

Conference intention

The **Working Group of Tourism Research in Mecklenburg/ Western Pomerania/ Germany** with members from the University of Greifswald, University of Rostock, University of Applied Sciences of Stralsund, University of Applied Sciences of Wismar, Baltic Institute of Marketing, Transport and Tourism Rostock, UCEF Rostock, "Haus der Wirtschaft" in Stralsund is preparing the International Student Conference **Tourism around the Baltic Sea**.

We are inviting tourism students of universities and colleges of the Baltic Sea countries to take part in it. This conference will feature tourism around the Baltic Sea. Marine tourism and every topic referring to the subject of tourism in our countries are included.

We intend to promote the following topics:

- student meetings of the Baltic Sea countries,
- representation of results of student research
 - to an international audience and
 - to agents of the tourism economy

About 50 students will participate - one half from Mecklenburg/ Western Pomerania and the other half from all countries around the Baltic Sea and some partner universities.

This conference is promoted by the Tourism Committee of the parliament of Mecklenburg/ Western Pomerania, the Tourism Association of Mecklenburg/ Western Pomerania and the members of the Working Group of Tourism Research.

Program:

Thursday, 26th May 2005

Arrival

Friday, 27th May 2005

Registration: 9:00 a.m. – 9:15 a.m.

Opening speech: 9:15 a.m.

Presentation of papers – part 1

9:30 a.m. – 10:30 a.m.

Mikael Jönsson

"History in tourism - or the other way around"

Silvio Moritz

"Stettin – Szczecin: Placement at the Castle of the Pomeranian Dukes"

Coffee break 10:30 a.m. – 11:00 a.m.

Presentation of papers – part 2

11:00 a.m. – 12:30 p.m.

Gita Paule, Ilze Svilane

"Camping sites in Latvia"

Magdalena Synożyc, Anna Pieprzyk, Agata Forysiak

"Analysis of the polish qualified tourism situation on the example of Gdansk bay"

Vinko Dunger

"Islands of Rab – Ecotourism"

Lunch 12:30 p.m. – 13:30 p.m.

Presentation of papers – part 3

13:30 p.m. – 15:00 p.m.

Nora Dietrich

"Guests of Mecklenburg-Vorpommern with high house hold net income - structure, activities and contentment"

Sabine Radkevicha, Sabine Radcenko

"The Latvian image and it's affective factors"

Anne Ziebarth

"How many? For whom? Where? On the location of golf courses in Western Pomerania?"

Coffee break 15:00 p.m. – 15:30 p.m.

Presentation of papers – part 4

15:30 p.m. – 17:30 p.m.

Karolina Paczkowska

"Learning for Quality of Hospitality Management at Maritime University in Gdynia"

Katrin Schlegel

"Direct marketing in the hotel business – concept and application"

Elena Pruvli

"The Estonian travel market: main trends of development, worries, risks and barriers"

Heidi Cottam, Michael Roe

"Market Transition and Privatisation in Eastern Europe"

Closing remarks

Dinner 18:00 p.m.

Saturday, 28th May 2005

Field trip: 10:00 a.m. - 17:00 p.m.

Tourism under pressure - the example of the Island of Rugia

Sunday, 29th May 2005

Departure

Conference venue

The conference will be held in the Hanseatic City of Stralsund which is located in the north-eastern part of Germany at the Baltic Sea. Since 2002 the old part of the town has been included in the "World Heritage List".

The meeting and catering will take place at the "Haus der Wirtschaft" in Stralsund.

Conference fee

No conference fee. Field trip included.

Language and translation

The official language of the conference will be English.

Organizing Committee

Prof. Dr. Thomas Rasmussen - Chairman

University of Applied Sciences of Stralsund

Dr. Werner Sperling - Secretary

University of Rostock

Prof. Dr. Karl-Heinz Breitzmann

University of Rostock

Prof. Dr. Wilhelm Steingrube

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T O U R I S M around the BALTIC SEA

"Learning for Quality"

3rd International Student Conference

May 26th – 29th, 2005

**Stralsund
Hanseatic City of World Heritage**