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Journal of Tourism and Services is an international reviewed scientific research journal, published by the University of Business in Prague since September 17, 2010 that publishes high quality, reviewed essays and analytical papers in English language with focus on tourism and service industry development. Together with scientific part and in order to promote the exchange of current and innovative ideas, the Journal also includes Reviews of Existing Work or Short Essays, Research Notes, and Research and Industry sections to address important topics and advance theoretical knowledge or thinking about key areas of tourism and services. The papers are approved by the Editorial Board and are blind peer reviewed by 2 independent reviewers. Each issue will also seek to include shorter non peer reviewed reviews of existing work or short essays aimed at stimulating debate, research notes to allow researchers to present initial findings and reflections or problems concerning fieldwork and research in general. The Journal is intended for international professionals, academics and students not only for reading but also as a space for publication and source of information for work. The Journal is published twice a year.

The Journal of Tourism & Services is included on EBSCO database called Hospitality & Tourism Complete.

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Editorial

I am very proud to announce that The Journal of Tourism & Services is included on EBSCO database called Hospitality & Tourism Complete. *"EBSCOhost databases and discovery technologies are the most-used, premium online information resources for tens of thousands of institutions worldwide, representing millions of end-users"* (http://www.ebscohost.com/).

The present issue of the Journal of Tourism and Services contains scientific papers, research note, industry news and press releases

The contributions to this issue are authored by researchers and scholars from Poland, Czech Republic, Slovenia, The Netherlands and Russia.

Šárka Bendová and Milan R. Paták deal in their paper with the employer branding that could be considered as threats or potential advantages for employers as well as employees. The paper specifies elementary differences between personal marketing and employer branding applied by businesses in practice, and endeavours for giving some reasonable account of key employer branding ideas both to lay readers, business or academic professionals.

Piotr Dzikowski presents a model of a sectoral system of innovation that is a multidimensional and dynamic picture of tourism sector innovativeness. The goal of his paper is to adapt the idea of a sectoral system of innovation to analyze a tourism sector in Poland.

Iveta Hamarneh´s paper aims to map and characterize the main facts and factors affecting the development and current status of tourism industry in the Middle East. The paper is focused on incoming tourism from overall point of view and also in connection to the European tourists. The paper also includes a research among Czech citizens and their awareness about United Arab Emirates as a tourist destination.

The aim of the research of Janez Mekinc and Sebastjan Repnik was to determine how students/respondents perceive security on their travels in Europe.

Olga Kryukova and Jacques Bazen describe the development of rural tourism in both regions - Twente in Netherland and the Leningrad region in Russia. Their research note reveals the current situation, the potential and the problems of the rural tourism development. A comparison is made between Twente and the Leningrad region in terms of economic performance of the tourist sector and the government policies and strategies to develop rural tourism in both regions.

I would also like to welcome the new member of the Editorial Board and express the belief that our collaboration will be successful and will lead to further improvement of the journal.

Last but not least I would like to wish to all members of the Editorial board, present and future authors, supporters, colleagues, and readers a pleasant summer holidays!

Alžbeta Kiráľová
Chair of the Editorial Board

Employer Branding – A Threat or Your Advantage in 2014

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Abstract

The paper deals with the subject matter dedicated to Employer Branding that could be considered as threats or potential advantages for employers as well as employees. The paper specifies elementary differences between human resource marketing and employer branding applied by businesses in practice, and endeavours for giving some reasonable account of key employer branding ideas both to lay readers, business, or academic professionals. It also focuses on an employee position at the labour market viewed by the employer as a competitive advantage as employees enter through several phases within their employment life-cycle; they collect and share a considerable amount of experience with the employer brand. Based on their gradual cumulating such experience, their minds create a picture of the employer – an image of the employer brand.

Key words: employer brand, human resource marketing, marketing, brand image, employee value proposition, company image, recruitment.

JEL Classification: J – Labour and Demographic Economics

1. Introduction to Employer Branding Concept

The concept of Employer Branding refers to a reputation of the organization and was used and defined by Simon Barrow, the chairman of People in Business, and Tim Ambler, Senior Fellow of London Business School, in the Journal of Brand Management in the early 1990s. Since those times the global academic management community and corporate environment have accepted and started broadly utilizing the concept of brand management techniques to human resource management defining employer's brand, in particular, as the image of your business, or by Minchingon's saying that the employer branding enhances your company's employer brand [1].

Marketing as a discipline shall be applied to a great deal of professional fields, customer brand proposition defines a product or a service offer as an employee value proposition shall construct an organization's employment offer. Not only marketing disciplines and the philosophy of brand management have been largely applied by the human resources, but some new categories can be found together with some new principle statements in the framework of marketing itself as an individual discipline, which was commented on by Leboff's quotes on sticky marketing: "Changes occur around us, therefore even marketing must change. Customers have changed. Communication has changed. Marketing must change, as well". A target simply declared by employers and their human resources management shall be oriented at potential prospective candidates and employees with the aim to attract, engage, retain and stabilize them in their new jobs [2]. However, they are in the position of a body tested with marketing principles and tools as clients, customers and consumers in marketing. Thus, this change within the relationship established between employers and employees cannot certainly have such a dramatic impact on what each of sides expect of the other. Employees have some expectations of their employers. Only the employees are able to activate the role of the brand as a "company image". Fundamentally, the employer brand management expands the scope of the brand intervention beyond communication to incorporate aspects of the employment experience identified as touch-points [3]. The touch-points sensed in the form of management processes and practices shape the perceptions of existing and prospective personnel. They actually highlight the personnel's desire for effective employee engagement and employee retention. Though, both sides' efforts shall be concerned to differentiate the business from other businesses in terms of the employment deal "give and get". So, the employer brand proposition shall be referred to as the psychological contract [4].

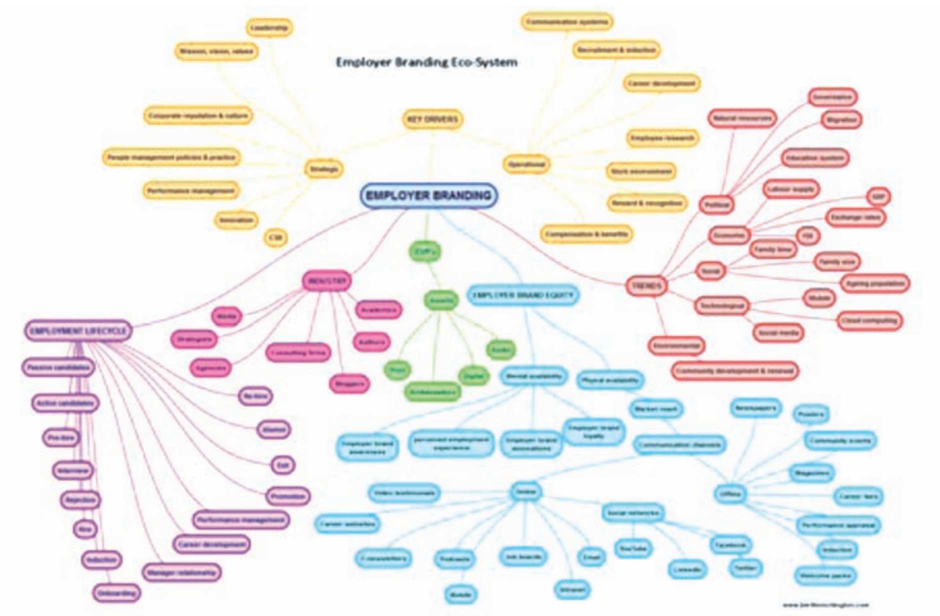
1.1 How to start with Employer Branding Seriously

Internal marketing focuses on communicating the customer brand promise as well as attitudes and behaviours expected from employees to deliver on that promise. While it is clearly beneficial to the corporate business for employees to understand their role in delivering the customer brand promise, the effectiveness of internal human resource marketing activities can often be short-lived if the brand values on which the service experience is founded are not experienced by the employees in their interactions with the company. The result between the employer brand thinking and practice shall be addressed with a more beneficial employment deal, which actually created a gap - the psychological contract [5].

A strong employer brand can have a severe impact on the business entity. The impacts are real, and the task is to set up a consistent process to achieve them. If there is a good value to be trusted, then it is possible to approach to a next step and ask where to start. The procedure covers several following steps starting from realizing the fact that the employer brand of the corporate organization already exists. After the first step, the second follows as building the employer brand. The third one aims at revealing it. The next step the corporate executives are up to is to take the phase of starting to shape it. There are some scientific discussions led about accompanying your branding process with audit & analysis, which are necessary to understand the pros & cons of the employer brand. Based on Brent Minchington's mapping components of the Employer Brand Eco-system, we are able to see as many areas of impact as the business needs to understand see the image below. Minchington's elementary tree of the Employer Branding Eco-system encompasses every entity of the business. Therefore, we cannot rely on audit & analysis

Graph 1

Employer Branding Eco-system



Source: Minchington, B. International Employer Brand Strategist and Author online [cit. 2014-03-17]. Available at WWW: <http://www.brettminchington.com/free-resources/trends/132-12-employer-branding-best-practices-to-focus-on-in-2012.html>.

solely. We have to find out some other tools available. As Jason Webster stated in April 2013, audit & analysis are frequently referred to as “paralysis by analysis”. And that’s what the company culture is about. As previously mentioned above in the phase of revealing the Employer Brand, it is necessary to admit that from a recruiting perspective potential candidates are looking for three things as they discover new jobs: who would I work for?, who would I work with?, and what is the work environment like? This is an excellent chance to align communication between the business and top candidates.

Once the brand of the business company has been revealed, the things found shall not seem complimentary at all. The business company may have be seen low, or it may not index well on Pay scale. The things exposed of the brand cannot really display the representative picture the company would like to prioritize. Summarizing it, what we learn about the candidates is what they are actually looking for in the future. And we shall not forget about the general true mentioned previously – conducting an audit & analysis is inevitable, but it should not get in the carry out way. If we manage to discover our Employer Brand, it will open up plenty of new channels in communication [6] [7].

1.2 Value Added to Human Resource Marketing on the Way to Employer Branding

When Moore’s Law was published, its model of exponential rates of change seemed unbelievable. Today it still guides the semiconductor sector. The accelerating global pace of change today is analogous to Moore’s Law. Since the turn of the century, emerging markets have moved centre stage, the digital revolution has arrived, social networks have become ubiquitous, a sharing economy has been born, scientific advances such as mapping the human genome have changed our lives, and the voice of the people has reinvented markets and overturned governments. When we are looking to the present and future years, the biggest challenge for leaders, however, is not accurately predicting the future. It is rather more about having a broad and open understanding of the trends reshaping the world at first, the second an informed point of view on the future and what it means for your organization. The third and most importantly, we are supposed to take actions today to begin to be prepared. In a world of accelerating change, the biggest risk for leaders is not being wrong in their point of view about the future, but beginning to take action too late. There is no surprise in the fact that there are plenty of opinions on economic growth as the world emerges slowly from the critical economic slump of the last few years, and that technology either social, mobile, science and others will continue to radically reshape what we do and how we do it, regardless it is retailing or manufacturing. Our concern focuses on a growing tide around keeping our privacy and security as our lives and work become more dependent on the digital world and the rise of the Internet as big data add to the complex web of platforms and networks we use on a daily basis [8].

As mentioned above, human resource marketing differs from the employer branding. If the reality at the market can be considered, it is realized that most organizations carry out the human resource marketing, but only a few of them are truly devoted to Employer Branding. Thus, a question must be put – what is the difference?

Human resource marketing is fundamentally everything the organization does in association with its employees. To state some examples, it is staff advertising in printed media or on the Internet, career micro-web page, open day, admissions procedures, being welcomed to a new occupation, leadership methods and remuneration systems, internal communication style, corporate events, outplacement interviews, etc. It is a matter of particular marketing tools which are utilized randomly or systematically in communication – which we are, what we do and who we are looking for [9].

All of that mentioned above provides the company executives with a certain system in marketing, but in case we have to apply those procedures to a human factor, it is not sufficient, and we plainly have to add something more. We must communicate our corporate vision and mission, why we actually exist, what is aim of our work, and where the business organization heads towards. We shall also communicate the message focused on our employees as what we do in a unique way compared to our competitors and why candidates should decide just for our job offer. Frequently, the visual side of the problem is emphasized, as well. Application of logo, colourful images, script and pictures are directed by the corporate design of the organization. Emotions shall also be participating in such a statement. Apart from saying what and how, we preferably say why.

Well, by a gradual putting everything up, we manage to cumulate experience in our minds and therefore a brand image of the organization is formed. To manage a brand in a consumer market equals to similar activities with managing the employer brand in the view of human resources as an impact space. It should propose an Employee Value Proposition (hereinafter referred to as the EVP) expressing what it would be to work for the organization, emphasizing exclusivity of the given proposal of the company as opposed to competitors, and clarifies conditions in the relationship between the employee and the employer. Then, the Employee Value Proposition becomes an integral part of all marketing activities related to building the brand of the organization. The Employee Value Proposition framework is Sibson's cornerstone total rewards strategy. The EVP framework has five elements see the graph below.

Sibson highlights five key elements such as:

- **Compensation** - the money employees receive for their work and performance

- **Benefits -** Indirect compensation including health, retirement, and time off
- **Work content -** The satisfaction employees receive from their work
- **Career -** The long-term opportunities employees have for development and advancement
- **Affiliation -** The feeling of belonging employees have to the organization [10]

Graph 2

The Framework of Employee Value Proposition

Source: Sibson Consulting. Employee Value Proposition online [cit. 2014-03-17]. Available on WWW: <http://www.sibson.com/services/organization-and-talent/employee-value-proposition/>.

1.3 Problems Solved

It is necessary to become aware of three elementary steps to get started. First, **think internally, act externally**. Our first corporate instincts may lead us to a series of outward facing human resource marketing campaigns. The organization shall push the content outward, but entrepreneurs must also think inward. They have to have a look inside the organization for stories, news, and events that get their own employees excited. These items may be around recent hires, the latest company outing, or upcoming enhancements to your company benefits package.

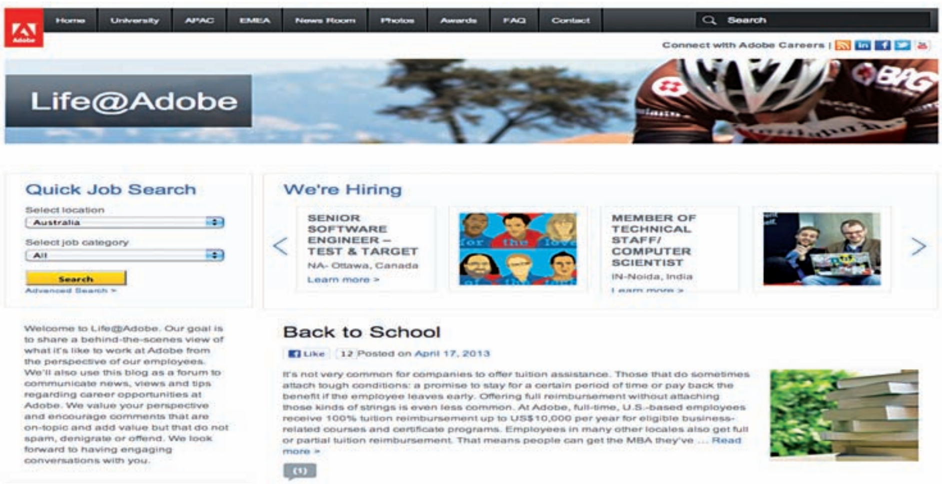
Next, start looking at external influences on the company unit. That seems a great barometer of what will work externally. If the internal team is not excited about a topic, that will come across to the outside audience. Stories focused on external topics may be the latest customer case study, someone that is using your products in innovative ways, or news on key competitors. When the list of personal stories, company news, and milestones is aggregated, it is necessary to keep both external and internal audiences in mind, and look at what the internal audience is interested in first, then start to look outward. The list composed will be a starting point, and it will come in handy for Step No. 3. Anyway, the list should not take more than 30 minutes to compose. Just look at the Employer Branding Eco-system Chart. Brett Minchington's Eco-system places several key components of an Employer Brand on internal functions. Therefore, it makes sense to focus on internal content before broadcasting it out.

Secondly, **gather stakeholders**. People on the team – fellow workers, or colleagues, who are wished to meet top candidates during the final interview. They know their stuff, they are outgoing, and they believe in the company mission. Now comes the time when the business leaders wish to give them a stronger voice. Recommended procedure shall be based on a person picked up from each department, and asked to contribute to the Employer Branding efforts. Just get their commitment in helping the organization once a month for 60 minutes. It is necessary to be certain of the fact that we get a variety of people from different departments as the more diverse the people are the better. Each team should be comprised of 4 - 6 people. If things would work out well, other employees would be interested in participating, as well. Our effort is to not schedule the meetings, share your ideas, and have your stakeholders chime in. We want to empower this group to speak their mind, not feel like this is an obligation. It is an opportunity to positively impact the direction of the company.

Thirdly, **launch an Employment Blog**. It is recommended to choose a venue for the organization and its stakeholders to start expressing themselves. There are plenty of free services to use, or ones that have minimal cost. Recommend one such as Word Press for the majority. It is fairly easy to use, you can set up your stakeholders with permissions, and you can scale your usage from small to very large. It is also necessary to have to choose a title and URL. "Employment blog" likely will not make for a good title. It is suggested to use something straightforward that goes with the corporate culture. Top Employer Brands like Adobe have chosen titles such as Life@Adobe. It is recommended to select something simple that makes sense, and will be long lasting. A key decision to make when setting up the corporate blog is to enable commenting, e.g. services like Disqus. These are good choices as it allows people options for commenting via Facebook, Twitter, LinkedIn, etc. Once this is done, get started on your editorial calendar. Get your stakeholders lined up one by one, and start releasing content at least once per week. Consistency is the key. The company employees will come to expect the communications, and the management will quickly get a sense of topics that gain traction…even if they are topics full of feedback for improving your company.

Graph 4

Example of Corporate Life@Adobe Blog



Source: Webster, J. ONGIG online. The MAGNET attract candidates to you, April 2013 [cit. 2014-03-12]. Available at WWW: <http://ongig.com/blog/>.

The organization itself may already have a blog you can tap into, or the web team may already have an understanding of what will help. You will also want their help in linking your Employment Blog to your Careers Page see an example of the Employment Blog below [6].

1.4 Human Resource Marketing Trends in the Czech Republic

In terms of the current situation in constructing Employer Branding in the Czech Republic, the Employer Branding Concept has frequently been given coherence of the personnel marketing. However, such terms as well as activities shall be strictly differentiated as there is a principle divergence between them, and a vast majority of businesses which implement such principles shall be conscious of the facts, the entire minority of the Czech corporate bodies has been following the trend of constructing the real employer brand on its own [13]. The personnel professionals as proven by the BrandBakers, for instance, state that the Czech Republic has even started talking about the Employer Branding compared to marketing trends applied globally to human resource recruitment exploiting marketing methods on their company web page. Moreover, the BrandBakers also comment on the sophisticated trends being used only in the primary level, when the crucial recruitment reflects marketing more and more. The actual amount of 9 % corporate bodies deriving benefit from this particular method will rise in capacity of some 15 % organizations, which will construct the Employer Branding.

As for tools applied, the individual instruments differ from each other significantly. As contrasted to the Czech Republic, career web pages shall be more optimized for mobile communication, much greater attention shall be paid to comprehension of employment applicants, and corporate bodies will create a unique content of the Employer Branding, and that including a distinguished video proportion [14].

Conclusion

Organizations wish to immerse in statistics, even we must sometimes admit that research data is difficult to present in an understandable manner and let's face it – statistics are only persuasive if people actually are able to read them. In many cases, the solution of the problem can be hidden in a less complicated way. Employer Branding applies only in the case when the organization is a really pleasant place to work. When the business organization builds up the brand, a well-managed employer branding of the employer can attract not only the ultimate candidates and retain the current employees, but moreover enhances the overall competitiveness of the organization. To obtain quality employees is obviously a condition of the company success. The management of the corporate business must bear in their minds that overall interactions ongoing between the organization and a potential candidate can influence our employer brand. What is actually hidden behind the Employer Brand? Simply said – if the Employer Brand is positive, employees shall spread your good reputation in a general public and among their closer ones. Good name and trustworthiness of the organization shall have a certain impact on your relations with active candidates, clients and customers. A pleasant positive bush telegraph spreading through the air shall also attract passive candidates for jobs who would not be otherwise attracted to apply with your organization. Building up the Employer Brand brings the organization not only well-motivated candidates, but improves perception of the organization by current employees. Workers shall feel connected to the company vision, shall be more motivated, and behave more effectively when carrying out their job activities [11].

The company success depends on the fact, whether the employees really feel to be participants of the team. Satisfaction cannot be enforced, and therefore you must be interested in your people. Every worker should be kept informed on what your brand promises to the customer. Pay a special attention to the fact that your employees can truly feel proposed goals of the Personal Marketing within the framework of the organization. Daily working life should correspond with the official employment policy of the organization as well as values of the brand, in general.

To sum it up all, it provides specific advantages and positives in terms of the Human Resources. Top advantages indicated below demonstrate how broad scope of this concept it can be starting from human resources and marketing strategies up to the more efficient career planning for stabilized employees in longer periods.

Forming a strong Employer Brand, which shall be built up from the inside of the organization means that your employees can be much more engaged by their feelings. Based on Mrs. Libby Sartain's opinion, an author of the "Brand from the Inside", branding can be considered the most powerful tool to form emotional interactions between the organization and its workers [12]. If you wish the employees would perceive your business "theirs", and not only passive staff sitting "in smart office", enrich your brand with a consistent nucleus, cover and principally trustworthiness. Genuine character and authenticity of your image are those ones to persuade them that you are thinking seriously. Employer Branding has been preferred more and more as documented by conclusions of the Conference Board Study distributed among 138 companies, which have been recording an immense growth of this tool to support corporate prestige of the organization in the course of a very short period. Implicit data demonstrate that Employer Branding was used by 40 % of the Human Resources in 2001. Just two years later the number increased by 61 % of personal managers and 41 % of specialists from other sectors, and that is a key change.

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The Concept of a Sectoral System of Innovation in the Tourism Sector in Poland

Piotr Dzikowski

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Abstract

The article presents the model of a sectoral system of innovation that is a multidimensional and dynamic picture of tourism sector innovativeness. This approach extends boundaries of the sector by taking into account firms and non-firms, links between them and the process of production and accumulation of knowledge. It helps to identify a set of key factors affecting the intensity of innovation, economic potential and international competitiveness of the sector, including companies operating within a given geographical territory. The goal of this paper is to adapt the idea of a sectoral system of innovation to analyze a tourism sector in Poland. The paper is divided into 6 sections. In Section 2, basic concepts of innovation and innovation activity are presented. In Section 3, a sectoral innovation systems framework is proposed. In Section 4, the basic building blocks of the SSI in the tourism sector are examined. Then in section 5, the basics of tourism innovation system in Poland are discussed. Last part includes conclusions and suggestions of future research.

Key Words: tourism, innovation systems, sectoral systems, Poland

JEL Classifications: L83, O31

1. Introduction

International tourism in Europe continues to grow above expectations, despite the region's on-going economic constrains. In 2013, international tourist arrivals grew by 5%, an additional 29 million as compared to 2012, raising the total to 563 million, more than half of the world's total [15]. In 2012 tourists arrivals growth in new EU countries comparing to old EU countries was very high. The highest rate of growth was in Lithuania 3,01m (+24%), Slovakia 6,63m (+18%), Czech Republic 12,38m (+14%) and Poland 14,8m (+11%) [1].

Tourism is a dynamic and competitive industry that requires the ability to adapt constantly to customers' changing needs and desires, as the customer's satisfaction, safety and enjoyment are particularly the focus of tourism businesses. It covers both outbound and inbound tourism and domestic tourism. Tourism constitutes a wide variety of sectors that provide diverse products and services to visitors. This sector is highly heterogeneous. It contains both local small or medium family businesses, aimed at satisfying the needs of local customers and the companies that are part of the global network. It covers such areas as accommodation, food and beverage services, recreation and entertainment, transportation, travel services.

The tourism sector absorbs more and more technological solutions and introduces a number of innovations resulting from diversification and new customer needs such as medical tourism or business services. Thus, it is highly heterogeneous. The tourism sector has often been analyzed through case studies, but their main drawback is that they are static and focus on specific dimensions. The main advantage of this approach is that it allows comparing the same sector from more than one country. It also helps to understand the sectoral dynamics.

This paper aims to adapt the idea of a sectoral system of innovation to analyze a tourism sector in Poland. In Section 2, basic concepts of innovation and innovation activity are presented. In Section 3, a sectoral innovation systems framework is proposed. In Section 4, the basic building blocks of the SSI in the tourism sector are examined. Then in section 5, the basics of tourism innovation system in Poland are discussed. Last part includes conclusions and future research.

2. Innovation and innovation activity – basic concepts

The concept of innovation plays an important role in the scientific literature, confirmed by numerous publications. This includes new or improved technologies, products and technological processes or organizational and marketing improvements, but also new social and psychological behavior. In narrow terms, innovation can be understood as a change in the products or methods of production (service) based on new knowledge or broadly as any change involving the assimilation of acquired knowledge [18, p.12]. Synthetic overview of the definition of innovation existing in the literature leads to the conclusion that innovation is understood very broadly [29, p.25]. The basic definitions and types of innovation (sometimes referred to as "shapes" or "typology" of innovation) are given by the Organization for Economic Cooperation and Development (OECD). It defines innovation as "the implementation of a new or significantly improved product (good or service), or process, a new marketing method, or a new organizational method in business practices, workplace organization or external relations" [25, p.46].

Innovation requires enterprises to develop the capacity of providing products, services, processes, organization and marketing message to satisfy not only present, but future customer needs [16, p.42]. Innovation can be a process or a result of its implementation. The creation of an idea, research and development, design, production and dissemination can create the innovation process [8, p.13]. To understand the processes driving the development at the meso-level economics puts a strong emphasis on knowledge, innovation and entrepreneurship where innovation is identified as the major force propelling economic dynamics. The result of innovation can be a good or service or an idea that is perceived by the customer as a new one [32, p.17]. The resource or the company's ability to effectively and efficiently create, implement and manage innovation is called its innovative potential [41, p.854]. This is required in order to achieve the goals of an innovative company. Both the structure and organization of innovative companies facilitate the process of innovation.

Every innovative enterprise has got the following features: (a) the ability to generate permanent innovation, (b) creativity and the ability to maintain a high competitive position based on core competencies, (c) the competence to anticipate the future, (d) the ability to effectively explore the needs of customers, (e) innovators team to ensure a high level of innovation in the company, (f) the flexibility of adapting to changing conditions [37, p.11]. Innovation determines the willingness of the company to develop and absorb new and improved products, services or technologies [17, p.57]. Innovation activity allows for the achievement of a particular purpose. It is not the activity that results from the occurrence of certain events [26, p.105]. It depends on the diversity and structure of its relationship with the sources of information, knowledge, technology, work practices and human and financial resources. Each link connects an innovative company with a variety of actors in the innovation system.

Innovation activity requires investments in: (a) research and development, (b) technology assets, (c) the purchase of advanced machinery, equipment, computer hardware or software, as well as land and buildings (including upgrades and repairs), (d) training of staff and marketing of new and improved products (e) other activities including design work, planning and testing of new products and services, production processes and methods of delivery [10, p.49]. An important role in shaping the pace of innovation processes plays cooperation with such institutions as: (1) universities, higher education institutions, research and development units, (2) the state administration (3) competitors, suppliers and customers. They also act as sources of knowledge and technology [40, p.51]. The nature of their relationship depends on companies' nature and the market they operate in [7, p.50].

With reference to innovation in tourism, tourism products are "experience goods" validated by consumers. Tourism activity is deeply rooted spatially so surrounding heritage, attractions, and lodging facilities play a key role [6, p.2]. Using the taxonomy of Keith Pavitt, tourism services are "supplier-dominated" and non-technological forms of innovation (know-how, brands, design) are crucial factors of market success [27, p.343-373]. Services and particularly tourism services become more innovative thank to the emergence of new information and communication technologies [6, p.3-4]. The dynamic of innovation in tourism can also be seen as a set of interactions and reference to the product life cycle theory shows its periodicity with different phases. The nature of such cycle is reverse [3, p.161-173]. The intensity and centrality of innovation cycles vary since a tourism product encompasses a multitude of services, each provided by companies operating in different sectors – transportation, accommodation, leisure, and intermediation [30, p.89-112], with different innovation patterns at each level. [43, p. 382-403]. Generally innovative firms in tourism include the transport sector which is "supplier-dominated" (as a consumer of technology externally developed by the manufacturing industry) and hotels and personal services which are "resource-intensive" (a similar category to "supplier-dominated", but with a higher degree of innovativeness) [23, p.25-35].

3. Sectoral Innovation Systems (SIS)

Depending on a level of analysis, we distinguish national, regional or sectoral innovation systems. The sectoral innovation approach has its roots in four distinguish traditions. The first one concerns change and transformation in sectors. A lot of attention was paid into the analysis of laws of their motion, their characteristics and emergence especially in the product life cycle literature [19, p.562-583]. The other important tradition concerns industry economics. It focuses on interplay between factors and firms [33, p.7]. These studies examine links, interdependencies and sectoral boundaries in terms of technical progress [39]. The third tradition is the innovation system approach which defines innovation as a collective and interactive process between firms and non-firms organizations and institutions [20], where a key element is learning [11]. Finally, evolutionary economics stresses the importance of the emergence and diffusion of novelties which are driven by creation, selection and retention [24]. In evolutionary economic theories, learning and the cognition of economic actors are central, where innovation is considered as a process spurred collectively by heterogeneous actors [35]. For evolutionary theory actors called agents interact constantly in unpredictable environment. As the result of those interactions they can gain new competencies and accumulate both experience and knowledge.

Malerba defines sectoral system of innovation and production as „a set of new and established products for specific uses and the set of agents carrying out market and non-market interactions for the creation, production and sale of those products". It has got its own knowledge base, technologies, inputs and demand. The agents can be represented by organizations and individuals. They are characterized by unique learning processes, competencies, beliefs, objectives, organizational structures and behaviors. Their interactions are shaped by institutions which define rules and regulations.

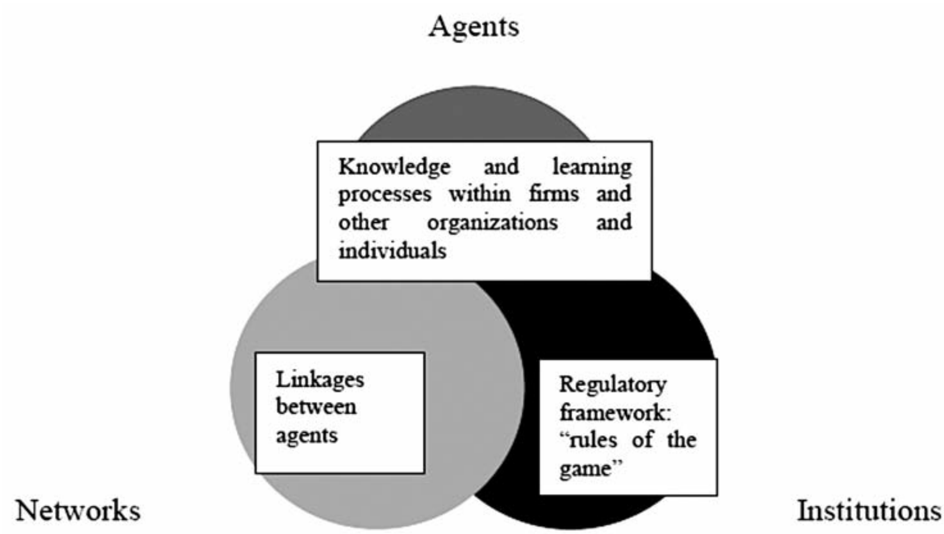
In the next part those elements will be identified in the tourism sector using the SSI approach.

4. Basic building blocks of the SSI in tourism sector

The Sectoral Systems of Innovation (SSI) can be identified in three building blocks: a) knowledge and learning processes, b) actors and networks, and c) institutions [22, p.17] which are showed on Graph 1.

Graph 1

The SSI's Building Blocks



Source: Adapted from [21, p.63-82]

Knowledge is at the base of technological change and plays a central role in innovation. It differs across sectors in terms of domains. There are two unique knowledge domains. One refers to the specific scientific and technological fields at the base of innovative activities in a sector. The other domain concerns applications, users, and the demand for sectoral products. Accessibility, opportunity and cumulativeness are key dimensions of knowledge and are related to the notion of technological and learning regimes [9, p.120-171].

Knowledge and learning are created by agents. Thus, the first building block is called "agents". Agents can be represented by both individuals and organizations. Consumers, entrepreneurs or scientists are examples of individuals whereas organizations include firms (users, producers or input suppliers) or non-firm organizations (universities, financial organizations, government agencies, trade unions or technical associations), including subunits of larger organizations (e.g. research and development (R&D) or other departments). Organizations can also be groups of organizations e.g. industry associations. Agents interact through processes of communication, exchange, cooperation, competition and command.

In the tourism sector the main sources of information for innovation are both customers and employees. The need of customers for goods or services, as well as the ability to purchase them create new opportunities. On the other hand employees are responsible for identification of customers' needs and the process of their implementation [4, p.130]. The dominated practice is imitation [12, p.470]. Hence competitors are also one of the main sources of ideas [44, p.622].

The main technology adapted in this sector is IT technology [28, p.96-97]. The most common implemented technological solutions are purchased outside the sector. Investments concern new buildings and grounds for new or extended resident or hotel infrastructure, new appliances and machines (laundry, air-condition etc.) and software applications (booking systems, information systems both mobile and internet solutions) [5, p.982]. Furthermore, the knowledge base varies across its subsectors and shapes the innovation process of firms [27, p.343-373]. R&D investments are generally very low [4, p.132] and implementations do not have systematic character [38, p.99]. Thus, the impact of non-firm agents such as universities, research centers and other research institutions is low as well.

Innovation takes place through the application or novel combination of existing knowledge, and takes the form of applied research involving incremental changes through the modification of existing products and processes development. Knowledge is created through experimentation and practical work. Consequently tacit knowledge, craft and practical skills, and training, remain more important and are created from experience through learning by doing, using, and interacting [2, p. 291-317].

Agents are connected through market and non-market relationships which are broader than licensing, inter-firm alliances and formal networks of firms. These relationships concern formal cooperation or informal interaction among firms or non-firm organizations. They define the real boundaries of a sectoral system and can have not only static, but also dynamic nature. More than 50% of linkages are built within one sector or between competitors [42, p.476]. Knowledge networks and flows are important sources of innovative ideas. They may integrate complementarities in knowledge, capabilities and specialization [11].

In the case of tourism industry, cooperation concern customers, suppliers and competitors. To be able to provide complex and integrated products and services that satisfies very sophisticated customers' needs. By being a part of larger networks firms are able to offer additional value for their customers. The fundament of such networks is the need to provide the high quality tourist product. Local networks (within one destination) can include relationships with competitors (hotels), complementarities (food and beverage services, recreation and entertainment, transportation) and suppliers (products and services). In the case of regional, national or international networks, relationships with suppliers and distributors play a key role. If firms actively take part in both types of networks they increase both incremental and radical innovativeness [38, p.93]. Behavioral rules and network structure are linked in an interactive relationship: as rules generate the structure of the network, network structure influences subsequent behavior.

Institutions both regulate and define meanings and practices across tourism networks [36, p.371-380]. They effect economic performance by determining the costs of transacting and producing. Institutions include norms, rules, laws, standards, informal constraints, conventions, routines, common habits, established practices and so on. Many institutions are national and shared by all sectors (e.g. labor law). The others are specific to the given sector (e.g. financial regulations). Considering tourism some institutions are committed to quality and safety and they serve to protect customers. The financial support is also important. It can increase investments and expenditures in marketing and process improvement. Moreover, general image of destination is very important.

5. Basics of tourism innovation system in Poland

According to the Polish Classification of Economic Activities (PKD) [34] the tourism sector includes such activities as: tour operators, travel agencies, booking services, tourist guides, travel suppliers, hotel agents and hotel entertainers.

Tourism sector contribution to GDP in Poland in 2012 amounted to 6% and was the highest since 2007. The value of total inbound tourism was 9 billion Euros, what represented 4.9% of Polish exports. Exports of tourism services increased by 11% (1.04 billion Euro) compared to 2011 [31].

Total inbound tourism flows in Poland in 2012 were 67.4 million arrivals (+11%). It included relatively large amount of shopping and transit tourism. The size of these segments was generated by tourists from behind Polish eastern border (Belarus, Ukraine and Russia). Foreign expenditures in Poland in 2011 went up to 10.5 billion USD, of which 5.7 billion came from tourists and the rest from one-day visitors. The average expenditures of tourists in 2011 amounted to some 398 USD per capita. Daily expenditure per capita averaged at 79 USD. One-day trippers have spent nearly 120 USD per capita.

The number of outbound tourist trips (at least one night) substantially decreased to 6.3 million in 2011. In 2010 the number of all trips (one-day and tourist) abroad reached 43 million (by 9% more than in 2009). The number of tourist trips also went up to 7.1 m. Among most visited countries were: Germany, United Kingdom, Italy, France, Czech Republic and Spain. Typical tourist purposes usually account for a half of Polish foreign departures. Stays with families and friends kept the level around 25%, while the share of business trips: 20%.

During three quarters of 2011 year Polish residents took part in 24.1 million domestic tourist trips, by 10% less compared to the same period of 2010. Number of long trips fell down by 12%, and short trips (2-4 days) by 8%. In the entire 2010 year there were in total 33.9 m domestic tourist trips (by 10% more than in 2009).

There were 4940 thousand non-resident guests (by 12% more than in 2011) and they spent 11753 thousand nights (growth by 10.7%). European countries with the largest increase in the number of guests in Polish accommodation in 2012 included: Ireland, Belarus, Russia, Ukraine, Norway, Greece, Latvia, Switzerland, Portugal, and Turkey. Among non-European countries the highest level of growth was among such countries as: Brazil, India, USA and Australia [13].

The main knowledge and technologies used are associated with creating and developing competitive tourist products and the sector's infrastructure. Main goals for the sector introduced by Ministry of Sport and Tourism of the Republic of Poland include integration of products and tourist offers in regions, development of entrepreneurship in tourism industry, development of human resources contributing to tourism development, marketing support, shaping the tourist accessibility and increase the value provided. The most influential actors and networks include: Ministry of Sport and Tourism of the Republic of Poland, Polish Chamber of Tourism, Polish Tourism Organization responsible for promoting Poland in the world, Institute of Tourism Warsaw School of Tourism and Hospitality Management. The central register of tourism resources in Poland is called „System Centralnej Ewidencji i Wykazów w turystyce" and consists of several central registers such as: Centralna Ewidencja Organizatorów Turystyki i Pośredników Turystycznych (CEOTiPT), Centralny Wykaz Przewodników Turystycznych i Pilotów Wycieczek (CWPTiPW), Centralny Wykaz Organizatorów Szkoleń dla Kandydatów na Przewodników Turystycznych i Pilotów Wycieczek (CWOS), Centralny Wykaz Obiektów Hotelarskich (CWOH) [14]. The most important sector regulations are included in Ustawa z dnia 29 sierpnia 1997 r. o usługach turystycznych (Dz. U. z 2004 r. Nr 223, poz. 2268, z póź. zm.).

Conclusion

In this paper the sectoral systems approach was used to study the basic building blocks of the tourism sector in Poland. Tourism is a dynamic and competitive industry that requires the ability to adapt constantly to customers' needs and desires, as the customer's satisfaction, safety and enjoyment are particularly the focus of tourism businesses. It is highly heterogeneous, but most businesses are micro companies with less than 10 employees. It contains both local small or medium family businesses, aimed at satisfying the needs of local customers and the companies that are part of global networks. According to the definition of sectoral system of innovation every sector has its own knowledge base, technologies, inputs and demand. Knowledge and learning are created by agents who are represented by both individuals and organizations. They constantly interact to one another. The result of these interactions is innovation. The most important actors in tourism are customers and employees. The main technology adapted is IT technology. Institutions both regulate and define meanings and practices across tourism networks.

Tourism sector contribution to GDP in Poland in 2012 amounted to 6% and was the highest since 2007. The value of total inbound tourism was 9 billion Euros, what represented 4.9% of Polish export. Export of tourism services increased by 11% (1.04 billion Euro) compared to 2011. The average expenditures of tourists in 2011 amounted to some 398 USD per capita.

The most influential actors and networks include: Ministry of Sport and Tourism of the Republic of Poland, Polish Chamber of Tourism, Polish Tourism Organization responsible for promoting Poland in the world, Institute of Tourism Warsaw School of Tourism and Hospitality Management.

The aim of the next stage of the analysis is to determine the nature of interactions and identify the existing patterns of relationships that shape the innovation activity of the sector.

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Middle East: Destination for European Tourists

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Abstract

The paper aims to map and characterize the main facts and factors affecting the development and current status of tourism industry in the Middle East. The Middle East has been a key focus and successful growth area in terms of all types of tourism, as the region seeks to diversify its economy beyond oil.
The paper is focused on incoming tourism from overall point of view and also in connection to the European tourists. The World Tourism Organization predicts that most of the increase in the international tourism will come from alternative forms of travel not involving the classic "sun and sand" tourism. For the topic is important to briefly analyze the profile of the European tourists. Attention is paid to the main tourism source markets for the Middle East. It can be stated that Europe is the largest source market for Egypt, Oman, Palestine and Qatar. And significant position of Europe is obvious in Jordan, Lebanon and Syria. Russia is one of the most important emerging tourism markets for the Middle East countries.
The paper also includes a research among Czech citizens and their awareness about United Arab Emirates as a tourist destination.

Key words: Alternative forms of tourism, Middle East, Profile of European tourists, Research, Tourism, United Arab Emirates

JEL Classification: L83

1. Introduction

Tourism is one of the fastest-growing industries of the 21st century in terms of global GDP contribution, foreign exchange earnings and job creation.

The region Middle East has been the fastest growing in the world over the past decade. Middle East consists of the following countries: Bahrain, Egypt, Iraq, Jordan, Kuwait, Lebanon, Libya, Oman, Palestina, Qatar, Saudi Arabia, Syria, United Arab Emirates, Yemen (presented by UNWTO).

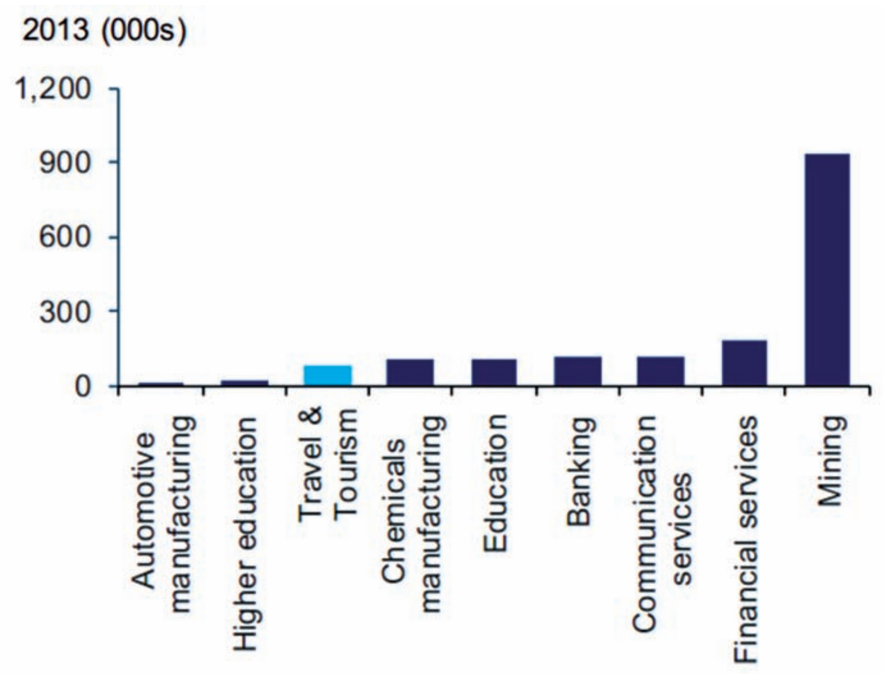
This growth was interrupted by the Arab Spring (revolutionary wave of demonstrations and protests, riots, and civil wars in the Arab world) that began on 18 December 2010.

Given the importance of oil extraction, the mining sector is by far the largest industry in the region. However, travel & tourism in the Middle East is approximately the same size as the chemicals manufacturing and educational sectors (see Graph 1).

Europe is currently still the world´s largest source region, generating just over half of all international arrivals worldwide. The Middle East tourism industry will benefit from not only constantly gauging its existing traveler´s choices (from the Middle East), but also by exploring tourism demand from European countries, such as Russia for example. But currently, we can find out the Middle Eastern destinations which are already visited by European tourists (for example Egypt or Palestine). Also we can estimate that the Middle Eastern countries will be visited due to growing influence of the alternative forms of tourism.

Graph 1

Middle East Direct GDP by Industry in 2013



Source: Benchmarking Travel & Tourism in the Middle East. [online]. [2014-01-07]. Available from:
http://www.wttc.org/site_media/uploads/downloads/2013_Middle_East_summary.pdf.

2. Tourism development in the Middle East

2.1 Incoming tourism from overall point of view

The region Middle East that has been the fastest growing in the world over the past decade, lost an estimated 3,2 million international tourist arrivals in 2011 (- 0,9 %), totaling almost 55 million. Most destinations in the Middle East suffered, directly and indirectly, from the impact of the social and political development and changes in the region (so-called Arab Spring). Syria (- 41 %), Egypt (- 32 %), Lebanon (- 24 %), Palestine (- 15 %) and Jordan (- 6 %) saw significant decrease in tourist arrivals. Nevertheless, some destinations sustained steady growth. Saudi Arabia recorded an impressive 61% growth in international arrivals in a major rebound from 2009 and 2010 thanks to important efforts by the authorities to increase the role of tourism in the country´s economy. The emirate Dubai reported an increase of 9% over 2010.

As the table 1 shows, international tourist arrivals amounted to 51,986 million in 2012. The region experienced a 5 % drop in arrivals due to continued tensions in some of its destinations, while its largest destination Saudi Arabia (- 22 %) also reported a considerable decline in arrivals as it could not consolidate its bumper increase of 2011 (+ 61 %).

Table 1

International Tourist Arrivals (million)

Middle East	2010	2011	2012
Bahrain	-	-	-
Egypt	14,051	9,497	11,196
Iraq	1,518	-	-
Jordan	4,207	3,960	4,162
Kuwait	207	269	-
Lebanon	2,168	1,655	1,365
Libya	-	-	-
Oman	-	-	-
Palestine	522	449	488
Qatar	1,519	2,527	-
Saudi Arabia	10,850	17,798	13,664
Syria	8,546	5,070	-
UAE (only Dubai)	7,432	8,129	8,977
Yemen	1,025	829	-
Total	**58,181**	**54,936**	**51,986**

Source: UNWTO Tourism Highlights, 2012 Edition. [online]. [2014-01-07]. Available from: http://mkt.unwto.org/en/publication/unwto-tourism-highlights-2012-edition.

The region showed some very mixed results by destination. Egypt experienced a sustained rebound (+ 18 %) after the decline of 2011. Palestine (+ 9 %) and Jordan (+ 5 %) rebounded as well. The United Arab Emirate of Dubai (+ 10 %) continued to grow at a sustained pace, while Oman and Qatar also reportedly benefited from strong demand. Lebanon (- 18 %) is still suffering from the conflict in neighboring Syria.

As the table 2 shows, international tourism receipts amounted to US$ 46, 442 million in 2011 and the region´s decline was limited to 2 % in real terms, with earnings totaling US$ 47,031 million in 2012.

Table 2

International Tourism Receipts (US$ million)

Middle East	2010	2011	2012
Bahrain	1,362	1,035	-
Egypt	12,528	8,707	9,940
Iraq	1,660	1,544	-
Jordan	3,585	3,000	3,460
Kuwait	290	319	425
Lebanon	8,064	6,871	-
Libya	60	-	-
Oman	780	996	1,095
Palestine	667	795	-
Qatar	584	1,170	2,857
Saudi Arabia	6,712	8,459	7,432
Syria	6,190	-	-
UAE (only Dubai)	8,577	9,204	10,380
Yemen	1,161	783	-
Total	**52,219**	**46,442**	**47,031**

Source: UNWTO Tourism Highlights, 2012 Edition. [online]. [2014-01-07]. Available from: http://mkt.unwto.org/en/publication/unwto-tourism-highlights-2012-edition.

2.2 The Future of Tourism

Tourism in the Middle East is forecast to grow at 4,6 % per year up to 2030, compared to the world average of 3,3 %. According to the UNWTO Tourism Towards 2030, the number of international tourist arrivals to the Middle East is expected to achieve 149 million by the year 2030.

These promising forecasts encouraged the Arab countries to change their economic view of switching to the strategy of diversification of their national income sources in an attempt to reduce their reliance on natural resources. Currently, tourism is regarded in many Middle Eastern countries as one of the major sources of foreign exchange earnings and essential for balance of trade purposes.

These countries have invested in upgrading infrastructure in order to attract and host different types of tourism and different types of tourists.

3. Top spenders in international tourism

In relation to the topic of this paper is necessary to mention the main source markets for international tourism. Source markets for international tourism have traditionally been largely concentrated in the advanced economies of Europe, the Americas and Asia and the Pacific. However, with rising levels of disposable income, many emerging economies have shown fast growth over recent years, especially in a number of markets in Asia, Central and Eastern Europe, the Middle East, Africa and Latin America. As the Table 3 shows, Europe is currently still the world´s largest source region, generating just over half of all international arrivals worldwide, followed by Asia and Pacific (22,8 %), the Americas (16,6 %), the Middle East (3,1 %) and Africa (3 %).

Table 3

International Tourist Arrivals by region of origin (2012)

	Arrivals In million	Market share (%)
World From:	1,035	100
Europe	539,8	52,1
Asia and Pacifik	222,5	22,8
Americas	171,5	16,6
Middle East	31,7	3,1
Africa	30,8	3,0
Origin not specified	25,0	2,4

Source: UNWTO Tourism Highlights, 2012 Edition. [online]. [2014-01-07]. Available from: http://mkt.unwto.org/en/publication/unwto-tourism-highlights-2012-edition.

The tourism source markets have been changing dramatically over the last decade. Statistics have consistently put China on the frontline as one of the rapidly growing tourism markets in the world. This has largely been attributed to reduced travel restrictions, enhanced urbanization, and increase in disposable incomes and appreciates currency. These are some of the fundamental factors that have led to the dynamic growth in the number of Chinese travelers going on international trips. From 2000 to 2012, this number has increased from 10 million to 83 million and researchers are still predicting further growth in the years to come.

Consequently, the money spent by Chinese tourists abroad has significantly increased. China´s expenditures on travel abroad reached US$ 102 billion in 2012 (see Table 4). With the 2012 surge, China leaped to first place, overtaking both long-time top spender Germany and second largest spender United States, which are now 2nd and 3rd in the ranking. The United Kingdom remains 4th, the only country in the top 10 that has not changed position.

The Russian Federation is another emerging economy showing an impressive advance in recent years, moving up two places in 2012 to 5th on the back of a 37 % growth. According to industry experts and a major online hotel booking company Russia is now the world´s second fastest growing outbound travel market in the world.

Although the highest growth rates in expenditure on travel abroad in 2012 came from emerging economies, key traditional source markets, usually growing at a slower pace, also posted encouraging results. Spending from Germany and the United States grew by 6 % and 7 % respectively. The United Kingdom spent 4 % more, Canada 6 %, Australia 3 % and Japan 2 %. France and Italy were the only markets in the top ten decreasing international tourism spending.

Table 4

International Tourism Expenditure (2012)

Rank	Expenditure in US$ billion	Market share (%)
1. China	102,0	9,5
2. Germany	83,8	7,8
3. United States	83,5	7,8
4. United Kingdom	52,3	4,9
5. Russian Federation	42,8	4,0
6. France	37,2	3,5
7. Canada	35,1	3,3
8. Japan	27,9	2,6
9. Australia	27,6	2,6
10.Italy	26,4	2,5

Source: UNWTO Tourism Highlights, 2012 Edition. [online]. [2014-01-07]. Available from: http://mkt.unwto.org/en/publication/unwto-tourism-highlights-2012-edition.

4. Recent market trends

The World Tourism Organization predicts that most of the increase in the international tourism over the coming decade will come from alternative forms of travel not involving the classic “sun and sand” tourism. Some of the growth will come from a greater volume of tourists, but a significant portion will result from a shift in tourist number between the different segments.

There may be several reasons for these shifting trends:

- people are becoming more experienced in travelling and discerning in their choice of destination, leading them to search for new places and new tourism products;
- people are more mobile – cross border travel is easier than ever thanks to the liberalization of the airlines, construction of new roads etc.
- people are taking shorter but more frequent holidays throughout the year;
- people are more active whilst on holiday, seeking out different activities;
- the European population is getting older but staying active longer;
- people are increasingly concerned about the environment.

4.1 Alternative forms of tourism

More and more people are “cash-rich” and “time-poor” today. They have less time to travel for leisure purposes, but they want to ensure that their trips create a memorable experience. This change profile of tourists is apparent in all leading tourism source regions – from Europe to North America and Asia and Pacific.

Today’s leisure travelers, who comprise more singles, more female travelers, more grandparents travelling with their grandchildren, and more large family units (several generations), are much less concerned about which destination they visit, which means they tend to be less loyal to destinations than they ever were in the past.

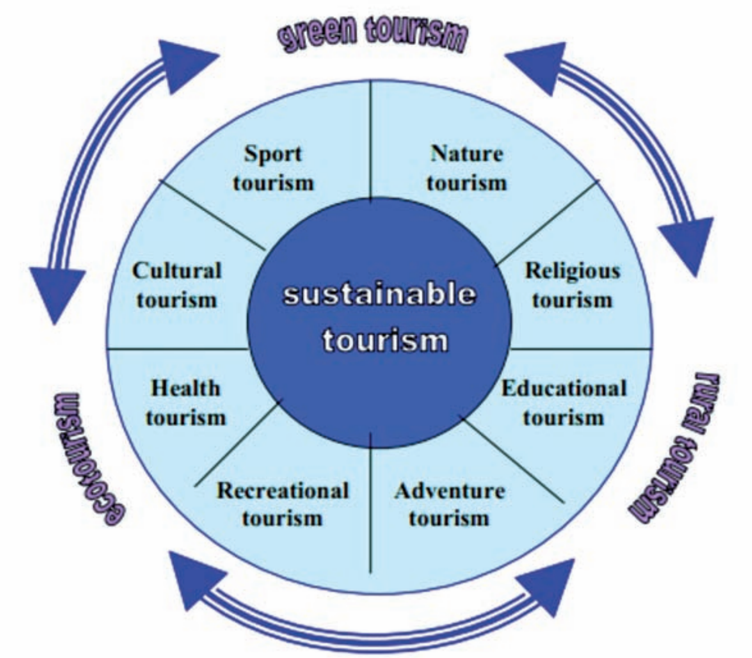
General market surveys clearly illustrate the growing popularity of alternative forms of tourism (see Graph 2). In this context, it is a positive finding, that for all of these alternative forms of tourism the Middle East has good conditions (see Selected alternative forms of tourism in the Middle East).

Sustainable tourism can be defined by UNWTO as “tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities”.

Sustainable (and responsible) tourism development requires the informed participation of all relevant stakeholders, as well as strong political leadership to ensure wide participation and consensus building. Achieving sustainable tourism is a continuous process and it requires constant monitoring of impacts, introducing the necessary preventive and/or corrective measures whenever necessary.

Graph 2

Alternative forms of tourism



Source: European Commission (2013). Attitudes of European towards tourism. [online]. [2014-01-07]. Available from: http://ec.europa.eu/public_opinion/flash/fl_370_en.pdf.

Sustainable tourism should also maintain a high level of tourist satisfaction and ensure a meaningful experience to the tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices amongst them.

The following are some examples of activities that can be developed in frame of the alternative forms of tourism:

- Cultural tourism:
  - festivals and events, banquets;
  - music, theatre, shows;
  - village life and rural life;
  - gastronomy, visiting/tasting local products;
  - general sightseeing, village buildings and “atmosphere”;
  - visiting historic and religious monuments or vernacular buildings, ruins;
  - famous people in the region.
- Sport tourism:
  - visiting sports events (Olympic games, FIFA World cup, F1 Grand Prix) – hard sport tourism;
  - participating on recreational sporting or signing up for an leisure

interests (hiking, skiing, canoeing, cycling, tennis, golf, horse racing) – soft sport tourism.

- Natural tourism:
  - walking, hiking, cycling;
  - general sightseeing and outdoors, admiring scenery, picnicking, swimming;
  - wildlife viewing: bird watching, whale watching etc;
  - visiting nature reserves and park visitor centers;
  - canoeing, cross- country skiing, horse riding, sailing, boating;
  - hunting, fishing, harvesting (berry picking);
  - participation in nature conservation: removing scrub, mowing fields....
- Religious tourism:
  - traveling in group or individually for pilgrimage, missionary and leisure purposes;
  - visiting holy sites;
  - visiting religious monuments;
- Educational tourism:
  - field courses in conservation, species identification, rehabilitation;
  - courses in local cuisine, making handicrafts, restoration;
  - courses in music, painting, language, photography;
  - learning about local history, art, heritage.
- Adventure tourism:
  - dog sledging, skiing, skidooing;
  - white water river rafting, body surfing, rock climbing, mountain biking, paragliding;
  - orienteering, leadership building;
  - incentive tours (for companies).
  - Recreational tourism:
  - recreational activities are often done for enjoyment, amusement or pleasure and are considered to be "fun".
- Health tourism:
  - wellness, spa and health treatments,
  - yoga holidays;
  - medical procedures.

4.2 Selected alternative forms of tourism in the Middle East

In recent years, new and improved sustainable-tourism initiatives are spreading throughout the Middle East. These initiatives propound responsible travel that helps to conserve the environment and improve the well being of the local people living there. In the past, an influx of tourists to destinations like Petra (Jordan) and the Sinai (in Egypt) led to degradation of the surrounding resources and exploitation of the indigenous people. Recently however certain initiatives aim to correct some of these adverse impacts.

Responsible and sustainable tourism development policies and practices are further promoted trough a Technical Cooperation project, the MDG-F project and the two ST-EP projects being carried out in 2012 (see Table 5).

Table 5

Technical Cooperation projects

Country	Project title	Main sources of funding
Yemen	Handicrafts, Heritage and Employment in the Highlands of Al-Mahweet	ST-EP Foundation
Jordan	Youth Career Initiative project	ST-EP Foundation

Source: ST-EP Project Portfolio. [online]. [2014-01-07]. Available from: http://step.unwto.org/stepprojects?field_region_omt_value_many_to_one=CMO&field_civicrm_reference_contact_id=.

Heritage and cultural tourism is drawn to historic villages for their lure of authentic rural experiences, tourists seek contact with living communities next to ancient sites all over the Middle East where local communities have lived in between such ancient ruins or next to them for ages such as the cases of Luxor in Egypt, Petra or Mkies in Jordan or Bosra in Syria. The combination of an ancient site that dates back thousands of years intertwined with a traditional living community is extremely attractive from the heritage industry´s point of view. Historic urban areas in the Middle East have also attracted tourists seeking a cultural heritage; they seek historic urban neighborhoods for a taste of urban historic life with its exoticness, diversity, and vitality such as historic cores of Cairo, Damascus or Amman.

As one of the fastest growing tourism form, the sport industry was prioritized in many tourism development strategies in the Middle Eastern countries, in particular the Arab Gulf countries such as The United Arab of Emirates, Bahrain and Qatar, as a tool to enhance their reputation in the world, as sport has billions of fans and spectators. A further aim is to increase the number of visiting tourists by analyzing the motivational synergies that might encourage people to visit a given destination, which combines collective motives, whether cultural, natural or recreational, with the hosted sports events. Qatar is ranked among the top sports tourism destinations in the region, due to its massive investment in developing sports infrastructure and for the prominent international competitions it has hosted during the last few years, with average of 28 sports events every year. UAE is another good example of the synergy between tourism and sport. Dubai and Abu Dhabi took the lion´s share of the number of tourist arrivals in the country as well as the number of sports tourism events held. The Middle Eastern countries have supported soft sport tourism, such as golf (Egypt, UAE), skiing (UAE, Lebanon), hiking (Dana to Petra in Jordan, Lebanon Mountain Trail, Oman´s Grand Canyon trail), diving (Egypt, Jordan, Saudi Arabia, UAE, Oman).

It is important for Middle East governments to continue creating an increased role for the private healthcare sector as it has the skill set and resources to help build more hospitals, implement high levels of quality care and establish infrastructure much faster than the public sector. This is the key factor in the region becoming a sought after destination for medical tourists. Jordan is the leader in the medical tourism industry in the Middle East region. The country serves medical tourists from Iraq, Syria, Yemen and other countries in and out of the region. The UAE is currently witnessing progress in the global medical tourism industry. The UAE government is very keen on boosting the Medical Tourism industry and has in turn facilitated for medical businesses to not only be established, but also flourish in the country. We see that the medical businesses in UAE largely benefit from the tax free set-up, 100% foreign ownership, and absolutely no restrictions on investment and the availability of the finest state-of-the-art facilities to offer high quality treatments and services in the UAE. The private medical sector in the United Arab Emirates is an integral part of the medical tourism industry, and has contributed to the advancement of the country's medical sector. Private medical businesses have the advantage of being in 'competition' which pushes them ten strides ahead in the market.

Yoga holidays are offered almost anywhere in the world, but increasingly in the Middle East and North Africa (for example in Dahab on the Red Sea in Egypt).

The Dead Sea has attracted visitors for thousands of years, in modern times offering plentiful tourist facilities and excursions. The name alone evokes ancient and biblical images, making it a major cultural site as well as a natural one. The purported therapeutic properties of the water, salts and thick black mud from the sea bed warrant a prominent sector of the Dead Sea tourism industry. The Dead Sea Spa and Resort on the Dead Sea in Jordan is the first in the region to focus on using the minerals and the botanicals from the Dead Sea to restore immune systems and heal skin disorders. Today it is the largest Medical Spa using it's locations as the premiere location for salt, mud, oxygen levels and other natural products to attract patients from foreign countries to the Dead Sea Spa and Resort for many years.

The Middle East's religious tourism sector – valued at $18 billion per year - can play a decisive role in driving the region's short term industry revenues. Saudi Arabia is the market's primary driver, with the Islamic Hajj and Umrah pilgrimages seeing the Kingdom receive over six million worshipers annually. The region defined as the "Arab States" contains 44 UNESCO World Heritage Sites, and the region is densely packed with holy sites for several religions.

5. Profile of the European tourists

According to Flash Eurobarometer “Attitudes of Europeans towards tourism” (see Graph 3), spending time in the sunshine or at the beach was the main reason for a holiday of at least four consecutive nights in 2012 (40 %), closely followed by visiting family, friends or relatives (36 %). Just over one quarter (26 %) Europeans went on holiday to visit nature, while 22 % holidayed for cultural reasons and 20 % visited a city. Around one in ten went for a wellness, spa or health treatment (12 %), while 10 % travelled because of sports activities. These results correspond with the trends mentioned above.

Graph 3

Main reasons for going on holiday (European tourists, 2012)

Source: European Commission (2013). Attitudes of European towards tourism. [online]. [2014-01-07]. Available from: http://ec.europa.eu/public_opinion/flash/fl_370_en.pdf.

Graph 4

Holidays taken in 2012

Source: European Commission (2013). Attitudes of European towards tourism. [online]. [2014-01-07]. Available from: http://ec.europa.eu/public_opinion/flash/fl_370_en.pdf.

In terms of countries chosen for holiday, the most of European tourists (from EU27) stay in their own country (see Graph 4), while 31 % went to an EU country. Almost one in five (19 %) took their main holiday in a country outside the EU. The question is: Do European people visit destinations in the Middle East? And if so, how many and for what reason (see Tourism source markets for the Middle East).

6. Tourism source markets for the Middle East

The Middle East has been divided, as far as incoming tourism is concerned, into three major categories. The first category consist of countries with a rich tourism history, due to diverse cultural heritage, history and archaeology such as the cases of Egypt, Jordan, Lebanon, Syria and Iraq for example. The second category is countries with significant incoming tourism due to special conditions:

- Dubai had developed its tourism industry depending on becoming the Middle Eastern capital of consumption and entertainment. Theme parks of every type are being built starting from thematic shopping malls to an indoor ski resort in the middle of the desert.
- In Saudi Arabia more than half of inbound visitors travel to two of Islam´s holiest cities, Mecca and Medina, and every year, millions of Muslims go to Mecca for the Hajj, the largest annual pilgrimage in the world.

Third category is countries with insignificant incoming tourism such as Kuwait, Yemen, Palestine and Oman (see Table 1).

As the Table 1 shows, the top destinations in the region are Saudi Arabia, Egypt and Dubai. The positive trend of the past years of Jordan, Lebanon and Syria was stopped by the Arab Spring.

Table 6

Arrivals of non-resident tourists by Region (2011, %)

	Africa	America	Asia and Pacific	Europe	Middle East	Not spec.
Bahrain	1,48	4,33	23,05	7,62	63,52	0,00
Egypt	4,42	2,92	3,85	73,25	15,35	0,21
Iraq*/	0,003	0,002	95,1	0,23	0,99	3,68
Jordan	1,26	4,78	5,84	15,83	47,81	24,48
Kuwait	2,03	4,00	28,32	3,38	61,61	0,66
Lebanon	4,99	13,45	18,15	29,43	33,85	0,12
Libya	-	-	-	-	-	-
Oman*/	2,08	10,00	28,65	32,35	20,96	5,96
Palestine	6,21	12,64	13,02	67,06	1,07	0.00
Qatar	2,07	-	22,46	42,71	32,76	-
Saudi Arabia	4,52	1,04	26,88	4,13	63,43	0,01
Syria*/	0,82	0,88	9,48	17,86	56,45	14,51
UAE	-	-	-	-	-	-
Yemen*/	3,26	2,73	5,86	3,68	36,78	47,69

Note: */ 2010

Source: Compendium of Tourism Statistics. Data 2005 – 2008. 2011 Edition. UNWTO. Madrid.

6.1 Europe as a source of tourism for the Middle Eastern countries

As the table 6 shows Europe is primarily source of tourism for Egypt, Oman, Palestine and Qatar. Significant portion of European tourists has traveled to Jordan, Lebanon and Syria.

Russia is one of the most important emerging tourism markets for Egypt (but not only), because Russians spend more than other travelers on their trips. The favorite Russian period for travel is traditionally October through February, with a peak during the New Year´s period. The main reason for a holiday was spending time in the sunshine at the beaches – the Red See is the main destination for Russian tourists. It is very important to focused on this market source because the number of outbound tourists from Russia increased by 20 – 25 percent in 2012, according to Association of Tour Operators of Russia. Russian tourists accounted for the largest share of arrivals from a single country at 18,61 %, followed by British tourists (10,51 %) and German tourists (9,8 %).[1]

It is very interesting that Italy is the fourth largest European market for Omani tourism after the United Kingdom, Germany and France. Russian people belong to the most dynamic market source in last years. Oman is a country of diverse natural beauties and fascinating human history, which are the main reasons for visiting of Oman. The Omani government has ambitious reform and development plans, outlined in the Sultanate's Vision 2020, which touches on different sectors of the economy that will be central to diversifying the country's revenues and reducing its dependence on oil. Tourism is at the centre of these ambitions, with an ultimate objective to lure 12 million tourists in 2020, although the number of arrivals to the country in 2011 was more than 1 million (see Table 2). A large number of projects are being laid out, including the development of the country's two major airports in Muscat and Salalah, the construction of new airports and the general improvement of transportation infrastructure in the country. The port of Muscat is also being developed as a cruise only port to attract more cruise passengers.

Europe is the second source market of tourism for Jordan, Lebanon and Syria. The main source markets for Jordan from Europe are Israel, France and United Kingdom. The most dynamic European source markets are Italy, France, Netherlands and Spain. Italy has deeply-rooted cultural and historical ties with Jordan. No other nation has as many ancient Roman remains or a similar historical, architectonic and cultural heritage. One of the capitals of the Roman Empire, Arabia Petrea, was in Jordan and Classical Antiquity has its heart in Petra. The Italian government supports the conservation, care and cataloging of Jordan´s architectonic heritage. Arab destinations with strong cultural heritage like Jordan are always attractive to the Spanish traveler. Perhaps because of the cultural

1 Data collected for 2011.

affinity after centuries of moorish rule in Al Andalus, perhaps because of its geographical position of buffer zone between Europe and North Africa the fact is there has always been a fascination for the region by Spanish tourists. The Spanish travel market was shown to have strong growth potential with the greatest opportunities, at least in the medium term, to be among older Spaniards eager for new and memorable cultural experiences. However, it also appeared that young people are enthusiastic outbound travelers – and all are easy to reach through social media – although they are very price-conscious and the trend is very much towards late booking.

Russia is one of the most important emerging tourism markets for Jordan, because Russians spend more than other travelers on their trips as we have already mentioned. One of Jordan´s main competitor for the Russian market, Israel, is among the top 25 destinations and showed a 15 % increase in 2010. Israel became a visa-free destination for Russians in 2008. Russian visitors are predominately same-day visitors (around 65 % in last years), more than any other foreign market traveling to Jordan. They primarily visit Petra an excursion of less than 24 hours from neighboring Israel and Egypt. The favorite Russian period for travel is traditionally October through February, with a peak during the New Year´s period. It is worth noting that Russian travelers hardly visit Madaba and the Babtism Site, which are both in close proximity to the Dead Sea and would represent a site of interest for Russians.

While most tourists in Lebanon still come from the Middle East, current figures provide evidence that an increasing number of European tourists have discovered Lebanon as a destination as well. The main source markets for Lebanon from Europe are France, Germany, United Kingdom and Turkey. The most popular destination is Beirut. Major travel suppliers have meanwhile reacted to this trend. For example, the FTI Touristik GmbH – one of the leading tour operators in Germany – has brought out a separate catalogue for Lebanon. Besides city and cultural tours, the most important forms of tourism are constituted by summer and winter sports tourism. For future development of tourism in Lebanon is important that country is well known among global travel circles for being the most sophisticated and cosmopolitan nation in the Middle East.

6.2 United Arab Emirates as a potential destination to the Czech Republic

United Arab Emirates (UAE) as a potential destination to the Czech Republic is the title of the research which was carried out in March 2014, and the purpose of it was to determine awareness of the Czech citizens about UAE as a destination and if the Czech citizens are interested in traveling to UAE. The parts of the research were also the questions related to travel such as. Research was carried out on the website server vyplnto.cz and the questionnaires were distributed in written way as well.

The entire survey was anonymous. Complete results of the research are publicly available at: http://spojene-arabske-emiraty-jako.vyplnto.cz.

From March 22, 2014 Czechs don´t need a visa to UAE.

Purpose of the research was especially to answer the following questions:

- **Q1**: Have you already visited Muslim countries?
- **Q2**: Do you plan to repeat the visit of Muslim countries?
- **Q3**: Have you already visited UAE?
- **Q4**: Do you plan to visit UAE in the future?
- **Q5**: Do you see UAE as a safe destination?

A total of 269 respondents responded to the questionnaire. The main results of the survey are as follows:

Table 7

Question 1 – results

Q1	Number	%
NO	164	60,97
YES	105	39,03

Source: Own processing on questionnaire research

The most respondents (60,97 %) has not visited Muslim countries. But the number of respondents who have visited Muslim countries was quite high (39,03 %). This result corresponds to the fact that Czech tourists like to visit Muslim countries (for example Egypt, Turkey and Tunisia) and the most of respondents would like to repeat their visit of Muslim countries (see table 8).

Table 8

Question 2 – results

Q2	Number	%
YES	72	69,23
I don´t know	25	24,04
NO	7	6,73

Source: Own processing on questionnaire research

Table 9

Question 3 – results

Q3	Number	%
NO	248	92,19
YES	21	7,81

Source: Own processing on questionnaire research

Only 21 respondents (7,81 %) have already visited UAE and the main reason was leisure, recreation and holiday.

Table 10

Question 4 – results

Q2	Number	%
YES	124	50,41
I don´t know	85	34,55
NO	37	15,04

Source: Own processing on questionnaire research

Most of respondents (50,41 %) is going to visit UAE in the future, which is very positive result.

Table 11

Question 5 – results

Q5	Number	%
Rather YES	112	41,64
I don´t know	60	22,3
Rather NO	48	17,84
Definitely Yes	41	15,24
Definitely NO	8	2,97

Source: Own processing on questionnaire research

The most of respondents perceives UAE as a safe destination (41,64 %), as a positive result we can take also 22,3 % of respondents who don´t know. UAE is one of the safest countries in the Middle East (according to Global Peace Index, Tourism and Travel Competitiveness Index and Terrorism and Political Violence Map).

The most of respondents knows Burj al Arab, Burj Khalifa and the most visited was Dubai.

Conclusion

The evolution that the tourism industry had witnessed in the Middle Eastern countries triggered competition between them (and also between the countries of the other tourist regions) to showcase their products around the world by launching creative initiatives that can draw attention.

The Middle East has a great opportunity in attracting more sport-oriented tourists. Increasingly, the Middle East, is gaining a reputation for medical tourism, especially in the United Arab Emirates and Jordan, which is trying to position itself as the “mecca” of medical tourism in the Middle East.

Tourism industry is changing and tour operators and travel companies need to examine alternative business avenues to increase profits during these challenging times. The religious tourism market is one such possibility and remains extremely relevant to Middle East based operations.

The United Arab of Emirates and Jordan are the leading destinations for medical tourism in the Middle East.

European tourists spend time during their holidays mostly at the beaches, but among important reasons belong also nature and cultural heritage. Significant reason is also wellness, spa and health treatment. Positively can be stated that the Middle East countries can satisfy all of above mentioned motivations for travel.

Europe is primarily source of tourism for Egypt, Oman, Palestine and Qatar. Europe is the second source market of tourism for Jordan, Lebanon and Syria. French, Germans or British belong among traditional tourists in the Middle East countries. But Russia is one of the most important emerging tourism markets for the region because this market is now the world´s second fastest growing outbound travel market in the world.

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The Approach of Young People to Travel Safety

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Abstract

The aim of the research was to determine how students/respondents perceive security on their travels in Europe. The respondents belong to two different study programmes, one focusing on the field of security (Faculty of Criminal Justice and Security, University of Maribor - FCJS) and the other on the field of tourism (Vocational College for Catering and Tourism - HCCT). Our main presumption was that students of the two institutions developed a different attitude towards travel security since their studies focus on two substantively different academic-professional fields. We examined their attitude towards security factors such as: security climate, self-protection and collective security. In our research we included a sample of 100 students/respondents. We used an instrument in the form of a questionnaire for the quantitative measurement of responses on the interval scale from1 to 5 Likert-type. To portray the result of the research we also used various statistical indicators in the computer programme SPSS such as: arithmetic mean, Mann-Whitney test, frequency distribution of responses, where independent variables are displayed. The findings suggest that the students/respondents attitude towards safety and their expectations on individual elements of all three security factors differ in the two target groups. The expectations of students/respondents of Faculty of Criminal Justice and Security regarding the implementation and provision of security are higher compared to students/respondents of Vocational College for Catering and Tourism. Respondents have different experiences with security on their travels, as the number of travels varies quite substantially between students. Both institutions can use the results of the research in the evaluation processes of their study programmes. On the basis of the results of the research it can be substantiated that the field and content of study have an impact on the students' attitude to elements of security while travelling. The findings are intended to all researchers in the field of security and tourism, as well as designers of study programmes of these two study fields.

Keywords: tourism, safety, approach, young people, travel.

1. Introduction

The General Secretary of the World Tourism Organization (UN-WTO) Frangialli [9] emphasises that tourism and peace are inseparable. The influence of tourism is so strong that it can change apparently unalterable circumstances and enable reconciliation there where no one thought it possible. Mekinc and Dobovšek [23] speak about the fact that tourism has a very small influence on the peace and safety phenomena on a macro level and that tourism is more dependent on safety than safety depends on it which is also argued by Hall et al. [14]. Safety is still most valued in the hierarchy of values of all humans [29]. We perceive safety and health as the most important human values.

Although safety was the new leading concept in the period following the World War 2 studies that addressed it during the Cold War (fierce and even antagonistic relations between the two political ideologies, economic, scientific and technological military defensive blocks) have narrowed it down to simple military political dimensions within the concepts of national and international security. In international safety studies during the entire period of the Cold War research issues related to military threats, nuclear weapons and the Soviet Union prevailed as the main military and ideological threat to the West [10]. The end of the Cold War characterized by radical strategic, political, economic and cultural changes in the international context received new dimensions with globalisation. Changes in the field of safety suggest a complex threat that goes beyond individual countries, for example proliferation of weapons of mass destruction, international terrorism, environmental degradation, hunger, diseases, disrespect for human rights and freedoms, natural disasters, etc. Globalization has among other things led to a higher degree of integration of the world, which re-actualized cooperation, and not rough competition and confrontation between countries and other subjects of international relations in the provision of safety, which is most apparent in the efforts for an integrated approach to understand contemporary safety, which is most explicitly contained in the concept of human safety [10].

Dobovšek [4] warns that we should distinguish between conventional forms of organized crime (theft, robbery, drugs and arms trafficking, gambling, prostitution, etc.) and corporate/collar crime. The latter was defined by Pečar [36] as the most structured form of organized crime; criminals of this calibre know a lot about business and management, economic matters and the law, and have connections in the administrative and public sector, government institutions and the labour market. These are criminal associations of well-educated individuals in prominent positions in business and/or politics. Such organizations are also called organized white-collar crime. This type of criminality is far more dangerous than classic organized crime, and it's especially difficult to persecute [5]. The distinction between classic organized crime and white-collar organized crime is important in regard to the influence these two forms of criminality have on the development of sustainable tourism. Each type supports different interests, which often overlap. Classic organized crime has an interest for tourism, because it's possible to exploit this area by placing on the market certain services under its control, e.g., prostitution and drug trafficking. Mekinc et al. [24] state that prostitution, as a criminal act, is only indirectly connected to tourism, if it is carried out in tourist destinations where there is sustainable tourism, but on the other hand there is a lot of »sex tourism« in destinations known for the prevalence of mass tourism. Tourism can be recognized as an activity that includes numerous economic and non-economic areas. Thus it is essential, for its successful development, to establish cooperation among all those whose activities have a positive impact on achieving set goals including safety. Tourism has become the largest industry in the world with the highest annual growth rates. In all its forms in 2012 it counted more than one billion tourists as is stated on the UN-WTO [53] web page and hence achieved a new record as the number of tourists has grown by 4% in comparison to 2011, when 983 million tourists travelled around the world UN-WTO [53]. Also in 2010, more than 940 million tourists travelled and in 2009, there were 883 million tourists UN-WTO [53], which was 4.2% less than in 2008 due to the influenza virus A1H1N1. The importance of tourism to a society is much larger and deeper than purely economical. Besides economic growth, tourism also enables social and cultural development of a society of each destination or country within their own complex tourism innovation agenda [18]. Contemporary societies ensure the right to work and rest, consequently the right to relaxation, leisure, recreation and holidays [28] which are fundamental reasons when choosing tourist services. Therefore we can summarize Taurer [46] that tourism extinguishes limitations and prejudices, opening up opportunities for the personal interaction of individuals and nations. Therefore tourism performs an important role in the development and strengthening of good relations between people and nations around the world and, consequently, contributing to greater safety [12].

The economic importance of international tourism can be measured by looking at the ratio of international travel receipts relative to GDP; these data are from balance of payments statistics and include business travel, as well as travel for pleasure. In 2012, the ratio of travel receipts to Gross domestic product (GDP) was highest in Croatia (15.5 %), Malta (14.4 %) and Cyprus (11.4 %), confirming the importance of tourism to these countries. In absolute terms, the highest international travel receipts in 2012 were recorded in Spain (EUR 43521 million) and France (EUR 41794 million), followed by Italy, Germany and the United Kingdom. Germany recorded the highest level of expenditure on international travel, totalling EUR 65238 million in 2012, followed by the United Kingdom (EUR 41055 million) and France (EUR 28923 million). When analysing this expenditure in respect to the size of each country in population terms, Luxembourg's residents spent, on average, EUR 5329 per inhabitant on travel abroad in 2012, far ahead of the second ranked country, Belgium (EUR 1523 per inhabitant), which was followed by Sweden, Denmark, Cyprus. Residents (aged 15 and above) from within the EU-28 made 1041 million holiday trips in 2012. Short trips (of one to three nights) accounted for more than half (55.4 %) of the total trips made (see Table 1), while approximately three quarters (76.1 %) of all trips made were to domestic destinations, with the remainder abroad. In some EU Member States, more than half of the total number of holiday trips was to destinations abroad; this was the case for Luxembourg, Belgium, Malta and Slovenia. However, less than 10 % of holiday trips taken by residents of Romania, Spain, Greece and Portugal were abroad. These figures appear to be influenced by both the size of the Member State and its geographical location (smaller and more northern countries tended to report a higher propensity for their residents to take holidays abroad). It is estimated that some 51.3 % of the EU-28's population took part in tourism in 2012, in other words made at least one trip of at least four overnight stays during the year. Again, large differences can be observed between the EU Member States, as this participation rate ranged from 10.0 % in Romania to 78.7 % in Sweden (see Table 2). The business environment in the hotel industry is characterised by fierce competition and constantly changing circumstances [16]. From the supply perspective, it is estimated that nearly 545000 tourist accommodation establishments were active within the EU-28 in 2012; there were over 200000 hotels and similar accommodation establishments that provided almost 13.1 million bed places, of which more than half (57.4 %) were concentrated in four of the EU Member States namely, Italy (2.3 million bed places), Spain (1.9 million bed places), Germany (1.8 million bed places) and the United Kingdom (1.6 million bed places). In 2012, resident and non-resident (foreign) tourists spent over 1 600 million nights in hotels and similar establishments in the EU-28. During recent decades, the number of tourism nights spent at tourist accommodation establishments has generally shown an upward trend (see Graph 1). The start of the period for analysis in Graph 1 is characterised by a relatively low number, in part due to a decline in travel after the 2001 terrorist attacks in the United States. There were also short-term downturns in the number of tourism nights spent in collective tourist accommodation in 2008 and 2009 as a result of the financial and economic crisis: the number of tourism nights in the EU-28 fell by 0.6 % in 2008 and by a further 2.1 % in 2009. In

2010, however, the number of tourism nights spent at tourist accommodation establishments increased by 4.7 %. This positive development continued, with growth of 3.3 % in 2011. In 2012, 2 577 million nights were spent at tourist accommodation establishments (see Graph 1) [43].

Table 1.

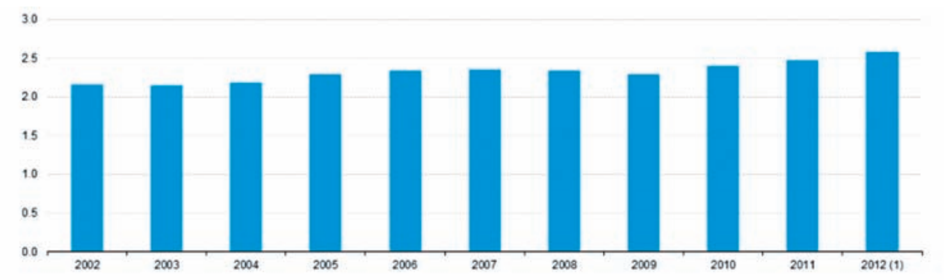
Holiday trips of residents (aged 15 years or more), 2012

	Number of trips (1 000) All trips	Short trips (1-3 nights)	Long trips (4+ nights)	Breakdown of all trips by destination and duration (%) Short domestic trips (1-3 nights)	Long domestic trips (4+ nights)	Short outbound trips (1-3 nights)	Long outbound trips (4+ nights)
EU-28 (1)	*1 040 961*	*576 221*	*464 740*	*49.8*	*26.3*	*5.6*	*18.4*
Belgium	10 159	3 647	6 512	14.7	9.8	21.2	54.3
Bulgaria	3 424	2 077	1 347	56.7	31.1	4.0	8.2
Czech Republic	31 406	19 679	11 727	59.3	23.4	3.3	13.9
Denmark (2)	28 931	21 382	7 549	68.0	10.4	5.9	15.7
Germany	199 766	98 785	100 981	42.5	22.6	6.9	27.9
Estonia	2 514	1 813	701	53.9	9.9	18.3	17.9
Ireland	:	:	:	:	:	:	:
Greece (2)	9 515	3 624	5 892	36.8	55.7	1.2	6.2
Spain	122 863	85 436	37 426	67.2	25.4	2.3	5.0
France (2)	203 609	105 493	98 116	49.5	39.6	2.3	8.6
Croatia	7 284	4 082	3 202	41.6	28.6	14.5	15.4
Italy	56 026	26 638	29 388	41.5	36.6	6.0	15.9
Cyprus (2)	1 705	784	921	40.9	11.1	5.1	42.9
Latvia	4 753	3 772	980	68.8	7.7	10.6	12.9
Lithuania	3 592	2 238	1 354	50.1	11.2	12.2	26.5
Luxembourg	1 355	515	840	2.8	<1	35.2	61.6
Hungary	17 558	11 822	5 736	59.3	20.4	8.1	12.2
Malta	443	217	226	37.3	7.8	11.6	43.2
Netherlands	44 231	23 134	21 097	44.4	17.8	7.9	29.9
Austria	18 002	8 595	9 406	32.1	18.0	15.7	34.3
Poland (2)	30 828	15 147	15 681	50.2	35.8	2.6	11.3
Portugal	12 827	8 962	3 865	67.5	24.9	2.4	5.3
Romania	16 411	9 705	6 706	58.6	36.7	<1	4.2
Slovenia	4 054	2 490	1 564	39.6	9.1	21.9	29.4
Slovakia	5 969	2 322	3 647	31.7	28.3	7.2	32.8
Finland	33 875	25 060	8 815	63.4	15.6	10.6	10.4
Sweden (2)	42 198	27 248	14 950	55.9	19.4	8.7	16.1
United Kingdom (2)	116 925	55 685	61 241	42.3	19.8	5.4	32.6
Norway (2)	17 318	9 846	7 473	43.6	17.6	13.2	25.5
Switzerland (2)	15 490	6 094	9 396	:	13.9	17.5	46.8

(1) Estimate made for the purpose of this publication, compiled using the sum/average of the latest available data for the EU Member States.
(2) 2011.
Source: Eurostat (online data codes: tour_dem_tttot and tour_dem_ttq)

Graph 1.

Number of nights spent at tourist accommodation establishments, EU-28, 2002–12 (1 000 million nights spent by residents and non-residents)



(1) Because of methodological improvements, for some Member States 2012 data are not entirely comparable with previous years. This can affect the estimation of the EU-28 aggregate
Source: Eurostat (online data codes: tour_occ_ninat and tour_occ_nim)

Table 2.

Tourism indicators, 2007 and 2012

	Number of establishments: Tourist accommodation establishments (units)		Number of establishments: Hotels and similar accommodation (units)		Bed places in hotels and similar accommodation (1 000)		Nights spent in hotels and similar accommodation (1 000) (1)		Share of the population (aged 15+) taking part in tourism trips of at least 4 nights (%)	
	2007	2012 (2)	2007	2012 (3)	2007	2012 (3)	2007	2012 (4)	2007	2012 (5)
EU-28	424 661	544 707	203 153	200 637	11 878	13 086	1 599 087	1 644 472	:	51.3
Belgium	3 426	4 828	2 013	1 771	125	129	16 197	17 838	45.1	42.7
Bulgaria	2 018	2 758	1 526	1 936	231	261	16 736	18 682	:	11.2
Czech Republic	7 845	7 631	4 559	4 672	248	271	27 044	29 359	54.1	57.0
Denmark	1 075	1 109	477	515	73	87	11 080	12 400	62.2	72.9
Germany	53 758	52 776	35 941	35 511	1 644	1 833	214 675	250 091	63.5	64.0
Estonia	984	1 238	346	390	29	32	3 843	4 649	32.5	36.8
Ireland	8 977	8 098	4 087	2 945	157	161	:	23 860	:	52.7
Greece	9 531	28 005	9 207	9 665	701	771	64 086	62 887	42.2	31.9
Spain	37 523	45 740	17 827	19 532	1 642	1 859	271 689	280 660	43.5	37.5
France	28 778	28 480	18 135	17 189	1 254	1 249	204 269	201 901	65.7	62.9
Croatia	1 811	57 808	800	878	163	157	20 940	21 138	35.5	33.3
Italy	131 049	157 228	34 058	33 728	2 143	2 251	254 329	256 558	49.1	39.9
Cyprus	902	802	735	799	88	84	14 298	14 547	88.9	44.0
Latvia	400	632	318	247	21	22	2 759	2 842	18.6	22.3
Lithuania	529	1 032	348	397	22	27	2 591	3 170	27.1	24.4
Luxembourg	508	478	273	249	15	15	1 438	1 497	64.3	70.2
Hungary	2 956	4 071	1 999	2 094	154	171	16 297	17 998	33.6	23.7
Malta	166	158	160	150	40	39	7 916	7 676	:	34.0
Netherlands	7 268	6 851	3 196	3 155	200	226	34 159	34 976	68.3	74.1
Austria	20 730	20 366	14 204	13 203	574	595	79 167	85 122	58.6	59.2
Poland	6 718	9 483	2 443	3 414	190	264	24 307	30 891	34.2	37.5
Portugal	2 339	2 349	2 031	2 028	265	296	39 737	39 681	19.3	21.4
Romania	4 694	5 113	4 163	2 216	228	213	19 756	16 503	:	10.0
Slovenia	819	:	396	642	33	45	5 546	6 196	61.7	52.0
Slovakia	2 675	2 907	1 249	1 473	67	93	7 233	7 254	:	44.5
Finland	1 358	1 427	909	839	119	135	15 817	16 667	60.3	66.4
Sweden	3 976	4 142	1 893	2 003	207	228	25 416	28 566	76.2	78.7
United Kingdom	81 848	86 597	39 860	38 996	1 245	1 571	169 484	150 865	57.9	56.7
Iceland	580	888	294	332	18	22	1 917	2 465	:	:
Liechtenstein	160	92	47	38	1	1	129	115	:	:
Norway	2 265	2 170	1 112	1 102	154	187	18 510	19 804	72.3	76.1
Switzerland	:	:	5 635	5 257	270	271	36 365	34 766	:	72.7
Montenegro	:	524	:	351	:	35	:	2 976	:	:
FYR of Macedonia	:	:	:	:	:	:	:	903	:	:
Serbia	:	997	:	716	:	51	:	3 946	:	:

(1) Nights spent by residents and non-residents. EU-28 estimates made for the purpose of this publication.
(2) EU-28: estimate made for the purpose of this publication. Ireland, Croatia, Latvia, Lithuania, Hungary, Romania, the United Kingdom, Liechtenstein and Montenegro: break in series.
(3) Ireland, Croatia, Latvia, Romania and the United Kingdom: break in series.
(4) Ireland, Croatia, Latvia and Romania: break in series. The United Kingdom and the FYR of Macedonia: 2011.
(5) EU-28, Greece, Sweden, Norway and Switzerland: 2011. Cyprus: break in series.
Source: Eurostat (online data codes: tour_cap_nat, tour_occ_ninat, tour_dem_totot and demo_pjanbroad)

Every tourist who embarks on a journey creates certain expectations which include safety on the road and at the place of residence. This is created by the tourist as well as the tourist entities: tourist agencies, hoteliers, transport operators, the organizations responsible for safety, etc. [33].

Kurež [19] argues that in parallel with the development of human society the perception of safety also changes. The concept of security can be seen as a living organism, which with evolution constantly changes, develops, grows and adapts to the environment. Safety as a commodity is gaining increasing importance, which in turn means that the future of the tourism industry is increasingly dependent on factors of safety [26]. It is a fact that tourists tend to choose a safe tourist destination. Their perception of safety at a specific destination can be the result of a personal experience, of a transferred experience from friends/acquaintances or obtained through different media. According to the Slovenian Tourist Organization (STO) [41] data Slovenia was, on the global scale of safety in Europe, 10^{th} in the year 2011 and 9^{th} in 2010. World Economic Forum (WEF) [52] published data for 2013, where Slovenia after an overall assessment of the tourism competitiveness index of 140 countries ranked

36th position and achieved the same ranking as in 2008, when the analysis included ten countries less. The latter still ranks Slovenia among the countries considered above average according to the Mekinc and Dobovšek [23] parameters. This means that tourists perceive Slovenia as a safe country on the scale of Europe's safest destinations. Safety and security are among the basic factors of a country. Tourist don't like travelling to countries that are not safe and therefore less attractive for development of the tourism sector Mekinc and Cvikl describe in his work [1]. Hreščak [15] states that safety is now becoming one of the key criteria by which tourists decide whether to visit a particular country or not. The global meaning and dimension of tourism as an economic activity have had such an impact that safety issues and concerns do not only affect the individual and his/her decision to travel but have an impact on the economic and political stability of entire regions or even across the world [14].

When at tourist destinations or in their vicinity safety threats emerge it usually results in a decrease in the number of tourist arrivals in a wider area of influence. Despite the fact that similar safety threats as they appear today have been known since the emergence of modern tourism, their impact has significantly increased after the end of the Cold War and especially after the terrorist attacks in the U.S., on September 11th 2001 [19]. Ever since then, safety incidents have had a much greater impact on the imbalances in global tourism [20]. The reasons for this can be found principally in the global information networking of the world that can provide the transmission of real-time information from one end of the world to the other. The information regarding the escalation of security threats in real-time thus circulates into homes of potential tourists and discourages them from the potential decision to travel [19]. Global security threats do not arise spontaneously but are a product of the security environment and shape it at the same time. Authors Wilks, Page [51] and Tarlow [45] generally agree that the attacks on the U.S. after September 11 2001 changed our understanding of safety in international tourism forever. Although McKercher and Hui [21] present an interesting observation that tourists have a short memory regarding a safety situation on a certain destination as they will repeat the journey as soon as the immediate danger has disappeared.

Hall, Timothy and Duval [14] emphasise the fact that tourism on the macro level has a little influence on peace and safety and add that tourism is more dependant on peace and safety than vice versa. These statements need to be supplemented by the fact that the safety, as an element of quality, is the key of all the tourist destinations but the specifics of certain safety crises can affect the development of tourism at a specific destination differently. By the specifics of safety crisis we understand its size, accompanying consequences and the media attention it brings. Grizold [11] emphasises that the universality of safety is clearly seen from the integrity of its content, entanglement of all the areas of life and work of society (economics, politics, society, culture, education, environment, military etc.) and mutual interaction and interdependence of all living things and nature. In the modern globalized world certain sources of security threats, and consequentially crises, are becoming a transnational problem; they are spreading regardless of national boarders [37] Safety and all its elements became a key factor of quality and development of tourism and needs to be considered seriously on all tourist offer levels (safety of tourists and tourist destinations). According to Mansfeld and Pizam [20], people cancel their booked trips, avoid booking trips to an affected destination or, those who are already in the affected destination, move to a safer place or return home. There is also a change in risk-taking tendency of various tourist segments. Some people use risk-related travel information prior to destination choice.

When looking at the history of crises in the tourist industry we see that the number of crises is at least as high as the number of tourist destinations and circumstances of tourist industry. The crises which directly or indirectly influence the tourist industry can be basically categorized by the time of their escalation. According to the time of escalation we can find sudden (rapid) and longer lasting crises. Some types of crises (natural disasters) have a typically rapid transition to a state of crisis while some transitions are slow and need several years to return to the normal state (floods in New Orleans, tsunamis in Indonesia, earthquakes in Haiti and Japan). The crises with complex long-term consequences mostly highlight the critical views and questions with different dimensions (nuclear disaster in Japan in 2011). A case of a rapid or sudden transition to a state of crisis is a terrorist attack where usually their return to normal state is much faster (Sharm el Sheikh in 2005). Some of the crises transit slower (epidemics, pandemics of infectious diseases and other infections) but return to normal state fast. There are also crises where the transit to a state of crisis is long lasting (the influence of organized crime at a certain destination) and the resolution of crisis is slower and takes a longer time. According to their duration, Ritchie [38] also divided crises into three categories. The first category is called the immediate crisis, which includes crises with very little or no warning in advance. Therefore, organisations are unable to research a problem or prepare a plan before a crisis hits. The second category is called the emerging crisis. These crises progress slower and they may be stopped or limited by acts of the organization. The last category, sustained crisis, includes crises that may last weeks, months or even years.

In some countries of Eastern Europe we can still find relatively closed security systems characterized by increasing the uncertainty of the environment to reinforce control mechanisms by which they try to control it. The space for self-regulated safety, characterized by spontaneous aggregation based on the principles of an open system, contracts and influences in particular on the quality of safety of those who do not have their own resources for it. Such actions are also displayed on the outside and can lead to the distrust of foreigners and thus reverse the decision to visit. Therefore it is necessary to consider the functioning of safety measures to be well related to the effects on the environment. Times change and the effects of globalization do not permit the reiteration of the same models since they become obsolete and need to be updated.

However, because our study relates to the young Slovenian population it is necessary to present the values of young people such as safety and travel which influence their perception and the decision to travel to a certain tourist destination. The values can be defined as guidelines for life and as such represent a concentration of everything that a culture values, which is normative guidance and motivation. Karlovšek et al. [17] say that the essence of the values is in the provision of human freedom and action, without any physical or mental coercion. Privacy as a right is most often defined in terms of the prohibition of interference by the state and society, but at the same time as a value that provides and facilitates contact with others. Typical classifications distinguish several aspects of privacy: “Space of intimacy, area of interest of individual engagement, on private, family life, including home, correspondence [42].

Table 3.

Empirical hierarchy of the field of values, acquired in our previous Slovenian researches

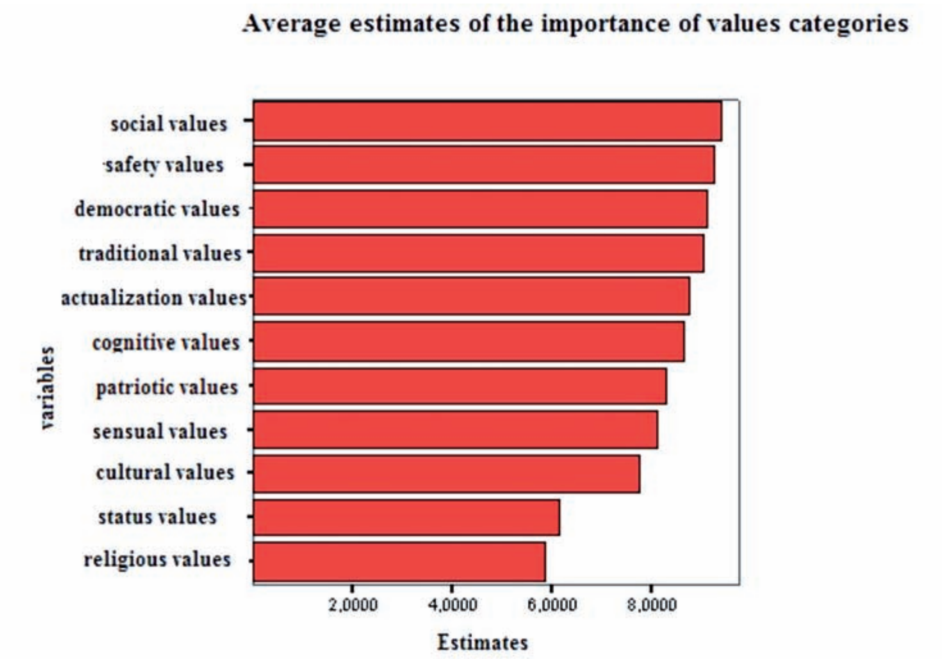
DIONYSIAN VALUES		**APOLLONIC VALUES**		***Maximum scope (super-category)***
HEDONIC	OF POWER	MORAL	OF FULFILMENT	***Greater scope (type of values)***
Sensual Health Safety	Status Patriotic	Social Democratic Traditional	Cognitive Aesthetic Cultural Actualization v.Religious	***Middle range category values***
Joy, entertainment, exciting life, comfort, pleasure	**Power, reputation, fame, money, political success** **Love of country**	**Love, family happiness, understanding with your partner** **Peace, unity**	**Truth, wisdom Beauty, nature** **Art, culture**	***Particular values***

Source: [30], [31], [32].

Studies have shown differences in the value orientations between age groups. In the adolescent period hedonic values (which of course does not mean the highest-valued), which also include safety are relatively pronounced [29].

Graph 2.

Average estimates of the importance of values categories



Source: [34], [35]

As we can observe in Graph 2 Apolonic values are most appreciated (especially moral) while among categories of middle range values social, safety, democratic and traditional values are at the forefront. In the Slovenian area health, love, freedom, peace, family values, honesty, friendship and justice are regarded as the most important values (see Graph 2). With the help of the research conducted by Gorenčič [13], Ule and Kuhar [48], on the values of young people from the year 2000 and 2009, we will help with the understanding of the results acquired about safety in tourist destinations in Europe among students/respondents from the HCCT and FCJS. It is necessary to emphasize the fact as indicated by Gorenčič [13] that already in the 1990s several extensive studies of values of the Slovenian youth have been carried out. In 1993, a survey included high school students, in 1995 students and in 1998 primary school pupils. Even more important are the studies Mladina

(Youth, n.b.) 2000 and 2009 [13], [48] which have the highest research value, since they were carried out on a representative sample of Slovenian youth. Mladina 2000, conducted in the year 2000, has shown that young people need global values such as world peace, the protection of nature and the security of the nation from enemies and liberal values such as the freedom of action. In contrast to the ego-materialistic values (to have authority and power over others, the importance of material goods) which young people judge irrelevant. The survey was conducted again in 2009 (Mladina 2009) and it showed that similar global and liberal values are still highly valued although it is noticeable that young people give a bit more importance to ego-materialistic values. Studies [27] show that young people's values are becoming increasingly subjective, the importance of the right to individuality, which Ule [49] also states in her study. Young people value personal desires above everything else. These findings of a twist into privacy and a decline in the importance of big stories among youngsters are also confirmed by studies in Mladina 2000 and 2009. The value of travelling is very important for young people as supported by the results of the survey in 2000 which showed that for more than one third of respondents travel is very important; the same result appeared in there-survey of young people in 2009. With the stated studies the author Gorenčič [13] also came to the conclusion that the values of young people are values that are becoming less "typically" young, because they rely on the values of adults. Therefore we can conclude that today's youth is more oriented to a personal set of values; a transition from material and career values to post-material and personal values has occurred. Theoretical introduction can be concluded with the statement that the perception of safety is an important factor in determining the choice of destinations [39]. Today tourists have at their disposal many possibilities for holidaying and travel, so they can substitute a potentially dangerous destination with no major problems or choose a completely different destination that does not have these safety issues [2]. Also worth mentioning is the fact that Ule [49] stated that youth and young people are the result of the development and changes in contemporary societies and are with their quick reactions to these changes a sensitive barometer and predictor of future social currents. Thus we can deduce that what the young generation is doing and saying today will be the general pattern of conduct and functioning of tomorrow. So if the young generation travels a lot today and travel is a value then the value of travel will be even more important to the entire society in the future and we all will be travelling more than we do today. The dominant values in each society represent the cultural foundations of the society and usually affect the norms of action of an individual as referred to in Tavčar [22]. Accordingly, it will also increase the importance of safety in all its dimensions.

2. Problem formulation

In this study we wanted to determine how safety is perceived in the tourist destinations of Europe where 1st and 2nd year students/ /respondents of HCCT students have spent their holidays or their free time in comparison to the 1st and 2nd year students/respondents of FCJS. The basic research problem was related to differences in the perception of the safety of students/respondents of two substantively different higher education institutions that through their study programmes focus on tourism or safety. In doing so, we evaluated how they assess the current/actual state of safety perceived in the country they are travelling and what state of security they desire and expect in these countries. Thus we could determine the difference between the actual/current and the desired/expected state of safety as the students/respondents observe it. We formed our fundamental hypothesis on the claim that students/ /respondents of the 1st and 2nd year of FCJS assess the safety of tourist destinations in Europe in a more sensitive and thus more critical way than students/respondents of the 1st and 2nd year of HCCT. In this context we examined the following factors of safety: safety climate, self-protection and collective security.

1.1 Methods

We have included a sample of 100 students in the research (63 FCJS students and 37 HCCT students, study programme Catering and Tourism) and used a quantitative questionnaire for the measurement of the view points on an interval scale from 1-5 Likert-type as a methodological tool. To display results of our study, we used a variety of statistical indicators such as the arithmetic mean, the Mann-Whitney test, frequency distribution of responses, where independent variables are displayed. In order to validate certain findings, we additionally used the t-test. We also displayed the results using the statistical indicator IMSUB which represents the value of difference between arithmetic means. Target populations of the research were students of both institutions, FCJS and HCCT, in the academic year 2013/2014; we conducted ad hoc sampling and sample size was 100 units.

The study included 100 students and we used a quantitative type questionnaire to measure viewpoints on an interval scale from 1-5 Likert type (frequently used to measure social viewpoints). Viewpoint consisted of a system of statements about a certain (specified) problem and an individual responds to each allegation by expressing degree of agreement or disagreement: 1 = strongly disagree, 2 = do not agree, 3 = neither agree or disagree, 4 = agree, 5 = fully agree. Likert type rankings are interval scales that indicate us the inclination (who has positive or negative viewpoints) and strength of respondents' viewpoints (measured by degree son a scale). Respondents' viewpoints to individual claims were analysed on the basis of arithmetic means and standard deviations obtained for each statement. We presented statistics for the independent variables (frequency distribution of responses), which showed that there is no statistically significant relationship between institutions (FCJS and HCCT) and dependent variables (hi-quadrant, $p>0.05$). Also there is no statistically significant relationship between gender and dependent variables (hi-quadrant, $p > 0.05$). We also calculated the Mann-Whitney test. The research examines how students/respondents of two different study programmes – one oriented on the field of security (FCJS, University of Maribor) and the other on tourism (GRM Novo mesto, HCCT, Centre for biotechnology and tourism) - perceive travel safety around Europe. We hypothesized that, on average, students of both institutions have developed different attitudes about safety when travelling, because their study focused on two substantively different academic-professional fields. We examined their relationship to safety factors, such as safety climate, self-protection and collective security.

3. Problem solution

Among the sample of 100 students/respondents 37% were from HCCT and 63% represented the sample from FCJS. In the analyses, the population between 19 and 27 years of age was included, which represented 91% of the entire population covered by the sample. 7% of students/respondents represented the population aged up to 18 years and 2% of respondents fell within the age range between 27 and 45 years. The survey included 43% male and 57% female respondents. In relation to education, 70% of students/respondents had finished high school and 30% had finished vocational and higher college.

The majority of respondents indicated the tourist destination of Croatia as one of the southern European countries; a total of 59 cases of which 25 students of HCCT spent their holidays. In second place was the tourist destination of Greece which is cited as one of the tourist destinations of 20 students/respondents, of which 6 were students of HCCT and 14 students/respondents of FCJS. Italy as a tourist destination was ranked third place, followed by all the other tourist destinations such as: Austria, Belgium, Bulgaria, Bosnia and Herzegovina, Cyprus, Montenegro, Denmark, Estonia, Finland, France, Latvia, Lithuania, Hungary, Malta, Germany, Norway, Poland, Slovakia, Serbia, Spain, Sweden, Turkey and the United Kingdom.

Table 4.

Display of minimums and maximums, standard deviation of HCCT and FCJS students/respondents responses for factors: safety climate, self-protection and collective safety – this is the actual situation for European countries

1. SAFETY CLIMATE (FACTOR I.)	HCCT - $\bar{x}_1$	Standard deviation (HCCT)	FCJS - $\bar{x}_2$	Standard deviation (FCJS)
Security measures are rational and not disturbing.	4.19	0.84	3.75	1.0
I receive feedback on how my personal safety is taken care of.	3.54	1.12	2.97	1.18
They take care of my personal safety regardless of my status.	3.97	0.96	3.60	1.33
2. SELF-PROTECTION (FACTOR II.)				
When it comes to my safety, I do not want to take risks, and I think carefully about what I'll do.	4.35	0.89	4.41	0.78
I take notice of safety instructions even if the circumstances dictate otherwise.	3.51	1.02	3.29	0.89
Encourage cooperation with other tourists (security authorities, police, hotel management,etc.) to ensure personal safety.	3.73	0.80	3.30	0.84
I take care of my safety independently and autonomously.	4.05	0.91	3.75	0.93
3. COLLECTIVE SAFETY (FACTOR III.)				
Control over the performance of security measures in a tourist destination or accommodation facility is mainly a task for security authorities.	3.92	1.04	3.71	0.97
There is no need to connect with others when it comes to my personal safety.	3.54	0.93	2.95	0.92
Security controls are frequent and consistent.	3.24	1.09	2.95	1.18

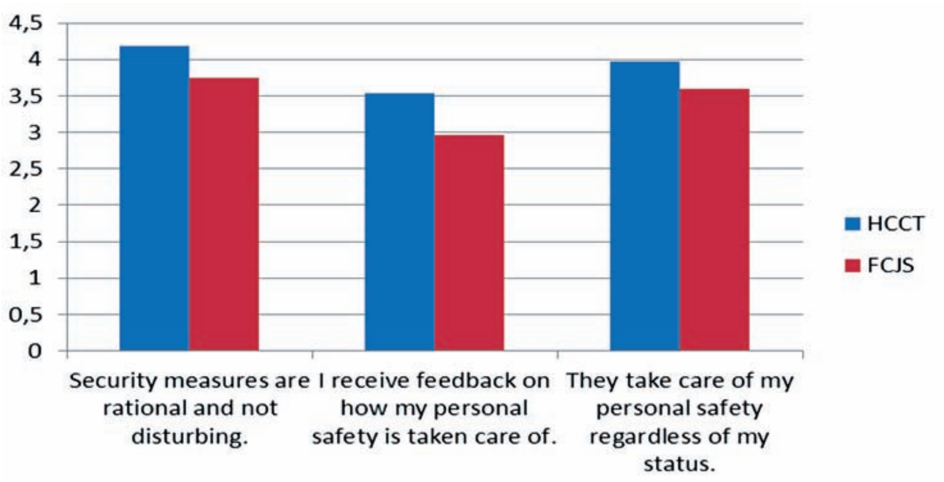
Source: Author

Note: Likert-type measurement scale was used (1 = strongly disagree / 2 = do not agree / 3 = neither agree or disagree / 4 = agree / 5 = fully agree)

In the Table 4 and Graphs 3 to 5 overview of the minimum and maximum values of the arithmetic mean ($\bar{x}$) the factor safety climate is measured on an interval scale from 1-5 Likert-type where we asked the students/respondents what was the actual state of security in European countries. Following common findings are presented. Both groups of students/respondents reached their maximum ($\bar{x}_1$=4.19; $\bar{x}_2$=3.75) with the statement that safety measures were rational and were not disturbing. The biggest concerns were shown by students/respondents of FCJS ($\bar{x}_2$=2.97) by obtaining feedback on how their personal safety was taken care of. Results of the study sample indicate that HCCT students compared to FCJS students are on average less critical to the factor "safety climate" when vacationing or traveling (see Graph 3).

Graph 3.

Minimum and maximum values of the arithmetic mean ($\bar{x}$) for the factor safety climate- the actual situation

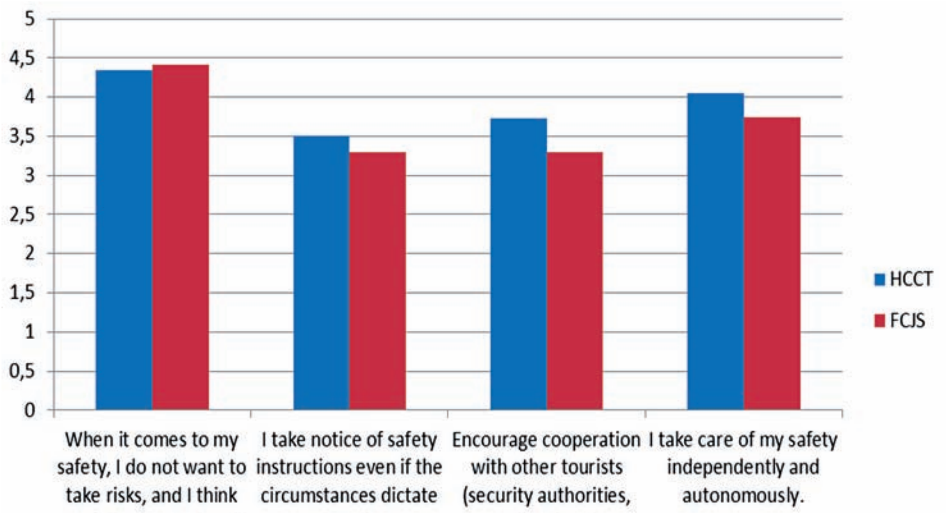


Source: Author

The Table 4 and Graph 4 shows the results of the responses to four statements, which focus on the factor of "self-protection". It is evident from the results that student of both schools on average agree most with the statement "When it comes to my safety, I do not want to take risks, and I think carefully about what I'll do." ($\bar{x}_1$=₌4.35; $\bar{x}_2$=4.41). This is the only result where the students of FCJS mostly agree with the statement more than students of HCCT. Although the values (HCCT-$\bar{x}_1$=3.51; $\bar{x}_2$=3.29) in the assessment of the statement "to consider safety instructions even if the circumstances dictate otherwise", are lower than others, we can deduce, based on the results, that the students/respondents have trust in the safety authorities of the countries they are visiting.

Graph 4.

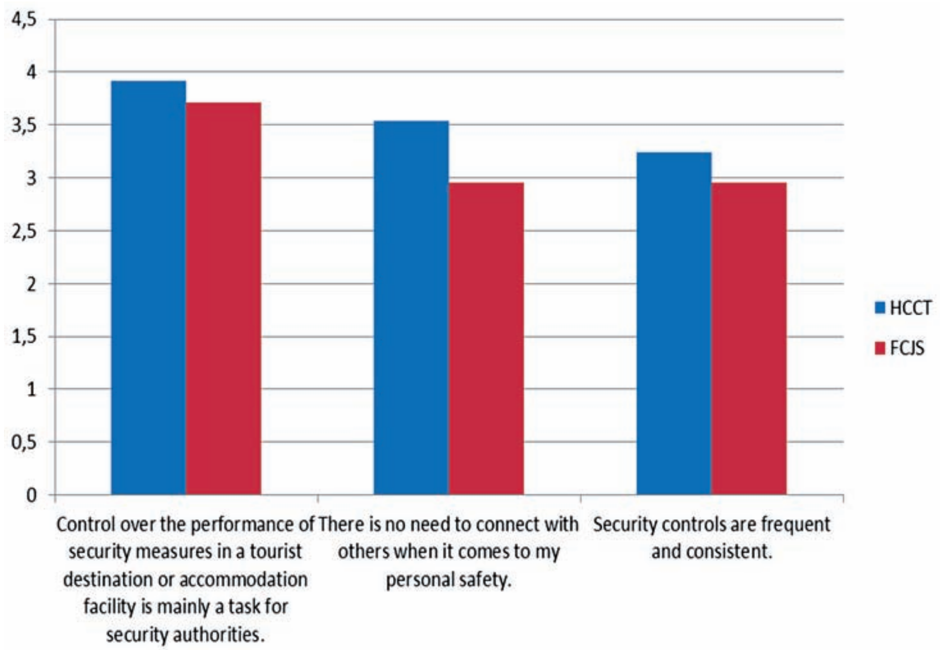
Minimum and maximum values of the arithmetic mean ($\bar{x}$) for the factor self protection- the actual situation



Source: Author

Graph 5.

Minimum and maximum values of the arithmetic mean ($\bar{x}$) for the factor collective safety- the actual situation



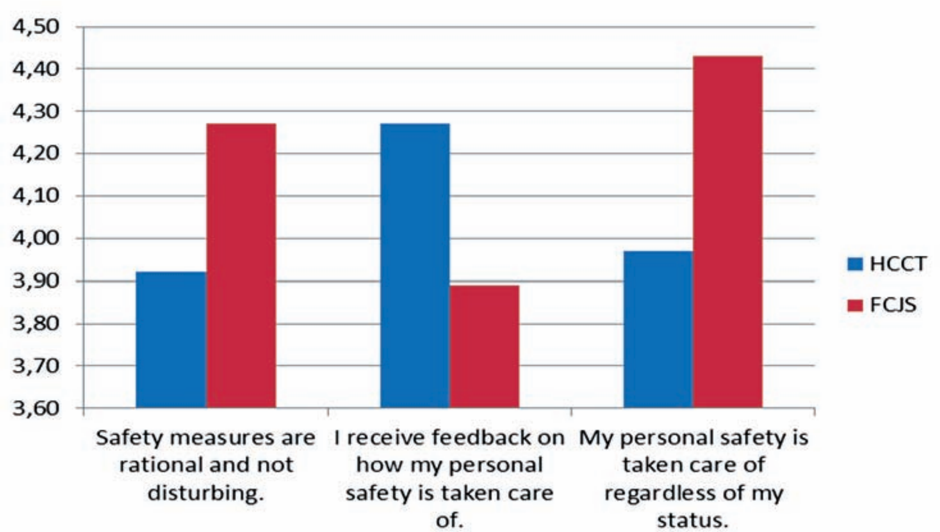
Source: Author

In Table 4 and Graph 5 the results for factor “collective safety” are shown as last. Students of both schools agree on the importance of the role of security authorities in providing safety at a destination or accommodation facility although HCCT students ($\bar{x}_1$=3.92) are more certain of this statement than FCJS students ($\bar{x}_2$=3.71) are. Regarding the efficacy of frequent and consistent controls by security authorities HCCT and FCJS students ($\bar{x}_1$=3.24; $\bar{x}_2$=2.95) are rather neutral. Also interesting is the HCCT students’ viewpoint ($\bar{x}_1$=3.54) where they agree with the statement that it is not necessary to connect with others to ensure safety while FCJS ($\bar{x}_2$=2.95) student are neutral to this statement.

We can detect the biggest difference (IMSUB) in the values among the students of both schools of the research target population ($\bar{x}_1$=3.54; $\bar{x}_2$=2.95) in the statement “there is no need to connect with others when it comes to my personal safety.” Although we can still conclude from the result that compliance with the consensus and cooperation of the group is important to both groups of students when it comes to their safety. This is not consistent with research conducted among young people [27], [49] indicating that their values are becoming increasingly subjective; the right to individuality is important. At the same time, both groups of students ascribe great importance to the determination, courage and confidence of action when it comes to their personal safety. We could relate the result with the thinking of Ščuka [44] which correlates the human development with active gaining of personal experiences, bound by the principle of self-regulation, when frustration if present first then effort (work) and only at

Graph 6.

Minimum and maximum values of the arithmetic mean ($\bar{x}$) for the factor safety climate- the desired state

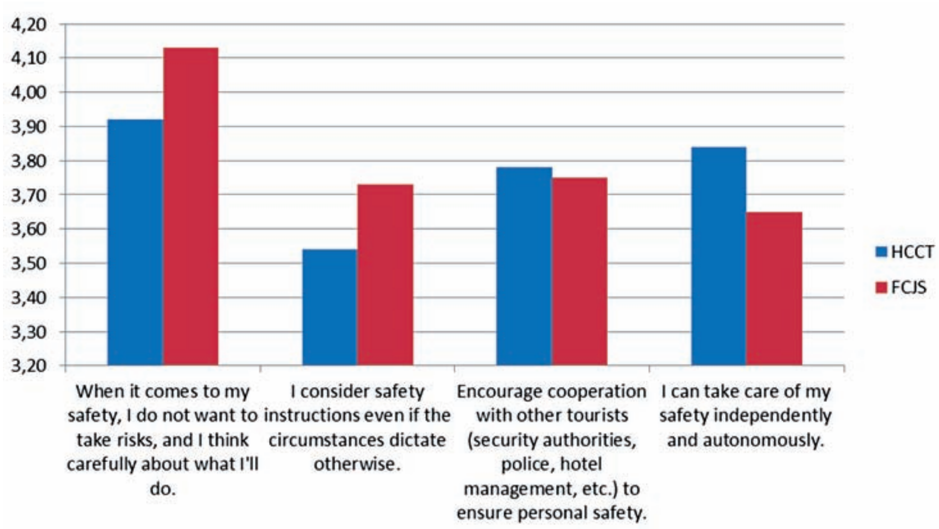


Source: Author

the end, pleasure. For self-control an individual must base their decisions on experience and not because of fear of punishment. The discipline of self-protection becomes a value only when it is tied to an informed decision based on past experience and not from fear of punishment. Only then will an adolescent develop a sense of security, awareness, belonging, meaningfulness and effectiveness. This view complements the findings of the research that both student groups ($\bar{x}_1$=4.05; $\bar{x}_2$=3.75) value

Graph 7.

Minimum and maximum values of the arithmetic mean ($\bar{x}$) for the factor self - protection- the desired state



Source: Author

independent and autonomous care for their own protection. The latter is also complemented by Ingelhart's thesis [3] about post-materialist values where he observes that younger generations are focusing on values such as self-realization, personal freedom in decision-making, social quality and the preservation of the "quality" of life.

When comparing the results of the evaluation of the three factors of safety we learn that FCJS students of the studied sample are more critical towards them or that HCCT students assess better the current state of safety in the country of destination/holidaying. In regards to the content of the study and the study programme it is expected that FCJS students have a more critical attitude towards security since they get acquainted with the complexity of the concept in their studies. During the study process FCJS students acquire a critical attitude towards elements of safety and security systems making their assessments more critical. Ule's research [47] Mladina 93 on values and value orientations showed still on-going trend of moving interest of young people from major social themes to individualism, everyday world, protection of privacy, quality of interpersonal relationships, experimenting with life and the need for diversity. This is also reflected in the results of our survey. In this research, in addition to the perception and assessment of the current state of security, we also examined what is the desired or expected state of security for respondents while traveling abroad. We used the same evaluation factors and statements to assess the desired state as with factual state. Thus we could do a comparison in the perception of the current/factual and desired/expected state of safety when traveling.

In Table 5 and Graphs 6 to 8, we see a tabular display of minimums and maximums of the arithmetic mean ($\bar{x}$) for the factor safety climate, where we asked about the desired/expected safety situation in the country they travel or vacation. We can determine that the expectations/desires of HCCT students about safety elements that determine security climate are higher than with FCJS students (see Graph 6). HCCT students have expressed high expectations in the statement "I receive feedback on how my personal safety is taken care of."; where maximum value was reached $\bar{x}1=4.27$. FCJS students gave the highest medium assessment to the statement ($\bar{x}_2=4.43$) and the biggest difference (IMSUB 0.46) in the values among the students of both schools, "They take care of my personal safety regardless of my status."Regardless of the difference the t-test showed that the average values of agreement with the statement were not different since the P-value was higher that alpha (0.05). This implies that FCJS and HCCT students irrespective of the difference in the average evaluation similarly display concern for personal safety, regardless of their status. The expectations of FCJS students are also lower in half of the cases than HCCT students with assessing the desired state of factor "self-protection". Students of both institutions ($\bar{x}_2=4.13$; $\bar{x}_1=3.92$) evaluated as most important in a desired state a well thought of and non-risky personal conduct and behaviour when it comes to their personal safety (see Graph 7).

In the factor of collective security (see Graph 8), when assessing the need to connect with others to ensure personal safety ($\bar{x}_2=3.27$; $\bar{x}_1=3.57$), the average scores regarding desired state are similar between the target groups. Also the result of the t-test at the significance level of 0.05 confirmed that we cannot talk about different values. Both student groups agree ($\bar{x}_1=3.68$; $\bar{x}_2=3.43$) that security authorities are responsible for the derivation of security measures.

The results of the comparisons of the actual/current state of safety and the desired/expected state of safety (Table 6) reveal the maximum difference in arithmetic mean – 0.8 in assessing safety climate factor by the FCJS students. Also interesting is the HCCT students' result on the comparison of the factual and desired state in the self-protection factor since they agree more on the statements in factual than desired state

P value for t test = 0.068829 > 0.05

Table 5.

Display of average rating answers for factors: safety climate, self-protection and collective safety in a desired state

1. SAFETY CLIMATE (FACTOR I.)	$\bar{x}_1$ (HCCT)	$\bar{x}_2$ (FCJS)
Safety measures are rational and not disturbing.	3.92	4.27
I receive feedback on how my personal safety is taken care of.	4.27	3.89
My personal safety is taken care of regardless of my status.	3.97	4.43
2. SELF-PROTECTION (FACTOR II.)		
When it comes to my safety, I do not want to take risks, and I think carefully about what I'll do.	3.92	4.13
I consider safety instructions even if the circumstances dictate otherwise.	3.54	3.73
Encourage cooperation with other tourists (security authorities, police, hotel management, etc.) to ensure personal safety.	3.78	3.75
I can take care of my safety independently and autonomously.	3.84	3.65
3. COLLECTIVE SAFETY (FACTOR III.)		
Control over the performance of security measures in a tourist destination or accommodation facility is mainly a task for security authorities.	3.68	3.43
It is not necessary to connect with others when it comes to my personal safety.	3.57	3.27
The safety controls are frequent and consistent.	3.49	3.65

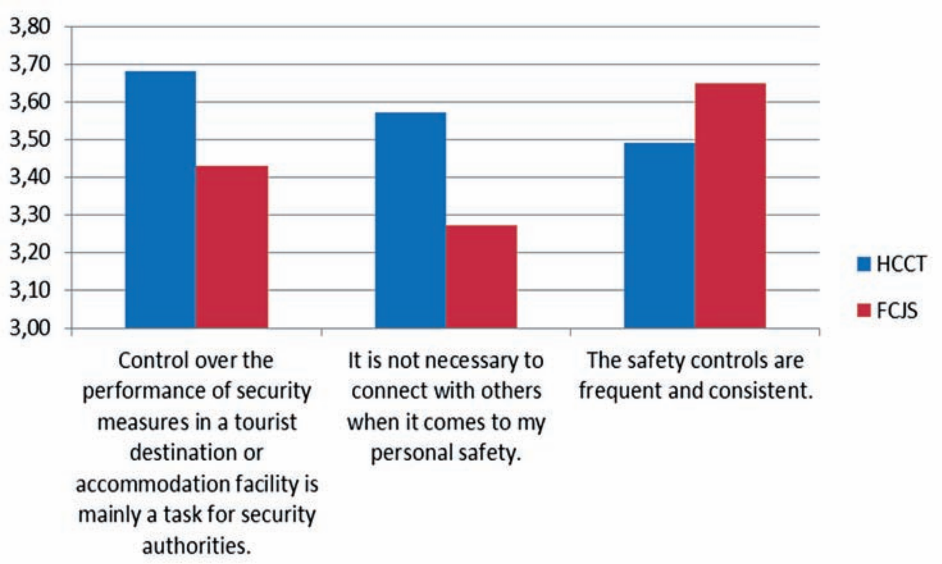
Source: Author

Note: Likert-type measurement scale was used (1 = strongly disagree / 2 = do not agree / 3 = neither agree or disagree / 4 = agree / 5 = fully agree)

(IMSUB 0.1) or assess both states the same in the factor of collective safety (IMSUB 0.0). The result is surprising given that Slovenia ranks high on the scale of global safety – 13th place in 2013, 8th place in 2012, 10th place in 2011 and 9th in 2010 among the162 countries rated, which ranks us among the countries with above-average safety standards [23]. This means that students live in an environment where the safety standard or state in general is on a higher level than at the destinations to which they travel. One would expect, therefore, that HCCT students will be more critical to the desired standard of safety at the destination they are visiting.

Graph 8.

Minimum and maximum values of the arithmetic mean ($\bar{x}$) for the collective safety- the desired state



Source: Author

Table 6.

Difference between the actual/current state of safety and expected/ desired state of safety between HCCT and FCJS students/respondents

FACTOR	HCCT **– IMSUB**	**FCJS- IMSUB**
SECURITY CLIMATE	- 0.2	- 0.8
SELF-PROTECTION	0.1	- 0.1
COLLECTIVE SAFETY	0.0	- 0.2

Source: Author

By comparing arithmetic means of individual factors of FCJS students we can observe that they agree most in the evaluation of the factual state on the statements of self-protection ($\bar{x}_2$=3.69) and in the desired state on the safety climate factor ($\bar{x}_2$=4.19). HCCT students also agree most in the factual state on the statements with security factor self-protection ($\bar{x}_1$=3.91) and in desired state with safety climate factor ($\bar{x}_1$=4.05). So these are the most important safety factor for FCJS and HCCT students. Both target groups least agree with the statements on collective safety factor both in factual and desired state.

Calculation of the correlation between the independent variables frequency distribution of responses and students target groups and their gender did not show a statistical characteristic, since sig>0.05. We can establish that viewpoints of both target group respondents are relatively the same. To determine the statistical significance of differences between genders (sig<0.05) we used the Mann-Whitney test. We found that statistically relevant gender gaps (sig =0.042) appear in the assessment of the statement for the desired state "The safety controls are frequent and consistent" with both FCJS as HCCT students. We also established statistically significant differences (sig<0.05) when we compared the two target groups of students in statements: "Encourage cooperation with other tourists (security authorities, police, hotel management, etc.) to ensure personal safety" (sig = 0.008); "Safety measures are rational and not disturbing" (sig = 0.02); "I receive feedback on how my personal safety is taken care of" (sig = 0.011). All three statements refer to factual state. In the other studied statement cases no statistically significant differences between genders and schools were observed.

Conclusion

We placed our research on four pillars: 1. student attitude towards safety in factual state; 2. student attitude towards safety in desired state; 3. comparison of student attitude to safety between actual and desired state and 4. comparison of the attitude of the two students groups to the latter. By comparing the areas of expected/desired and actual/current state of safety with HCCT and FCJS students for the safety factors (safety climate, self-protection and collective safety) we can determine that there is no significant difference (IMSUB) between expectations/desires and the factual/current state of safety. This implies that HCCT students' expectations on how safety of travelling abroad should be taken care of are only slightly higher in the safety climate factor compared to the factual state. In comparison to factual state FCJS students assess desired state higher only with the safety climate factor. We conclude that the expectations about the level of security while travelling abroad are only slightly higher than the factual or current state perceived. The comparison of evaluations of factual and desired state of security when travelling shows major differences with FCJS students as HCCT students. With the latter, the differences are negligible, since IMSUB amounts from 0 to 0.2 points. At the same time the results of the research implicate that respondents form their opinions differently when it comes to their personal safety in comparison with the situation when it is not the case. People change and form viewpoints together with the adoption of knowledge, experiences and norms from the environment where we live in [50]. This is certainly one of the reasons for the diversity of views of both target groups that are included in different study programmes. Rus [40] also agrees with the latter since he claims that viewpoints are the result and effect of socialisation that takes place through a variety of learning processes and various agents of socialization. Rus [40] also states that one of the most important processes in shaping beliefs or points of view is categorization. In the world we live in we are surrounded by millions of impulses while categories enable us to process similar impulses as nearly identical information. Due to the affirmation of the knowledge about security and the very knowledge of security phenomena, FCJS students can more objectively categorize impulses from the field of security, which is also reflected in a more critical attitude towards the state and security standards. This is also collaborated by the results of our research as the differences between the evaluations and expectations of factual and desired state of security are higher with FCJS students than with HCCT students. If we consider students of both institutions as a population target group, we can determine that in the factual state they value most the factor of self-protection while the least important is collective security. Collective security is also the least important factor in the desired therefore the expected state of security, which only confirms the conclusions that the Slovenian society is also increasingly focusing on individuality and individual responsibility for personal safety and neglecting the importance of collective safety.

The world in which we live has seen such dramatic change, particularly on the issue of safety and security. With the increased frequency and severity of natural and man-made crises over the past decade, our feeling of safety, both physically and psychologically, has been challenged. Security crises have cast a heavy shadow over the global travel and tourism industry. Accepting fear as a part of a traveller experience to a destination is however not acceptable [25].

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Rural tourism in Region Twente, The Netherlands and Leningrad Region, Russia: Comparison between rural tourism destinations and Government Policies

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Coat of arms of Leningrad region

Coat of arms of Twente region

Abstract

This paper deals with the development of Rural Tourism in both regions - Twente in Netherland and the Leningrad region in Russia. It reveals the current situation, the potential and the problems of the rural tourism development. A comparison is made between Twente and the Leningrad region in terms of economic

performance of the tourist sector and the government policies and strategies to develop rural tourism in both regions.

Keywords: rural tourism, touristic image of the region, regional development

1. General introduction to the Twente-region & Leningrad Oblast

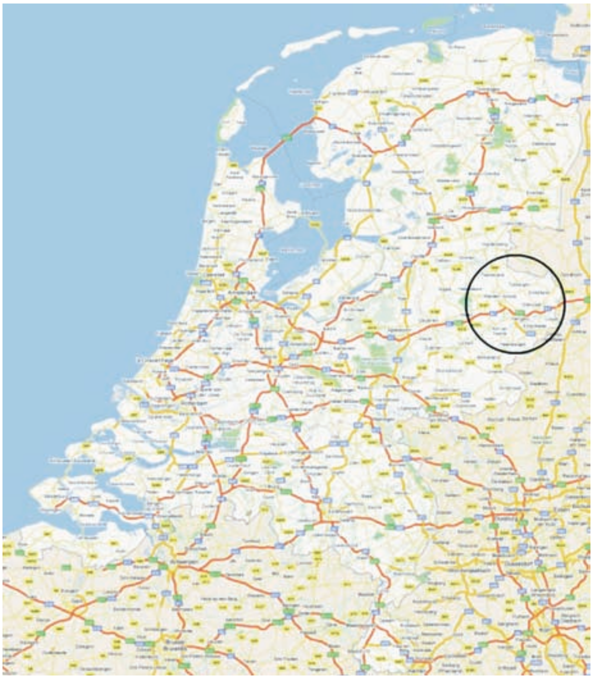
1.1 Twente-region

Twente is a non-administrative region in the Eastern Netherlands. It is the most Eastern and most urbanised part of the Dutch province of Overijssel, and located next to the German border. Although not being an administrative region, Twente is a clearly distinctive functional and territorial entity from the rest of the Overijssel province, when using the different shapes of Paasi on the region [12].

Twente has 626,591 inhabitants per 30 september 2012, many of which live in the three largest cities: Almelo, Hengelo and Enschede, the latter one being the largest city and economic centre of the region with 158,371 inhabitants. The total surface of Twente is 1503 km^2 [3].

Graph1

Map of the Netherlands with location of the region Twente



Source: [13]

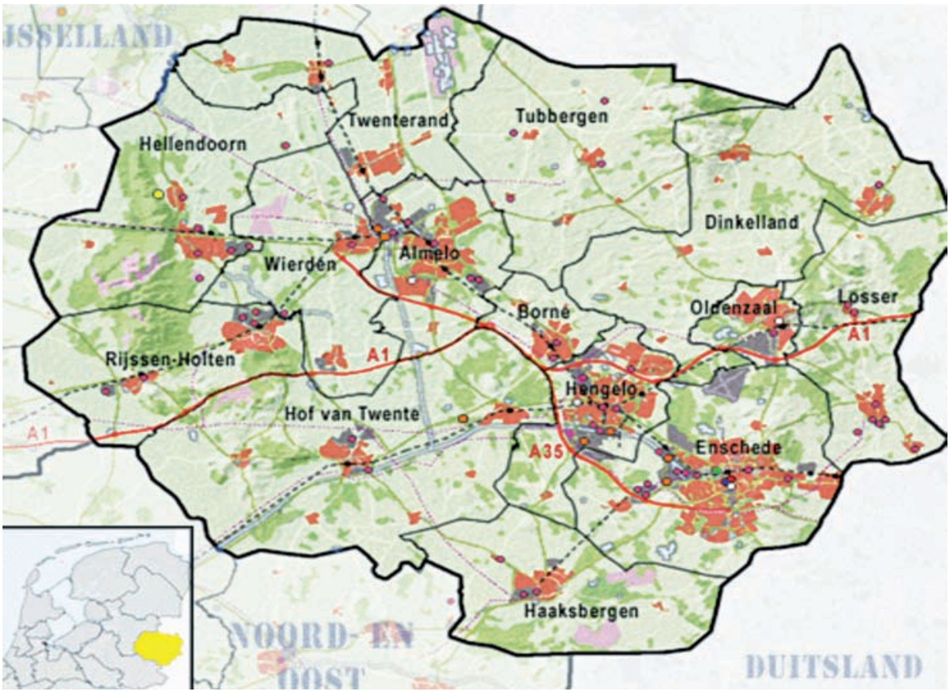
When looking at the region, there is a large difference between the cities and the countryside. The countryside is for Dutch standards sparsely populated, closed and conservative [5]. In the three main cities on the other hand, there is a well-developed industry and a large creative sector (especially in Hengelo and Enschede). The cities are home to several major international companies (among which Ten Cate, Thales Netherlands, Grolsch and Vredenstein).

Despite the long history of the region, well back into the Early Middle Ages, Twente's image is dominated by the massive influence of the textile industry on the region. In the 19th century the small historical cities Almelo and Enschede and the village of Hengelo were rapidly industrializing, creating a mono-industrial textile production complex. The three bigger cities in Twente are still struggling with their mono-industrial past and subsequent loss of employment, and qualitative mismatch of the labour market force after the de-industrialization in the 1960s and 1970s [13; 2].

Although Twente is the most urbanised part of the province of Overijssel, it is renowned in The Netherlands for its scenic countryside. The rural area of Twente is a halfopen bocage landscape, attracting many tourists from other parts of the country, with popular sites such as the

Graph 2

Municipalities in the region Twente



Source: [17]

Lutterzand on the small and meandering Dinkel river, or the forests and historical farms in the surroundings of Ootmarsum. Western Twente consists of a north-south range of low hills (Holterberg, Rijsserberg, Friezenberg, Nijverdalse Berg, Hellendoornse Berg), and northeastern Twente as well, with the Tankenberg near Oldenzaal being the highest point.

The small towns of Ootmarsum, and Oldenzaal, are known for their scenic historical buildings in the centre.

1.2 Leningrad region

Leningrad Region belongs to North-West Federal District of Russian Federation, it is one of the most dynamically developed regions in the North-West. Leningrad region has unique landscapes, which are a combination of coniferous and deciduous forests, granite rocks and caves, underground water springs, dunes, and sand beaches. Most of all it is an extensive system of rivers and lakes, which covers practically the entire region and links it both to other regions of Russia as well as to neighboring countries. There are about 80 species of fish in the rivers and lakes of the Leningrad Region, which provide good opportunities for fishing and water sports. In the Leningrad Region there are more than 3,900 historical and cultural monuments, 700 archaeological monuments and 100 art monuments, as well as 29 museums.The region has also an ethnographic potential, determined by the different nations living in it:

Graph 3

Map of Russia with the location of Leningrad Region

Source: [1]

Korels, Vepses, Izhors. These ethnic groups have alive folk crafts like woodcarving, knitting, lace-making, jewelry and glassware making.

Leningrad Region is like the region Twente a border region, it has borders with Finland and Estonia and is situated at a crossroads of highways, waterways and air connections, as the major international airport of Pulkovo is in close proximity. Leningrad region is the region surrounding the former Russian capital St. Petersburg (the city itself is not part of the region, it forms its own city district). For the historical reason of being a region around the capital, Leningrad region has a better developed infrastructure than most other Russian border regions. From a tourism perspective, this is an important advantage of the Leningrad region in comparison with other Russian regions as it allows travellers from abroad much easier access to touristic facilities.

The population of Leningrad Region is roughly 2.5 times larger than the region Twente, and has around 1.7 million people and 43% of the population lives in rural areas, which is almost similar to the region Twente, where 42% (Population of the municipalities Enschede, Hengelo, Almelo, Oldenzaal and Borne counted as urban zone) of the population lives in more or less rural areas.

Among 2946 settlements in the Leningrad region, 2882 are rural settlements, the Leningrad region has a total surface of 85 909 km^2. Besides both regions being border regions, in terms of relative location, both regions are located close to large urban areas. Leningrad region is located around the large urban area of St. Petersburg, and Twente is located in the proximity of the large urbanized area of the Netherlands, named the Randstad urban zone (consisting of Amsterdam, Rotterdam, Den Haag, Utrecht and the smaller cities in between).De Randstad urban zone and St.Petersburg agglomeration both have around 5 million inhabitants [3; 11].

2. Performance of Twente-region & Leningrad Oblast in Tourism

2.1 Twente-region

Twente attracts many tourists from all over the Netherlands, but has relatively few foreign visitors. An exception to this is the city of Enschede, which attracts many German tourists on day trips, mainly for shopping purposes: 22 percent of all visitors to the city centre are from Germany [6]. These large numbers of visitors do not directly reflect in the employment figures for tourism in Enschede, but is a main source of income for the city nonetheless.

In the last couple of decennia, better mobility has caused an increase in the number of day trips to Twente at the cost of the amount of overnight stays, a pattern observed in the entire country. However, when looking at total amount of money spent in tourism, not just the total amount has

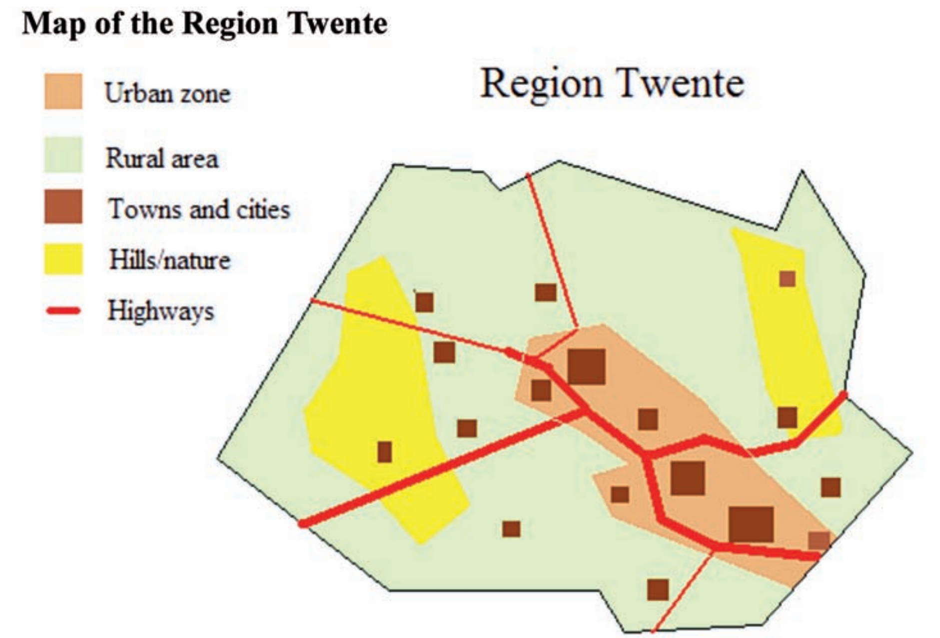
Graph 4

Map of the Leningrad oblast

Source: [21]

Graph 5

Map of the Region Twente



Source: [15]

fallen, also the market share of Twente as a touristic destination in The Netherlands in general has decreased [8]. The region is well known, and familiar to 88% of the Dutch, and around 50% indicate that they have been there for a day trip or holiday [10]. The same survey shows also that the percentage of young people that know Twente as a tourism destination is a little lower. In a survey done by Invisor research institute [2010] into the touristic profile of Twente, no unique points in the touristic services could be found, in other words, the touristic profile and image of the region was underdeveloped. This has led to a renewed attention of the regional authorities, in developing a tourism strategy for the region, in collaboration with Saxion University of Applied Sciences, the largest higher education institution in the region [15; 19].

2.2 Leningrad region

The main consumers of rural tourism are urban citizens, who are pushed by the “big city life” full of stress, towards the rest in the nature. Especially this is true for families and older people. According to the age structure of St.Petersburg more than 60% of the population is older than 46, which is another indication why rural tourism is in demand in Leningrad Region, and why the demand is expected to grow over the coming years. In the entire Russia, rural tourism is a relatively new type of tourism. Today in the entire Russia entrepreneurial farmers offer the 4000 properties for the rural tourism needs. But it only covers 12-15% of the demand. According to the expert analysis in Russia there is demand for at least 35 000 – 40 000 rural properties which offer rural tourism facilities. At the moment, the average price for one night accommodation per person varies from 5-50 Euro [16]. The service of the offered rural properties varies from luxury to very primitive facilities.

Since 2009 the number of overnight tourists per year became larger than the regional population of Leningrad oblast. In 2011 the total number of visitors was 1.8 million among them 370.000 foreigners. The increase of tourist visits in 2011 compared to 2010 is 3,6% [14]. In comparison the Dutch bordering region Twente had 2.97 million overnight stays in 2011 [17] on a surface of 1503 km^2, whereas the size of Leningrad region is 85 909 km^2.

The total number of rural accommodations in the Leningrad region is 440, but there is an occupancy rate of only 40%, due to the strong competitors like Finland and Estonia, where the natural conditions are the same but rural tourism is highly developed. Despite the fact that foreign destinations include crossing borders most Russians prefer rural tourism abroad. There are a couple of explanations for it, first the pricing policy but mostly the ratio of price and quality [11]. Most Russians are very willing to pay for comfort, and hours of border crossing and traveling do not stop them to get the desired quality. In Leningrad Region, most rural accommodations have a poor quality of service, according to the demand of the customer. The main problem of the entrepreneurs who offer the accommodation is that they do so without knowing the standards of service at all. For example Finland registers around 3 million Russian tourists per year who come generally for short brakes and it is estimated that more than 70% of them are consumers of rural tourism [23]. Most of the tourist who visits Leningrad Region come for the water sport activities, fishing and visiting historical and religious monuments (famous 900 days Siege of Leningrad, battle places), the number of agrotourism tourists very small. The majority of family tourists for short brakes do not choose these types of tourism according to the extreme conditions in Russia and prefer spend weekend abroad. Other reason which constrain rural tourism development in whole Russia: a) neglected rural settlements b) lack of social and engineering infrastructure c) abandoned local tourist sights d) transport excess c) lack of government support. [24]. When St. Petersburg citizens are asked about the image and perception of the Leningrad Region, 0% mentions an ideal rural landscape with a Saint-Petersburg citizen in front of the cozy cottage, resting and enjoying the landscape. Nonetheless, given the facts mentioned earlier in the article, there is a huge potential for the rural tourism in the Leningrad Region. Somehow, the regional rural tourism has to be developed to be able to compete with destinations abroad. It will stimulate the development of the region, in terms of infrastructure and jobs. A clear strategy of stimulating rural tourism in the Leningrad region fits very well with the general government strategy to diversify Russian economy. [1]. By developing rural tourism Leningrad Region, the region will have a more diversified economy.

3. Government policies and strategies to improve tourism

3.1 Government policies and strategies to improve tourism in Twente

The region Twente responded to the challenges of falling market shares in the domestic rural tourism market by deliberately creating an image of the region as the “Estate of Holland”, a reference to the many castles and estates from the region, surrounded by the typical half-open bocage/park style landscape. All touristic messages and promotions are telling the story about a sort of dream landscape where one should go and get rest and a break from the busy city life. The advertisement aims to reach the market segment of middle-aged and elderly people and promotes a lifestyle of active aging (walking, cycling, horse riding) [2]. At the same time, a lot of effort is made to picture Twente as a region of myth and mystery, because of the many age-old habits that still exists and many of which can be traced back to pre-Christian Germanic tribe rituals. Graphs 6 and 7 show some examples of this marketing strategy.

Graph 6

Advertisement showing a "Rural Idyll" of Twente

Source: [17]

Preliminary results of the new regional marketing strategy are that the number of people visiting Twente has slightly fallen, but that the people who come to Twente stay longer and spend more money per day as they did before. In general, income generated by tourism has risen by 9.3 percent in 2011 compared to 2010, which relates to a total increase of 7 million euro [17].

The first pillar of the new regional marketing strategy is to focus on one target group (middle aged and elderly), and doing this consistently. Of course, the results of this strategy are still quite fresh and more time is needed to see if a long-term change is happening, however, the first signs seem to be positive, as can be seen from the previous paragraph. Caution is necessary, because the increasing amount of domestic tourism might be also partly caused by the economic crisis, where a cheaper close to home alternative destination is preferred over a more expensive far away one. The image created of Twente as an Estate, allows for many activities in the sphere of educational tourism, with projects about local customs, local myths and folklore, bicycle routes along religious heritage, geological excursions and agro-tourism, with accommodation at farms or places that were farms in the past, but converted into tourist accommodation. On the website of the tourism board, a lot of effort is made to make all the information freely available and downloadable for GPS smart-phones, so that visitors can check on

Graph 7

Banners of Twente as "Estate of the Netherlands", as a dream landscape

Source: Twents Bureau voor Toerisme, 2011

the spot during their visit to Twente, the information about the place that is available [2].

The second pillar of tourism in Twente is the major festivals and events that take place throughout the year, and are also organized with the idea of "Estate Twente" in mind. The largest event is the "Military Boekelo", which is an international cross-country horse race [18]. The second major event is the Fanny Blankers-Koen games in Hengelo, the Dutch National Championship in Athletics, named after Fanny Blankers-Koen, who won 4 gold medals in Athletics in the Olympic Games of 1948 [4]. Besides these two major festivals, there are many minor festivals organized in the different towns and cities, each attracting several hundreds to thousands of visitors.

3.2 Government policies and strategies to improve tourism in Leningrad region

The government of the Leningrad region has noticed the huge potential for rural tourism and is trying to implement a strategic plan of tourism development. The strategic plan was launched in 2009 and will be in place until 2015. [Decree of Leningrad region government 04.2009 153].

In this paragraph is a summary of the actions that the government is targeting to have implemented by 2015 in order to improve the tourism in the region:

- development of two normative legal acts regarding tourism industry; in order to ease tourism business
- tourist-recreational zoning of Leningrad region territory, to mark out extreme sport zone, ethnic tourism zone, educational tourism zone and etc.
- development of basic standards for tourist services, at least one set of documents per year, those standards meant to bring service to a European level;
- financial support of at least 12 projects for the infrastructure development for tourism needs
- carry out at least 10 events to promote tourism;
- development of at least 28 teaching aids in the development of tourism;
- holding not less than 18 competitions, aimed at the creation and development of tourist infrastructure and services;
- carry out 28 methodological events to create materials regarding tourism development in a region;
- carry out 46 teaching trainings per year for the development of tourism
- carry out 18 competitions, aimed to develop tourist infrastructure and services;
- preparation of 6 analytic reviews on tourism industry development in a region
- holding two annual meetings of the Interagency Coordinating Council for Tourism of the Government of the Leningrad Region,
- carrying out a Leningrad Regional Tourism Conference and Leningrad Regional Tourism Exhibition “Lentrevel”, a festival of small historic towns and folk village’s events;
- organizing and participating in forums, seminars on tourism development, at least two events per year);
- monthly placement of information, support and development of tourist website of the Leningrad Region (www.lentravel.ru);
- carrying out 24 study trips within the region for the specialists in tourism industry to get to know the potential of the Leningrad region;
- production of 60 information brochures and other presentation materials;
- placement of 30 banners (billboards);
- placement of information in 30 different Media sources;
- participating in 60 tourist Russian, International and regional exhibitions,

Its important to add that the school of rural tourism in Russia was opened in Leningrad region in 2008 and continues their trainings for the entrepreneurs [22].

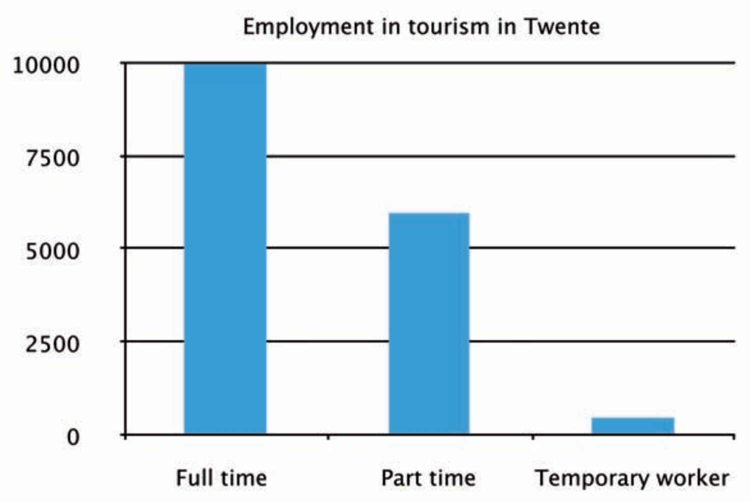
4. Economic importance of the tourism and recreation sector

4.1 Economic importance of the tourism and recreation sector in Twente

In total in 2011, Twente had 16.591 persons employed in the tourism and recreation sector. The majority of these workers, 60%, were working full time (by definition of the Central Statistics Bureau: 12 hours of working per week or more). Only a small percentage consisted of temporary workers, which were hired from temporary work agencies (Table 1). Compared to 2010, employment in the tourism and recreation sector decreased by 1% in 2011. The trend over the past five years shows an increase of 1% however [7].

Table 1

Employment in tourism in Twente



Source: LISA, 2012

When looking at the percentage of jobs in tourism in Twente in table 1.1, it is clearly visible that rural tourism is important for the region, with up to 15.41% of all jobs in tourism in the rural Dinkelland municipality in the North-East Twente region. All the major population centres have below average employment in tourism.

In 2011 there were in total 2.970.000 overnight stays in Twente. Compared to 2010 the number of overnight stays in Twente has decreased with 3%. When looking at the longer term and comparing it over a period of 5 years, not much has changed. Most of the nights spent are in the Western part of Twente, however this area shows a small decrease in number of overnight stays. Northeast Twente however shows a clearly rising trend over the recent years [17].

Table 2

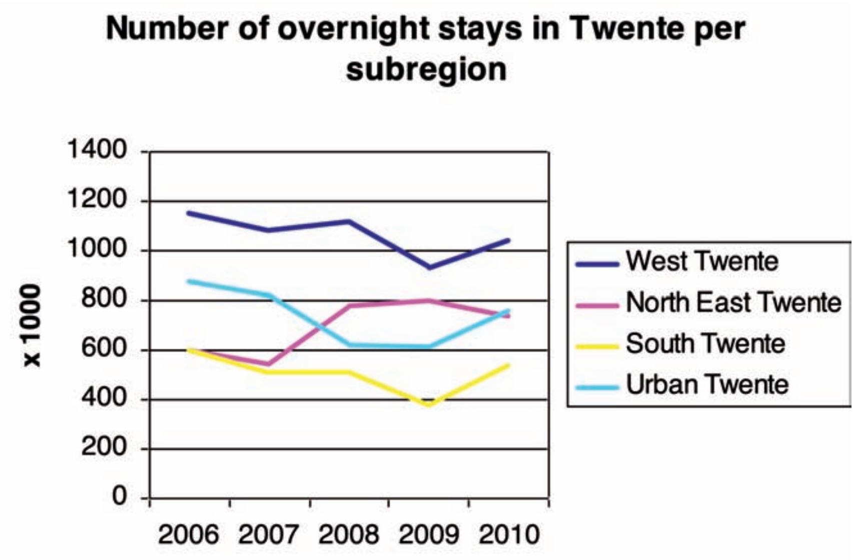
Employment in recreation & tourism in region Twente
(% of total jobs in 2010)

Urban region Twente		**North-East Twente**	
Almelo	5,24	Dinkelland	15,41
Borne	5,93	Losser	10,30
Hengelo (O.)	4,76	Tubbergen	11,50
Enschede	6,35		
Oldenzaal	6,23	**Average Twente-region**	6,89
South-West Twente		**Average The Netherlands**	7,75
Haaksbergen	6,26		
Hellendoorn	9,69		
Hof van Twente	11,74		
Rijssen-Holten	7,35		
Twenterand	7,14		
Wierden	8,80		

Source: CBS, 2012

Table 3

Number of overnight stays in Twente per subregion



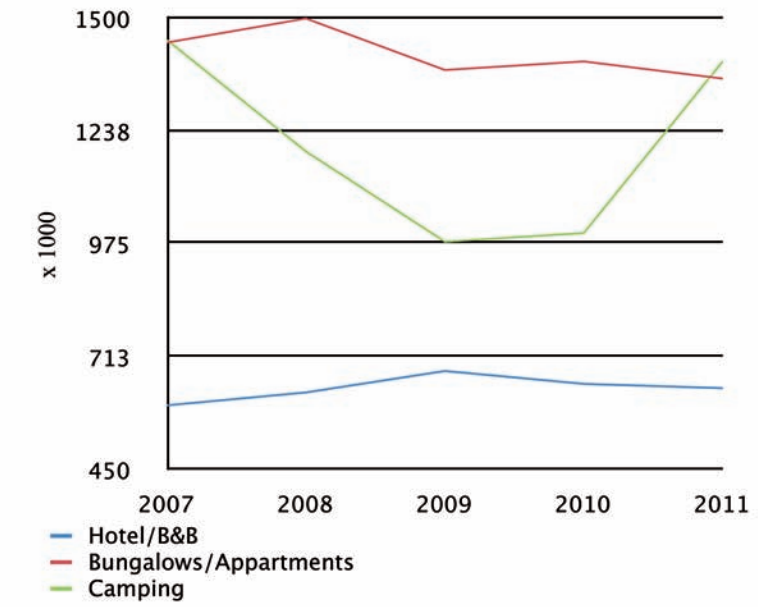
Source: Twente Toerisme Monitor, 2012

The graph Table 4 is about the different types of accommodation in Twente, and the development of the number of overnight stays. Most visitors in Twente, spend their nights in bungalow parks. In 2011 the bungalows accounted for almost half the number of overnight stays. However, when comparing to 2010 the bungalow sector is declining.

Over the last 5 years, spending of nights in hotels/ B&B has increased slightly [17].

Table 5

Number of nights in Twente, per type of touristic accommodation



Source: Twente Toerisme Monitor, 2012

4.2 Developments in employment in the tourism and recreation sectorin Leningrad region.

The relative number of people working in tourism can be seen in table 6.

Table 6

Employment in recreation & tourism in Leningrad region (% of total jobs in 2010)

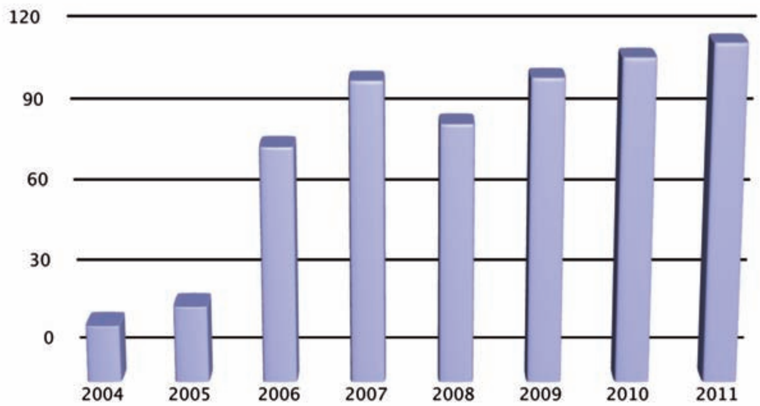
2010	1.0
2011	1.1
2012	1.2
2015 (Forecast)	1.5

Source: "Strategic plan", Goverment of Leningrad Region, 2012

When looking at the percentage of jobs in tourism in Leningrad region in table 6, it is indicating a slight increase in the tourism employment rate. Comparing two regions from the employment rate, the 1.2% of the Leningrad region with the Twente region average of almost 7% working in tourism, the conclusion can be made that rural tourism is better developed there than in Leningrad region.

Table 7

Number of travel companies in the Leningrad region



Source: Strategic plan, Goverment of Leningrad Region, 2012

According to figure 6, there is positive tendency in Leningrad region when looking at the number of companies related to the tourism industry. It can be expected that these companies will employ more people sooner or later. The data which is presented in this paragraph, shows that the tourism industry in the Leningrad region is developing, maybe still in the early stages, but the positive tendencies in the data and the attention of the government clearly indicate a growing importance for this sector.

5. Comparison of performance of Twente to other Dutch regions

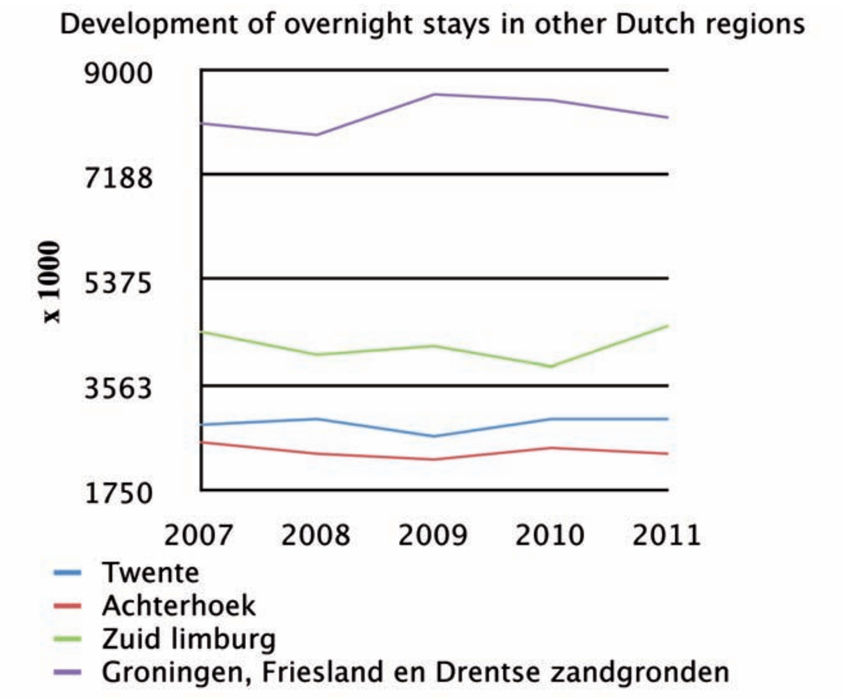
The graph Table 8 shows the number of overnight stays compared to the number of overnight stays in other tourist areas in the Netherlands. In Twente there is a small decrease in 2011 compared to 2010 of about 0.5%. The decrease in the number of overnight stays in Twente compared to 2010 is larger than the national average. This trend in Twente is similar to the Achterhoek region (south of Twente) and the provinces of Groningen, Friesland and Drenthe. Over the past five years, figure 4 shows that the number of overnight stays remained virtually unchanged in Twente. This is a more positive picture than the national average and the region performs better than the neighboring Veluwe and Achterhoek regions [17].

5. 1 Comparison of performance of Leningrad region to other Russian regions

For the entire Russia, rural tourism is a new type of tourism. Among leading 27 tourist regions Leningrad region is taking the 7th place in Russia in number of overnight stays. [22] Today all over Russia entrepreneurs-farmers offer the 4000 properties for the rural tourism needs. [11] But it covers just 12-15% of the demand. According to the expert analysis, in Russia have to be at least 35 000 – 40 000 rural properties to meet the future demand of rural tourism facilities. Among the current existing rural tourism facilities, Leningrad region has 88 registered facilities [Akkor, 2012].

Table 8

Development of overnight stays in other Dutch regions



Source: Twente Toerisme Monitor, 2012

As a conclusion we can say economic results like employment and the development in Tourism over the last few years are taken into the comparison. It becomes clear that Twente is a region with a well-developed rural tourism infrastructure, supported by several tourism initiative boards and local communities, which a marketing strategy to attract middle aged and elderly persons, looking for an active and educational holiday. In region marketing, the focus is clearly on the rural tourism possibilities of Twente. The Leningrad region has a similar approach, but there are still large hurdles to take in terms of attracting tourists from both the city of St. Petersburg and abroad. The potential for rural tourism in the Leningrad region is very large.

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Industry News

The 2nd International Scientific Conference – Air Transport Security 2013, Prague, Czech Republic

The 2nd International Scientific Conference – Air Transport Security 2013 was organized by Air Transport Department of University of Business in Prague together with Prague Airport from 19th to 20th November 2013. The conference focused on determining the required level of safety in air transport and on security issues in other areas of transport. The key-note speaker of the conference was Professor Alan B. Kirschenbaum from Technion, Israel Institute of Technology. Prof. Ing. Zděněk Žihla, CSc. From University of Business in Prague presented a paper titled Air Transport Security Knowledge Centre.

(jp, zh)

Hradec Economic Days, Hradec Králové, Czech Republic

The Hradec Economic Days Conference took place at the University in Hradec Králové from 4th to 5th February 2014. The aim of the conference was to present the results of researches in the area of economics, business and management. The paper of Ing. Hana Hájková from the University of Business in Prague under the title „How to Use Regional Brand Vysočina – Regional Product in Tourism Sector“ was included in the section „Modern trends in management“.

(hh)

9th International Conference Actual Problems in Tourism Sector, Jihlava, Czech Republic

The 9th International Conference Actual Problems in Tourism Sector was held from 26th to 27th of February 2014 at the Polytechnic University in Jihlava. The conference was focused on tourism and its impacts on the society. The University of Business in Prague was represented by Ing. Hana Hájková who gave the paper under the title Analysis of accommodation services quality in the region of Vysočina.

(hh)

Erasmus Week in March 2014 at the University of Business in Prague, Czech Republic

Between March 17th and 21st, 2014, University of Business in Prague hosted colleagues from partner´s universities in frame of Erasmus Week. Professors from Germany, Finland, Slovenia and Poland held interesting and informative lectures for our students. The lecture of Robert Sobków from Poland was focused on Financial Instruments for Business. The lecture of Janez Mekinc, from Slovenia, focused on Safety and Security in Tourism/Child Sex Tourism – Dark Side of Tourism. Kirsi Meriläinen from Finland was talking about Managing of Finnish Tourism Destination as Networks – National and Regional Perspectives. Piotr Dzikowski from Poland was giving a lecture on The Concept of a Sectoral System of innovation. Daniel Zacher from Germany focused in his lecture on Destination Development in the European Alps – Actual Challenges and Good Practise.All lecturers were kindly welcomed by students and staff as well.

(ak)

International Workshop Tourism in Global World, March 19, 2014 at the University of Business in Prague, Czech Republic

The international workshop "Tourism and Business in Global World" was held on 19th March 2014 at the University of Business. The session was opened by the Rector prof. Jaroslava Durčáková, who welcomed all participants. The Vice-Rector for International Collaboration and External Affairs doc. Alžbeta Kiráľová introduced the University of Business and was the master of ceremony. In the first part of workshop Dr. Robert Sobków from Poznan University, College of Business, Poland presented a paper Cost Calculation under Inflationary Conditions. The Impact of Inflationary Profit; Kirsi Meriläinen from University of Applied Sciences, Hameenlina, Finland discussed The Role of DMO in Creating Customer Knowledge; Šárka Bendová from University of Business in Prague gave a paper Employer Branding - a Threat or Your Advantage in 2014?; Dr. Hana Romová from University of Business in Prague presented a paper Language Education in Business Studies; Dr. Iveta Hamarneh from University of Business in Prague focused on Middle East: Destination for European Tourists; doc. Janez Mekinc from Fakulteta za turistične študije-Turistica Univerze na Primorskem, Slovenia focused on Safety and Security in Tourism/Child Sex Tourism – Dark Side of Tourism; Dr. Piotr Zbigniew Dźikowski from Poznan University, College of Business, Poland discussed the The Concept of a Sectoral System of Innovation on the Example of Tourist Sector in Poland; Monika Palatková from University of Business in Prague presented a paper Regional and Local Competitiveness. Selected presentations went through the reviewing process and are published in this issue of the Journal of Tourism and Services.

(ak)

International Conference on Tourism Milestones – Preparing for Tomorrow (ICTM@2014), Sharjah, United Arab Emirates

The International Conference on Tourism Milestones – Preparing for Tomorrow was held from 31st March to April 2nd 2014 at the Skyline University College, Sharjah, United Arab Emirates.

ICTM@2014 has aimed to invite researchers, scholars and practitioners to present research articles, and provide a high-level international forum to discuss recent advances, new techniques and applications in the field of Travel and Tourism.

Prof. Ing. Jaroslava Durčáková, CSc. and doc. Ing. Alžbeta Kiráľová, PhD. were members of the Scientific Committee and doc. Kiráľová chaired a technical session. The research paper titled New Trends in Tourism – a Challenge for Modernization of Tourism Higher Education in the Czech Republic written by doc. Kiráľová and doc. Ing. Ivo Straka, CSc. as a co-author was adjudicated as the Best Research Paper of the conference.

Ing. Iveta Hamarneh, PhD from the University of Business in Prague took a part at the conference too and presented the paper Middle East as a Tourist Destination for European Tourists.

(ih, ak)

4th International Week at Kodolányi János University Székesféhervár, Budapest, Hungary

The 4th International Week welcomed the participation of teaching and non-teaching staff that were willing to participate either in the workshops of the workshop or in a staff training program organized in the areas of international relations/mobility, public relations and marketing (branding in higher education), and student services (work Placements and internships).

Besides the opportunity to share the current issues and best practices of their profession the guests were asked to introduce their institutions in the form of a presentation to staff and students who wish to participate in future mobility programs.

The 4th International Week hosted between April 7th and 11th a workshop entitled Inclusive Society - Well-Being – Participation. The presenters included researchers, teachers and PhD students. As an outcome of the workshop an E-book will be published in English.

The University of Business was represented by doc. Ing. Věra Seifertová, CSc., head of the tourism guide department, who participated in the teacher mobility and in the workshop; Dr. Hana Romová, head of the foreign language department and Mgr. Petr Jerabek from the department of economy.

(hr)

NECSTouR AGM 2014 in Catalonia Region

The **Catalan Government**, the Catalan Tourism Board and the **University of Girona** welcomed NECSTouR Annual General Meeting and Regional Conference on 8th and 9th April 2014.

The 2014 NECSTouR Annual General Meeting took place in a crucial moment for the European Tourism: the upcoming European Elections entitle the change of the decision makers, while the Multiannual Financial Framework 2014 – 2020 offers a new a range of opportunities, without considering tourism as an end but a mean towards local growth and jobs.

It is therefore a unique moment for NECSTouR to reflect on the Regions' vision of the tourism of the future and position the role of the network aims to play in order to upgrade the legitimacy of tourism in the European Union, as a stronger, scientific-knowledge based and integrated policy.

Internal and public sessions, thematic workshops and brainstorming moments took place under the theme "Innovative tourism for growth and jobs".

(Soure: NECSTouR)

Tourism and Related Services ISO TC 228 Meeting Held in Paris, France

The meeting of ISO TC 228 group "Tourism and Related Services" was held in Paris, France on May 23rd. The scope of the activity of the group is standardization of the terminology and specifications of the services offered by tourism service providers, including related activities, touristic destinations and the requirements of facilities and equipment used by them, to provide tourism buyers, providers and consumers with criteria for making informed decision.

There are currently 80 countries (61 Participants and 19 Observers) and several liaison organizations participating in the group such as World Tourism Organization, European Commission, WFTGA, HOTREC, IH&RA, FEG, ECTAA, IATA, FIA.

International standardization provides all interested stakeholders with the appropriate system to develop voluntary documents that can serve as a reference for the transparent exchange of tourism services. In this business, the tourist will clearly benefit from the existence of standards that provide him/her with in advance about the quality to be expected in destination.

Not of less value is the same information for those who intend to access the market offering their services, both from the private or public sector and especially for developing countries basing an important part of their economy on the touristic activity. Via the standards, the tourism service providers can not the expectations of the international tourists.

Currently, were the following ISO standards created by ISO TC 228, were published:

ISO 14785:2014 Tourist information offices — Tourist information and reception services – Requirements; ISO 21101:2014 Adventure tourism — Safety management systems – Requirements; ISO/TR 21102:2013 Adventure tourism — Leaders — Personnel competence; ISO 21103:2014 Adventure tourism — Information for participants.

Ing. Petr Houška from the University of Business in Prague, department of tourist guides, was nominated by the Czech Office for Standards, Metrology and Testing as a Czech national expert and head of the Czech delegation at the ISO TC 228 meeting.

(ph)

Employers' Requirements Regarding Managerial and Communication Skills and Competences of Graduates Project of University of Business in Prague

Researches has confirmed that Czech universities prepare their graduates well professionally, but for success in the workplace are often more important the soft skills. It is all about knowledge, skills and habits that are crucial for successful labor market outcomes (e.g. autonomy at work, decision-making, planning and organization of work, the ability to communicate and collaborate with colleagues, subordinates, managers and clients, manage workload and stress, be able to represent the company, self-presentation or navigate to the information). The level of these skills is often viewed as inadequate.

The University of Business in Prague proceeds on this issue comprehensively and prepared a project with a set of activities.

The first activity was a survey "Employers' Requirements Regarding Managerial and Communication Skills and Competences of Graduates" in order to gather information that helps to improve the chances of graduates of the University in the job market in the field that corresponds to a field of their study.

Presentation of survey results in February 2014 was the next activity in this field. The audience included students, academic staff and representatives of employers.

The Round Tables with employers, organized on April 15, 2014, were the third activity related to the project. Nearly 200 students attend the Round Tables with representatives of six companies and agencies attended.

Opening the career center is the result of the University of Business in Prague activities in this area, which should continue to offer regular consultations for students and organizations, employment exchanges.

The University of Business monitors the trends in the labor market and is ready to respond flexibly, but it needs the collaboration of partner organizations. The University expects them to be helpful in obtaining relevant information about the needs of employers especially in managerial and communication skills, which appears to be one of the most important for the successful employment of graduates.

(ak)

Memorandum of Understanding Signed Between University of Business in Prague and Shanghai Finance University, China

The Rector of the University of Business in Prague, prof. Ing. Jaroslava Durčáková, CSc., the Statutory Director of the University of Business in Prague PhDr. Mgr. Monika Kratochvílová, Vice-Rector for International Affairs and External Relations doc. Ing. Alžbeta Kiráľová, PhD, and the President of the Shanghai Finance University Wang Hongwei have signed the Memorandum of Understanding between University of Business in Prague and the Shanghai Finance University on May 26th, 2014.

The Memorandum fosters academic collaboration and exchanges. Based on mutual benefit, the two institutions will cover collaboration in research and education and exchanges of professors, scholars, and administrators through mutual visits.

Founded in 1952, Shanghai Finance University (SFU) with more than 60 years' history is a full-time public academic institution, which focuses on training talents in finance and economic management. In 2000, instead of being affiliated to the People's Bank of China, SFU was subject to the dual administration of the Shanghai Municipal Government and the People's Bank of China (the Central Bank of China) with the former taking the main role. At present, SFU has formed a distinctive structure with finance as the core subject and economics and management as key subjects while supported by other subjects. SFU is the first and the only university that is named after finance in the Yangtze River Delta. Over the past 60 plus years, SFU has trained a large number of financial talents, many of whom have become senior financial executives. Thus, SFU is praised as a "Cradle of Future Financial Experts".

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Vice-Rector Neset Guesting in Hyde Park – ČT24 News Channel

Vice-Rector of the University of Business in Prague, Mgr. Pavel Neset, PhD was on June 3, 2014 guesting of the Hyde Park TV program on ČT24 in live coverage. Mgr. Neset answered questions to the audience. He reviewed the subsiding financial crisis, and commented the current state of the Czech economy, especially issues concerning the pension reform and the minimum wage.

(ak)

New Member of the Editorial Board

New distinguish colleague joined the Editorial Board of Journal of Tourism and Services from April 2014 – Dr. Sabine Marshall.

Dr. Sabine Marschall is an Associate Professor and Co-ordinator of the Cultural and Heritage Tourism Programme at the School of Social Sciences, University of KwaZulu-Natal, Durban, South Africa. Dr. Marschall studied at the Justus-Liebig-Universität Gießen and then at the Eberhard-Karls-Universität Tübingen in Germany where she completed her Masters and PhD in Art History. Her research interests include 20th century South African architecture, community mural art in South Africa, art historiography, visual representation of HIV/Aids, monuments and heritage sites in South Africa and Cultural and Heritage Tourism. With two books, several articles, book chapters and contributions to exhibition catalogues to her credit, Dr. Marschall is widely Publisher in her field. One of her books, Community Mural Art in South Africa, received the Hiddingh-Currie Award from the UNISA Press in 2003. She has received numerous grants and awards in support of her research endeavors and was awarded a Certificate of Excellence by UKZN in recognition of her distinguished contribution to research.

(ak)

Press Releases

Madrid, Spain, 9 December 2013
PR No. 13079

Investour 2014 – Mobilizing Investment and Partnerships for Tourism Development in Africa

Promoting Africa´s tourism potential and facilitating areas such as financing, investment, and technology and know-how transfer are at the center of the fifth edition of the Tourism Investment and Business Forum for Africa (Investour) to have been held on 23 January 2014.

This yearly tourism business and knowledge exchange platform held during the International Tourism Fair of Madrid (FITUR), enables meetings between representatives of African tourism and potential investors. A joint initiative of UNWTO, FITUR and Casa Africa (representing the Spanish Government), Investour has consolidated its position as the tourism meeting point for Africa and Spain. The upcoming edition will also open its doors, for the first time, to the participation of Portuguese companies.

Investour 2014 was open with a morning session addressing investment in hotel infrastructure, air connectivity and visa facilitation as key factors for Africa´s tourism development.

The afternoon was devoted to Investour's traditional Business to Business (B2B) meetings, following a set agenda of appointments.

Useful links:
UNWTO Communications & Publications Programme

Contacts:
UNWTO Senior Media Officer: Marcelo Risi

Madrid, Spain, 11 December 2013
PR No. 13080

UNWTO Awards finalists for innovation in tourism announced

The finalists of the 2013 UNWTO Ulysses Awards for Innovation in Tourism, one of the three categories in the annual UNWTO Awards for Excellence and Innovation in Tourism, have been announced today (Madrid, 11 December 2013).

Every year since 2003, the UNWTO Awards for Excellence and Innovation in Tourism have honoured tourism initiatives that contribute to advance tourism through knowledge and innovation, in line with the principles of the UNWTO Global Code of Ethics for Tourism and the United Nations Millennium Development Goals.

The following is the list of finalists, in alphabetical order, of the 2013 UNWTO Ulysses Awards for Innovation:

UNWTO Ulysses Award for Innovation in Public Policy and Governance

- Interactive System of Tourist Information, Office of the Marshal of the Pomorskie Voivodeship (Poland)
- Kwita Izina, Rwanda Development Board (Rwanda)
- Responsible Tourism Project at Kumarakom, Department of Tourism, Government of Kerala (India)

UNWTO Ulysses Award for Innovation in Enterprises

- Arromanches 1944, Biplan (France)
- Icon Hotel Limited, ICON Hotel (Hong Kong SAR, China)
- International Quality Brand for Hospitality for All, Village for All SRL (Italy)
- Talasoplaya Spa Project, Aqua Maris Foundation and Summum Design Global Projects (Spain)

UNWTO Ulysses Award for Innovation in Non-Governmental Organizations

- Alqueva Dark Sky Programme, Genuineland (Portugal)
- Big Blog Exchange, Hostelling International (United Kingdom)
- From Charity to Social Entrepreneurship, Borneo Ecotourism Solutions and Technologies (BEST) Society (Malaysia)

UNWTO Ulysses Award for Innovation in Research and Technology

- 3D AR Virtual Portal “Juraj Dalmatinac”, DSP Studio & Momentum Studio (Croatia)
- Smart Tour Guide, KTO (Republic of Korea)
- V4A Inside, Village for All SRL (Italy)

The winners will be unveiled during the UNWTO Awards Ceremony to be held on 22 January 2014. The Ceremony organized, for the first time, in collaboration with the International Tourism Trade Fair (FITUR) in Madrid, Spain, is one of the several events organized by UNWTO within the framework of FITUR.

The UNWTO Awards Ceremony will be followed by the UNWTO Knowledge Network Symposium on 23 January 2014. The Symposium will showcase the projects of the winners of the UNWTO Awards in the different categories. It will further include keynote speeches by the 2013 UNWTO Ulysses Prize and Lifetime Achievement laureates (awardees to be announced shortly) and a high level panel on knowledge management in tourism and on how to improve knowledge flows within the tourism community.

Contacts:
UNWTO Senior Media Officer: Marcelo Risi

Madrid, Spain, 23 December 2013
PR No. 13084

Dr. Tej Vir Singh awarded the UNWTO Ulysses Prize for the Creation and Dissemination of Knowledge

Dr. Tej Vir Singh, professor and Founding Director of the Centre for Tourism Research & Development (CTRD) in India, has been named winner of the 2013 UNWTO Ulysses Prize for Excellence in the Creation and Dissemination of Knowledge. The Award honours outstanding members of the academia for their significant contribution to the development of tourism education and research.

Dr. Singh, the Founding Editor of *Tourism Recreation Research,* the oldest and highly respected, international tourism journal in Asia, is a pioneer in introducing extensive tourism research in the region. A specialist in Himalayan tourism, Dr. Singh has produced several books on tourism and many papers on tourism development and its impacts.

"I would like to commend Dr. Singh´s lifelong dedication to tourism research and his pioneering the concept and practice of sustainability in the field of tourism. His work has inspired many other academicians to develop their own research in the field, contributing greatly to the advancement of tourism education and of the tourism sector as a whole," said UNWTO Secretary-General, Taleb Rifai.

As the Founding Director of the Institute of Himalayan Studies and Regional Development at the University of Garhwal, Dr. Singh started the first Himalayan tourism training course. In 1988, he established the CTRD, a non-government organization devoted to the cause of tourism academics and research, with a special focus on India. Under his leadership, the Centre started an outreach programme that included education, training, research guidance, consultancy, curriculum design, and tourism programme initiation to several Indian universities, management institutions and colleges. Today, the CTRD is recognized for the generation and publication of valuable research on recreation and tourism, and is well-known as a leading organization for developing and disseminating scholarships in tourism in India.

The UNWTO Ulysses Prize for Excellence in the Creation and Dissemination of Knowledge will be presented during the UNWTO Awards

Ceremony to have been held on 22 January 2014, within the framework of the International Tourism Trade Fair (FITUR) in Madrid, Spain.

Contacts:
UNWTO Senior Media Officer: Marcelo Risi
Madrid, Spain, 3 January 2014
PR No. 14001

UN General Assembly: Tourism can foster sustainable development in Central America

Sustainable tourism is an ally of poverty eradication in Central America and the three dimensions of sustainable development - social, economic and environmental - as reflected in the UN resolution on "Sustainable tourism and sustainable development in Central America". The 193-member UN General Assembly adopted the resolution unanimously during its 68th session. This represents an important step towards mainstreaming sustainable tourism in the international development agenda and the post 2015 Sustainable Development Goals (New York, USA, 22 December 2013).

Emphasizing that sustainable tourism in Central America is a cross-cutting activity with close linkages to other sectors and thus generating trade opportunities, the UN General Assembly recognizes tourism as a fundamental pillar of regional integration and an engine of social and economic development, income, investment and hard currency in the region. The resolution further "encourages giving appropriate consideration to the issue of sustainable tourism in the elaboration of the post-2015 development agenda", which will follow the deadline of the UN Millennium Development Goals (MDGs).

Against this backdrop, the UN General Assembly invites States and other stakeholders, as well as the World Tourism Organization, to continue to support the activities undertaken by the Central American countries for the promotion of responsible and sustainable tourism and extend the benefits of tourism to all sectors of society, in particular the most vulnerable and marginalized groups of the population.

International tourism in Central America grew significantly in recent years. In 2012, Central America received almost 9 million international tourists who generated US$ 8 billion in revenues, up from, respectively, 4.3 million arrivals and US$ 3 billion in 2000. Today, international tourism accounts for as much as 17% of all Central American exports.

The UN resolution was sponsored by 51 Member States: Argentina, Australia, Barbados, Belize, Bolivia, Canada, Cape Vert, Chile, Colombia, Costa Rica, Croatia, Cuba, Cyprus, Dominican Republic, Ecuador, Egypt, El Salvador, Finland, Georgia, Greece, Guatemala, Guyana, Haiti, Honduras, Hungary, India, Israel, Italy, Jordan, Kazakhstan, Lithuania, Luxembourg, Maldives, Mexico, Monaco, Montenegro, Morocco, New Zealand, Nicaragua, Palau, Panama, Paraguay, Peru, Portugal, Saudi Arabia, Slovenia, Spain, Sri Lanka, United States of America, Ukraine and Uruguay.

Contacts:
UNWTO Senior Media Officer: Marcelo Risi

Madrid, Spain, 20 January 2014
PR No. 14004

International tourism exceeds expectations with arrivals up by 52 million in 2013

International tourist arrivals grew by 5% in 2013, reaching a record 1,087 million arrivals, according to the latest UNWTO World Tourism Barometer. Despite global economic challenges, international tourism results were well above expectations, with an additional 52 million international tourists travelling the world in 2013. For 2014, UNWTO forecasts 4% to 4.5% growth - again, above the long term projections.

Demand for international tourism was strongest for destinations in Asia and the Pacific (+6%), Africa (+6%) and Europe (+5%). The leading sub-regions were South-East Asia (+10%), Central and Eastern Europe (+7%), Southern and Mediterranean Europe (+6%) and North Africa (+6%).

"2013 was an excellent year for international tourism" said UNWTO Secretary-General, Taleb Rifai. "The tourism sector has shown a remarkable capacity to adjust to the changing market conditions, fuelling growth and job creation around the world, despite the lingering economic and geopolitical challenges. Indeed, tourism has been among the few sectors generating positive news for many economies", he added.

UNWTO forecasts international arrivals to increase by 4% to 4.5% in 2014, again above its long-term forecast of +3.8% per year between 2010 and 2020. The UNWTO Confidence Index, based on the feedback from over 300 experts worldwide, confirms this outlook with prospects for 2014 higher than in previous years.

"The positive results of 2013, and the expected global economic improvement in 2014, set the scene for another positive year for international tourism. Against this backdrop, UNWTO calls upon national governments to increasingly set up national strategies that support the sector and to deliver on their commitment to fair and sustainable growth", added Mr Rifai.

2014 regional prospects are strongest for Asia and the Pacific (+5% to +6%) and Africa (+4% to +6%), followed by Europe and the Americas (both

+3% to +4%). In the Middle East (0% to +5%) prospects are positive yet volatile.

Europe welcomes most of the new arrivals

Europe led growth in absolute terms, welcoming an additional 29 million international tourist arrivals in 2013, raising the total to 563 million. Growth (+5%) exceeded the forecast for 2013 and is double the region's average for the period 2005-2012 (+2.5% a year). This is particularly remarkable in view of the regional economic situation and as it follows an already robust 2011 and 2012. By sub-region, Central and Eastern Europe (+7%) and Southern Mediterranean Europe (+6%) experienced the best results.

In relative terms, growth was strongest in **Asia and the Pacific** (+6%), where the number of international tourists grew by 14 million to reach 248 million. South-East Asia (+10%) was the best performing sub-region, while growth was comparatively more moderate in South Asia (+5%), Oceania and North-East Asia (+4% each).

The **Americas** (+4%) saw an increase of six million arrivals, reaching a total of 169 million. Leading growth were destinations in North and Central America (+4% each), while South America (+2%) and the Caribbean (+1%) showed some slowdown as compared to 2012.

Africa (+6%) attracted three million additional arrivals, reaching a new record of 56 million, reflecting the on-going rebound in North Africa (+6%) and the sustained growth of Sub-Saharan destinations (+5%). Results in the **Middle East** (+0% at 52 million) were rather mixed and volatile.

Russia and China – leading in growth in 2013

Among the ten most important source markets in the world, Russia and China clearly stand out. China, which became the largest outbound market in 2012 with an expenditure of US$ 102 billion, saw an increase in expenditure of 28% in the first three quarters of 2013. The Russian Federation, the 5th largest outbound market, reported 26% growth through September.

The performance of key advanced economy source markets was comparatively more modest. France (+6%) recovered from a weak 2012 and the United States, the United Kingdom, Canada and Australia all grew at 3%. In contrast, Germany, Japan and Italy reported declines in outbound expenditure.

Other emerging markets with substantial growth in outbound expenditure were Turkey (+24%), Qatar (+18%), Philippines (+18%), Kuwait (+15%), Indonesia (+15%), Ukraine (+15%) and Brazil (+14%).

Contacts:

UNWTO Senior Media Officer: Marcelo Risi

Madrid, Spain, 23 January 2014
PR No. 14005

UNWTO Ulysses Awards for Innovation announced

A mobile application transporting visitors to the harbour of Arromanches in Normandy, France during World War II and an ecotourism project with a social entrepreneurship focus in Malaysia were among the innovative tourism initiatives recognized by the 2013 UNWTO Ulysses Awards for Innovation. Now on its tenth year, the Awards celebrate outstanding contributions in the field of tourism across the globe (Madrid, Spain, 22 January 2014).

The **2013 UNWTO Ulysses Awardees for Innovation** distinguished in the four categories were:

- UNWTO Ulysses Award for Innovation in Public Policy and Governance: Responsible Tourism Project at Kumarakom, Department of Tourism, Government of Kerala, India
- UNWTO Ulysses Award for Innovation in Enterprises: Arromanches 1944, Biplan, France
- UNWTO Ulysses Award for Innovation in Non-Governmental Organizations: From Charity to Social Entrepreneurship, Borneo Ecotourism Solutions and Technologies (BEST) Society, Malaysia
- UNWTO Ulysses Award for Innovation in Research and Technology: 3D AR Visual Portal, DSP Studio & Momentum Studio, Croatia

"It is thanks to the organizations and individuals whom we honour with these Awards that tourism is increasingly becoming a transformative force, bringing in economic growth, creating jobs, and most importantly, changing people's lives," said UNWTO Secretary-General, Taleb Rifai. "The UNWTO Awards represent our belief that knowledge plays a central role in tourism and it is through innovation and the application of knowledge that we can advance towards a more sustainable and competitive tourism sector in line with the principles of our Global Code of Ethics," he added.

In other categories, the recently instituted **UNWTO Award for Lifetime Achievement** was presented to Richard Quest, host of CNN's flagship daily business programme 'Quest Means Business" and the monthly 'CNN Business Traveller' for his contribution in promoting the presence of the tourism sector in global media. Professor Tej Vir Singh, Founding Director of the Centre for Tourism Research & Development (CTRD) in India, as well as Founding Editor of the highly respected scientific journal Tourism Recreation Research, was presented with the **UNWTO Ulysses Prize for Creation and Dissemination of Knowledge**.

The UNWTO Awards for Excellence and Innovation in Tourism are the flagship awards for the global tourism sector, recognizing knowledge creation, dissemination and innovative applications. The winners were announced at the Awards Ceremony which took place at the International Tourism Trade Fair (FITUR) in Madrid, Spain, which will host this event in the future.

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Madrid, Spain, 24 January 2014
PR No. 14007

Visa facilitation and air connectivity – key areas for tourism development in Africa

Visa facilitation and air connectivity are key areas to address in order to fully seize Africa's steadily rising tourism performance and foster sustainable development in the region concluded the 5th Investment and Tourism Business Forum for Africa (INVESTOUR). 12 African Tourism Ministers attended the 2013 edition of INVESTOUR, an initiative held every year on the occasion of the Madrid International Tourism Fair (FITUR). (Madrid, Spain, 23 January 2014).

With international tourist arrivals growing by 6% in the region for the second consecutive year, Africa is one of the fastest growing tourism regions in the world. Between 2000 and 2013, international tourist arrivals more than doubled (from 26 million to 56 million). By 2030, UNWTO forecasts this figure to reach 134 million.

INVESTOUR, organized by UNWTO, FITUR and Casa Africa, promotes Africa´s tourism potential and the sector's importance as a catalyst of socio-economic development through partnerships with Portuguese and Spanish tourism companies. Attending the Forum were the Ministers of Tourism of Algeria, Benin, Cape Verde, Cote D´Ivoire, Democratic Republic of Congo, Ghana, Mozambique, Senegal, Seychelles, Tunisia, Zambia and Zimbabwe.

"Tourism is of rising importance to the African economies. Today we will focus on three barriers still hampering the full potential of tourism in the region: air connectivity, visa facilitation and hotel investment" said UNWTO Secretary-General, Taleb Rifai, opening the event. "56 visas to visit 56 countries is not acceptable. Only with collective efforts can we successfully address such barriers and continue to promote tourism in Africa as a tool for development while stimulating new business opportunities in Spain and Portugal", he added.

This year, a record of 134 tourism initiatives from 32 African countries and 40 Spanish and Portuguese companies gathered at INVESTOUR. A significant number of the participating projects seek to develop sustainable tourism offers in countries such as Ethiopia, the Ivory Coast, Kenya and Rwanda while several other projects sought partners for the creation or renewal of the hotel infrastructure.

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Madrid, Spain / Legazpi, Philippines, 28 May 2014
PR No. 14038

Asia's tourism sector commits to face up to climate challenge

The need to strengthen the tourism sector's ability to address climate change took centre stage during the UNWTO-Association of Southeast Asian Nations (ASEAN) International Conference on Tourism and Climate Change. The Conference was held in conjunction with the 26th Joint Commission Meeting for Asia and the Pacific (Legazpi, Philippines, 18-20 May 2014).

Asia-Pacific has been at the forefront of tourism growth and development over the last decade, and recent numbers confirm that tourism in the region continues to progress above average. With rising international tourist arrivals and receipts in 2013 (+6% and +8%, respectively), the region's tourism leadership is increasingly consolidated. Yet, continued tourism growth and sustainable development depends on improving the tourism's sector resilience to climate change.

"Climate change is real", said the President of the Philippines, Benigno S. Aquino III, opening the Conference. The President commended the celebration of events such as these and underscored the relevance of tourism as "one of the shortest and most efficient paths to inclusive growth". The Philippines is mainstreaming "climate change adaptation with local, sectoral, and national plans – all of which will consequently guide the development of tourism destinations and tourism activities per locality". "With the increasing risks of climate change, this is something we encourage other ASEAN-member countries, as well as countries around the world, to look into", he added.

UNWTO Secretary-General, Taleb Rifai, made a call to position the fight against climate change at the heart of the tourism agenda, underscoring both the need for greater responsibility from the sector and the benefits sustainability entails for tourism and beyond: "Energy-efficient and renewable energy technologies can reduce operational costs. Resource efficiency not only mitigates and reduces the tourism footprint, but fosters economic growth and creates much needed jobs in the process."

Ms. Christiana Figueres, Executive Secretary, United Nations Framework Convention on Climate Change (UNFCC), in her opening remarks to the Conference, thanked the participants "for advancing the dialogue on how to address the greatest challenge of our time: climate change, and in particular, how to address climate change in tourism and in policy that promotes tourism as an economic engine".

The Conference highlighted that climate change mitigation policies should be consistent with the overall challenge it represents, thus requiring a multi-stakeholder approach and taking into account specific technological, economic and social changes.

Participants stressed that tourism's highly dynamic and innovative nature positions it at the forefront of those sectors dealing with climate change adaptation, and therefore providing opportunities to reduce the vulnerabilities it induces. But in order to succeed, this endeavour needs to be shared both by tourism providers and consumers through increased awareness on the individual contribution to climate change response.

The UNWTO-ASEAN International Conference on Tourism and Climate Change brought together more than 200 senior tourism officials, policymakers and industry experts from 18 countries to exchange views and best practices on how to strengthen the sector's ability to address this global challenge.

The upcoming UNWTO/University of Queensland study Tourism´s Response to Climate Change: An Examination of Tourism Related Initiatives in Asia and Pacific shows that Asia-Pacific is affected by 90% of global climate-related catastrophes. Responding to the challenges of climate change is thus fundamental to ensure that tourism, a sector which has been identified by a majority of countries as a pillar for socio-economic progress, continues to advance in the region.

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Madrid, Spain, 2 June 2014
PR No. 14039

UNWTO supports Tourism Recovery in the Philippines

During a recent visit to the Philippines, UNWTO Secretary-General Taleb Rifai visited the Bohol province to review the recovery progress following the 2013 earthquake and deliver a recovery plan for the region's tourism sector.

The Bohol Tourism Recovery Plan is a roadmap to support the recovery of Bohol's tourism sector, which was struck by the severe earthquake of October 2013. Representing a significant development opportunity for the Bohol province, the tourism sector is fundamental to the region.

Developed by UNWTO and supported by the Department of Tourism

(DOT) of the Philippines, the United States Agency for International Development (USAID) and the Pacific Asia Travel Association (PATA), the Recovery Plan includes a global marketing strategy for Bohol, as well as an assessment of what tourism infrastructure and assets need to be prioritized by tourism stakeholders during the recovery process. In addition, the Recovery Plan provides inputs to develop new tourism products in line with Bohol's positioning as an eco-cultural destination.

"The Philippine people were tested in times of difficulty and they have earned the respect of the whole world by demonstrating greatest courage and confidence. Tourism is one of the best assets for them on their way to recovery and sustainable growth. UNWTO is very pleased to be working alongside the Philippines, the US Government and PATA to make tourism a tool for recovery and sustainable livelihoods here in Bohol" said Mr. Rifai.

The Secretary-General also visited the areas in Tacloban which were affected by Typhoon Yolanda in November 2013. UNWTO, in collaboration with USAID and the UN Development Programme (UNDP), is in the process of finalizing projects which will enrich the tourism experience in Tacloban through a Learning Centre on Climate Change and strengthen the local economy by including tourism as an alternative source of income.

Despite being hit by two major natural disasters, tourism in the Philippines saw significant growth in 2013 with international tourist arrivals registering a 10% double-digit increase to a total of 4.7 million while international tourism receipts grew by 15% to reach US$ 4.7 billion.

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Santiago de Compostela, Spain, 9 June 2014
PR No. 14040

UNWTO Executive Council: Tourism routes key to regional integration and development

The 98th session of the UNWTO Executive Council meeting in Spain highlighted the role of tourism routes in promoting regional integration and development. The Council further debated key factors to stimulate tourism growth such as visa facilitation and air connectivity while recalling the role the tourism sector can play in the sustainable development agenda (Santiago de Compostela, Spain, 5-6 June 2014).

UNWTO Executive Council Members recalled that regional integration translates into stronger economic development and identified infrastructure, visa facilitation, transportation, public/private partnerships, public sector coordination and branding as fundamental success factors in the development of tourism routes.

"Tourism´s record figures continue to renew our confidence in the sector, but they also remind us that with great power comes great responsibility. The responsibility to ensure that tourism's growth translates into improved livelihoods and a sustainable future for our planet and the generations to come. As we gather in Santiago de Compostela coinciding with World Environment Day, let us take this opportunity to send a strong message to the world about our commitment in making tourism a true force for sustainable development worldwide" said UNWTO Secretary-General, Taleb Rifai, opening of the Council.

Mr Rifai further highlighted Spain's positive results in terms of international tourism. "I would like to take this opportunity to congratulate Spain for its consolidated leadership as the third most visited country in the world; and more significantly, as the second country in the world in terms of income generated by international tourism".

The President of the Xunta of Galicia, Alberto Núñez Feijóo, recalled on the occasion the contribution of tourism to cultural understanding and peace. "Travel makes people better, it enriches cultures and brings out the best out of people, making each traveller a silent ambassador", he said.

"The volume and growth of world tourism demonstrate that the sector deserves a higher degree of attention," said the Minister of Industry, Energy and Tourism of Spain, José Manuel Soria, at the Opening of the 98th Executive Council Meeting. "Tourism is the main economic sector in Spain. Eleven out of each 100 Euros comes from the tourism sector" he added.

The 98th Executive Council held in Spain was organized by UNWTO and the Spanish Secretariat of Tourism of Spain, under the leadership of the Secretary of State for Tourism, Isabel Borrego, and hosted by the Xunta de Galicia. The meeting was attended by over 170 participants from 54 UNWTO Members States (31 Executive Council Members and 23 observer countries) as well as representatives of the UNWTO Associate and Affiliate Members.

On the occasion of the Council, the UNWTO Seminar "Public-Private Partnerships: Tangible and intangible heritage and innovative tourism products", was organized in collaboration with UNWTO Affiliate Member UNESCO World Heritage Cities of Spain.

The Executive Council is UNWTO's governing board, responsible for ensuring that the Organization carries out its work and adheres to its budget. It meets at least twice a year and is composed by Members elected by the UNWTO General Assembly in a ratio of one for every five Full Members. As host country of UNWTO´s Headquarters, Spain has a permanent seat on the Executive Council. Representatives of the Associate Members and Affiliate Members participate in Executive Council meetings as observers

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Mexico City, Mexico / Madrid, Spain, 4 June 2014

UNWTO Knowledge Network Forum puts a spotlight on innovation in tourism

Innovation has a central role in advancing tourism and its contribution to sustainable development worldwide. This was the focus of the UNWTO Knowledge Network Global Forum which gathered participants from the public and private sector and academia to further connect theory and practice in tourism (Mexico City, Mexico, 28- 30 May 2014).

Under the theme *Innovation in Tourism: Bridging Theory and Practice,* the second edition of the UNWTO Knowledge Network Global Forum focused on innovation in tourism intertwining technology, market shifts, product development, and governance. The Forum further stressed the central role that public-private partnerships should play at all levels of tourism development - global, regional and local.

Opening the event in representation of Mexico´s Minister of Tourism, the Deputy Secretary for Innovation and Tourism Development, Carlos Joaquin Gonzales, considered the Forum “a milestone event” and committed to use the outcome of the Forum to “help make innovation the central focus of tourism.”

Participants highlighted that tourism innovation goes beyond technological advancements to include also to non-quantifiable areas such as social advancements within organization and companies, namely the leadership and managerial role of entrepreneurs at all levels in both the public and private sectors. A panel discussion with three UNWTO Ulysses Prize Laureates, professors Don Hawkins, Jafar Jafari and Kaye Chon, emphasized that tourism research can foster innovation as long as it responds to supply and demand needs and works to disseminate benchmarks. Panellists also stressed the importance of public-private partnerships with academia that promote a culture of innovation.

“The Forum has given us a glimpse of the future of innovation and tourism and set the foundations to link theory and practice”, said Carlos Vogeler, UNWTO Executive-Secretary of Member Relations. “UNWTO is committed to transforming these foundations into actions by collaborating with our members, so that innovation can drive a tourism development model that benefits all”, he added.

During the Forum, a total of 42 papers on the topics of tourism products and experiences and competitiveness and technology were presented in response to the Forum’s Open Call for Papers. The Forum’s Scientific Committee selected the three best papers which will be presented at the annual UNWTO Awards Symposium (Madrid, Spain, January 2015): “Productos turísticos innovadores que eleven la competitividad de los Pueblos Mágicos del Estado de México” by Rosalía López Silva, Hazael Cerón and Eduardo Daniel Puente Santos;

“Scandinavia Destination Sustainability Index” by Jonas Wilstrup and Guy Bigwood; and “Turismo creativo, modelo conceptual y aplicación práctica en comunidades rurales de Ecuador” by Sergio Molina Espinosa and Fernando Mandri Bellot.

The event was jointly organized by UNWTO and the Anahuac University and gathered more than 400 participants from 41 different countries.

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Madrid, Spain, 11 June 2014
PR No. 14042

IATA and UNWTO to collaborate on innovation and talent development

Advancing innovation and talent development in tourism and air travel is the core component of the first Memorandum of Understanding signed between UNWTO and The International Air Transport Association (IATA). The MOU is part of the objectives set by both organizations of bringing the tourism and air transport agendas closer together (Madrid, Spain, 10 June 2014).

UNWTO and IATA have formally agreed to jointly advocate for innovation and talent development in the public and private sectors as a means to promote competitive and sustainable tourism development, with a particular focus on the air transport industry.

In line with the agreement, IATA will support the creation of a new category within the UNWTO Awards for Excellence and Innovation in Tourism, which will recognize innovation in marketing, product development with the objective to enhance connectivity and increase travel accessibility by airlines, travel agents and other travel and tourism companies. IATA will also be a leading implementing partner in the UNWTO Knowledge Network Talent Development initiative, which aims to support young talents in the tourism sector through internships, knowledge transfer and research.

“This agreement is an important step to further strengthen our close relationship, a valued Affiliate Member of UNWTO” said Carlos Vogeler, UNWTO Executive-Secretary of Member Relations, on the occasion of the signing. “Air travel is a key driver of tourism development around the world and we are looking forward to joining forces with IATA in promoting the important innovations spurred by travel companies and further fostering young talents in the tourism and air transport sectors”.

The head of the IATA Global Partnership and the Travel & Tourism Unit, Ismail Albaidhani, highlighted the strong linkages between air transport and tourism. "Passenger experiences expand beyond the travel by air, involving other tourism components including tour operators, car rentals, railway companies as well as hotels", he said. "IATA works with over 60,000 travel and tourism organizations offering a solutions portfolio ranging from professional identification, digital coding and training products, to financial, billing and settlement services. We are now working very closely with UNWTO to strengthen the collaboration between the various travel and tourism value-chain partners, and today's important agreement establishes a solid platform to launch crucial joint-industry initiatives worldwide", he added.

On the occasion, UNWTO and IATA further agreed to organize a joint event on air travel and tourism value chains to be held next January in the framework of the UNWTO Awards taking place in Madrid, Spain.

IATA is the leading trade association for the world´s airlines, representing 84% of global air traffic, supporting aviation activity and formulating industry policy on critical aviation issues.

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2. shorter non peer reviewed reviews of existing work or short essays aimed at stimulating debate
3. research notes to allow researchers to present initial findings and reflections or problems concerning fieldwork and research in general
4. industry news.

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Author´s name/names (12 pt Times New Roman)
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