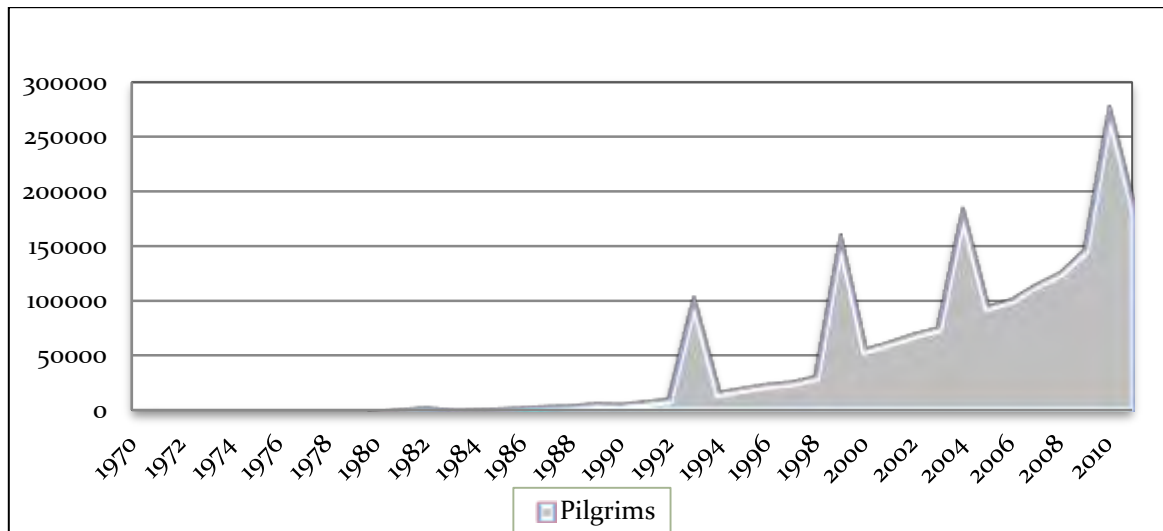


Figure 1: Pilgrims arriving in Santiago de Compostela
 (Source: <http://peregrinossantiago.es/esp/oficina-del-peregrino/estadisticas/>.)

The growing number of pilgrims is also due to the increasing popularity of hiking tourism. The hiking population in Germany increased from 51.3 to 62.5 % during 1995-2005 (cf. DREYER ET AL. 2010). Theme routes and routes that appeal to the human senses are popular touristic products and their numbers are increasing from year to year. Nowadays, one can find routes or paths with different themes: wine roads, castle trails, fairy tale trails, or even the Lower Saxony Milky Way that leads through the milk production area of the region. They differ in their theme, length and sponsorship. Pilgrims' paths can also be added to these specific touristic products. Moreover, the origin of every hiking tour is the ancient pilgrimage, and pilgrim destinations are the oldest tourist attractions. Modern theme routes and pilgrims' paths are artificial or historical trails, depending on their theme and significance. They can have a regional or (inter-)national touristic impact, and are visited by day visitors, residents and tourists.

A touristic route can be aimed at different tourist groups with different kinds of motivation. A pilgrims' path can be interesting for the previously mentioned spiritual tourists, but also for people that are interested in hiking, culture, nature, or city sightseeing. Furthermore, this specific segment of tourism can be linked to other segments, for example the gastronomical (e.g. "Slow Food" in connection with pilgrimages) or wellness sector.

Pilgrims' Paths in the Baltic Sea Region

The Baltic Sea Region is a popular tourism region, with a wide selection of theme routes and hiking trails. One can also find several pilgrims' paths in that region. They differ in their conception and are aimed at diverse interests.

Pilegrimsleden

The Pilegrimsleden, also known as St. Olav's Way, is a pilgrimage path to the Nidaros Cathedral and the tomb of St. Olav in Trondheim. In 2010, the way was declared a European Culture Route. St. Olav's Ways are in fact a net of routes, similar to the Ways of St. James. They have a length of more than 5,000 km, of which 2,000 km lead through Norway itself (Figure 2).

Via Jutlandica

The Via Jutlandica is one of the two most important Ways of St. James in Northern Germany. The Via Jutlandica is also a connection route to the Scandinavian Way of St. James in Denmark.

Via Baltica

The Via Baltica is the second important Way of St. James in Northern Germany. It leads from the Island of Usedom through Greifswald, Rostock, Lübeck and Hamburg to Zeven, where it connects to the Via Jutlandica.

Brigittaweg

The Brigittaweg is a part of the Via Baltica and leads from Stralsund to Lübeck (340 km). It is a pilgrims' path in honour of Brigitta of Sweden. She is a patroness of Europe and the saint patron of Sweden, and went on a pilgrimage to Santiago de Compostela in 1341.

Pilgerweg Mecklenburgische Seenplatte

The pilgrims' path Melcklenburgische Seenplatte is a regional path around the lakes of the region. The concept of this pilgrims' path is strongly reminiscent of the Way of St. James (Figure 3).

Mönchsweg

The Mönchsweg is a pilgrims' path in Schleswig-Holstein. This pilgrims' path is especially designed for pilgrimages by bicycle, with more than 40 official accommodations along the 342 km long trail.



Figure 2: Pilegrimsleden (Source: <http://www.pilegrim.info/de>)



Figure 3: Mecklenburgische Seenplatte (Source: <http://www.pilgerweg-mecklenburgische-seenplatte.de>)

It is a reconstruction of the path of the monks who brought Christianity to the region in the 8th century.

Pomeranian Way of St. James

The Pomeranian Way of St James is a revitalized path of an ancient Way of St. James that leads from Lithuania, Russia and Poland to the Island of Usedom, where it connects with the Via Baltica. It is a religious-touristic route that is being reconstructed by an international team, co-financed by the European Union (*Figure 4*).



Figure 4: Pomeranian Way of St. James

Pilgrim routes are de facto touristic products. Annually, millions of travellers are motivated by a spiritual drive. In addition, pilgrims' paths benefit from the increasing number of hiking tourists. In consequence, more and more tour and route operators are trying to copy successful route concepts, no matter whether they have a historical background or not. Authenticity is often staged and simulated. Meanwhile, in Western societies the religious background of pilgrimages is disappearing. Modern pilgrims are spiritual tourists, hikers, people interested in culture or nature, or young backpackers. Furthermore, pilgrims' paths can be connected to other touristic segments. Especially at the final destinations, pilgrimage tourism can have a huge influence on the touristic infrastructure (flight connections, services, hotels, jobs etc.). In the Baltic Sea Region, it is a niche market with a potential to become a growth market and an additional product among the wide range of touristic offers in the region.

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Approaches to Providing Support for SMEs in the Rural Tourism of Mecklenburg-Western Pomerania

Using the Example of the Tourism Institution LANDURLAUB Mecklenburg-Western Pomerania e.V.

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1. Introduction

Small and medium-sized companies (SMEs) do play an important role in the German economy. They serve as **the cornerstone in many economic sectors** since they are responsible for driving competition, employment and innovation (Cf. Europäische Kommission, 2006, p. 3). Latest key figures with regard to German SMEs show that 3.67 million out of 3.68 million total German businesses belong to small and medium-sized enterprises (99.7 per cent) (Cf. Institut für Mittelstandsforschung Bonn, 2010). Hence, this group of companies is much greater in number than the one of large companies. Also the German tourism industry is basically characterised by a structure that is highly divided into small sections (Cf. Bieger, 2008, p. 161). Large companies such as Steigenberger Hotels and Resorts as well as Marriott Hotels however are rather an exception in typical tourist regions in Germany.

In order to persist against big competitors, small and medium-sized businesses have developed **distinctive expertise**. Competences such as close customer relationships as well as a specialisation in niche market segments enable a fast adjustment to constantly changing market conditions. At the same time, the typical structures of SMEs cause shortcomings that vary from limited time, financial and staff resources to a missing long-term strategic planning.

Problem fields of small and medium-sized companies may be solved or reduced by the help of **privately organised or public financed co-operations, alliances or networks** (Cf. Peters & Weiermair, 2005, p. 361). In doing so, small and medium-sized enterprises are among others supported by getting knowledge concerning different business issues or by developing marketing understanding.

Since this article, as a result of a specification of the topic, concentrates on SMEs in the rural tourism of Mecklenburg-Western Pomerania, the analysis of the focused problem is carried out using the example of the tourism institution LANDURLAUB Mecklenburg-Western Pomerania e.V. The professional association was founded in 1991 and has developed into the **central and competent contact institution** concerning rural tourism in Mecklenburg-Western Pomerania. At the moment, the organisation takes care of, coaches and represents round about 205 businesses that offer high-quality accommodation and/or unique experience of the land. Due to their small and simple structures, these kinds of companies can be classified as small and medium-sized enterprises.

With the help of this article the role and the significance of LANDURLAUB Mecklenburg-Western Pomerania e.V. as a professional association concerning rural tourism in Mecklenburg-Western Pomerania, as well as the initial stages of supporting SMEs involved, are supposed to be proved and evaluated.

2. Characteristics and Problems of SMEs in the Tourism Industry

Economic research has mainly focused on the strengths and weaknesses of big companies in the past. Not until the recent decades small and medium-sized enterprises have been explored as well (Cf. Pfohl, 2006, p. V). The size of SMEs is strength and weakness at the same time as the facts in the following will show. The characteristics of small and medium-sized companies are highlighted for the different business fields “**Business Management**”, “**Business Organisation**”, “**Financing**”, “**Staff**” and “**Marketing and Distribution**”. However, business fields such as “**Production**” or “**Research and Development**” have been disregarded since they are not relevant for the topic.

Business Management

Especially in the field of business management small and medium-sized enterprises do vary a lot from big companies. The most distinctive feature relates to the **owner-manager** which means that the business belongs to one single person, to a family or a limited number of people (Cf. Pfohl, 2006, p. 18). Hence, there is a strong individual-related imprinting within the company. The owner of the company does not only have the absolute control function, but also a strong dependency on assets since the monthly income is determined by the success of the business. Consequently, a close and lifelong attachment to the company is observed in SMEs. According to this, the manager in a small and medium-sized business is capital provider and leading position at the same time (Cf. Bussiek, 1994, p. 40). Through the direct participation in the business and a missing distance, a certain organisational blindness as well as an overestimation of the owner’s knowledge may appear.

In this context, another problem appears: There are hardly any group decisions or control systems within a small and medium-sized business (Cf. Bussiek, 1994, p. 19).

Another problem relates to the **missing strategic planning** since the owners of SMEs usually do not have sufficient knowledge in a systematic strategy orientation. Furthermore, limited time and financial resources result in the idea that a concrete long-term planning is not necessary for the success of the company (Cf. Leitner, 2001, p. 71 et seq.). In this regard, the limited awareness of continuous innovation and quality improvements, that are important for a successful development of the company, may lead to business failure. Furthermore, the size of SMEs often causes problems in aspects such as limited know-how in certain business issues, a missing systematic advancement of the owner's qualifications and missing succession plans.

Business Organisation

In terms of business organisation, small and medium-sized companies are characterised by **flat hierarchical structures**, whereby a knowledge and information transfer is easily enabled. For example, decisions concerning investment and business issues in general are made more targeted and faster than in big companies (Cf. Bussiek, 1994, p. 78). Hence, this group of businesses attains competitive advantages. However, due to flat hierarchies in SMEs, decisions are usually only made by the owner what might end in a limited point of view when making a decision (Cf. Bussiek, 1994, p. 150). In addition, Pfohl (Cf. 2006, p. 19) mentions that the organisation in a small and medium-sized company is marked by a flat departmentalisation, a limited job delegation and low coordination problems.

Financing

Besides the already mentioned limited time and staff resources, the financial conditions in small and medium-sized companies do play an important role. The most relevant problem relates to the **low financial and borrowing possibilities** (Cf. Pfohl, 2006, p. 20). On the part of the banks there are higher requirements for SMEs than for big companies due to their low equity and public awareness. These problems lead to high market entry barriers – especially when starting up a company. The limited financial resources also affect the capacity for innovation that is highly important for the product and service quality, for the attractiveness and for the long-term existence of the company in general (Cf. Bussiek, 1994, p. 139).

Staff

In small and medium-sized companies the number of employees is much lower than in big companies.

Furthermore, there are only little untrained or highly specialised staff members since it is more important to have **employees with a broad knowledge in all fields of business** (Cf. Pfohl, 2006, p. 20). Employees in SMEs receive a broad scope of duties and a high sense of responsibility. Since the owners of small and medium-sized companies are highly dependent on the staff in the surrounding region, they can only choose employees from a limited point of view (Cf. Hamel, 2006, p. 245). Especially the recent demographic change and the decline of qualified employees will weaken SMEs in the future even more. When referring to the tourism industry more specifically, the high seasonality with its short-time work and overtime poses another challenge for small and medium-sized businesses.

Marketing and Distribution

In the business field of marketing and distribution it can be summarised that small and medium-sized companies, due to their flat hierarchical structures, can **react faster than big companies with regard to changing market conditions**. In contrast, SMEs only have limited financial resources for the application of marketing tools. In this context, Bussiek (Cf. 1994, p. 254) suggests to carry out target group oriented marketing in order to prevent financial losses. Also the use of market research data raises a problem in small and medium-sized companies because of the limited financial means.

Summing up the characteristics and problems of SMEs, it can be said that this group of businesses can be **clearly distinguished from big companies**. At this stage the question arises, how the problems of SMEs can be lowered or be solved completely. As one possible solution it will be looked at networks in the tourism industry in the following.

3. Excursus: Networks in the Tourism Industry

The tourism industry in Europe increasingly **develops from a growth industry into a cut-throat competition** (Cf. Ullmann, 2000, p. 2). This change is particularly indicated by a back and forth of the number of overnight stays as well as sales volume. Especially for small and medium-sized enterprises the competitive constraints rise due to an acceleration of market dynamics (Cf. Ullmann, 2000, p. 44). In addition, the characteristics of SMEs, which have been explained before, influence the operating schedules of this group of businesses in certain dimensions in a negative way. Since SMEs will also face high challenges in the future, this makes the question arise, how structures between companies can strongly improve the position of SMEs. For the tourism industry, the organisational form of a network has emerged in the last decades (Cf. Ullmann, 2000, p. 230).

According to Siebert (2003, p. 9) a network can be described as a “form of coordinated co-operation between autonomous and completely formal independent companies”. Networks are therefore challenged by the limits of autonomy and independency as well as co-operation and competition (Cf. Kappelhoff, 2000, p. 29). Businesses in a network do not only pursue own objectives and tasks, but do also commit themselves to form co-operative connections with other companies.

The **structure of a network derives from the mathematical model of a graph with knots and edges**. The knots refer to people or objects that cause transactions in a network. The knots are connected by edges that present the relationships among the people or objects (Cf. Callon, 1991, quoted in Steinbach, 2003, p. 6). Out of these basic structures, a variety of network types has been developed recently. These types vary from strategic alliances, joint ventures and other formal co-operations to permanent supply relationships or networks of cities and regions (Cf. Tödtling, 1995, p. 13).

The **general goal of a network is to bundle different companies** in order to improve market opportunities, to achieve competitive advantages and to save the existence of all businesses (Cf. Bussiek, 1994, p. 32). It is important to connect the different interests of the companies with each other and to keep the legal and economic independence of the partners at the same time (Cf. You & Wilkinson, 1994, p. 259 et seqq.). The concrete **functions of a network** are to:

- Create a virtual size
- Exchange findings, know-how and problem-solving approaches more strongly
- Improve competitiveness
- Prevent a duplication of tasks
- Save money since the costs for each network participant decline
- Create benefits for guests by developing products and services according to customer needs together
- Facilitate market access of the individual network participants
- Develop a strong umbrella brand in the region

The **development of a network is an on-going process** whose success depends on the interest of the partners to keep the network. The network partners need to invest in the network relationships, to make compromises and to value external know-how. Consequently, a balance between external openness and internal coherence needs to be ensured in a network (Cf. Tödtling, 1995, p. 19).

Network relationships are based on equality and the exchange of trust, information as well as material and non-material benefits. As soon as one network partner realizes that the relationship is only one-sided, he or she will leave the network in the short- or long-term.

Therefore, the leading company in the network should regularly prove the benefits of the network for the partners and communicate them accordingly (Cf. Fischer, 2005, p. 50 et seq.). Furthermore, the leading company should involve all network partners in the daily work in order to create a confidence-building atmosphere (Cf. Fischer, 2005, p. 49 et seq.).

Summing up the main facts, it can be stated that networks bring **significant advantages for small and medium-sized companies** in the tourism industry. Especially the tourism industry is suitable for the development of networks due to its strong fragmentation of individual and independent small and medium-sized businesses. Consequently, this organisational form perfectly fits for the problem fields of SMEs in the tourism industry.

4. Presentation of LANDURLAUB Mecklenburg-Western Pomerania e.V.

With about 27.62 million overnight stays and 6.81 guests arriving in 2011, Mecklenburg-Western Pomerania is one of the most popular holiday destinations in Germany (Cf. Statistisches Amt Mecklenburg-Vorpommern, 2012). However, not only the beaches and the Baltic Sea are important attractions for tourists, but also the rural areas with its special nature abundance, its purity and originality. Consequently, in addition to coastal tourism, the **potential for holidays in the countryside has emerged strongly** in the last couple of years. Today, about seven million overnight stays yearly are generated by the niche market “Holidays in the countryside”.

“Holidays in the countryside” is **one of the youngest tourism segments in the states of the former East Germany** (Cf. Ostdeutscher Sparkassenverband, 2010, p. 139). Only after the opening of the border in 1989, small and medium-sized enterprises with a variety of offers in the rural areas of Mecklenburg-Western Pomerania emerged (Cf. Ostdeutscher Sparkassenverband, 2010, p. 144). Before, only big agricultural holdings, which had been controlled by the socialist planned economy in the German Democratic Republic, had dominated the agriculture in the states of the former East Germany. Parallel to the development of privately owned farms and horse-riding centres as well as other providers of rural tourism after the opening of the border, associations such as LANDURLAUB Mecklenburg-Western Pomerania e.V. arose in order to deal with the issues of rural tourism.

The association LANDURLAUB Mecklenburg-Western Pomerania e.V. consists of **205 member-companies** that range from historical manors, farms to simple holiday houses and flats in the rural areas of this federal state. Due to the fact that these businesses do have a low number of employees and that they are small in size in general, the member-companies of LANDURLAUB Mecklenburg-Western Pomerania e.V. can be classified as small and medium-sized enterprises.

Beside the providers of accommodation, a variety of businesses that offer country stores, experiences and tours have emerged as well to offer attractions for day visitors. Hence, LANDURLAUB Mecklenburg-Western Pomerania e.V. bundles the individual structured companies in one association in order to achieve the following **goals**:

- (a) Enlargement of offers for tourists in rural areas of Mecklenburg-Western Pomerania
- (b) Improvement of the attractiveness of the rural areas in Mecklenburg-Western Pomerania
- (c) Increasing the number of overnight stays and guests arriving in the rural areas of Mecklenburg-Western Pomerania
- (d) Quality assurance of the offers in the rural tourism of Mecklenburg-Western Pomerania
- (e) Preservation of rural traditions and homeland remembrances
- (f) Increasing the relationships between hosts of accommodation and providers of experiences in order to create a network in the rural areas of Mecklenburg-Western Pomerania
- (g) Strengthening of the rural tourism as one important branch of the economy in Mecklenburg-Western Pomerania

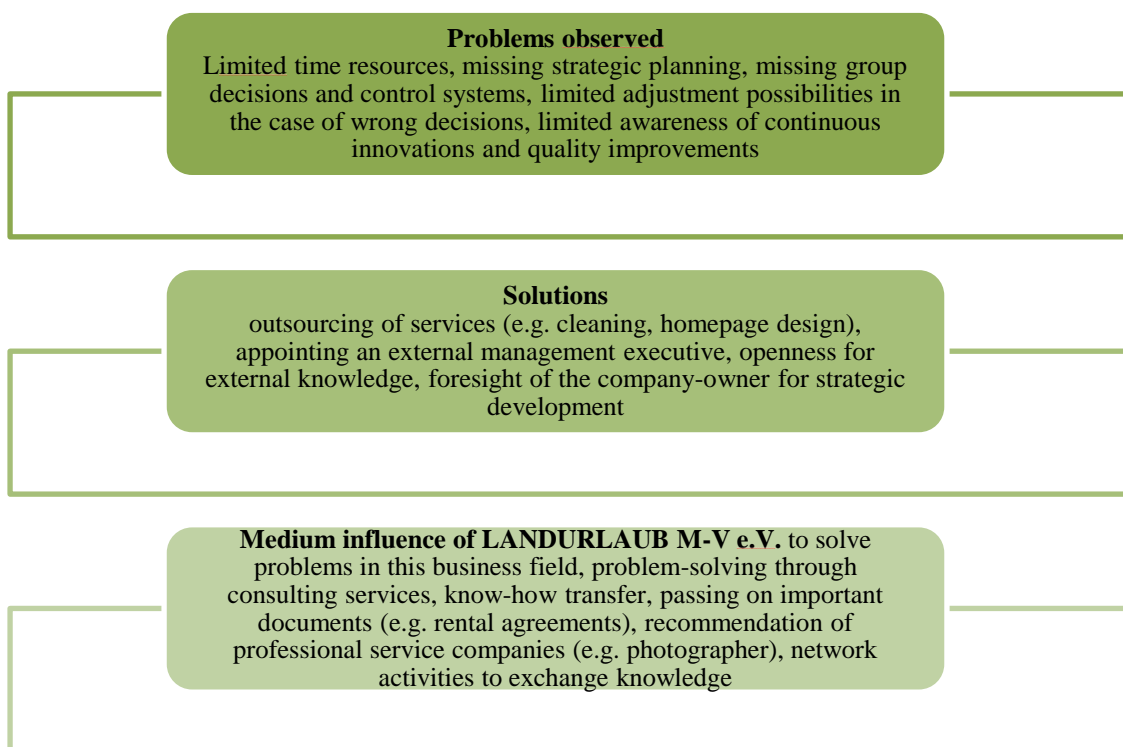
In order to achieve the just mentioned goals, LANDURLAUB Mecklenburg-Western Pomerania e.V. ensures a **large variety of services** such as network activities, personal advice and information for tourism providers in rural areas, marketing and distribution of providers through fairs as well as written and online media, active and professional public relations work, classification of tourism providers in rural areas as well as other services (e.g. newsletter, transmitting booking requests, etc.). To what extent the association actually minimises the problems of SMEs will be shown in the next part of this article.

5. Empirical Analysis with the Help of Case Studies

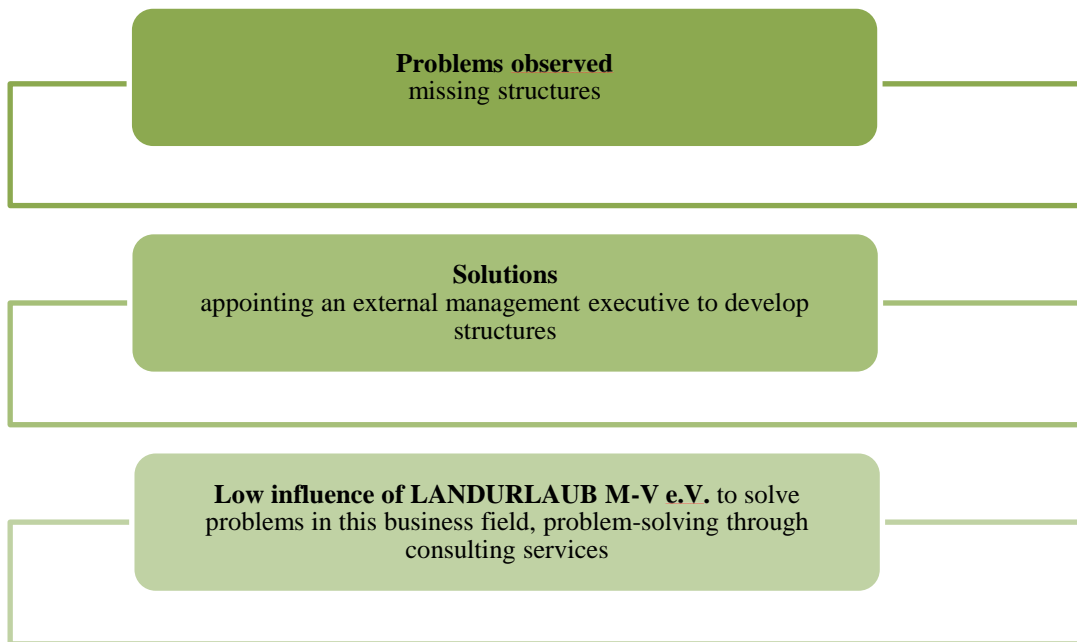
The case study was developed at the Harvard University in the United States of America at the end of the 19th century (Cf. Seitz & Rossmann, 2007, p. 2). Today, it is a **popular teaching and research method** in many countries of the world (Cf. Brunner, 2004, p. 5). The main function of a case study is to observe, describe and analyse particularly interesting cases from different points of view over a long period of time or at a particular point in time. The overall goal is “**to create a bridge between systems theory and actual design efforts**” (Moody et al., 1997, p. 2). The case study forms a type of qualitative research because it helps to look for profound motives, reactions and impacts rather than for numbers. For this article the case study is used as a research method in order to oppose the services of LANDURLAUB Mecklenburg-Western Pomerania to the actual benefits for small and medium-sized businesses.

For the creation of the case studies a **structured guideline interview** was used. Structured guideline interviews consist of open formulated questions that help to structure the interview (Cf. Mayer, 2002, p. 36). When carrying out empirical investigations, it is almost impossible to include all elements of the population (here: all member-companies of LANDURLAUB Mecklenburg-Western Pomerania e.V.) (Cf. Mayer, 2002, p. 37). Consequently, a sample of two companies was collected which is relevant for the complete topic. Due to a confidentiality clause the names and details of the companies cannot be given in this article. As a result of the fact that the case study participants had been chosen to make the results applicable to other providers of rural tourism in Mecklenburg-Western Pomerania, **common findings can be drawn for small and medium-sized businesses** in Mecklenburg-Western Pomerania. With regard to the case studies, a variety of the outlined problems, which are common for SMEs, could be observed practically as can be seen in the following charts. At the same time the solutions for these problems are presented as well as the level of influence of LANDURLAUB Mecklenburg-Western Pomerania e.V.

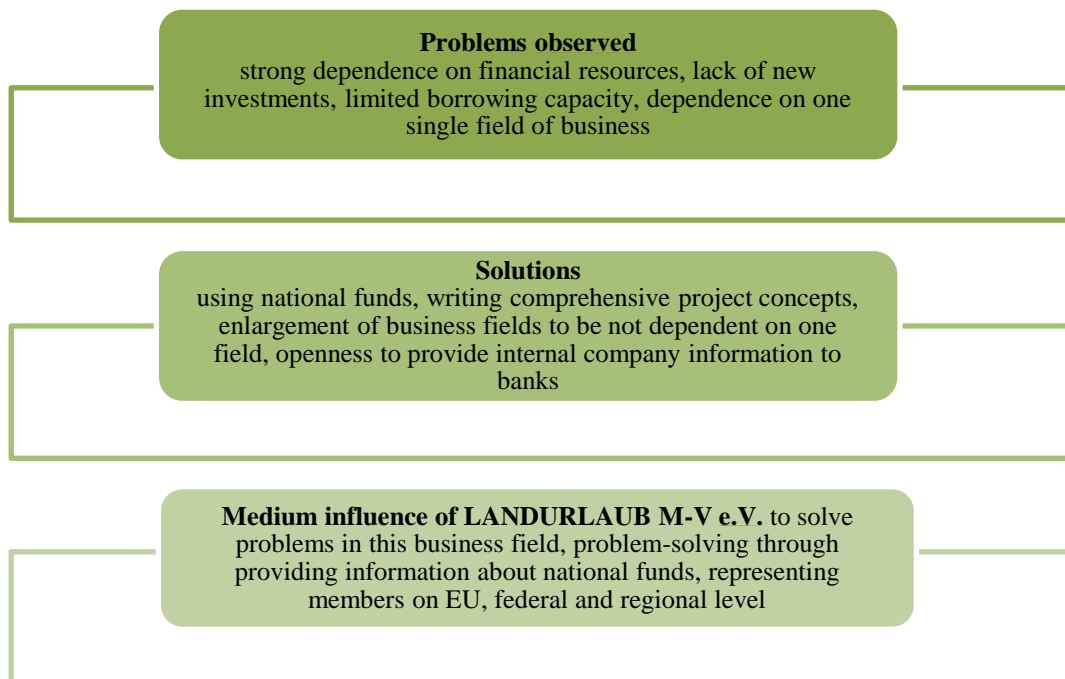
Business Management



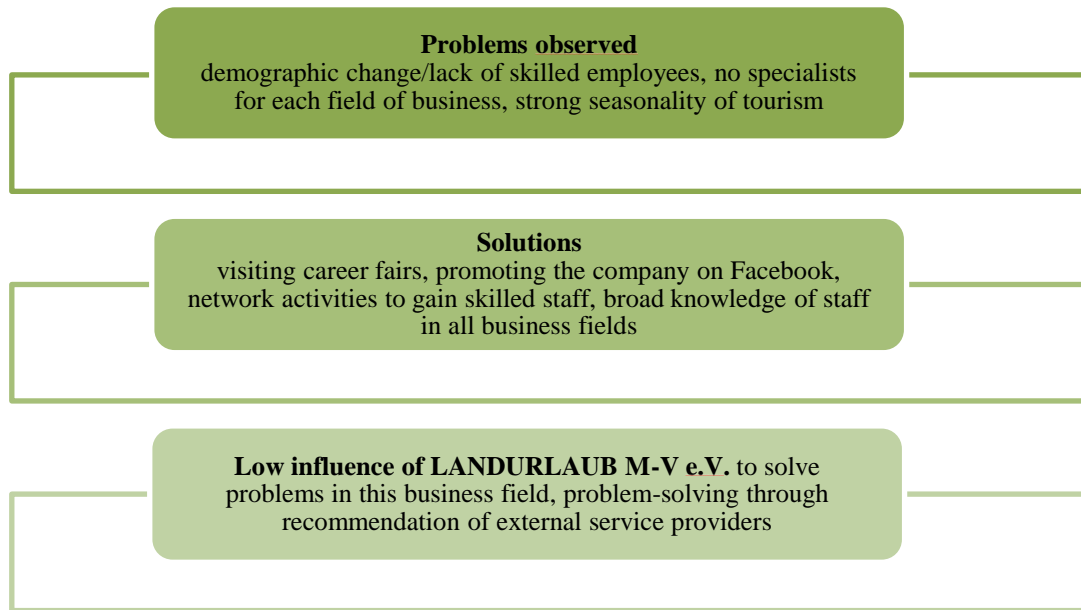
Business Organisation



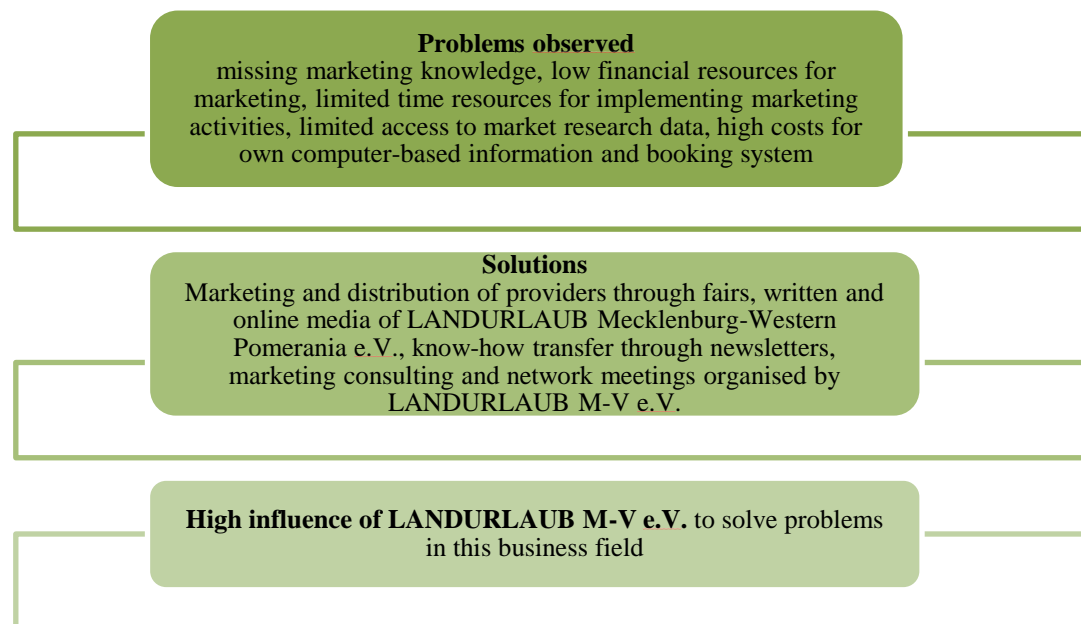
Financing



Staff problems



Problems in Marketing and Distribution



6. Conclusion

Summing up, it can be stated that LANDURLAUB Mecklenburg-Western Pomerania e.V. helps to enable the market entrance of small and medium-sized businesses in M-V, to transfer valuable knowledge, to support the creation of network relationships and to help SMEs to be more successful in rural tourism in general.

The future of successful small and medium-sized tourism businesses in Mecklenburg-Western Pomerania highly depends on the possibilities to compensate the weaknesses of this group of businesses. In this context, it is necessary to keep in mind that SMEs are essential for the tourism industry in Mecklenburg-Western Pomerania because of their high quantitative share. Therefore, **associations such as LANDURLAUB Mecklenburg-Western Pomerania e.V. will keep a high importance as service provider and network initiator in the future, too.**

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Reconciliation of gainful Employment and Private Life in the Hospitality Industry in Mecklenburg-Western-Pomerania (MV)

Flexible work times for a better compatibility of private and working life in hotels and restaurants?

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Keywords: reconciliation of employment and private life, working hours, hotel and restaurant industry, Mecklenburg-Western-Pomerania

1 Introduction

The department of the German Hotel and Restaurant Association in Schwerin (state capital of Mecklenburg-Western-Pomerania) initiated the titled project in cooperation with the Ernst-Moritz-Arndt University of Greifswald. The project started on the 1st of February 2011 and ends on the 31st of January 2012. The project takes place on the island *Usedom*, which is shown on the map lower down.



Map: Project region: Island Usedom (Source: Geo Portal MV)

In order to understand the main objectives of this project it is necessary to comprehend the background referring to the most recent development of the labour situation in the hospitality industry. It is also important to know what role the association has for the companies in Mecklenburg-Western-Pomerania.

The German Hotel and Restaurant Association (Deutscher Hotel- und Gaststättenverband DEHOGA) is an association for hotel and restaurant employers in Germany. DEHOGA represents the interests of a growing service industry. In Mecklenburg-Western-Pomerania the association has more than 1380 members. These include mainly small- and medium-sized enterprises, from the bed and breakfast to a 5-star superior hotel, from the pub on the corner to the top restaurants. There are also discos, bars, ice cream parlours, caterers, snack bars and leisure facilities - almost every kind of tourism company is included. The Association represents the interests of all these companies of the hospitality industry in the politics and economy or other organizations and is also the liaison.

The objective of the association is to actively influence the improvement of conditions for the industry. It thus makes a decisive contribution to the hospitality industry for the future and strengthens the reputation of the industry. This is essential because the DEHOGA represents one of the main industry and employer in MV. In 2011, almost 27,000 employees worked in the hospitality industry, 23 000 of whom worked full time, 61% were female, and 3700 worked part time. Of these, 76% were female.

In order to offer a high quality service, the industry always relies on well-qualified personnel. Until a few years ago, the employers were in the very comfortable position of being able to choose from numerous interviewees. However this is changing; the industry is now lacking in qualified staff.

The main problem of the industry is the shortage of worker in the region. During the last years the number of applications has reduced noticeably. Since then it is much more difficult to find qualified employees, and the situation is expected to worsen in the future. The main reasons for the shortage of labour is the decline in the birthrate since 1990 and the following years in which there was a low birth rate. Nowadays these unborn people are the "missing employees". The Demographic change in Germany (declining of the birth rate and the aging population), which has more extreme characteristics in Mecklenburg-Western-Pomerania than in the rest of the country influences the labour market. This development is overlapped by emigration, especially of young and well educated women ("brain-drain"). Especially this is a very disturbing situation, because there are more female than male employees working in the hospitality industry. But these both reasons are not the only one for the shortage of worker.

There are also different unattractive requirements concerning the working conditions like:

- work time models (especially shift work),
- working hours (early morning, late at night),
- excessive workload,
- little number of days off, especially during the high season,
- family-unfriendly working days and hours (e.g. working at holidays, during the weekend),
- limited employment contract,
- low payment.

These unattractive conditions overlap the demographic development. In the whole all the problems intersect with each other and cause the rising rejection of young and skilled staff to work in the hospitality industry. Today many companies look for cooks, waiters or hotel employees. Some companies, which cannot find the appropriate employee or trainee in this situation already rely on workers from abroad (for example: Poland), but this hardly covers the demand for labour.

Regarding to the labour shortage and the problems associated with it (e.g. excessive workload for the employees already working in the companies) the Association in MV have begun to focus on a particular strategy: The Association wants to increase the attractiveness of hospitality industry and of the member companies as an employer, so as to attract and maintain much more qualified personnel. The appeal will be enhanced by a good and wide range of measures to reconcile work and private life.

Therefore, the DEHOGA MV, as part of the action program "reconciliation of work and private life", which was proclaimed by the state government, developed a project to assist its member companies in improving the compatibility of work and private life in the company and in the region.

2 Project objective and methods

The main objective of the project is the labour protection in enterprises of the hotel and catering industry in Mecklenburg-Western-Pomerania. In order to facilitate the recruiting and retention of skilled staff or trainees, the labour protection is expected to be achieved by the improvement of the compatibility of work and private life. In cooperation with different social institutions situated in the region both the compatibility of work and private life and the appropriate offer to the current needs of the families and all other employees will be adjusted.

In order to get the latest information about the status quo regarding to the reconciliation of private and work different methods were used:

2.1. *Surveys*

As part of the project employees of hotels in the project region Usedom were interviewed in the summer and autumn of 2011, about their experiences with the topic of reconciliation. The aim was to find out when and why there are problems in reconciling grant and what kind of a solution the people wished for. The views of the workers were collected in a standardized questionnaire. Of the 27 hotels contacted, 16 participated in the survey and 40 per cent of the 400 distributed questionnaires were returned. With the distributed questionnaires were explicit instructions that all workers may take part in the survey. Of the participants, 65% were female and 35% male, with an average age of 34 years. About 26% of them had children; 83% of respondents lived on the nearby island Usedom and 17% on the mainland.

2.2. *Personal interviews*

The views of the hotel management were collected by personal interviews with employers, entrepreneurs or business directors: The aim of these interviews was to learn the views of employers on the issue, to determine how far the issue about reconciliation has been accepted and whether the employers have already integrated the offer within the companies. It was also important to get to know if there are any difficulties offering measures for a better compatibility and why.

2.3. *Develop special solutions:*

The survey results will be presented to all employees in the participating companies. Subsequently, possible and appropriate solutions will be designed for the hotels to put into practice.

2.4. *Develop general solutions:*

Based on all results from the project region solutions will be presented in other regions of Mecklenburg-Western-Pomerania in order to be put in to practise by other companies.

Additionally to the surveys described above, there was an online survey for the whole area too, in which we asked for more ideas toward the reconciliation of work and private life on the one hand, and on the other, the obstacles and problems in the implementation of measures for the reconciliation.

This paper contains results from the surveys, focusing especially on the role of working hours in the hospitality industry and their effects on the compatibility of work and private life. In addition, infrastructural features are addressed, which unexpectedly affect the compatibility too.

3 Main Results

3.1. Flexible working hours in the hospitality industry

For the working time in hotels and restaurants, the following has to be noted: The “Uno-Actu-Principle” (The „Uno-Actu-Principle: “the temporal concurrence of performance creation and performance consumption”, as well as the unstoreability of services – implies not only spatial (architectonic) but also material-personnel (operational) capacity planning considerations proportionate to peak production capacity (<http://www.gsm-mbh.net>)) is also valid for hotel and catering services (accommodation, catering). The power and consumption usually depreciate with time. At the time of demand, therefore, both the staff and the offer (room, meals, benefits) has to be ready for guests. The continuous power supply is offset by a volume and duration of intermittent demand. During the "idle time", in order to avoid additional costs, the work allocation is made to be compatible with the discontinuity. These flexible working hours are especially important in the designing of work schedules (Hänssler & Dahringer 2008, p. 278). *Table 1* gives an overview of the usual working time models in the hotel and restaurant industry.

Table 1: Flexible time schemes in hotels and restaurants (Schaezting 2009, pp. 562 ff.)

Usual flexible time schemes	Modern flexible time schemes
Shift work (Early, late, middle, night service)	Working time account
Part of service	Part-time
Overtime	Job-sharing
Season Models	Flex time
Weekend work	Home Office
Limit	Work on demand

According to the different work schedules, the working time dimensions are made up of, duration, location and distribution. The analysis of this survey shows the following results:

(a) Hours worked

About 96% of employees work full time, which was defined in the study as a 40-hour working week. For the full-time employees, the time considerably varies between the peak and the off-peak seasons.

In the peak season, only about 38% work a 40 hour week as regulated by contract, 42% however, work a 41-50 hour week and about 19% even 51-60 hours, thus making 61% of employees who work more hours than contractually agreed. The 4% part-time employees work 20 to 30 hours per week as stated in the contract. Their actual working time differs in the peak season to between 5 and 13 hours above the contractual working agreement.

About 64% of those who work 40 hours per week in the peak season, still work the full 40 hours in the off-peak season as well, whereas the others reduce their working hours to significantly less than 30.

Figure 1 shows that overtime that occurs predominantly in the peak season, are then reimbursed in the off-peak season usually in the form of leisure time (see Figure 2).

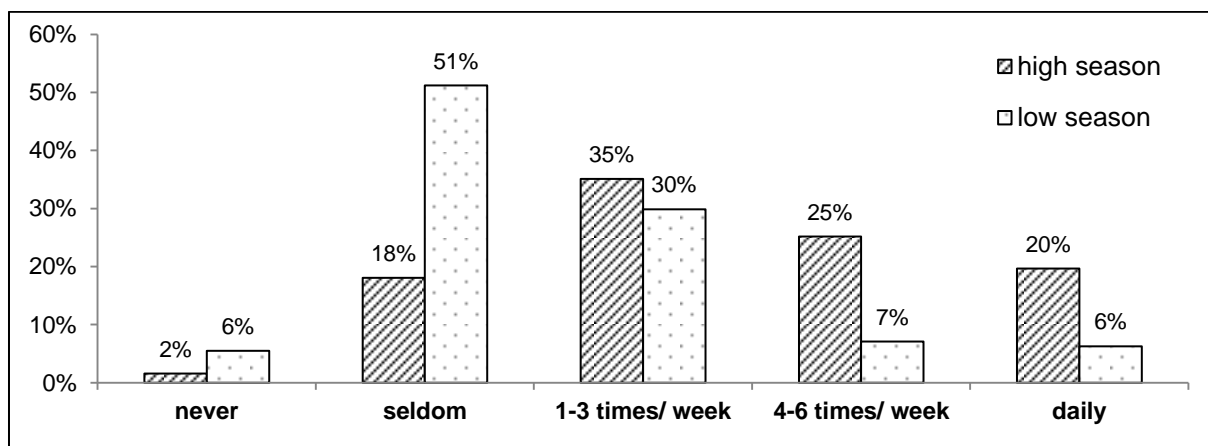


Figure 1: Overtime hours worked per week in high season and low season (n = 127), own calculation

Figure 2 shows that 60% of respondents only replace their overtime with free time, which is then reflected in the reduced number of working hours in the off-peak season. It is also apparent that more than 20% don't even receive compensation for overtime. Only around 3% of respondents who worked overtime are solely financially compensated.

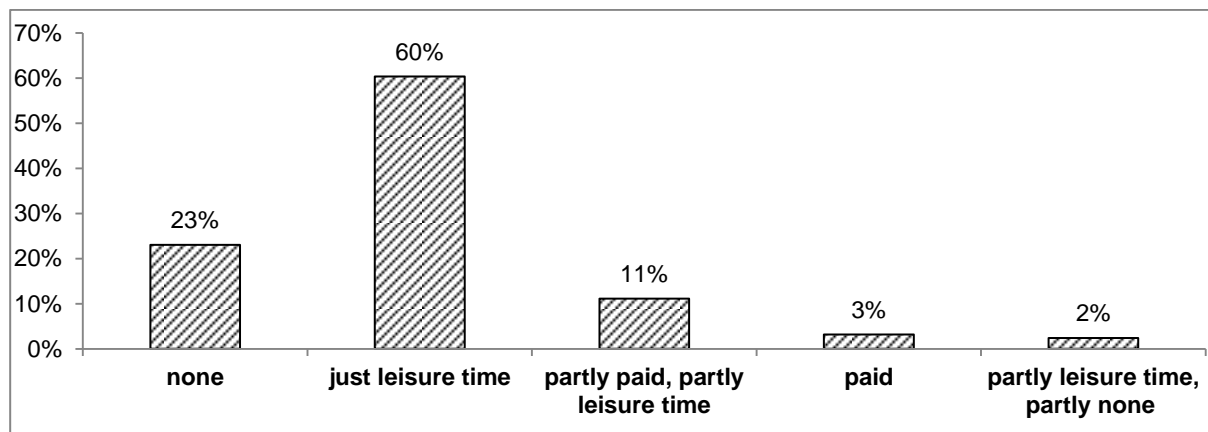


Figure 2: Financial compensation of overtime hours worked (n = 126), own calculation

When asked about the desired working hours, 70% of respondents replied that they would prefer to work the 40 hours per week as stated in the contract. The most popular reason given is the compliance of the contracted 40-hour working week as specified. In addition, the requirements for more leisure and more time for family and/or children were identified among reasons.

The results provide evidence that almost half of the respondents have relatively little influence on the scheduling of overtime, especially in the peak season. *Figure 3* shows that during the peak season almost half of the employees never or rarely have the chance to schedule their overtime to fit their own requirements. Although there is a small proportion of employees who can schedule their own overtime to fit their personal preference, the results show a relatively low labour sovereignty and at the same time, a dominant influence of season and demand on the organisation of the working schedule. This is an important finding, because the more employees can decide on their working hours and the reduction of overtime for themselves, the better they will appreciate the consistency in the company.

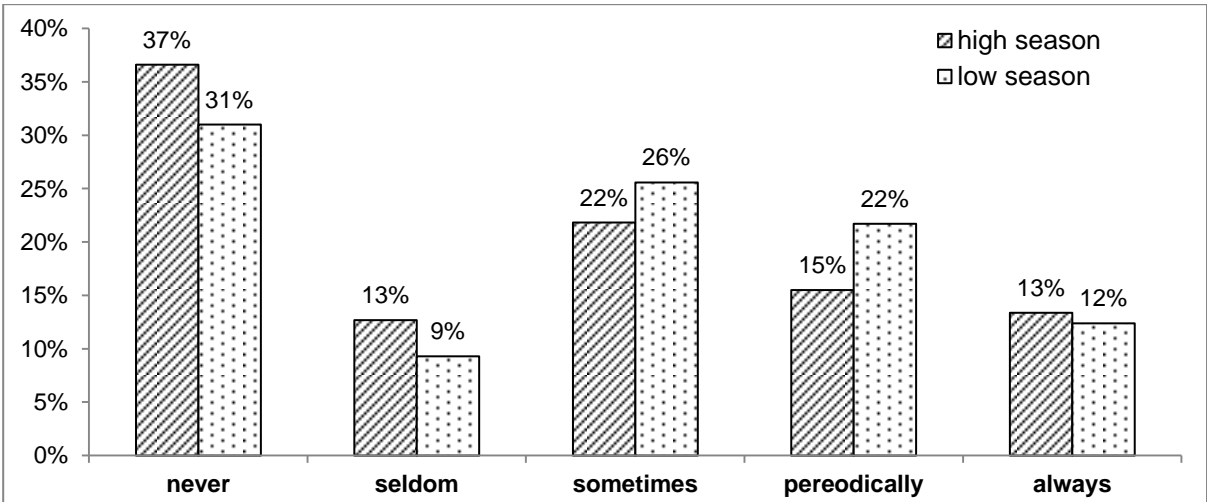


Figure 3: Frequency of overtime reduction on its demand in the high season (n = 142), own calculation

(b) Positioning of the working day

Hours of service in hotels and restaurants are covered by shift models. From the respondents, a schedule alternating between early, middle and late shifts was most common. The positioning of the working hours, for instance the beginning and end of shift times stretched from 5:30am (earliest start of the morning shift, breakfast time and concentration of demand in the morning) to 11pm (at the end of the evening shift, dinner and concentration of demand in the evening) or "when the last guest leaves" as one respondent states.

(c) Distribution of working hours on weekdays

In the hotel and restaurant industry, the working hours are spread over the entire week. The days off are usually on weekdays and not on bank-holidays or in school holidays, contrary to the norm. The results show (see *Figure 4*) that about 3% of all employees work five days a week during the peak season. In contrast, over 64% work consistently between seven and ten days straight.

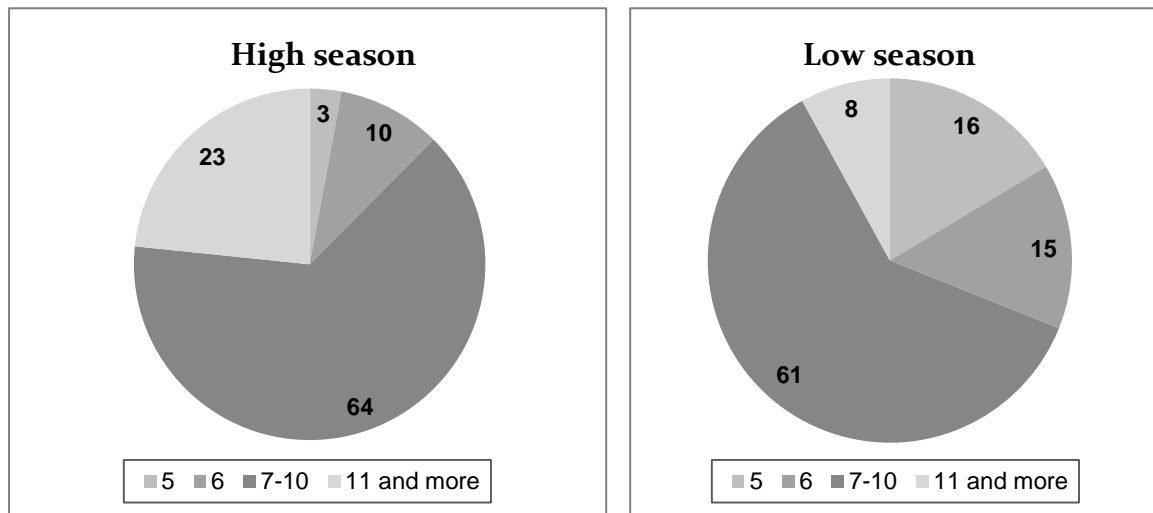


Figure 4: Proportion of employees in % by number of consecutive working days (high season $n = 137$, low season $n = 116$), own calculation

Overall the variation of working hours in the hotel and catering industry is fairly good, in terms of duration, location and distribution. However, this raises the question of whose interests are served through flexible working hours. Flexible working hours are often (also in hotel and restaurants) touted and used as a tool for better compatibility, but they were originally "introduced for economic reasons and not in response to the problem of lack of conformity" from (Klenner & Pfahl 2005, p. 125). The primary aim of flexible working hours in the hotel and restaurant branch rarely improves the compatibility of work and private life and is therefore not particularly family-or privacy-friendly. The results of the survey show that the motives of the personal are mostly orientated on the superficial "adaptation capacity" and "cost reduction".

3.2. Infrastructural conditions

Two infrastructural problems were noticed in the project region, which make it significantly difficult to develop solutions, especially when the flexible working hours in the hospitality industry intersect or overlap with infrastructural conditions.

(a) Housing and transport

In the project region employees and employers are unanimous in their complaints about problems finding affordable housing near the workplace at least on Usedom.

Many of the appropriate accommodation are rented by the owners to seasonal tourists and are therefore not available as long-term housing. This is problematic for both employers and employees. For those who have no or only sporadic access to a car and don't live near the workplace, it's difficult to get to work, which sometimes even prevents people getting a job. Even employers say that some trainees or professionals who were offered a job could not take up the offer because they simply could not find affordable accommodation. Other employees are forced to move to the mainland and commute to work. However, they often get stuck in holiday traffic, especially in summer. Employees are therefore often under time pressure on their way to work and business meetings. In the meantime, this lack of accommodation on Usedom has grown to a very serious problem, forcing employers to invest in rental housing, or even constructing their own buildings, which they then offer their employees.

(b) Child care

Before the background of working hours in the hospitality industry can be discussed, it must be stated that family-related infrastructure, including child care, does not keep to the normal care hours of 8:00 am to 6:00 pm on a weekday, but also is particularly important in the evenings, on holidays, weekends and unexpected situations such as sudden overtime. The results show that 16% of respondents are left under time pressure because the opening times of childcare facilities are not compatible with the working hours. To make matters worse, most of the partners work in catering, and can therefore not take over the childcare responsibility, and most grandparents – even if they live locally – are still either employed, physically or mentally not capable of supervising a child. This makes the need for childcare to be organised according to work-schedules a high priority. Meanwhile there are concrete plans for a 24-hours kindergarten.

4 Impact on the reconciliation of work and private life

Difficulties in reconciliation are largely based on the overlapping time requirements expected from employees by the company, the family and other private areas. These requirements are "time competition problems". The compatibility problem occurs when it is hardly possible to coordinate the different demands with each other. This begs the question, what impact flexible working hours, dislocation and lack of infrastructure and services have on the quality of compatibility of work and private life. In the scientific debate, there are frequently expressed criticisms, which we can confirm (see *Table 2*).

Table 2: Adverse effects of flexible working hours on reconciliation of work and private life (Cleveland et al. 2007, p. 285, Koch 2008, p. 614, Groß et al. 2002, Rinderspacher 1991, p. 224, Rinderspacher & Herrmann-Stojanov 2000, pp. 130, Scheier et al. 2008)

Working time model	Follow
Layer models (Early, middle, late, night)	<ul style="list-style-type: none"> • Relocation of labour in "social hours " • Family, leisure and personal time are up for grabs • Effort for members of the family to coordinate time together • Constant reorganization of child care / care / leisure • Little recovery between shifts • Pressure on the couple's relationship through opposite shifts
Weekend, holiday and vacation work	<ul style="list-style-type: none"> • Reorganisation of child care • More work for single parents or families with no social network in the area • Increase of the cost of care • Less participation in social work and leisure time • Loss of meaning and values of the weekend
Overtime	<ul style="list-style-type: none"> • Time pressure on private appointments due to unexpected lengthening of working time
Part-time	<ul style="list-style-type: none"> • Higher probability of attracting less-skilled employees • Precarious income situations • Low participation in training programs • More time necessary to gain work experience
Account models	<ul style="list-style-type: none"> • Lack of overtime supplementary pay, unpaid overtime • Extra time pressure during the "catch-up" of hours

5 Measures and approaches for better reconcile work and private life: What do employees want?

Definition of "reconciliation of work and private life"

The term "reconcile work and private life" includes not only the child-care topics, but also the care of relatives, the exercise of hobbies or social contacts are equally included. The reason for this broad definition is a result of the claim of the compatibility that the individual employees have; which is on the one hand very individual and on the other hand very dynamic and changes, depending on the personal lifestyle.

How important the compatibility is, can be seen in the following results: Germany-wide for 90% of employees between the age of 25 and 29 with children, family-friendliness is considered just as important as the content of the job. The same is true for 70% of workers without children (BMFSFJ 2010, p. 2).

In the following section, we will look at the following questions: What do the employees want in terms of compatibility? What is already offered in the hotels, and even where is there action potential?

Regarding to the working hours, it can be seen the following is already offered in the hotels, or is still required by the workers (see *Table 3*).

Table 3: Proportion of employees in %, who name working time arrangements already offered or still required (n = 154)

Working time offers	Already Offered	Still required
Special leave / waivers in cases emergency	55	15
Unanimity within the team	42	13
Minus hours accumulated in emergencies	40	12
Reduction of overtime at the employees request	27	30
Self-determined working hours	20	17

As can be seen, almost 30% want the opportunity to reduce overtime at their own. From the perspective of employers, it seems difficult to satisfy this desire for more consistent control over working hours. Only 20% of respondents can really decide their working hours. However, the compatibility of autonomous control of working hours, plays an important role. The superior design of the working hour dimensions is supposed to represent as a negotiation, interaction and cooperation process between the parties (Seifert 1995, p. 27).

Other measures, such as working hour accounts are not widely used and are also rarely required. This is surprising, because it is easier to reconcile by using working hour accounts. For they allow for different life demands can be distributed on the "time axis" and thus the pressure of time in the "rush hour of life" (BMFSFJ 2006, p. 243) for those affected drops. However, the application of account models needs "re-regulation" - it must be transparent and agreed amongst the parties including the savings volumes, the way of banking, compensation, and the use and safeguarding of assets. In this regard, it seems that there is even more need for education in the hotel and restaurant industry.

Additionally to working hours, “social life” is also named as required measure, that the employer make take as support for the reconciliation. In essence, social benefits include financial, infrastructural and material support (see *Table 4*).

Table 4: Proportion of employees in % who name social benefits already offered or still required (n = 154)

Social benefits	Already Offered	Still required
in-house child care	-	20
Financial Support for families	5	22
Help with childcare on holiday / vacation	5	14
Provision of care, support personnel	1	17

In comparison to the working hour related offers, the proportion of those who want additional benefits, is much larger. The requests for financial assistance in various areas are probably a result of the generally low wage levels in the hotel and restaurant industry.

The desire for an operationally organized child care (even during holidays) highlights the lack of compatibility between the opening times of the existing facilities and working hours. The fact that 20% of respondents want an in-house child care, and this is offered by any company at the same time, reinforces this aspect. Especially for newly arrived employees who can't draw on a social network of family and friends, reliable but also flexible child care is important. The requests for mediation of nursing and care staff (e.g. contact details of relevant institutions) suggest that workers need more help in organizing their private daily duties in (especially with childcare).

However, little need be applied for such household services. It is obvious, that there is also a need for education and training. The term household services encompasses "activities, which can be provided by the household without in-depth specialist knowledge, relief in everyday family life and the private household and provided by outsiders for *consideration within and for domestic use*" (such as cleaning, gardening, shopping, errands) (Reinecke et al., 2011, pp. 3, emphasis added in original). The main motive for the use of household services, is to have more time for family, for themself and for the profession.

There is much potential in the action taken to enable a faster return to work of employees on parental leave. Just under one third of people agree with the statement that contact to parents during the parental leave is maintained. About 50% does less or absolutely not agree with this statement. Here it seems to be a lack in the explaining of the essential advantages and the employers lose lots of potential for substantial financial savings.

Contact control measures motivate parents and give them the feeling that the company has a genuine interest in welcoming them back at work as soon as possible. The less parents stay at home the less expenses the employers have, e.g. for training of new employees, reduce costs by reducing absenteeism, turnover and downtime. In addition, the re-entry is facilitated if the affected parents are kept informed and up to date about the current processes in the company and can participate in training that takes place during the time off (Allmendinger and Ebach 2011, pp. 128 et al.).

One of the most important results is the understanding: Talking helps! The willingness of the company, to speak frankly about the theme of "reconciliation", is crucial for the implementation and the quality of the compatibility. Therefore it depends mainly on the basic setting of the hotel management. In fact, managers and employers can achieve a lot through open communication. In addition, employers have many advantages:

Managerial motives and benefits for the company:

- Reduce costs by reducing absenteeism, turnover and downtime
- Reduce costs for recruitment, agencies, or incorporation
- Investment in education, training and continuing education stay with the company
- Absence time of workers with children will be shortened
- Tax deductibility of cost for compatibility friendly offers
- Recruiting and retaining qualified workers
- Improvement of the image
- Application to vacancies rise
- Worker productivity and motivation increase
- Relations between employees at company are strengthened

Employee-oriented issues - benefits for the company:

- Meet the demands of the workers
- Increased time-management for employees
- Increased job satisfaction
- Reduce overtime
- Healthcare for workers

At the same time in MV there are diverse **obstacles stated by employers** that make it difficult for them to offer activities for their employees. The obstacles or reasons listed below include:

- Low support of the state
- No urgent need for supplementary measures

- Management does not recognize the benefits
- Measures are not seen as a task of the company
- Financial burden is expected to be too high
- Size of the company and staffing do not allow any measures or arrangements
- Effort and/or organization is too high

6 Summary and Outlook

The theme of "reconciliation of work and private life" has lost its reputation as a "fashion trend or issue" and is now known across industries as an important instrument of the German economy in order to survive better in the competition for qualified personnel. This also applies to the hospitality industry in MV, which complains for some time about the skills shortage.

Not only large companies are able to take measures to improve the balance. The project shows that smaller or medium sized companies of the hotel and restaurant industry are keen to improve the compatibility too and already do a lot. Despite good examples, there is still a major backlog.

The results of this project show that compatibility of work and private life in the hotel and restaurant industry can't be achieved with flexible working hours only. Companies often use the design of working hours just to respond adequately to the demand; the goal of "reconciliation" is therefore rarely or not at all linked. But politicians and employers of other industries advertise flexible working hours, especially for better compatibility, as the "silver bullet". That may be true for some industries and companies. However, it is a question of who decides about flexible working hours and whether the company or the employee has the flexibility requirements. Most employers determine the working hour flexibility of the workforce by ignoring the employees' individual needs for reconciliation at the same time. This one-sided exposure often leads to many disadvantages for the employees themselves because flexible working hours determined by a third party don't take into account that employees have to organise their private duties, e.g. pick up children from the kindergarten at a particular time.

Reconciliation problems can't rarely be solved through working hours alone. The main issue is about rethinking within the company. Employers should adopt a flexible approach in their own economic interest. In order to achieve a balance between the private interests of employees and the business objectives of employers, corporate communications and corporate culture as well as alignment of activities on the topic of reconciliation and the incorporation of integral components in the corporate policies should be addressed. In a dialogue between employers and employees, customized solutions for both sides can be found.

The fundamental attitude of all parties involved in the enterprise is crucial. Therefore a good consistency, a comprehensive understanding of the needs and concerns of both sides is required.

In the regional context raises one question that should be solved urgently: How can innovative life- and site-specific work-time concepts be developed in the light of the demographic change and dwindling rural infrastructural services? The conditions for the reconciliation of work and private life - not only in hotels and restaurants - can be improved only from an integrative approach in the corporate culture, working hours, action plan and coordinated infrastructural policies.

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Map

Geo Portal MV, 04.06.2012 (<http://www.gaia-mv.de/gaia/gaia.php>)

Marta Arent-Nieradka

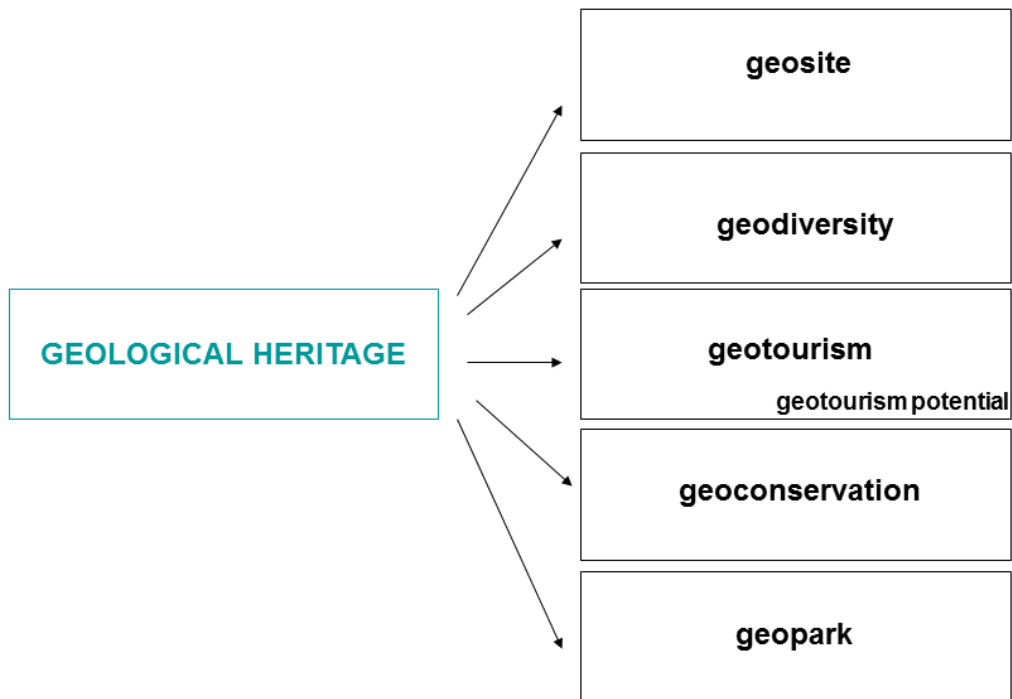
Faculty of Earth Sciences
University of Szczecin

"GEOLOGICAL HERITAGE OF BALTIC SEA REGION - A POTENTIAL TO ATTRACT TOURISTS ?"

QUESTIONS TO FIND ANSWERS TO:

- 1. DO GEOSITES ATTRACT TOURISTS IN
GENERAL?**
- 2. DO WE HAVE GEOLOGICAL HERITAGE
OBJECTS IN BALTIC SEA REGION?**

RELATION BETWEEN GEOLOGICAL HERITAGE AND GEOTOURISM



RELATION BETWEEN GEOLOGICAL, CULTURAL AND BIOLOGICAL HERITAGE



WORLD FAMOUS GEOSITES – examples

IS GEOLOGY BORING FOR REAL?

Moeraki Boulders
New Zealand



WORLD FAMOUS GEOSITES – examples

DOES NOT GEOLOGY PROVIDE IMPRESSIONS ?

ICELAND – open air geolaboratory,
GEOSITES: geysers, waterfalls, rift (which marks the division between the European and North American tectonic plates), hot rocks, glaciers, active volcanos, ect.



WORLD GEOLOGICAL HERITAGE by UNESCO – examples COULD GEOSITES ATTRACT TOURISTS?



Description: Nærøysfjord in summer. ©UNESCO; Author: Gunnar Berge

West Norwegian Fjords
(Geirangerfjord and Nærøysfjord);
Norway; 2005; coastal systems; Ice Age



The head of Geirangerfjord in February 2003. ©UNESCO; Author: Lars Lehjell

WORLD GEOLOGICAL HERITAGE by UNESCO – examples COULD GEOSITES ATTRACT TOURISTS?

Grand Canyon National Park; USA; 1979;
stratigraphic sites; fossils; fluvial systems



In 2010 the Park had 4,4 million visitors!

**World geological heritage objects from UNESCO list are in BSR also.
Which one?**

WORLD GEOLOGICAL HERITAGE by UNESCO from BSR

1. [The High Coast/ Kvarken Archipelago](#); 2000; Sweden, Finland; Coastal Systems, Ice Age
2. [The Laponian Area](#); Sweden; 1996; mountain systems; glaciers and ice caps; Ice Age

Other objects connected with geology from UNESCO list:

1. [Bronze Age Burial Site of Sammallahdenmäki](#) (with granite graves); *Finland*
2. [Mining Area of the Great Copper Mountain in Falun](#); (how geology and extraction of rocks and minerals influence on people everyday life and culture); Sweden
3. [Rock Carvings in Tanum](#); (combination of geology and culture); *Sweden*
4. [Curonian Spit](#) 2000; cultural landscape; outstanding example of a landscape of sand dunes; *Lithuania, Russian Federation*

WORLD GEOLOGICAL HERITAGE by UNESCO from BSR



GEOLOGICAL FEATURES OF BSR .1. ROCKS' GEODIVERSITY



- all types of rocks are on the land surface: igneous, metamorphic, sedimentary

- rocks of all geological eras
Precambrian (Archean and Proterozoic), Paleozoic, Mesozoic, Cenozoic can be found on the land surface

- Precambrian rocks (Proterozoic and Archean) comes from the time, when there was no life on earth or life was in a very primitive forms

-> unic experience to touch more than

3,5 billion years old rock

GEOLOGICAL FEATURES OF BSR .2. ICE AGE – LANDFORMS' GEODIVERSITY

Europe during the last Ice Age (20 000 years ago)



Especially last Ice Age glaciation shaped sculpture of the south Baltic land. There were formed Landform types like: terminal moraines, ground morains, kames, drumlins, sandurs, proglacial lakes, kettle holes, ect.

Last Ice Age glaciation has influence on the shape of the Scandinavia. Glacier smoothed rocks lefted roche moutonnée (or sheepback), skerries, fjords, ect.

OTHER PHENOMENON:

Rocks were displaced in mass of ice from Scandinavia to southern BSR. As a result of this process nowadays, we can observe erratics boulders at the land surface or in glacial sediments at Polish, German, Danish or Baltic states areas.

ROCKS IN BSR - ERRATICS



WHY ROCKS DIFFER FROM EACH OTHER IN BSR?

- environment of formation (genesis)
- mineral content
- erosion level

Rocks are classified commonly according to their origin for: **igneous, sedimentary and metamorphic rocks.**

Igneous rocks are formed from magmas – molten mixtures of minerals, often rich in gases, (examples: granite, basalt, rhyolite, diabase).

Metamorphic rocks have undergone change, bringing a new crystal structure and different mineral content. This process takes place below the surface level due to high pressure and high temperature. Examples: gneiss, slate, marble, and quartzite.

Sedimentary rocks are composed of waste products from older rocks or remains of dead organisms (fossil hunting!). Rocks are formed by the accumulation of material carried by external factors (water, ice, wind) and its deposition or precipitation from aqueous solution (limestone, dolomite, quartz, gypsum, sand, sandstone, breccia, coal, petroleum(!)).

All kinds of main types of rocks- igneous, metamorphic, sedimentary and fossils - we can find in BSR.

GEOLOGICAL FEATURES OF BSR .3. ISOSTATIC MOVEMENTS – GEOPROCESSES' DIVERSITY



Observed rate of crustal uplift in Scandinavia – result of glacier melting.

The glacier disappeared from Scandinavia about 9,6 thousand years ago. Land has risen up by 285 meters from that time. It is one of the highest values in the world.

Examples of other geoprocesses in BSR: eolian accumulation, abrasion, mass movements, river erosion, deposition, glacier erosion and glacier accumulation, weathering, etc.

The Baltic Sea Drainage Basin



GEOSITES AND GEOLOGICAL HERITAGE OF BSR

STATE	NUMBER OF CHOSEN OBJECTS
Denmark	1
Germany	1
Poland	3
Russia	2
Lithuania	1
Latvia	2
Estonia	3
Finland	6
Sweden	5

background Baltic Sea Region GIS Maps and Statistical Database (UNEP/GRID-Arendal)

LIST OF GEOSITES AND GEOLOGICAL HERITAGE OF BSR

NO.	NAME	LOCALISATION	GESITE TYPE	GEO DESCRIPTION
1	High Coast/ Kvarken Archipelago	Sweden; Finland	isostatic movements mass movements diabases canyon; cliffs; talus slopes	geoprocess rocks' geodiversity landforms' geodiversity
2	The Laponian Area	Sweden	mountain systems; glaciers and ice caps; monadnocks, sandurs, boulder hollows, U-shaped valleys, glacial cirques and moraines, talus slopes, drumlins, erratic and rapidly flowing glacial streams glacier acumulation and erosion, river erosion, mass movements, weathering	landforms' geodiversity geoprocesses
3	Jasmund National Park	Rugen Island; Germany	chalky white cliffs abrasion, mass movements flint; fossils, erratic bouldres	landforms' geodiversity geoprocess rocks' geodiversity
4	cliffs on Møn	Denmark Møn	chalky white cliffs abrasion, flint; fossils, erratic bouldres	landforms geodiversity geoprocess rocks' geodiversity
5	Woliński Cliff with Piast Boulders	Wolin Island; Poland	cliff (glacial sediments) abrasion erratic boulders	landforms' geodiversity geoprocess rocks' geodiversity

LIST OF GEOSITES AND GEOLOGICAL HERITAGE OF BSR

NO.	NAME	LOCALISATION	GESITE TYPE	GEO DESCRIPTION
5	red cliff	Veceme; Latvia	cliff abrasion sandstone	landforms' geodiversity geoprocess rocks' geodiversity
6	limestone cliffs	Pakiri, Paldiski; Estonia	cliff abrasion limestone, fossils	landforms' geodiversity geoprocess; rocks' geodiversity
7	Kaali	Saaremaa, Estonia	meteorite craters	landforms' geodiversity
8	Ekenäs skärgårds National Park	Finland	skerries archipelago	landforms' geodiversity
9	Aland Islands	Finland	skerries	landforms' geodiversity
10	Amber (succinite)	Sambia; Russia; south coast of BSR	mineral?	rocks' geodiversity
12	Lohemaa National Park	Estonia	boulders limestone cuesta limestone cliffs with fossils abrassion	rocks' geodiversity geoprocess

LIST OF GEOSITES AND GEOLOGICAL HERITAGE OF BSR

NO.	NAME	LOCALISATION	GESITE TYPE	GEO DESCRIPTION
11	Rokua Geopark	Finland	drumlins, hummocky moraines, terminal moraines, esker ridges, kettle holes, ancient shorelines, dunes, ravines and bogs Isostatic movements	landforms' geodiversity geoprocess
13	Słowiński National Park	Poland	shifted dunes eolian accumulation	landforms' geodiversity geoprocess
14	Northern Gotland and Faro Island	Sweden	limestone monadnocks erosion	rocks' geodiversity landforms' geodiversity geoprocess
15	Bornholm tectonic fault Akirkeby Peak Klintebakken	Denmark	Limestone, sandstone, granite tectonic structure cliffs	rocks' geodiversity landforms' geodiversity
17	Oland Gettlinge	Sweden	limestone Monadnocks erosion ancient cementary	rocks' geodiversity landforms' geodiversity Geoprocess

LIST OF GEOSITES AND GEOLOGICAL HERITAGE OF BSR RELATED WITH CULTURAL HERITAGE

NO.	NAME	LOCALISATION	TYPE	GEO DESCRIPTION
18	Curonian Spit	Russia; Lithuania	shifted dunes eolian accumulation cultural lanscape	landforms' geodiversity geoprocess
19	Bronze Age Burial Site of Sammallahdenmäki	Finland	ancient stone burial places	combination of geology and culture
20	Rock Carvings	Tanum; Sweden	runestones	rockart from Bronze Age
21	Mining Area of the Great Copper Mountain	Falun; Sweden	mine	geology and extraction of rocks and minerals influence on people live and culture
22	Turquoise Lake	Poland, Wolinski National Park	chalk mine	artificial lake in chalk enclave
23	Pedvale	Latvia	open air stone museum	rockart
24	Retretii	Finland	man-made caves, 3,700 m ² , depth of 30 m	unederground museum; concert hall made in rock

WHAT SHOULD BE DONE TO ANSWER THE QUESTION: „DOES GEOLOGICAL HERITAGE OF BSR HAVE POTENTIAL TO ATTRACT TOURISTS ?"

1. **estimating border of BSR**
->country boundaries or fixed-width belt
2. **recognition of resources** (resources inventory) inventory of quality and quantity of geosites with following criteria determining the value:
 - a) type of geosites (rock outcrops, landform, coastal landforms, glacial features, karst features, glaciers, waterfalls, fluvial landscapes - river valleys, deltas, ect.)
 - b) precise geographic location (with GPS devices)
 - d) abundance and dimensions of similar structures in area of BSR
 - e) geological age and belonging to the geological structure of the BSR
 - f) educational value (ideal for general public (tourists), schoolchildren, students, researches)
 - g) historical value (for semi geosite objects)
 - h) accessibility (access restrictions, seasonal availability, organised tours, accommodation, website, ect.)
3. **database creation** with gathered information about geosites from BSR
4. **questionnaire survey of tourists** (value of geosite, touristic facilities assessment)

DO YOU KNOW GEOSITE IN BSR WITH POTENTIAL TO ATTRACT TOURISTS?

LET ME KNOW:

martaarent@wp.pl



ANOTHER EXAMPLES:

- Cliff and boulders in Orłowo, PL
- Boulder Tryglaw, PL
- Boulders and cliff in Pajuris, Lithuania
- cliff in Jurkala, Latvia
- **Boulder Laucu, Latvia**
- Estonian limestone cuesta + Atija geological museum
- Dolomite cliffs Ninase and Panga at Kudema Bay, Saaremaa, Estonia
- Turku Archipelago (Muminland)- Skerries, Finland
- Coast Bomarsund old cliffs with natural caves and fields of boulders at Aland Island
- The Jelling stones; runic stones; Denmark
- geological museums, PL (Amber Museum in Nida; Lithuania. Amber Museum in Palanga; Lithuania, Atija geological museum;





Pomeranian Way of St James
Re-vitalisation of the European
Culture Route in the South Baltic Area

PILGRIMAGE TOURISM IN THE BALTIC SEA REGION



Dipl.-Geogr. Gabriel Gach
University of Greifswald

ERVST MORITZ ARNDT
UNIVERSITÄT GREIFSWALD



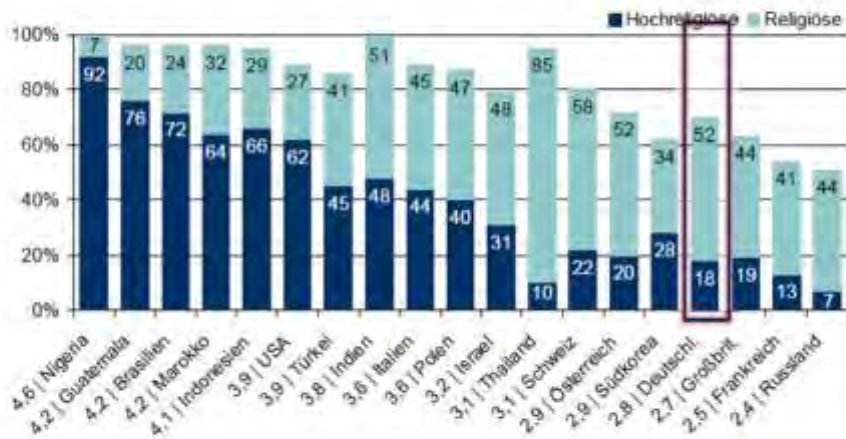
RELIGION AND TOURISM – DOES THAT FIT?!

- Pilgrimage is the archetype of touristic activity
- During the 15th century a pilgrimage could be seen as something modern (adventure, curiosity, education)
- Drift towards Spiritual Tourism can be realized – Sense-seeking, without religious bonds
- Overlapping: Both travelers (pilgrim and tourist) are using the same infrastructure (transports, accommodations, restaurants, cultural interest etc.) and visit the same attractions
- Spiritual Tourism: Yoga in India and pilgrimage to Jerusalem



www.stjamesway.com

Hochreligiöse und Religiöse nach Ländern



Quelle: <http://religionmonitor.com>

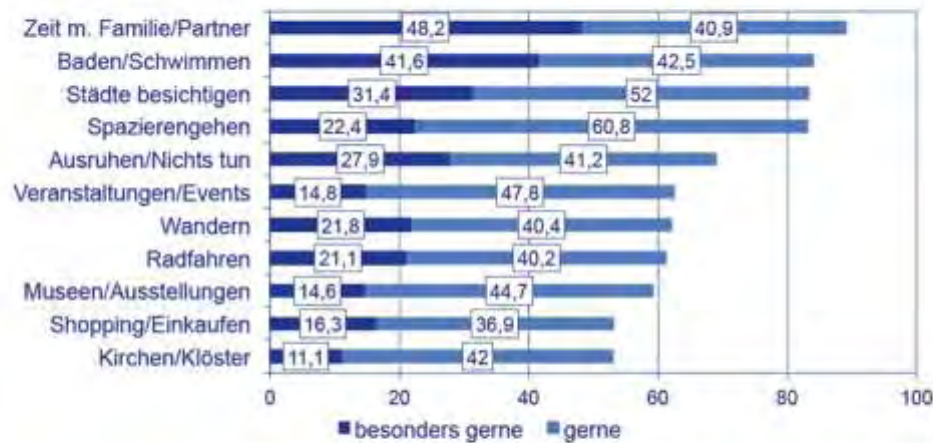
Outdated Dichotomy

Tourism	Religion
Pleasure	Soul's health
Distraction	Concentration
Fun	Severity
Game	Ritual
Superficial	Profound
Recovery	Ransom
Modern	Premodern

(STAUSBERG 2010)

Beliebte Urlaubsaktivitäten der Bundesbürger

Angaben in Prozent, N = 1.709



Frage: Ich lasse Ihnen eine Reihe von Aktivitäten vor, die man allgemein im Urlaub oder Kurzurlaub ausüben/erleben kann. Sagen Sie mir bitte jeweils, ob Sie diese Aktivität "besonders gerne", "gerne", "eher ungern" oder "gar" ausüben.

Quelle: Akademie Brudershilfe/TMA/IFPI 2011

NEW LEISURE IN TOURISM

- Religious Tourism/ Spiritual Tourism – why?
 - Increasing heteronomy
 - Loss of known structures
 - Loss of naturalness – despite of more free time: mental overload?
 - No ease of mind (Change of scene – Revitalization by action or silence: always individual!)
 - Antithesis to mass consumption – Originality – nature/ mechanization

Religion and spirituality is rediscovered as a deliverer of hope, because of vanishing of traditions and increasing frustration in the everyday life

MONASTERY HOLIDAY

- Meditate, participate in the monks life
- Different courses: Yoga, pottery etc.
- No TV, no phone



Source: www.hildesheim.de/regionale/regionale/Pilgerreisen/Pilgerreisen-Kloster.jpg



Source: www.spiegel.de/wissen/wissen/klosterurlaub-und-weltweit-erlaubt-und-erlaubt-448000.html

Pilgrimage and Tourism

- Most of pilgrimage sites developed parallel to the modern tourism in the 19th and 20th century (Fatima, Lourdes, Aparecida)
- Lourdes, with more than 4 million visitors yearly, has got the second highest number of hotels and hostels in France
- Even the Way of St. James revived through the European identity formation of the 20th century (UNESCO, European Cultural Route etc.)

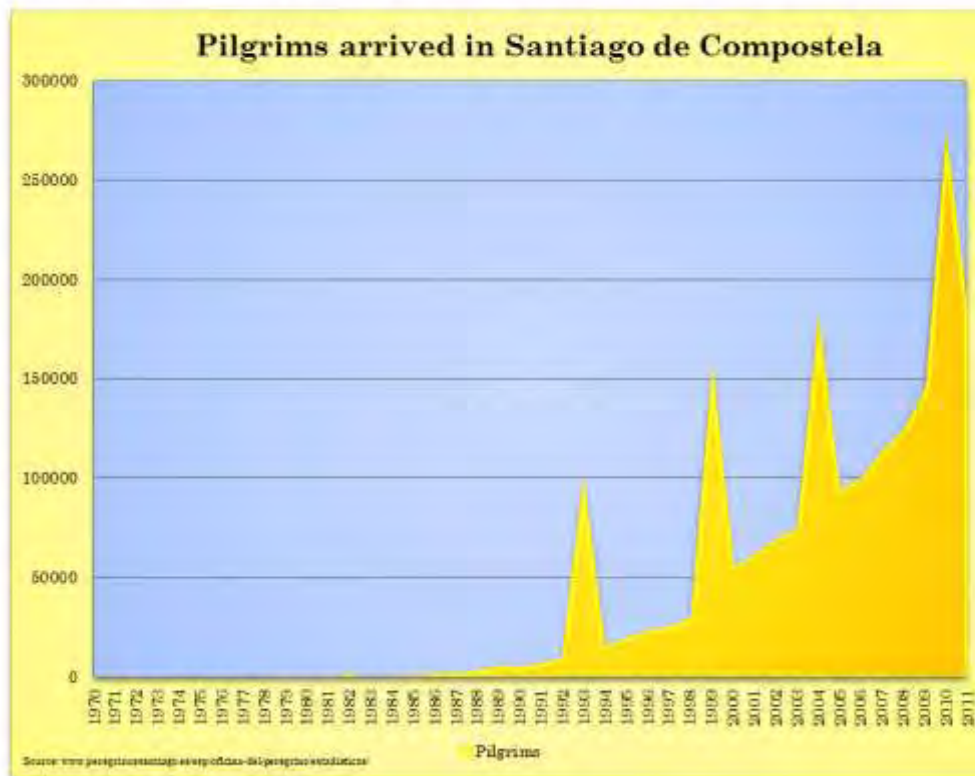


Source: www.st-james-the-way.com/pilgrimage.htm

Already Thomas Cook, the forefather of modern package tours, organized pilgrimages to the Holy Land in the 19th century

(STAUSBERG 2010)

The dimension of pilgrimages...



INTERNATIONAL PILGRIMAGE: MEKKA

- Every Muslim has to make a pilgrimage to Mekka
- Yearly over 2.5 Million
- Massive influence on infrastructure



MAKKAH CLOCK ROYAL TOWER HOTEL

- 5* Delux Hotel with more than 900 rooms and suits for pilgrims
- Accor (France)
- 2nd highest building in the world (> 600m)



Quelle: www.accor.com und www.makkahclockroyaltower.com

„Bayrisches Pilgerbüro“ (www.pilgerreisen.de)



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Schnelle Heimreise: 14.07.2012 **gebührende Rückreise:** 31.03.2013

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sehen Sie die Bibel spielen (see [Information](#))
[» Preis ab € 2.000,-](#)

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Wandern, Trekking, Radtouren und Wanderhotels
Aktiv-Ausflugsveranstalter für Spanien, Frankreich, Italien, Deutschland und die Jakobswegen in Europa.

Einwegig ist das perfekte Motto aller unserer Reisen: Wir laden Sie ein "Spanien und Europa - aktiv & pur" mit uns zu entdecken! Unser Anspruch ist es, Sie in authentischer Größe sowohl körperlich als auch emotional zu bewegen.

Wandertouren: Neben unseren Wandertouren durch den Nationalpark der Pyrenäen und auf den Jakobswegen in Spanien bieten wir nun auch die schönsten deutschen Wanderrouten als Individualtouren mit Gepäckdienst an: den **Waldsteig**, den **Harzer Höhenweg**, den **Schlochensteig** in Schwabzell und den **Hainberg** in Taubertal. Auf dem kanarischen Inseln **Teneriffa, La Palma und La Gomera** haben wir unser Programm um hochwertige Wandertouren und geführte Wander-Gruppentouren stark erweitert, vielleicht ziehen Sie es jedoch vor, auf dem **Frankenweg** von Florenz über Assisi nach Rom eine der schönsten Landschaften Italiens mit uns zu erleben, aber vielleicht überlassen Sie sich auch für die einseitigen **Dalmatier** oder für den legendären **romantischen Weg GR20 auf Korsika**.

Radtouren: Ganz besonders möchten wir Ihnen die perfekte Radreise auf dem Deutsch-Italien Übergang, dem so genannten **Grünen Band**, empfehlen. In Begleitung eines Fachfriseurs für den Lufttransport und der Farmhilfe gibt es, die **Tramostreifen an Gallienas Küste**, den als **Stammweg** bezeichneten **Jakobsweg in Spanien** oder die **Vias Verdes in Andalusien** zu entdecken.

Schneisen: pure ist in Deutschland die zentrale Veranstalter für die Top-Skigebiete in den spanischen **Pyrenäen**: in **Andorra** und der **Sierra Nevada**. Freuen Sie sich dabei nicht auf **Aufstiegszeit** und den **"jetzt aus Tief"** - auf goldgelbe **Manado-Ski** und kleine **Snow** sowie **Schneehaube** und **sonnenverwöhnte Skigebiete**.

Spanien und Europa - aktiv & pur 2012:
 Unser Sommerfest 2012 mit allen Wandertouren, Radtouren und Skitouren liegt vorläufig bis zum 30. September 2012 fest.

Skifahren für Kinder!
 Mit uns sind die besten Veranstalter für die Skifahrer in der Schweiz verbunden, in Andorra und den spanischen Pyrenäen.

Pilgrim panel

mein-pilgerweg.de

Navigation: Home, Archiv, Forum, Blog, Galerie, Top / Inhalte, Kontakt, Pilger-Shop, über Pilger, Der Jakobsweg, Pilgerreise, über Gemeinschaft und Weblogs.

Allgemeine Informationen: Anmeldung, Funktionen

Willkommen bei der Pilger-Community
 bzw
Pilger-Gemeinschaft und Pilger-Forum!

Hier können Sie sich kostenlos registrieren, um mit anderen Pilger Interessierten in Kontakt zu sein. Sie können als Mitglied der Pilger-Community Ihre Erfahrungen mit anderen teilen, Informationen austauschen, in Verbindung bleiben. Ihre Pilger-Fotos anderen zeigen...

In diesem Sinne
bono caritas

Neues im Forum: Neue Artikel, Neueste News

- Japan: Eisenbahn - Mägler verkümmern** (19.07.2012 13:44)
- Wandertouren vom Chiemsee bis zum Fichtelberg** (13.07.2012 14:13)
- Online-Vorfrage zum Camino Francés** (07.07.2012 08:07)
- Wofür geht der Armut?** (06.07.2012 02:38)
- Pilgerreise - wie lange ich gehen her?** (13.06.2012 11:52)

Neue Artikel:

- Italien: Kaffeevollautomat** (Anatomische Kaffee- & Handgerichte mit dem Kaffeevollautomaten von KLINGLING) (04.07.2012 14:00)
- ROMER-Display nur 59,- €** (99 € 210 Vm, Full- und Fertig, inkl. Druck, Display und Transport Tasche) (04.07.2012 14:00)

News:

- Pilgerreise** (14.07.2012 13:47)
- Leitwagen** (12.07.2012 13:14)
- Jakobsweg in Deutschland: Tinten-Tourbus und der wahre Jakob!** (05.07.2012 08:30)
- Jakobsweg Camino Francés** (19.06.2012 19:47)
- Spanisches Sommerfest in Andalusien** (12.06.2012 14:18)

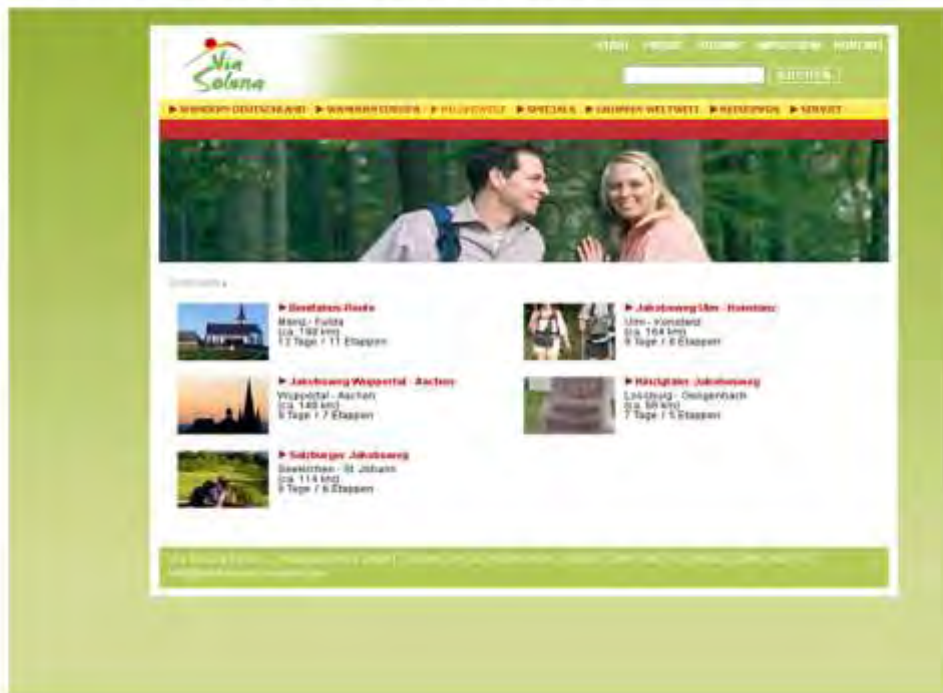
Community:

- Benutzerliste
- Statistik
- Statistik
- Loggen
- Registrieren

Neue Artikel:

- Die Kulturzeitschrift 2012** (04.07.2012 11:17)
- Freizeit in Deutschland 2012** (04.07.2012 11:17)

Pilgrim routes on hiking platforms www.erlebniswelt-wandern.de



PILGRIMS' PATH AS TOURISTIC ROUTES

- Growing number of touristic routes (Wine Road, Castle Trail, Fairy Tale Trail, Lower Saxony Milky Way etc.) - Theme Routes and Routes of Senses
 - Theme, length, sponsorship and marketing
 - In Germany, the number of the „hiking population“ increased from 51.3 to 62.5 % during 1995-2005 - „New Wanderlust“ (Migration)
 - The origin of hiking is the pilgrimage, and their destinations the oldest tourist attractions
 - Trends: individual, healthier, more hybrid, reasonable, cultural and technical
- (DREYER ET AL. 2010)

Touristic routes can be seen as created or historical routes, depending on their theme and significance. They can have a regional or (inter-)national importance, can be visited by day visitors, residents and tourists

A touristic route can be linked to...

- Religious/ Spiritual Tourism
- Cultural Tourism
- Hiking Tourism
- Nature Tourism
- City Tourism
- Gastronomic St. Jacobs Pilgrimage (Slow Food),
- Link to cultural trails, regional pilgrims' paths, cycling routes, nature sights, health tourism
- Day trips, events etc.



Source: www.slowfood.it/pagine/come-straordinario-food.php

OLAVSWEG/ NORWAY

- Pilgrims Path to St Olavs tomb in Trondheim
- In 2010 declared as a European Culture Route
- <http://www.pilegrim.info/de/>



VIA JUTLANDICA/ DENMARK

- Scandinavian Way of St James
- Connection to Via Baltica



Source: www.deutsche-pilgerwege.de/via92/jutlandica.html



Source: www.via-jutlandica.de/9100/home.html

BRIGITTAWEG/ GERMANY

- Stralsund- Lübeck (340 km)
- Part of the Via Baltica
- In honour of Brigitta of Sweden, who went in 1341 to Santiago
- Patroness of Europe and saint patron of Sweden



Source: <http://kath.edf.ch/sonstige/supra.html>

MÖNCHSWEG

- 342 km long Pilgrims path in Schleswig-Holstein
- On the path of the Monks that brought the Christianity to this region in the 8th century
- Specialized for pilgrimages by bike
- 40 accommodations along the route
- <http://www.moenchsweg.de/>



PILGERWEG MECKLENBURGISCHE SEENPLATTE

- Regional Pilgrims Path around the Mecklenburgische Seenplatte
- Close connection to the Way of St James
- <http://www.pilgerweg-mecklenburgische-seenplatte.de/>

Pilgerweg Mecklenburgische Seenplatte 



PILGERWEG GROß KIESOW

- 20 km around the village
- Marked with psalms of the Lord's prayer
- Marketing: a touristic path, not only for believing Christians
- A snack bar is planned for the ending point (daily bread...)



VIA BALTICA

- Ancient Baltic Way of St James
- Popular way with many guidebooks, homepages etc.



POMERANIAN WAY OF ST JAMES

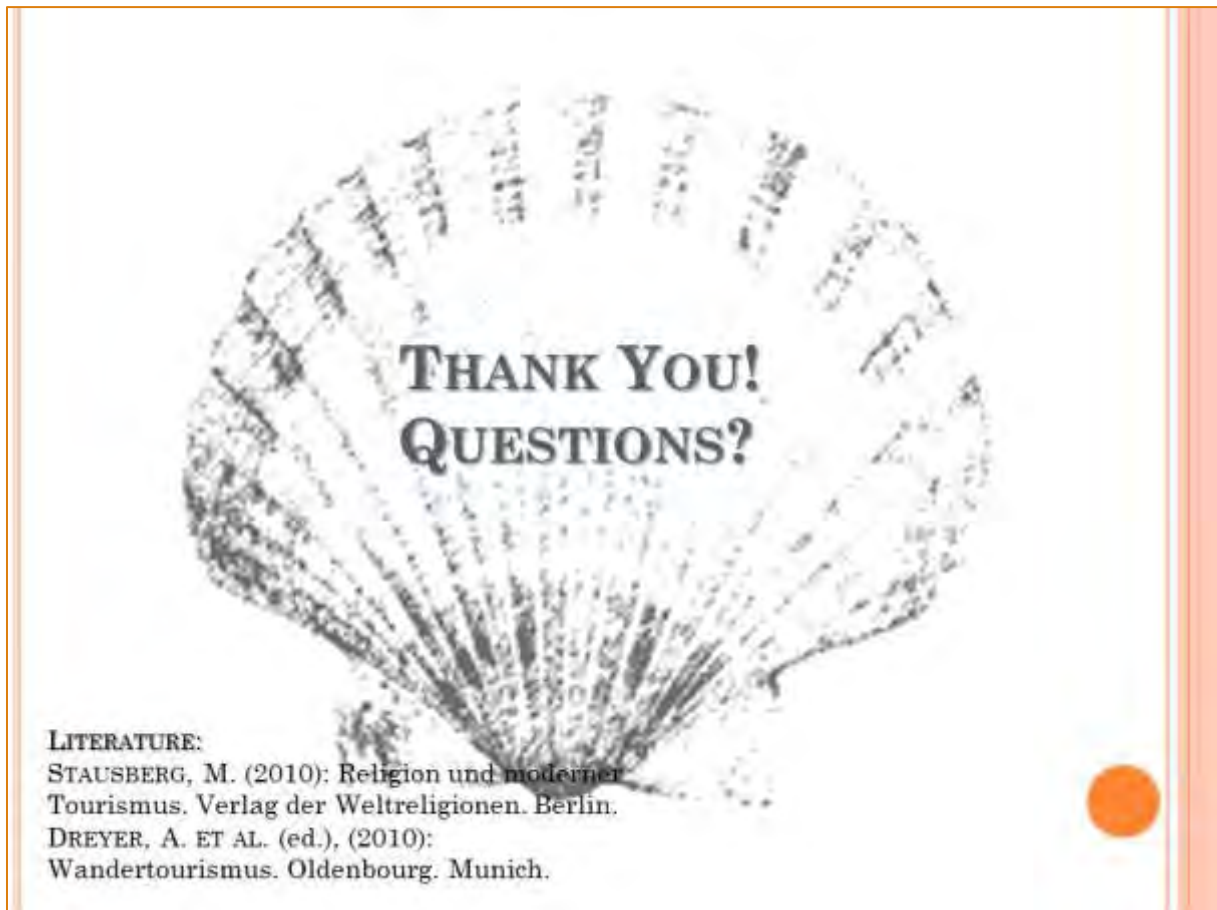
- o Re-vitalisation of the European Culture Route in the South Baltic Area
- o Lead Partner City of Leborg
- o Partners from Poland, Germany and Lithuania
- o Creation of a religious-touristic route
- o 2011-2013, connection to the Via Baltica
- o <http://www.re-create.pl/>



Pomeranian Way of St James
Re-vitalisation of the European
Culture Route in the South Baltic Area

Conclusion

- o Pilgrims' routes are *de facto* touristic routes
- o Millions of travelers yearly are motivated by a spiritual or health matter
- o More and more initiators try to copy successful projects, no matter if they have a historical background
- o Authenticity is often staged and simulated
- o Often a conscious segregation to other tourists is created
- o Secularization/ Connection to Religion disappears - Bayrisches Pilgerbüro: „Learn to know people, culture and landscapes.“
- o Address to wider social classes
- o Connection to different segments
- o Huge influence on infrastructure (Flight connections, services, hotels, jobs...)
- o In the Baltic Sea Region it is a niche market with potential to a growth market



University of Rostock

**Ferry passenger shipping in the southern Baltic Area
- shipping companies and their products**

by Katrin Grösch

08.06.2012 © 2010 UNIVERSITÄT ROSTOCK | WIRTSCHAFTS- UND SOZIALWISSENSCHAFTLICHE FAKULTÄT

Contents

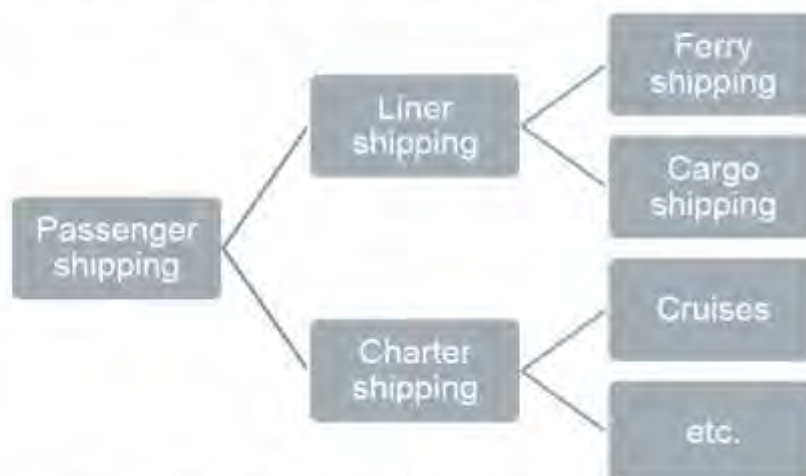
1. Research objectives and methodology
2. Ferry shipping and classification within shipping
3. Product and price setting in the ferry market
4. Study area and the analysed shipping companies
5. Procedure of the analysis
6. Selected shipping companies and study results
7. Restrictions and potentials for further studies

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1. Research objectives and methodology

- overview of the shipping companies and their ferry lines
- analysis of the offered products/services
 - package tours and passages
 - price discrimination
- comparison between the shipping companies and their products
- finding potentials for the analysed shipping companies

2. Ferry shipping and classification within shipping



classification according to Freyer, W.: Einführung in die Fremdenverkehrsökonomie, 2011, p. 202.

- main characteristics of ferry shipping:
 - stated times
 - determined routes
 - principle of Ro/Ro transshipment

3. Product and price setting in the ferry market

Product:

„Anything that can be offered to a market for attention, aquisition, use, or consumption that might satisfy a want or need.“

Kotler, P., Armstrong, G.: Principles of Marketing, 2006, p. 232.

Price:

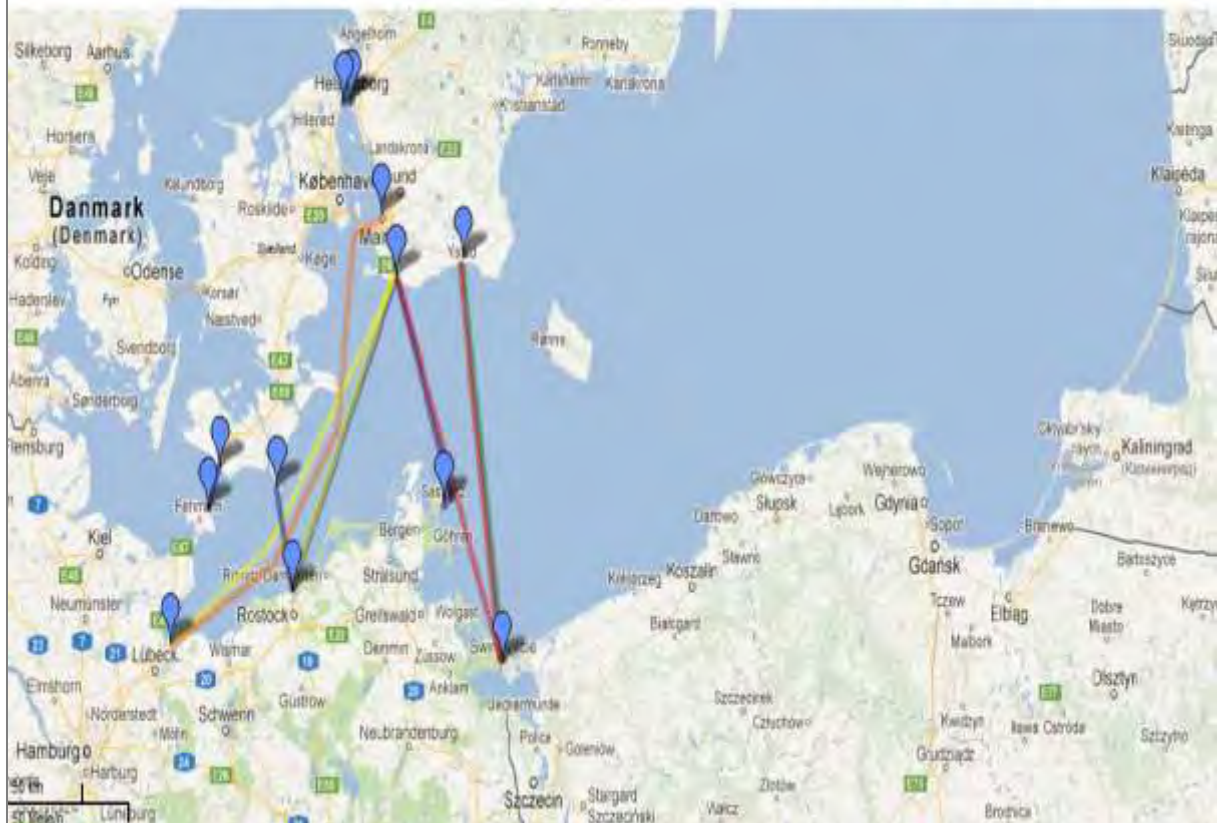
„The amount of money charged for a product or service, or the sum of the values that consumers exchange for the benefits of having or using the product or service“

Kotler, P., Armstrong, G.: Principes of Marketing, 2006, p. 307.

Price discrimination:

„The business practice of selling the same good at different prices to different customers.“

*Mankiw, N. G., Taylor M, P.;;
Grundzüge der Volkswirtschaftslehre, 2012, p. 396.*



5. Procedure of the analysis

- define selection criteria and shipping companies

- considerations of possible criteria for price discrimination/ package tours
→ writing patterns

- give general overview of the analysed shipping companies and their analysed ferry lines

- comparison between pattern and pricing/package tours of the individual shipping companies
→ potentials for shipping companies

- comparison of the individual shipping companies with each other
→ potentials for the shipping companies

6. Selected shipping companies and study results

Rostock → Trelleborg

 Scandlines



- one ship:
„Mecklenburg-Vorpommern“
- 3 times a day
- capacity: 600 passengers
- overall capacity per day:
1800 passengers

 TT-Line



- two ships:
„Huckleberry Finn“ / „Tom Sawyer“
- 3 times a day
- capacity: 400 passengers
- overall capacity per day:
1200 passengers

 Scandlines

- higher agreement with pattern

potentials:

- discounts for students
- group discounts

- mainly offers that include transport of own car
- no transport to port
- transport to accommodations are rare

 TT-Line

- no time-related price discrimination at all

potentials:

- different prices for seasons
- group discounts

- also trips with accommodations on board
→ Mini cruises
- no transport to port
- transport to accommodations are rare

Świnoujście → Ystad

Polferries



- one ship: „Wawel“
- once a day
- capacity: 1000 passengers

UNITY LINE



- two ships: „Skania“ and „Polonia“
- twice a day
- capacity:
 - „Skania“: 1397 passengers
 - „Polonia“: 918 passengers
- overall capacity per day: 2315 passengers

Polferries	UNITY LINE
<ul style="list-style-type: none"> • agreement with pattern almost equal <p>potentials:</p> <ul style="list-style-type: none"> • different classes • family tickets • discount for frequent users 	<ul style="list-style-type: none"> • agreement with pattern almost equal <p>potentials:</p> <ul style="list-style-type: none"> • different classes • early bird discount
<ul style="list-style-type: none"> • partly package tours with more services • no transport to port • no data for transport to accommodations 	<ul style="list-style-type: none"> • many more offers than Polferries • mainly hotel offers with some specials • no transport to port • no data for transport to accommodations



7. Restrictions and potentials for further studies

restrictions:

- area „only“ southern Baltic Sea
- focused on passenger transport
- focused on passage and package tours
 - no consideration of the supply on board

potentials for further studies:

- comparison of shipping companies of different Baltic areas
- different focus: e.g. supply on board



Thank you for your attention!

International, National and Regional Horticultural Shows in Germany - supply arrangement and tourist use

Maria Sapich

Content

- 1 Objectives of project
- 2 Horticultural shows
 - 2.1 Definition and types
 - 2.2 Aims
- 3 Supply arrangement
 - 3.1 Elements
 - 3.2 Price arrangements
- 4 Tourist use
- 5 Analysis of selected horticultural shows
- 6 Conclusions

1 Objectives of project

- Uncovering possible success factors
- Analyse of the contemporary nature of horticultural shows in relation to the use as a tool for urban development
- Tourist use of horticultural shows

2 Horticultural shows

2.1 Definition and types

- Thematic big event showing modern landscape architecture on a new created green area in different cities from Apr - Oct

Horticultural shows		
Regional	National	International
- irregular event	- regular event, every 2 years	- regular event, every 10 years
- organisation and realisation depend on federal state	- central: German Horticultural Company	
	- B1 – national exhibition of long duration	- A1 – international exhibition of long duration

2 Horticultural shows

2.2 Aims

- Pushing forward the urban development
 - Improvement of home environment and infrastructure
- Enhance existing fields
- Improvement of the green situation in cities
- Economic boom
- Touristic development

3 Supply arrangement

3.1 Elements

landscape architecture and new green areas

= basic elements



further services needed

- competitions
- events
- sport
- guided tours
- gastronomy
- specials

3 Supply arrangement

3.2 Price arrangements

- Constant supply of
 - Season ticket
 - Day pass
 - Group pass
- Different supply of
 - Evening pass
 - Combined tickets
 - Special tickets

4 Tourist use



5 Analysis of selected horticultural shows

	BUGA Schwerin 2009	BUGA Koblenz 2011
Term	172 days	185 days
visitors	1.867.000	3.569.269
expected visitors	1.800.000	2.000.000
area	55 ha	40 ha
price of season ticket	90,00 €	120,00 €
no. of season tickets	25.806	76.000
price of day pass	16,00 €	20,00 €
price of evening pass	10,00 €	13,50 €

5 Analysis of selected horticultural shows

BUGA Schwerin 2009	BUGA Koblenz 2011
<ul style="list-style-type: none"> • area of the castle and lakeshore 	<ul style="list-style-type: none"> • area around main attractions
<ul style="list-style-type: none"> • composition of 7 gardens 	<ul style="list-style-type: none"> • composition of these attractions + Rhine shore
<ul style="list-style-type: none"> • arrange unused potentials of water landscape 	<ul style="list-style-type: none"> • creation of new green areas
<ul style="list-style-type: none"> • deformation of lakeshore and castle park 	<ul style="list-style-type: none"> • banish cars from attractions

5 Analysis of selected horticultural shows

	BUGA Schwerin 2009	BUGA Koblenz 2011
Planned charges	74,2 Mio. €	102 Mio. €
Planned earnings	75 Mio. €	102 Mio. €
- share of city	30 Mio. €	28 Mio. €
- share of state	27 Mio. €	49 Mio. €
- share of company	18 Mio. €	25 Mio. €

5 Analysis of selected horticultural shows

criticism	BUGA Schwerin 2009	BUGA Koblenz 2011
positive	<ul style="list-style-type: none"> - successful compactly circuit - creative gardens, play-grounds, picknick stations - expected visitors exceeded - profit 	<ul style="list-style-type: none"> - leap of 40 years forwards according to new green areas - sustainable Rhine promenade - profit
negative	<ul style="list-style-type: none"> - original concept has been rejected because of high costs - floating islands = brave attempt but too small to be provocative 	<ul style="list-style-type: none"> - missing innovative landscape architecture - high ticket prices

↓

mainstream	healthy mix
------------	-------------

6 Conclusions

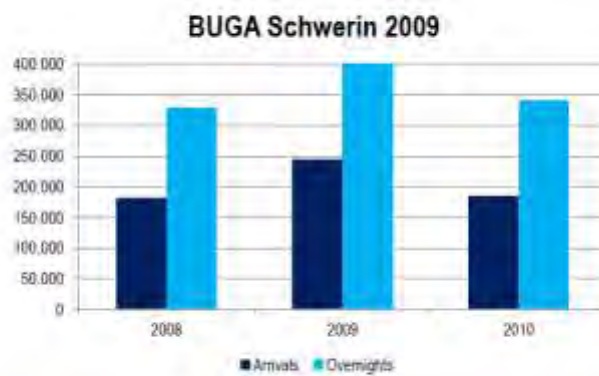
- Possible success factors
 - High regional population
 - Involvement of inhabitants
 - Budgetary position
 - High no. of sponsors and partnerships
 - High no. of events
 - Extensive promotion and marketing activities

6 Conclusions

- Analyse of the contemporary nature of horticultural shows in relation to the use as a tool for urban development
 - Currently: missing contemporary nature
 - lack of impulses for landscape architectures
 - mediocrity = scale
 - ➔ Reforming the applications procedures
 - ➔ Encouraging hosts to be more adventurous

6 Conclusions

• Tourist use of horticultural shows



- high visitor run during big event
- after big event same level as before



no sustainable tourism effect

6 Conclusions

Brand

Horticultural Show

=

Versatile + approved tool for urban development



**LATVIJAS
UNIVERSITĀTE**
ANNO 1919

Potential tourist consumer behaviour in the Latvian high priority tourism market – Germany



Liene Melbārde
Ilze Gaile
University of Latvia

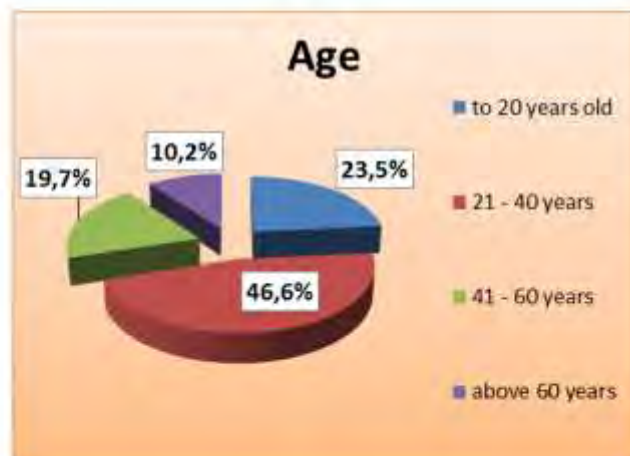
Research process

- Questionnaires in German: 20 questions, 9 of them with multiple choice, 6 with Likert scale, 5 open-ended
- 579 respondents were surveyed in 7 cities of Germany (Rostock, Warnemünde, Stralsund, Sellin, Binz, Schwerin, Lübeck) in June of 2011
- Data was collected from 550 respondents



Structure of respondents (n=550)

- Random selection principle



Respondents – inhabitants of Germany, who has visited Latvia



N=29

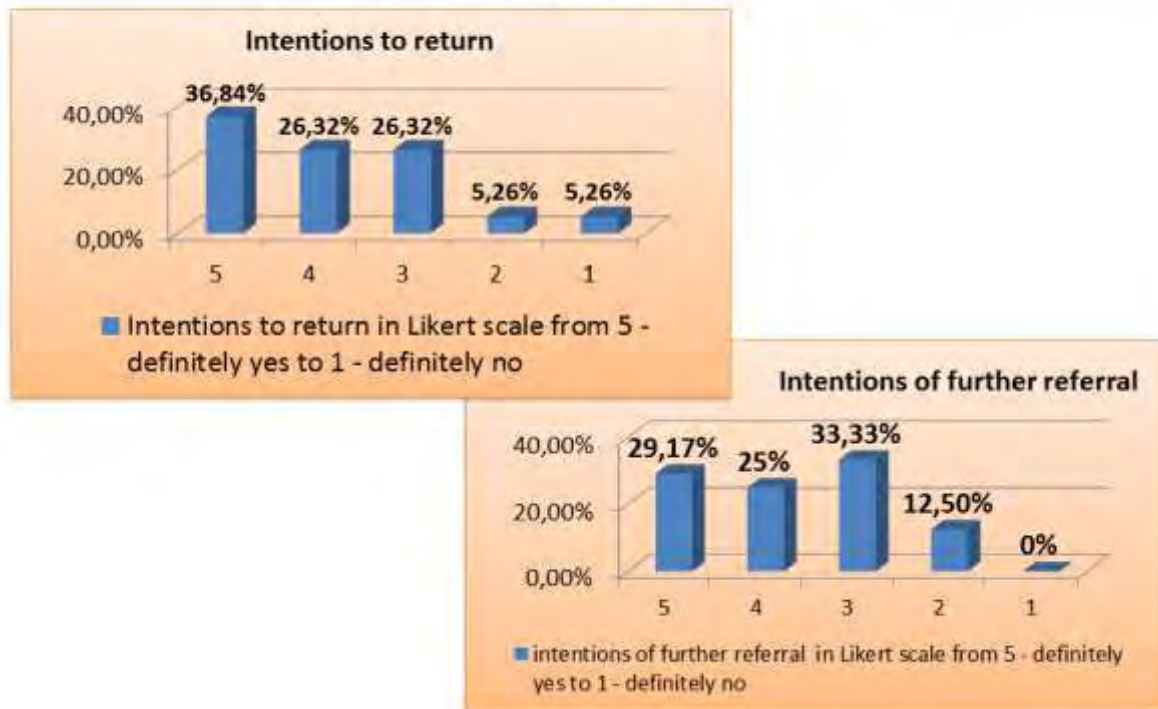
Respondents – inhabitants of Germany, who has visited Latvia



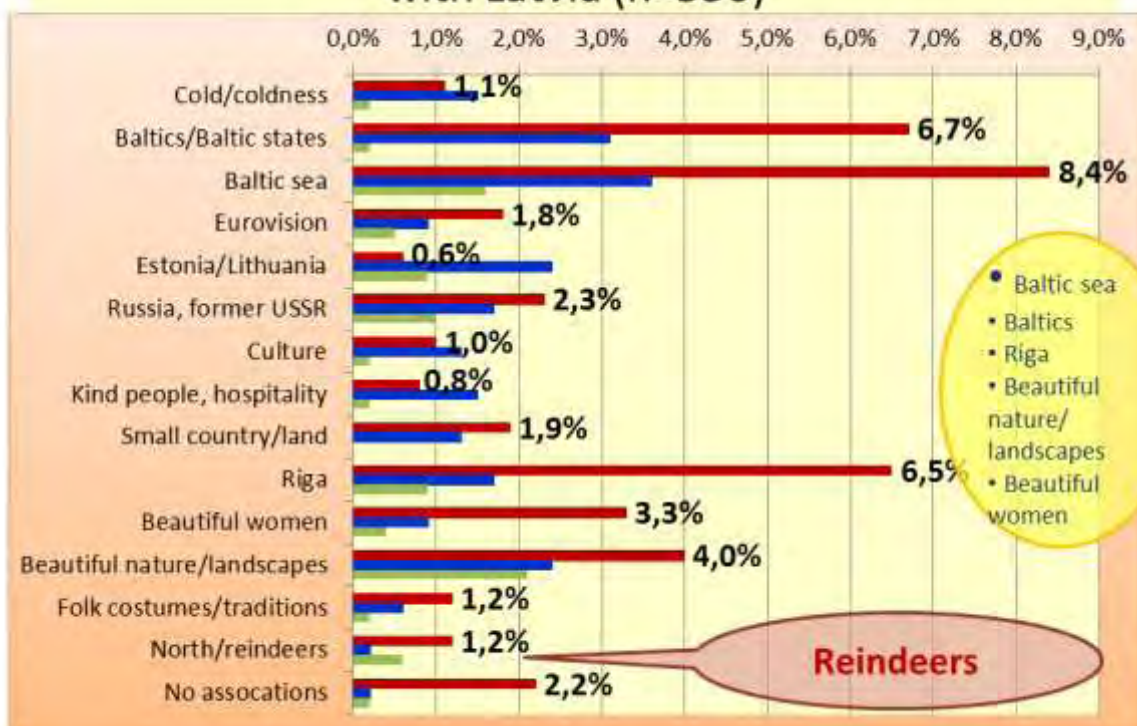
Respondents – inhabitants of Germany, who has visited Latvia



Respondents – inhabitants of Germany, who has visited Latvia



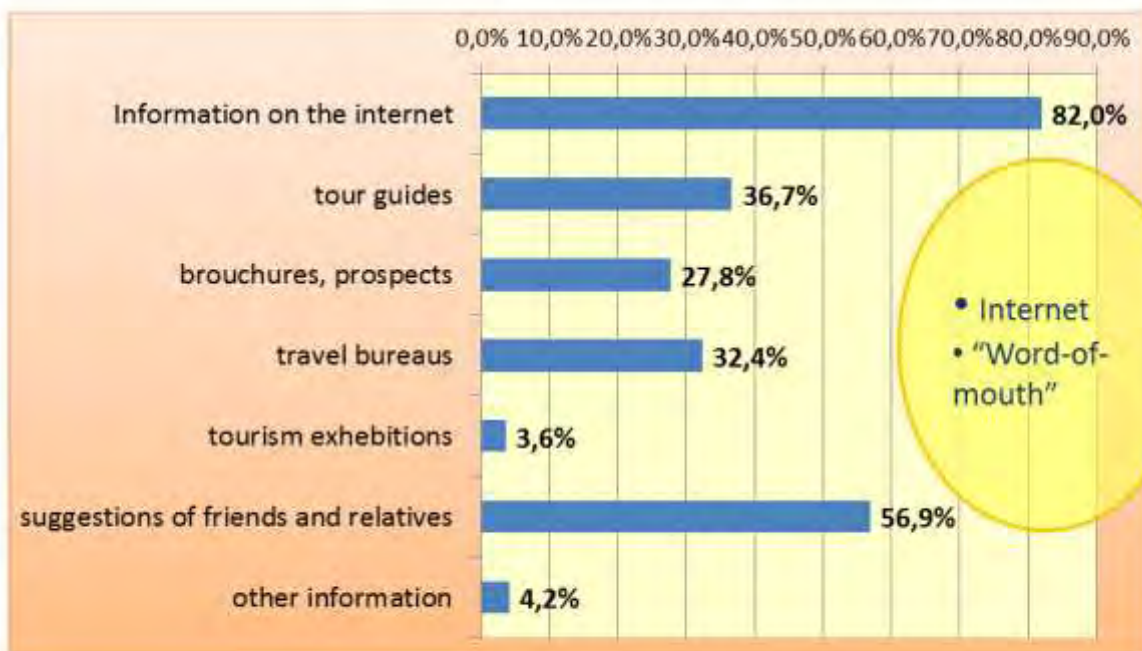
Associations of respondents (inhabitants of Germany) with Latvia (n=550)



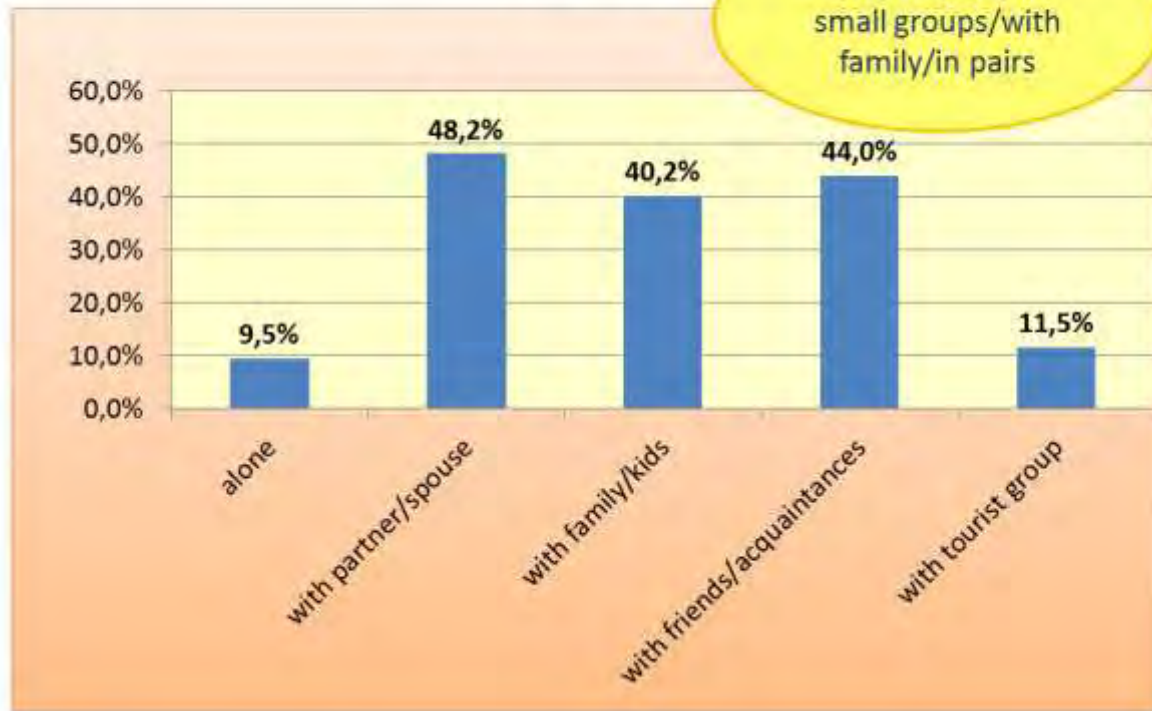
Recognition and established associations of Latvian tourism brands (n=550)



Resources of information before the travel (n=550)



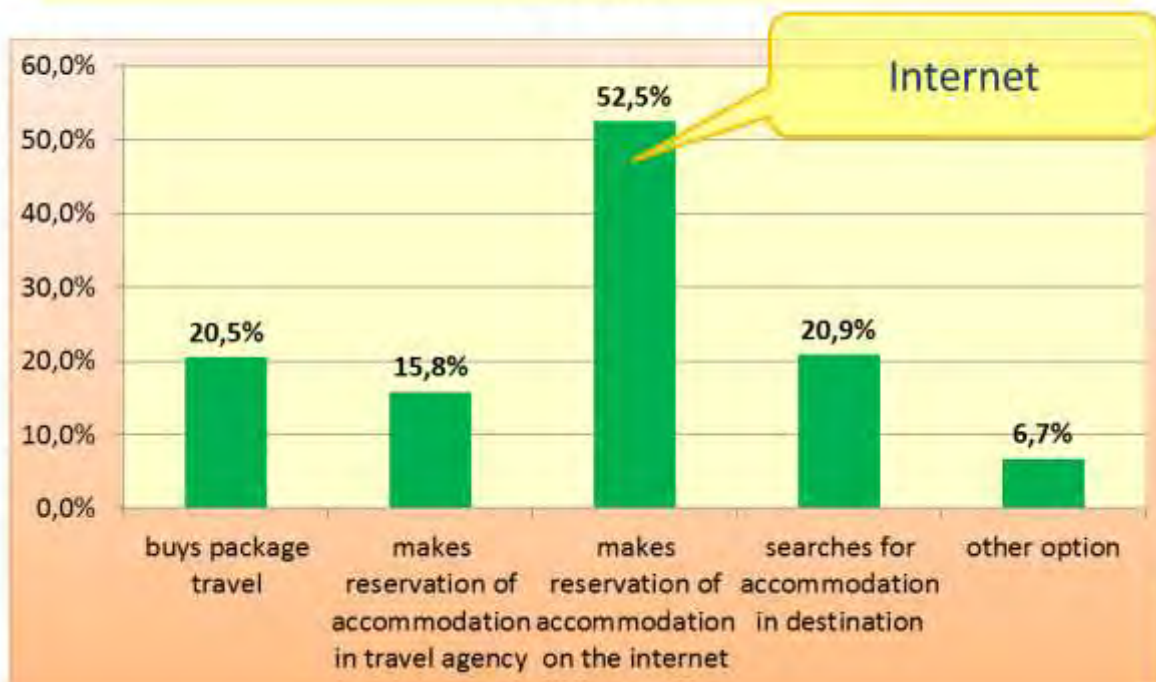
With whom respondents (inhabitants of Germany) travel with



Usually how long is the holiday/vacation travel



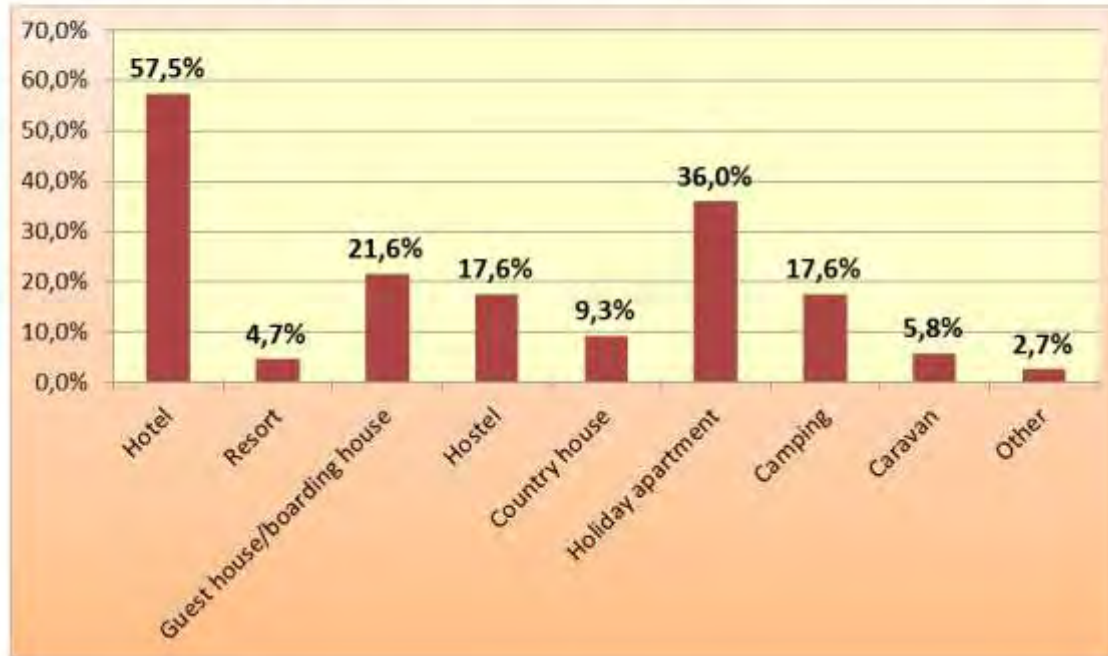
How respondents – German tourists rate their travels



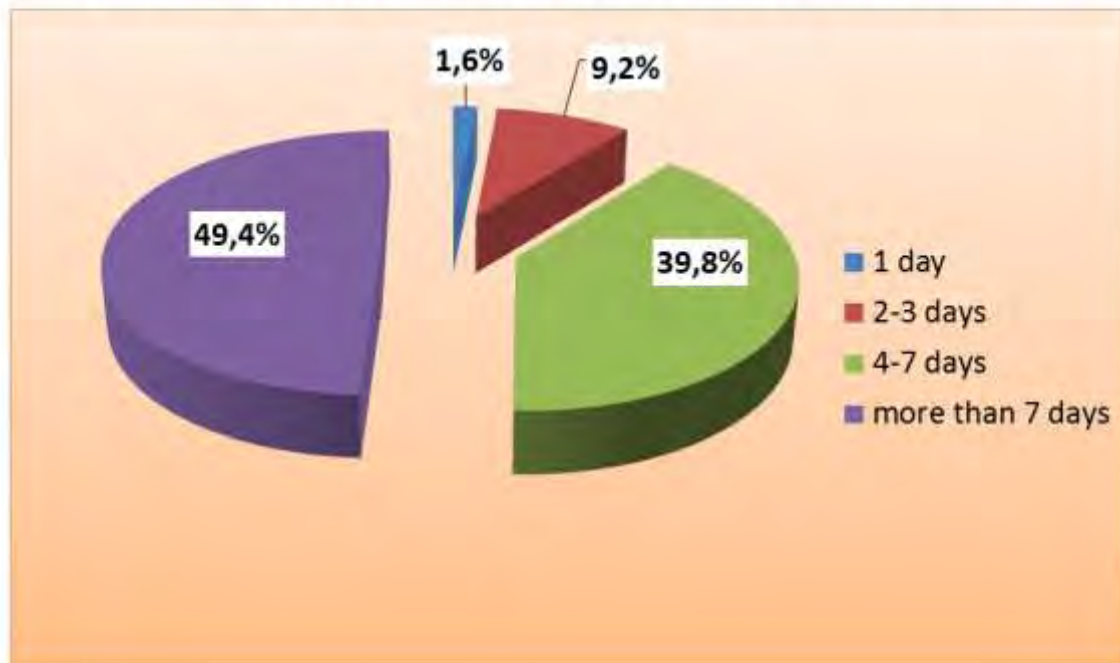
The importance of travel aspects (n=550)



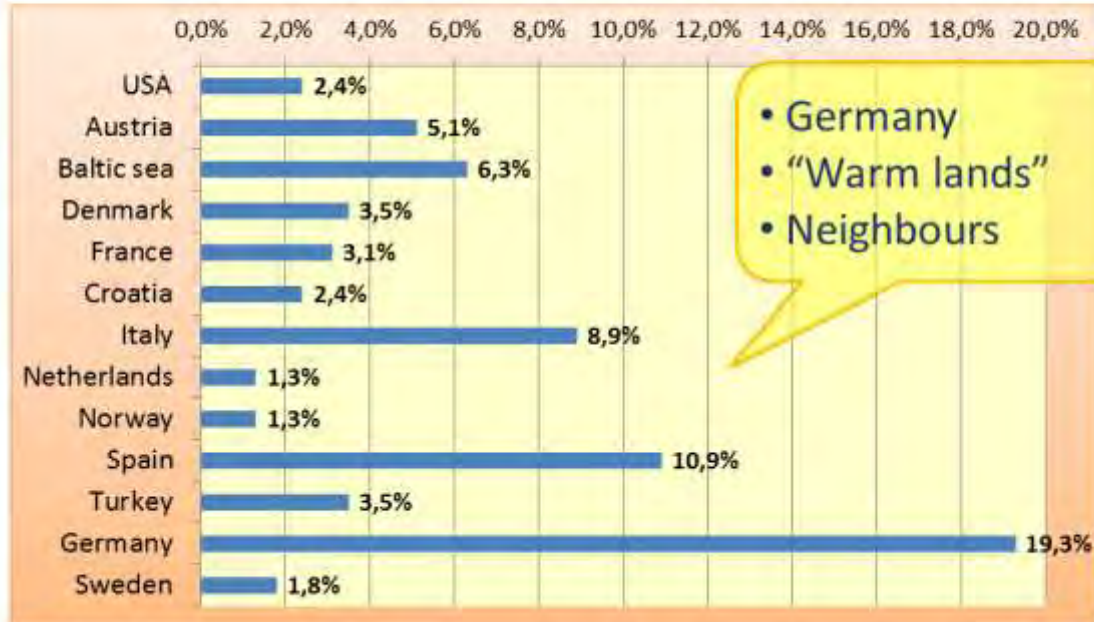
Tourism accommodations which are mainly chosen by respondents – German tourists



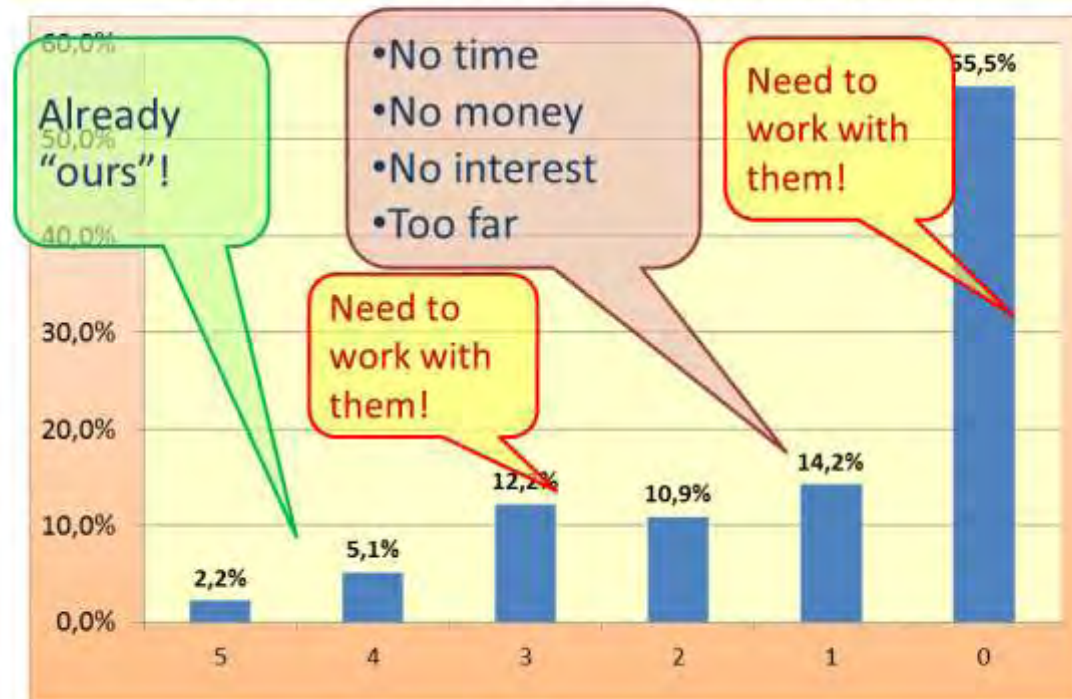
How often inhabitants of Germany travel abroad within one year (not for business purpose)?



Favorite destinations of respondents – inhabitants of Germany



Intentions of respondents (inhabitants of Germany) to travel to Latvia in nearest 1 – 2 years



Research was done with financial support of the
Baltic-German university office



Special thanks for the support:

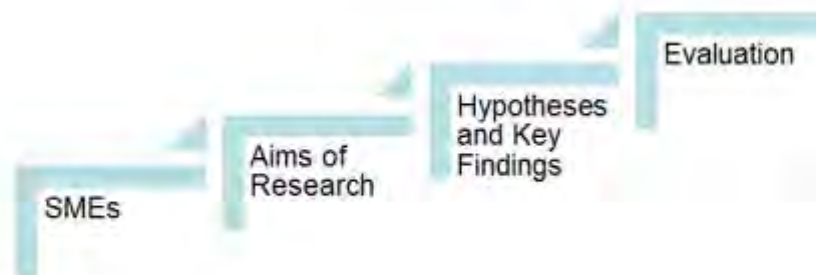
- A.Andriksone and bureau Live Riga
- Dr. W.Sperling from the University of Rostock



Approaches to Providing Support for SMEs in the Rural Tourism of Mecklenburg-Western Pomerania

Sandra Hippauf – LTM Bachelor of Arts/TDS Master of Arts

Structure





fachhochschule
stralsund

Small and Medium-Sized Businesses


SMEs – Aims of Research – Hypotheses – Evaluation

- Cornerstone in many economic sectors
- 99.7 per cent of total German businesses (Cf. IfM Bonn, 2010)
- German tourism industry:
structure that is highly divided
into small sections



Sandra Hippauf – LTM Bachelor of Arts/TDS Master of Arts

praxis verstehen — chancen erkennen — zukunft gestalten
understanding reality — facing challenges — creating future



fachhochschule
stralsund

Small and Medium-Sized Businesses

SMEs – Aims of Research – Hypotheses – Evaluation

High flexibility

Distinctive expertise

↔

Shortcomings

Accumulation of functions

Close customer relationships

Limited co-ordination problems

Specialisation in niche markets

No specialists for each field of business

Missing long-term strategic planning

Missing marketing knowledge

Limited time, financial and staff resources

Sandra Hippauf – LTM Bachelor of Arts/TDS Master of Arts

praxis verstehen — chancen erkennen — zukunft gestalten
understanding reality — facing challenges — creating future

Aims of Research

- Approaches to providing support for SMEs
- Using the example of the tourism institution LANDURLAUB Mecklenburg-Western Pomerania e.V.
 - Founded in 1991
 - Central and competent contact institution concerning rural tourism in Mecklenburg-Western Pomerania
 - 205 member-companies
- Evaluation of role and significance of the institution and initial stages of supporting SMEs involved



Aims of Research



Aims of Research

SMEs – Aims of Research – Hypotheses – Evaluation

- Use of case studies as type of qualitative research
- Aim: to oppose the services of LANDURLAUB Mecklenburg-Western Pomerania to the actual benefits for SMEs
- Structured guideline interviews
- Collection of a sample which is relevant for the complete topic

Aims of Research

SMEs – Aims of Research – Hypotheses – Evaluation



Criteria	Erlebnis-Bauernhof-Klewe	Ferien- und Bauernhof Diederichs
Type of provider	Tourist farm that focuses on experiences (farm with active agriculture, restaurant, petting zoo, country store)	Tourist farm (four holiday houses; possibility to take actively part in agriculture)
Business size: Number of beds	40	16
Duration of membership	08 August 1996	19 February 2004

Hypothesis 1

„The institution LANDURLAUB Mecklenburg-Western Pomerania e.V helps small and medium-sized companies in rural tourism to have an easier entry into the market.“

Hypothesis 1

Problems of cases	Solutions in cases
Limited know-how	Transfer of valuable knowledge
	Representation by LANDURLAUB Mecklenburg- Western Pomerania e.V.
Difficulty to be noticed in the beginning	Creation of a virtual size
	Network meetings
Limited financial possibilities	Information about financial aids

Hypothesis 1

- Approaches of LANDURLAUB Mecklenburg-Western Pomerania
 - Variety of marketing and distribution possibilities
 - Recognition of member-companies on the tourism market
 - Strong know-how transfer
 - Regular network activities
- Approaches facilitate market entrance
 - Hypothesis is true



Hypothesis 2

„The professional association supports and increases the development of network structures between businesses in the rural tourism of Mecklenburg-Western Pomerania.“

Hypothesis 2

- Network: „form of coordinated co-operation between autonomous and completely formal independent companies“
- Functions:
 - Create a virtual size
 - Faciliate market access of the individual network participants
 - Exchange findings and know-how
 - Improve cometitiveness
 - Create benefits for the guests
 - Develop a strong umbrella brand in the region
- Networks bring significant advantages for SMEs

Hypothesis 2

Erlebnis-Bauernhof Kliewe	Ferien- und Bauernhof Diederichs
Participation in a lot of networks all over Mecklenburg-Western Pomerania, e.g. Employer Branding, Ummanzer Landpartie	Use of networks in the region
To represent the complete region, know-how transfer, gathering of new ideas	To offer experiences to guests, know-how transfer

Hypothesis 2

- Approaches of LANDURLAUB Mecklenburg-Western Pomerania
 - Regular network meetings
 - Providing understanding for networks
- Approaches support the creation of network relationships
 - Very advanced networking activities
 - Hypothesis is true



Evaluation

- Very important topic
- Rural tourism has a high significance
- Essential to find approaches to providing support for SMEs
- No projects or investigations beforehand
- Paper helps to increase the awareness of this topic
- Shows the importance of professional associations



Evaluation

- Limited amount of case studies
- LANDURLAUB Mecklenburg-Western Pomerania cannot solve everything
- Member-Companies need to
 - Invest in the network relationships
 - Be Open
 - Show initiative
- Too many services
- Continuous improvement of services



Recommendations

- Regular analysis of approaches to providing support
- Essential contact institution for SMEs
- Stronger focus on SMEs in the future
- Applicable for other federal states and countries with rural tourism
 - Polish Federation of Country Tourism (Poland)
 - Fédération Nationale des Gîtes de France (France)





Any questions?

Source

Hippauf, S. (2012): Approaches of Providing Support for SMEs in the Rural Tourism of Mecklenburg-Western Pomerania, Master-Thesis, Stralsund: University of Applied Sciences

Please contact me for detailed source information!



RECONCILABILITY OF GAINFUL EMPLOYMENT AND PRIVATE LIFE IN THE HOSPITALITY INDUSTRIE

Jekaterina Rudolph M.A.
Ernst-Moritz-Arndt-University
of Greifswald
6th International Student Conference
08.06.2012



Structure



1. „The German Hotel and Restaurant Association“ (DEHOGA)
2. Project Details
3. Definition of the topic
4. Flexible time schedules in hotels
5. Impacts of working hours on private life
6. Approaches for reconcile work and private life
7. Summary



1. The German Hotel and Restaurant Association



- ❖ the hotel and restaurant employers' association
- ❖ represents the members' interests towards politics, business, other organisations and is also their contact organisation
- ❖ improve general conditions - secure growth in future

Main problem of the hospitality industry:

- ❖ shortage of labour - difficult to find qualified staff

Reasons:

- ❖ unattractive working conditions (working shifts, working days, payment)

Particular Strategy:

- ❖ increase attractiveness of companies by a good reconcilability in order to maintain and attract more qualified personnel



DEHOGA Mecklenburg-Vorpommern



2. Project details



Objectives:

- ❖ contribute to labour protection
- ❖ assist member companies to improve compatibility of work and of private life
- ❖ improving the regional infrastructure
- ❖ motivate employers to change attitude towards the topic



DEHOGA Mecklenburg-Vorpommern



2. Project details



project region: Usedom; duration: feb. 2011 – jan. 2013



DEHOGA Mecklenburg-Vorpommern



2. Project details



Activities:

- 1. standardized surveys/interviews with employees**
aim: if, when and why there are problems in reconciling what kind of solution people wish for
- 2. personal interviews with employers**
aim: learn the view of employers on the issue
- 3. developing solutions**
aim: design appropriate solutions for the hotels to put them into practice
- 4. introduce solutions**
aim: solutions will be make available for companies in MV



DEHOGA Mecklenburg-Vorpommern



3. Definition: Reconcilability of private and working life

Including:

- ❖ childcare
- ❖ care
- ❖ voluntary work
- ❖ Hobbys / leisure time
- ❖ social contacts/ interactions
- ❖ mobility
- ❖ ...



- ❖ claim is individual, dynamic, depending on the personal lifestyle or preferences



DEHOGA Mecklenburg-Vorpommern



The Participants

Description	Proportion
age	till 30 years 51%; 31 - 45 years 20%; > 46 years 22%
sex	65% female; 35% male
minors of age in the household	26% have children at home
place of residence	83% on Usedom; 17% on mainland
working time	unlimited work contract/full time: 86% limited work contract/full time: 14%
function	24% service; 24% kitchen; 18% reception
occupational status	60% employees, 21% managers; 12% apprentices



DEHOGA Mecklenburg-Vorpommern



4. Flexible time schemes in hotels



traditional flexible work schedules	modern flexible work schedules
shift work (early, late, middle, night service)	working time account
part of service	part-time
overtime	job-sharing
work on demand / season models	flextime
weekend work	home office
limit	

- ❖ continuous power supply is discontinuous by a volume and duration of intermittent demand
- ❖ to avoid additional costs the use of employees is made to be compatible with this intermittent demand
- ❖ flexible working hours are especially important in designing work schedules



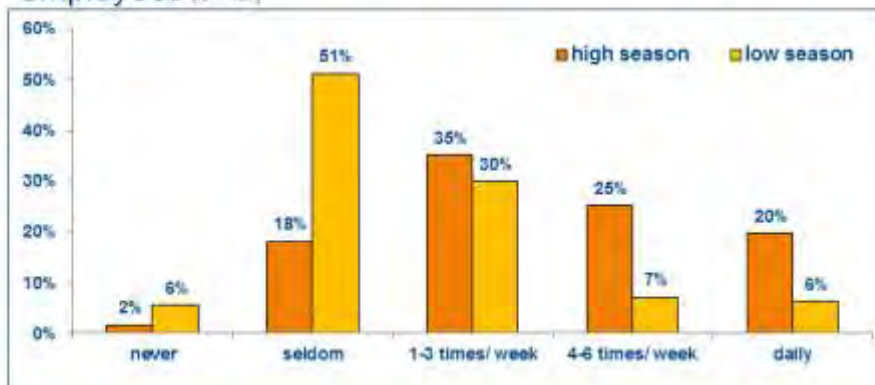
DEHOGA Mecklenburg-Vorpommern



A) Hours worked



Overtime worked in high and low season by full-time employees (N = 127)



- ❖ overtime occurs predominantly in high season
- ❖ reimbursed in the low-season in form of leisure time



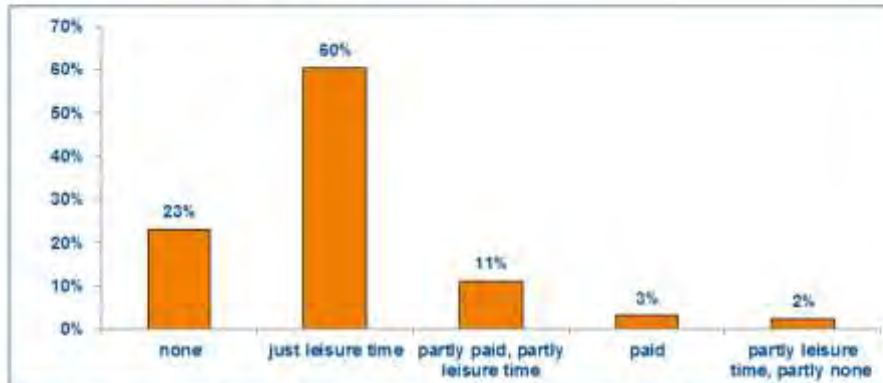
DEHOGA Mecklenburg-Vorpommern



Hours worked



Compensation of the overtime (N = 126)



- ❖ results provide evidence that the respondents have relatively little influence on the scheduling of overtime, especially in high season



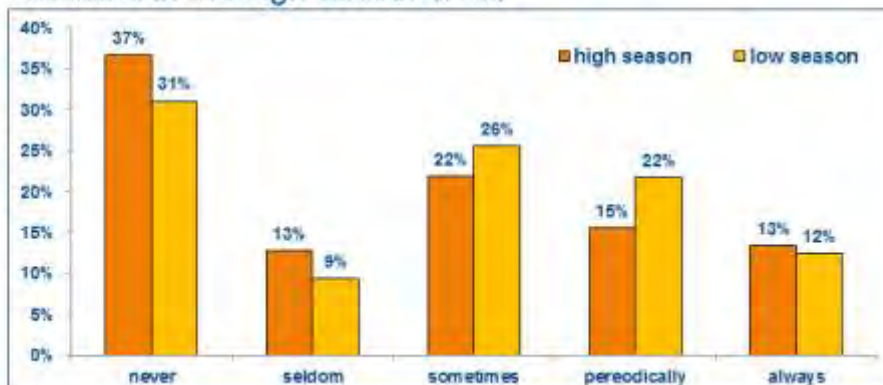
DEHOGA Mecklenburg-Vorpommern



Hours worked



Frequency of the reduction of overtime on the employees' demand in the high season (N = 142)



- ❖ relatively low labour sovereignty
- ❖ the more employees can decide on their working hours and the reduction of overtime for themselves, the better they will appreciate the consistency in the company



DEHOGA Mecklenburg-Vorpommern



B) Positioning of working hours



- ❖ hours of service in hotels and restaurants are covered by different shift schedule
- ❖ most commonly used is a schedule alternating between early, middle and late shifts
- ❖ the beginning and end of shift times stretched from 5:30am to 11pm or "when the last guest leaves "



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B) Distribution of working days on weekdays



Proportion of employees in % by number of consecutive working days

N (season high) = 137, N = 116 (low season)



- ❖ working hours are spread over the entire week
- ❖ days off are usually on weekdays and not on bank-holidays or in school holidays
- ❖ days off are contrary to the norm



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5. Impacts on the reconciliation of work and private life



Adverse impact of flexible time schemes on the private and working life of reconcilableness

Working time model	Follow
shift models (Early, middle, late, night and sublayer)	<ul style="list-style-type: none"> ✦ relocation of labour in the "social hours " ✦ family, leisure and personal time are up for grabs ✦ effort for members of the family to coordinate time together ✦ constant reorganization of child care / care / leisure ✦ little recovery between shifts ✦ pressure on the couple's relationship through opposite shifts
weekend, holiday and vacation work	<ul style="list-style-type: none"> ✦ reorganisation of child care ✦ more work for single parents or families with no social network in the area ✦ increase of the cost of care ✦ less participation in social work and leisure time ✦ loss of meaning and values of the weekend
overtime	<ul style="list-style-type: none"> ✦ time pressure on private appointments due to unexpected lengthening of working time
part-time	<ul style="list-style-type: none"> ✦ higher probability of attracting less-skilled employees ✦ precarious income situations ✦ low participation in training programs ✦ more time necessary to gain work experience
account models	<ul style="list-style-type: none"> ✦ lack of overtime supplementary pay, unpaid overtime ✦ extra time pressure during the "catch-up" of hours



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D) Infrastructural Conditions



Housing and transport

- ✦ employees and employers complain about problems finding affordable housing near the workplace
- ✦ problematic for both employers and employees
- ✦ for those who have no or only sporadic access to a car, it's difficult to get to work, which sometimes even prevents them getting a job

Child care

- ✦ results show that 16% of respondents are left under time pressure because the opening times of childcare facilities are not compatible with the working hours
- ✦ family-related infrastructure, including child care, does not keep to the normal care hours of 8-6 on a weekday
- ✦ family-related infrastructure is needed in the evenings, on holidays, weekends, unexpected situations (sudden overtime)



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6) Approaches for better reconcile work and private life



What do employees want?

1) Proportion of employees in %, who name working time arrangements, that are already offered or still required

workingtime offer	already offered	still required
special leave / waivers in cases emergency	55	15
unanimity within the team	42	13
minus hours accumulated in emergencies	40	12
reduction of overtime at the employees need	27	30
self-determined working hours	20	17

2) Proportion of employees in% who name social benefits that are already offered or still required

social benefits	already offered	still required
in-house child care	-	20
financial support for families	5	22
help with childcare on holiday / vacation	5	14
provision of care, support personnel	1	17



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Advantages of a better reconcilability

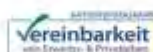


Advantages for the employers:

- ❖ reduce costs by reducing absenteeism, turnover, downtime
- ❖ reduce costs for recruitment, agencies, or incorporation
- ❖ investing in education, training and continuing education can stay within the company
- ❖ absences from workers with children and / or maintenance contract will be shortened
- ❖ enhance the employers' attractiveness
- ❖ receive more applications
- ❖ rise the employees' commitment

Advantages for the employees:

- ❖ more satisfied
- ❖ less time pressure
- ❖ more planning certainty
- ❖ more appreciation for their private duties and interests



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Summary

- ❖ an important tool of the German economy in order to survive better in the competition for qualified personnel
- ❖ smaller companies of the hotel and restaurant industry are keen to improve the compatibility and already do a lot
- ❖ still major deficits
- ❖ difficulties in reconciling are largely based on the overlapping time requirements expected from employers by the company or the family
- ❖ problem with the compatibility occurs when it's difficult to coordinate different times with each other
- ❖ the problem can rarely be solved through working hours alone
- ❖ it's about rethinking and employers should adopt a flexible approach in their own economic interest



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Thank you all for listening!

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