



# Agora PP18

## University of Gdańsk

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**A few tangible results**  
and linked to them  
activities

*V th Meeting of Agora Project Kołobrzeg 27-28 Sept. 2007*

# Agora PP18 University of Gdansk

## Tangible results

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### **Book of expertise**

*ca. 250 pages  
on sustainable tourism  
Definitions,  
Economic assessment,  
Partnerships in planning  
Cluster management  
Territorial marketing*



Katedra  
Makroekonomii

agora



# SUSTAINABLE TOURISM IN BALTIC REGION

## *Products, networking and marketing*

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### Part I

## Principles sustainable tourism

**Elżbieta Kwella, Piotr Kuropatwiński, Witold Toczyski**

- Sustainable tourism (ST) and economic development

**Jacek Zaucha**

- Planning and development of ST in the BSR rural areas

- **Jacek Podhorski -Piotrowski**

Promotion of sustainable tourism in Pomeranian Region  
(institutional aspects)

**Jacek Sołtys, Jacek Lendzion**

- Integrated planning and monitoring for ST local development

# SUSTAINABLE TOURISM IN BALTIC REGION

## Products, networking and marketing

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### Part II

## Partnership approach sustainable tourism

### **Witold Toczyski**

- Principals of partnerships in sustainable tourism

### **Ewa Toczyska**

- Local Agenda`s 21 – mobilization facilities for ST development

### **Jacek Lenzion**

- Partnership approach for ST planning base on environment as assets

### **Jacek Zdrojewski**

- Practical experiences of ST promotion in Pomeranian Region

# **SUSTAINABLE TOURISM IN BALTIC REGION**

## ***Products, networking and marketing***

### **Part III**

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#### **Development and marketing of ST product**

**Mariola Łuczak**

- **Marketing concept applied local tourism products development**

**Jacek Lendzion**

- **Examples of ST products in Pomeranian Region**

**Marek Szczepaniec**

- **Marketing Information Systems applied to ST**

**Jarosław Łosiński**

- **Econometric modeling for ST**

**Piotr Kuropatwiński**

- **Clustering ST products – examples from cycling**



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### Tangible results

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***October 2006***, a methodological expert panel at the University of Gdansk (with participants representing Regional Tourism Association and the business sector of ST) has been organised.

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### **Some principal conclusions:**

- The share of the specific ST products (excl. VFR - an undisclosed segment of the market with a high level of sustainability potential) is very low still
- Quite on the contrary – the seaside tourism, traditionally most popular summer holidays product and destination - is still growing, with more and more unsustainable practices
- Not only environmental but also social and economic sustainability is important for ST projects – they should provide for financial and other benefits to local people, respect their local culture, and their functioning should be self-sustained.

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### **Some principal conclusions (cont.):**

- Sustainable tourism projects in the narrow sense to achieve such ambitious aims should be innovative and based on cooperative approach
- Sustainable development of tourism projects / products should be monitored in their full Life Cycle and with all important regional impacts. Such monitoring should cover also the relevant indicators of the market factors, so to the product development could be adapted strategically to the changes in external situation.



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## Tangible results

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### **A Booklet**

„Small Guide to sustainable tourism  
- *how to enter the market with your  
„sustainable“ product ?*“

addressed to

local / regional – both public and private –  
agencies who'd like to be active in  
sustainable tourism, also different  
stakeholders and actors of the process ...

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## Tangible results

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### *Mały Przewodnik Zrównoważonej Turystyki*

*Jak wprowadzić na rynek  
produkt turystyki zrównoważonej*



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### **1. Idea zrównoważonej turystyki**

*(The basic definitions and idea of sustainable tourism)*

### **2. Kroki proponowane dla przygotowania i wdrażania projektów zrównoważonej turystyki**

*(Steps proposed to prepare and implement ST projects)*

### **3. Test na zrównoważenie produktu turystycznego**

*(The sustainability check)*

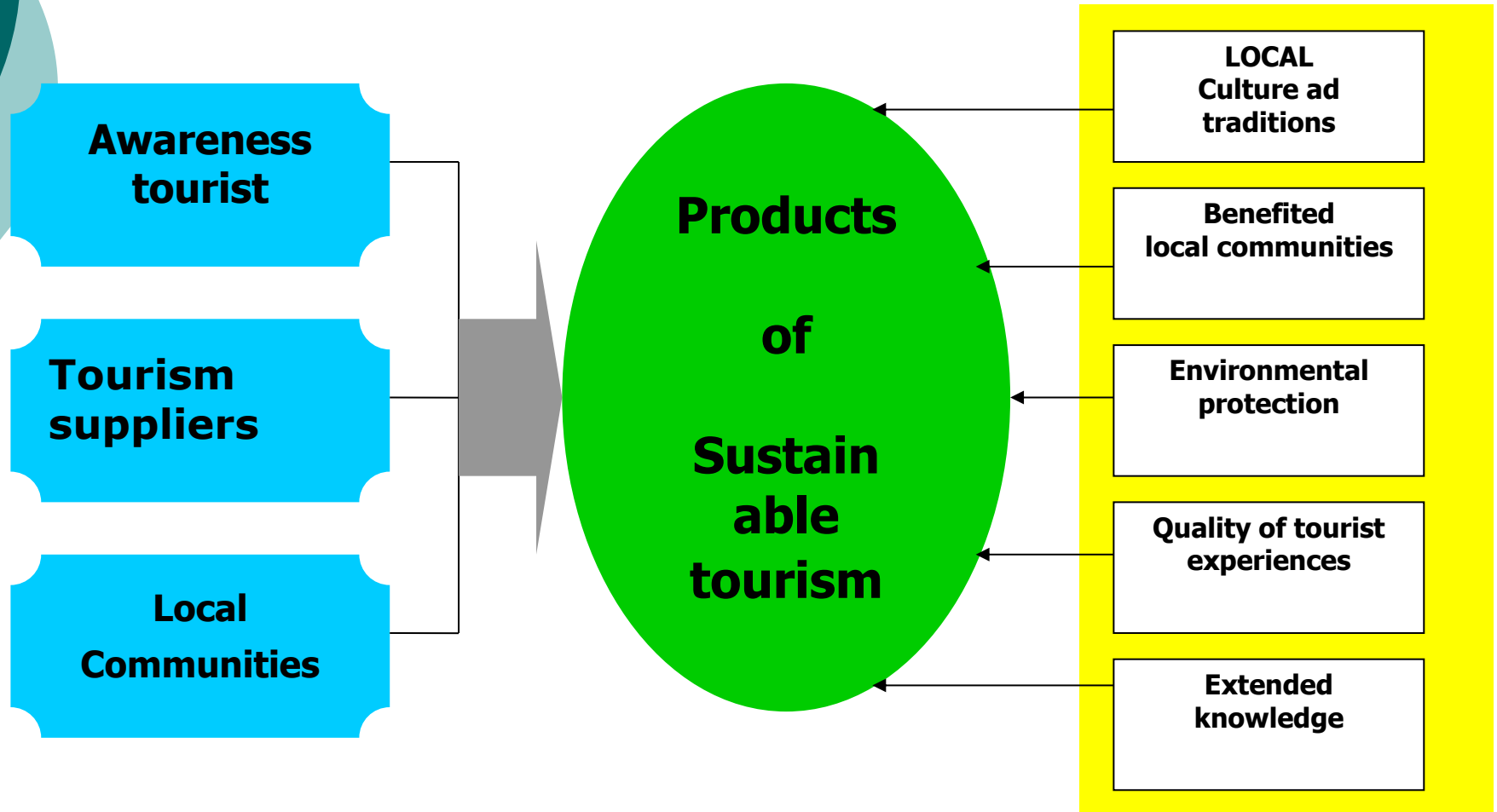
### **4. Zasady partnerskiego przygotowania i wdrażania projektów**

*(Partnership principles for implementation of tourism projects)*

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## Tangible results

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## Tangible results

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Model forecast of night spent in B&B facilities of Pomeranian sub regions - y. 2015

