



*The tourism attractiveness of the Baltic Sea Region
as a destination for Polish tourists*

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Unity in Baltic diversity



Destination - Baltic Sea Region





Multi-country products

Manual 1998 1999

Denmark
Estonia
Finland
Germany
Latvia
Lithuania
Norway
Poland
Russia
Sweden

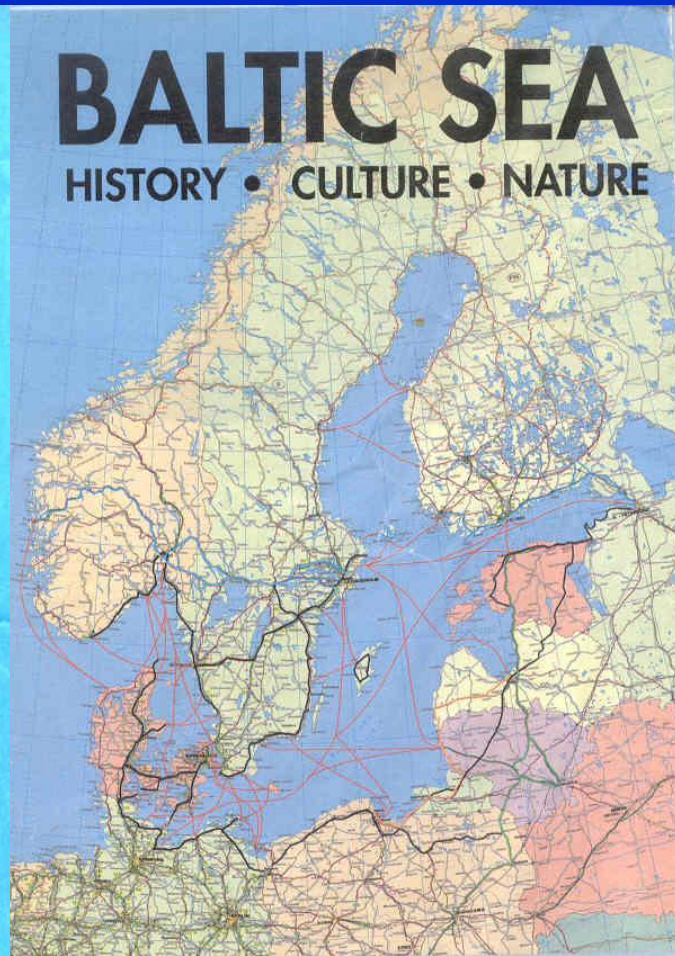
BTC promotes the natural and sustainable development of travel and tourism within and to the Baltic Sea region.



BTC
Baltic Sea Tourism Commission

BALTIC SEA

HISTORY • CULTURE • NATURE

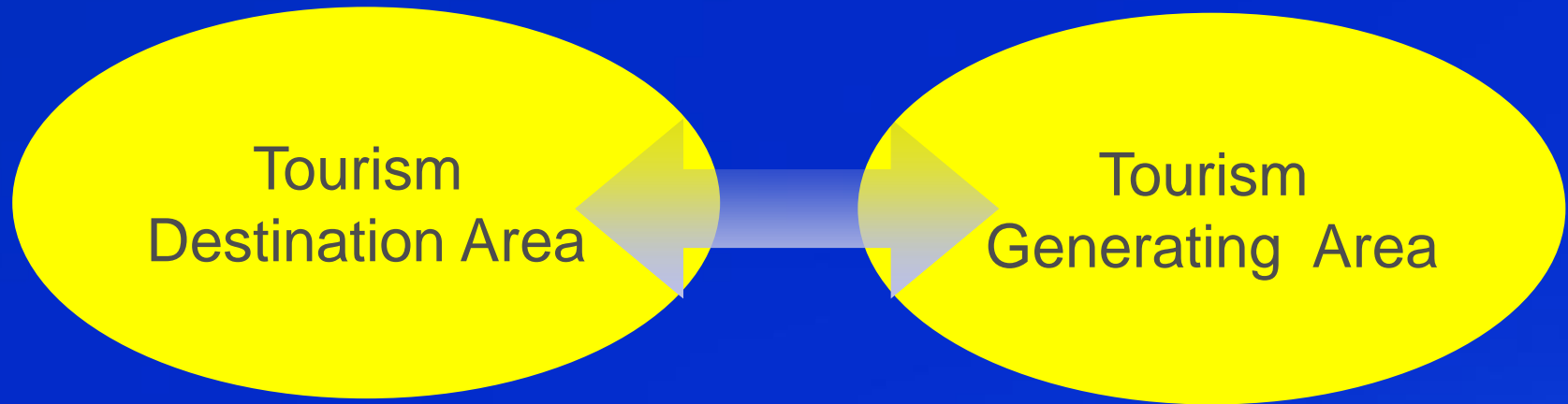


AROUND THE BALTIC SEA

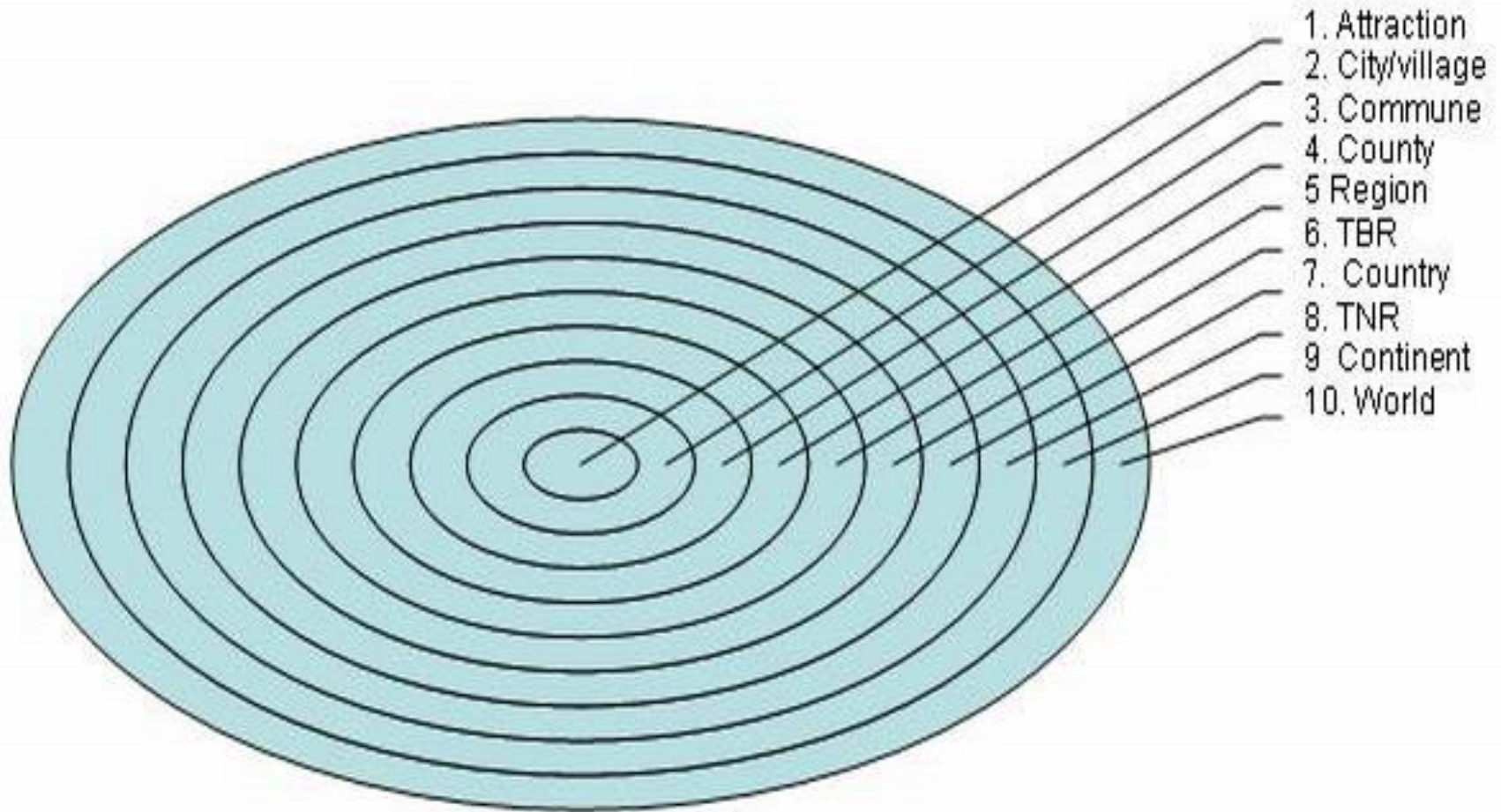
www.balticsea.com



System



Destination

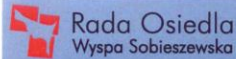


Source: own concept

Attraction



City or village – Jantar



Rada Osiedla
Wyspa Sobieszewska

1 Ptasi Raj Rezerwat Przyrody

2 Mewia Łacha Rezerwat Przyrody

Górki Wschodnie

3

Sobieszewo

4

5

Orlinki

6

Świbno

7

Przegalina

8

1. Rezerwat „Ptasi Raj” oraz ścieżka dydaktyczna z dwiema wieżami widokowymi
2. Rezerwat „Mewia Łacha” oraz ścieżka edukacyjna z punktem do obserwacji ptaków
3. Parafia m.b. Saletyńskiej
Na terenie parafii znajdują się wyjątkowo piękne stalle mennonickie z XVIII w.
4. Dom Kultury „Wyspa Skarbów” GAK z bezpłatnym dostępem do internetu, Muzeum Wypły Sobieszewskiej gdzie uzyskać można wiele informacji na temat regionu, Biblioteka Publiczna, Rada Osiedla Wyspa Sobieszewska
5. Forsterówka - obiekt historyczny niedostępny do oficjalnego zwiedzania
6. Parafia w Świbnie
7. Przeprowa promowa Świbno - Mikoszewo
8. Śluza w Przegalinie wraz z częścią zabytkową. Interesujący obiekt historyczny z końca XIX w.

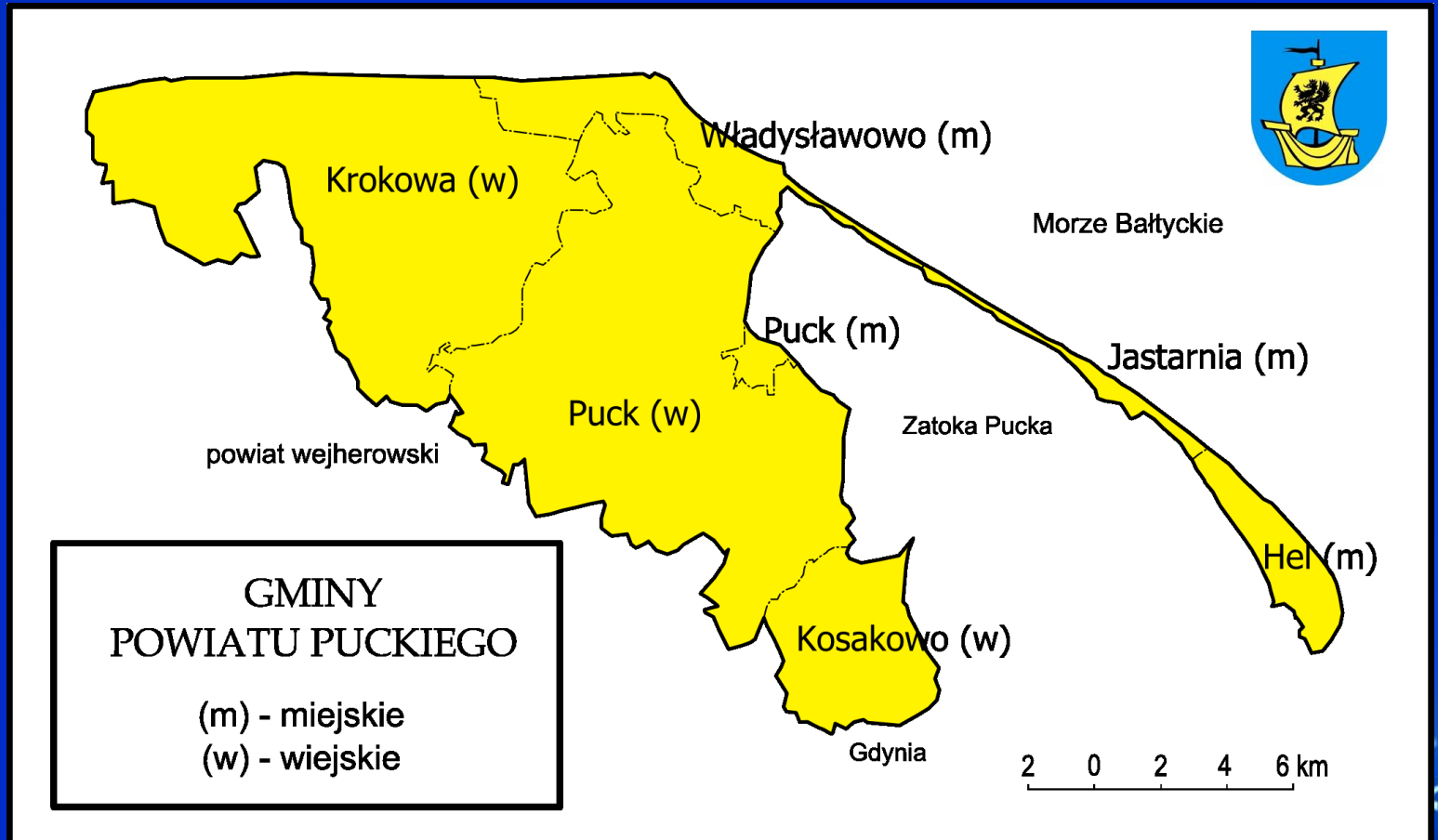
Zapraszamy na wspaniałe kąpieliska strzeżone w Sobieszewie i Orlinkach!!!

Wyspa Sobieszewska

Commune



County



Region



Crossborder region



Country



Sea regions

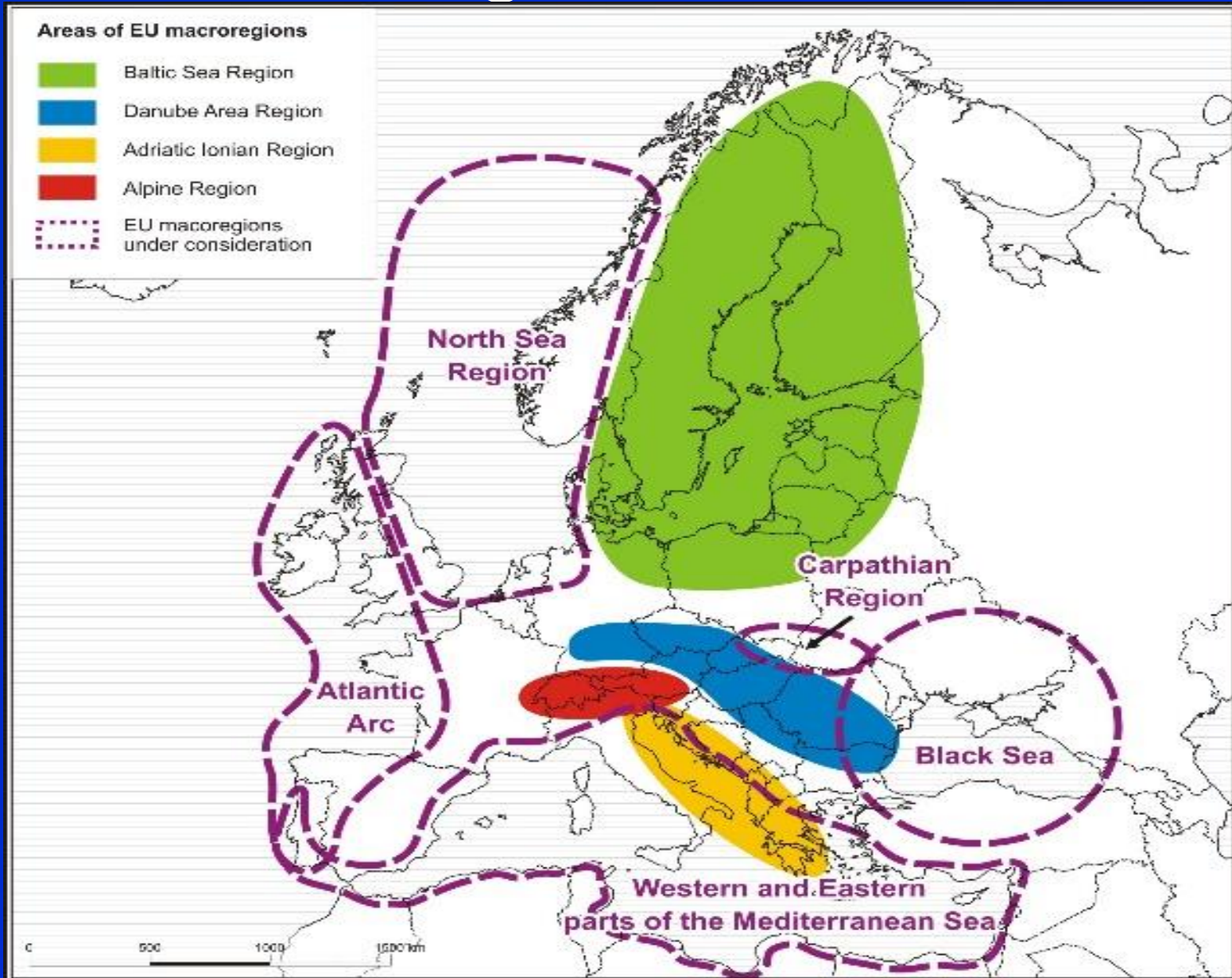
Baltic Sea

Mediterranean Sea

Black Sea



EU macroregions



EU macroregional strategies



Tourism a priority

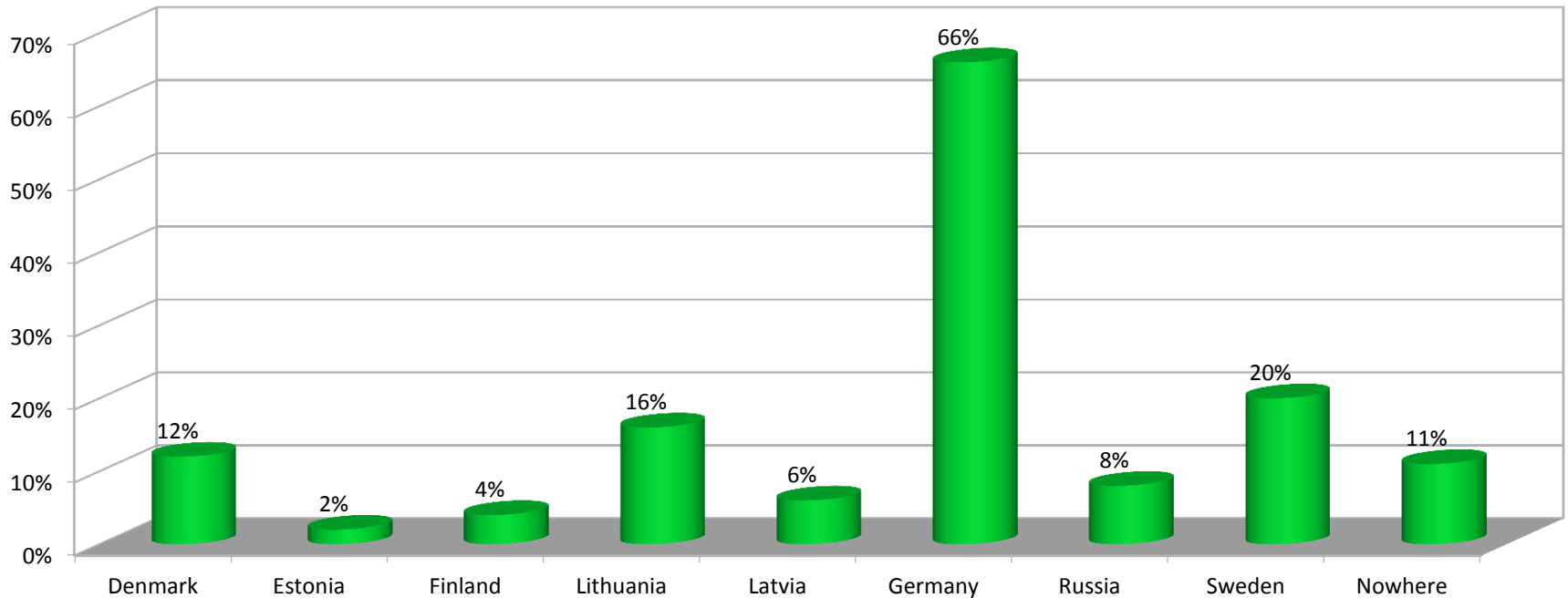


Aims and methodology

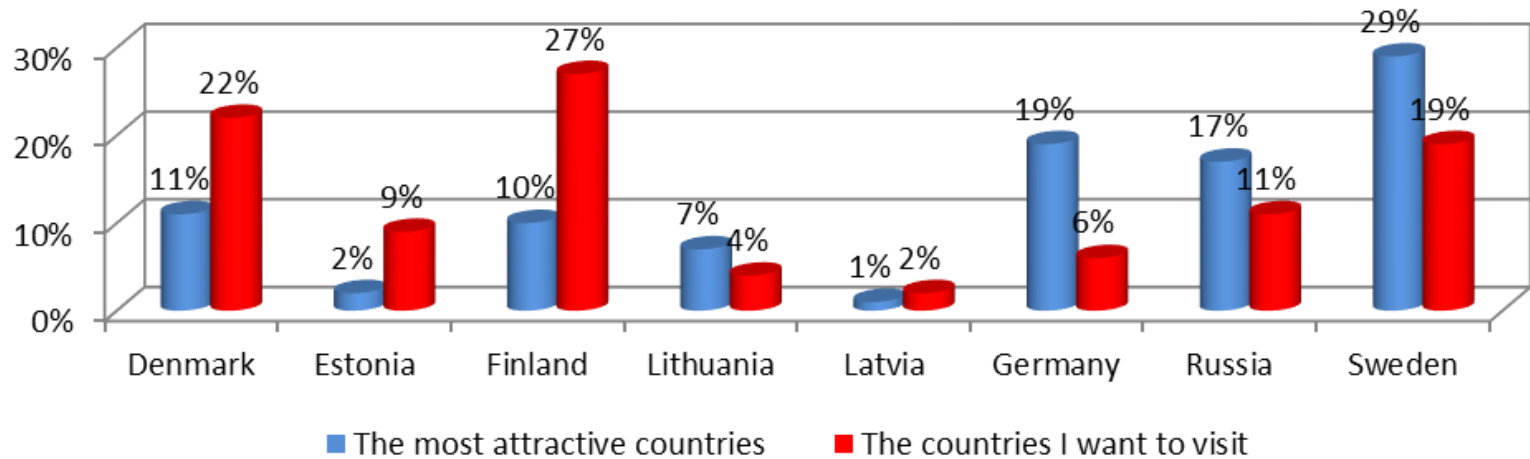
- The authors analysed the tourism image and attractiveness of this Region among Polish tourists.
- Students from the Gdynia Maritime University participated in this research.
- The research method was a diagnostic survey which was conducted using questionnaires.
- The questionnaire contained eight elements, including open and closed questions, allowing to select one or multiple answers from a defined list.



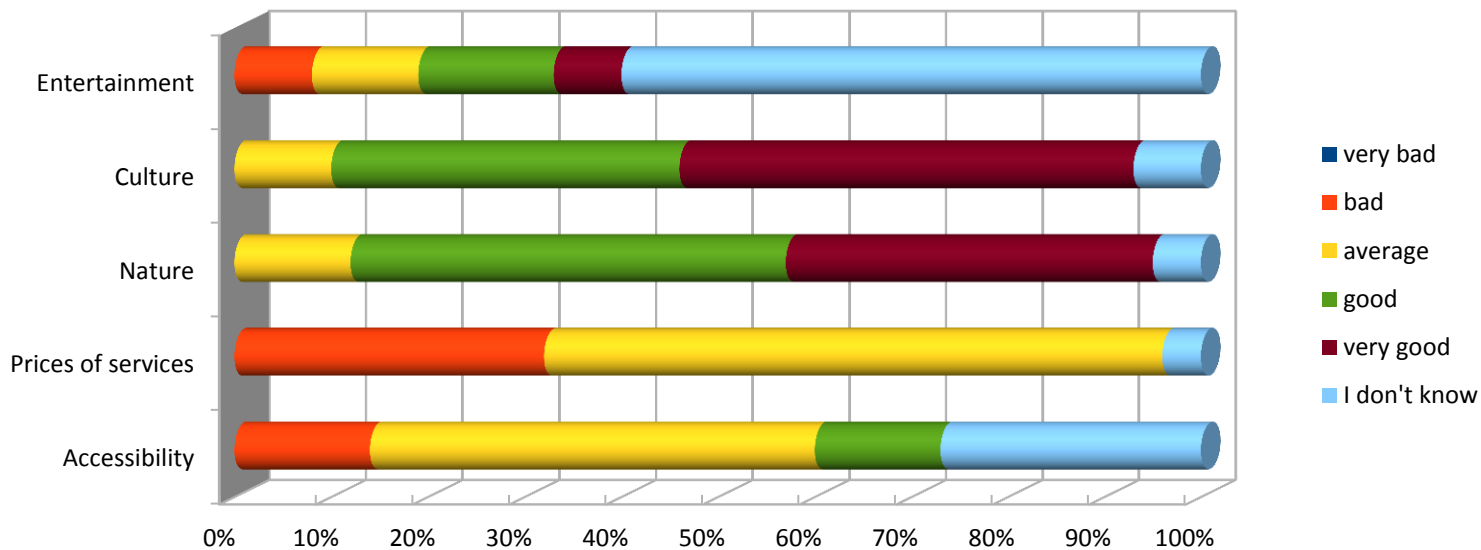
Which of the Baltic countries have you ever visited?



Which of the Baltic countries, is the most attractive for tourists, and which one would you like to visit?



How would you assess the elements that relate to the tourism attractiveness of the countries in the Baltic Sea Region?



Conclusion

1. Poles know little about the Baltic Sea Region.
2. The Baltic countries are not among their favourite destinations.
3. No intensive promotional campaigns have been conducted in Poland.
4. None of the Baltic countries (apart from Lithuania) have included Poland as a priority market
5. Poor knowledge about the Region combined with lack of motivation to visit the Baltic countries is an obstacle to the Baltic integration



Thank you for your attention

*Visit Baltic Sea Region
the first EU macroregion !*

