

THE ANALYSIS OF SELECTED PROMOTIONAL ACTIVITIES IN THE FIELD OF TOURISM BETWEEN POLAND AND ROMANIA

Jacek OLSZEWSKI

Polish Tourism Organisation, Department of Marketing Instruments,
Chałubińskiego Street, 00-613 Warsaw, Poland, e-mail: jacek.olszewski@pot.gov.pl

Abstract: The article presents an analysis of activities undertaken between Poland and Romania at different levels (from government, the regional and municipal as well as by associations such as the Local and Regional Tourism Organizations) in the field of tourism. The results show that, unfortunately, the current operation and collaboration between the wider tourism are not satisfactory and this is related in part to the fact that the market for both sides is not a priority. However, individual tourist traffic to/from these countries develops without objection, and this was accomplished because of a large variety of organizations/associations operating in Poland, travel agencies, a good partnership exchange between cities, as well as individual tourists themselves.

Key words: promotion, potential product, tourism cooperation between Poland and Romania

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INTRODUCTION

Romanian market for Poland is not the most important emission market that neither generates tourism arrivals, nor in terms of revenue generated by the Romanian tourists. The tourist potential of these countries was hitherto marginalized (probably by both sides) mostly due to the stereotypical thinking about Poland and Romania.

The article presents the promotion of tourism, taken on the Romanian market by Polish organizations at various levels: from the government through the regions even to the tourist industry.

Unfortunately, in Romania, the Polish National Tourist Office does not have a Tourist Information Centre (as in the case of 14 European countries, the USA and Japan). For this reason there is no catalogued full potential product that could be addressed to the Romanian tourists interested in Poland and there is insufficient discernment of the needs of tourism for our country.

In 2010, Romania (as is the case in 22 countries such as Austria, France, Italy, Hungary, Germany, Slovakia, Lithuania, Ukraine, which are represented in Poland), opened its representative office in Poland. This is the Tourist Information Centre in Romania, located in Warsaw, 47/51 Krakow Suburb Street, phone/fax: 48 22 826 40 10, e-mail: info.rumunia @ wp.pl (Mrs. Director Ruxandra Ana).

The main objective of the Centre is to promote the country as a place attractive for tourist destination, where tourists coming to Romania for conferences, congresses, incentive or integration trips, both individual and business, will feel good.

For Romania, so far, the main tourism markets were Germany, Austria, Italy, France, Great Britain, Ireland, Hungary, the Baltic countries and the United States. Poland currently located in another group has promising growth potential. The resort has inter alia folders in Polish: "Romania - other than you think" - information about Romania in general, "Discover Romania"; folders about regions (Transylvania, Muntenia, Oltenia), maps of major cities. The Poles, who visit the center (mostly retail customers) asks for general information about Romania, for help in organizing trips to the country and gather information on the regions and cities. There is also growing interest from travel agents - both those who had previously sold the trip to Romania, as well as those who are just starting to get interested in this direction (Romanian Tourist Information Centre in Warsaw, 2010).

CHARACTERISTICS OF THE POTENTIAL OF THE ROMANIAN MARKET

Inbound tourism in Romania is of minor importance in the overall picture of foreign tourist arrivals to our country. According to the Institute of Tourism, each year number of Romanian visitors in our country increases slightly (this is a relatively small number in comparison with other European countries). The place of Romania in incoming tourism to Poland is presented in the table (Romanian Tourist Information Centre in Warsaw, 2010)

Table 1. Tourists from the selected countries arrivals, including Romania, to Poland (in thousands)
(Data source: Own study based on data from the Institute of Tourism - www.intur.com.pl – 2010)

Selected Countries	2007	2008	2009	2010 (IV)
TOTAL	10,918,100	10,173,237	9,609,399	2,376,456
Austria	123,331	107,889	111,382	25,148
Belgium	129,143	117,435	114,459	31,195
Belarus	109,689	111,505	110,874	34,519
Bulgaria	21,830	28,851	24,208	5,410
Czech Republic	149,142	170,684	185,282	51,622
Denmark	257,298	225,635	215,086	51,387
Finland	89,374	93,995	98,262	26,428
France	405,653	385,550	359,412	90,028
Greece	28,453	30,165	38,505	7,100
Spain	241,625	228,102	234,380	46,272
Ireland	148,150	119,170	100,562	29,597
Lithuania	150,728	158,702	146,607	35,635
Latvia	70,926	67,875	48,525	10,257
Netherlands	230,541	222,707	201,404	50,222
Germany	4,276,320	3,960,270	3,797,324	804,539
Norway	226,432	230,785	224,005	56,725
Russia	357,538	364,182	314,452	113,648
Romania	48,826	60,572	55,041	17,545
Slovakia	67,557	74,516	87,764	26,827
Sweden	265,420	245,986	242,071	52,189
Ukraine	304,637	333,110	261,125	87,084
U.S.	349,476	363,147	326,959	70,665
Hungary	108,738	110,708	98,695	24,265
United Kingdom	883,539	890,163	762,667	205,618
Italy	486,825	427,114	408,730	120,844

Analyzing the above data we can say that the Romanian market does not hold a high position in relation to incoming traffic to our country, although it is characterized by slowly increasing the number of arrivals.

However, according to the National Institute of Statistics of Romania, 276.525 Polish tourists visited this country in 2008 (an increase of 44.76 % compared to 2007, and by 27 % compared to 2006). Country is visited mainly by young tourists; it is also attractive to tour groups and business customers.

Table 2. The number of Polish tourists visiting Romania compared to other European countries in the period of I-VII 2010

(Data source: Data obtained from the Tourist Information Centre in Warsaw, Romania – 2010)

Country	Month						
	01	02	03	04	05	06	07
Austria	11,779	10,864	15,054	14,841	16,425	15,123	20,742
France	10,587	8,364	8,032	9,241	11,009	11,785	15,111
Germany	21,430	20,537	30,392	30,413	38,054	33,917	47,389
Italy	22,851	20,786	26,747	26,422	28,302	26,200	31,387
Netherlands	3,524	3,471	4,834	5,747	7,426	5,347	8,694
Poland	9,655	10,268	10,540	10,066	11,211	19,693	58,745
United Kingdom	5,518	6,625	6,194	7,135	9,960	8,436	10,727

Probably the increased tourist traffic of Polish tourists to Romania is due to the fact of country's membership in the European Union (since 2007), slow breaking of the stereotype of Romania among the Poles and a kind of 'fashion' to visit places of 'secret' (Transylvania - castles and monuments, especially the story of Dracula), culturally and historically valuable (ie UNESCO objects) as well as the places not yet discovered and less common (the Carpathians, the Danube Delta, Maramures, Bukovina, the Black Sea).

Table 3. Transport accessibility from Romania to Polish cities.

(Data source: own study based on the tests – 2010)

City in Poland	Connections / Cities in Romania		
	Bus	Railway (Number of calls per day)	Air
Warsaw	Bucharest	Bucharest (4)	Bucharest
			Timisoara
			Cluj-Napoca
			Sibiu
			Iasi
			Targu Mures
			Oradea
			Satu Mare
Kraków	-	Bucharest (7)	Bucharest
			Timisoara
			Sibiu
			Iasi
Gdańsk	-	Bucharest (6)	Bucharest
			Timisoara
			Sibiu
Wrocław	-	Bucharest (5)	Bucharest
			Timisoara
			Sibiu
Poznań	-	-	Bucharest
			Timisoara
			Sibiu
Katowice	-	Bucharest (4)	Bucharest
			Timisoara
			Cluj-Napoca
Rzeszów	-	Bucharest (5)	Bucharest
Szczecin	-	Bucharest (10)	Bucharest
Przemyśl	Suceava	-	-
Łódź	-	Bucharest (7)	-
Białystok	-	Bucharest (5)	-
Olsztyn	-	Bucharest (6)	-
Toruń	-	Bucharest (4)	-
Lublin	-	Bucharest (7)	-
Gorzów Wielkopolski	-	Bucharest (11)	-

A tremendous advantage in penetrating Romania by the Polish tourists (especially residential) is the accessibility to the country. Overview of the Polish public transport links to Romania is presented below.

It follows that, in the case of 15 large major Polish cities, there are regular connections (bus, rail, air) with nine Romanian cities. Prevail in particular rail connections (total runs 81 trains).

ACTIVITIES OF THE POLISH GOVERNMENT

So far, the Polish Government (Ministry of Sport and Tourism), has signed 42 international agreements about cooperation in the field of tourism, including two with Romania (first in 1972, the second on 13/12/1994.) The latest agreement covers inter alia:

- Take joint action to promote and develop tourism exchange between the two countries;
- Exchange of experiences and information about tourism development and exchanges and cooperation in trade publications, research materials - research, statistics, advertising and other tourism publications;
- Exchange of experts and academics specializing in tourism and cooperation between the entrepreneurs leading tourist business (eg in the field of hotel industry);
- Exchange of information in the following areas: tourism statistics, studies and researches on tourism development, normative acts regulating the activities of tourism, experience in handling tourists;
- To allow the granting of scholarships annually for study in tourism training centers, for hotel industry managers and procurement, specialists in marketing, publicity, equipment, supplies and administration of hotels;
- To initiate and promote the exchange of experts in various fields of tourism;
- To initiate and support projects related to economic, technical and investment cooperation in the tourism sector of both countries (for example, encouraging agencies and tourist offices to participate in cultural events);
- Support for travel arrangements for members of the press, radio and television who want to collect the materials, authors of travel books and tourism experts, as well as assistance in organizing joint exhibitions, film screenings related to tourism, as well as organize meetings where they could present their tourist offers;
- Built on its own territory Tourist Information Centers of the other country

ACTIVITIES OF THE POLISH TOURISM ORGANIZATION

The Polish Tourism Organization (like with other national tourism organizations in the world), is designed to promote tourism of their country, especially in foreign markets. POT (The Polish Tourism Organization) works in the country and abroad to strengthen the promotion of Poland in the field of tourism and the main objectives of the action are:

- to build a positive image of Polish tourism as a country with a strong and distinctive identity built on a foundation of rich cultural heritage and the attractive qualities of the environment,
- encourage the development of tourism products,
- increasing the number of foreign tourists and domestic travel through a coherent and effective system for tourism marketing.

The main tools used by PTO (The Polish Tourism Organization) to promotion are inter alia:

- participation in tourism fairs (at home and abroad) with the national stands (about 60 fairs a year);
- publishing activities (development, printing and distribution), catalogs, brochures, leaflets, posters, etc. in 14 languages with a circulation of 1,500,000 copies per year;
- organization of study tours for foreign representatives (for journalists and tour operators) - about 500 people per year;

- running Internet Information System for Tourism in Poland (including certification Centers and Tourist Information Points);

- carrying 14 Polish Tourist Information Centers around the world.

POT main partners in promotional activities are the Regional and Local Tourism Organisations. Currently there are 16 ROT and about 100 LOT, which are independent organizations of local government representatives, local tourism business, non-governmental organizations to develop tourism and business people working in tourism (at the province level - ROT, at the county / city - LOT).

These statutory activities are carried out exclusively by the POT priority markets (eg, generating most of visits to Poland) or secondary markets. In peripheral markets or not covered by the activities of PTIC (The Polish Tourist Information Centers), PTO does not conduct any promotional activities or conduct in a very limited extent.

Unfortunately, the Polish Tourism Organization does not have full Romanian market characteristics, as compared to 26 other countries in the world, where this analysis was carried out. Ways and means of promotional activities of POT (using a variety of tourism products) on the external markets are set out in the document from 2008 under the name "Marketing Strategy of the Polish tourism sector in years 2008-2015". It indicates also "that both now and in the coming years, the most important image attributes of Polish tourist attractiveness will be urban and cultural tourism, especially offers of big cities. The offer will be supplemented into business , conference and congress tourism (MICE), especially in the incentive segment. „It is assumed that also for the Romanian tourist a product range will be of interest and is of the interest, as the main motive of visiting Poland

The research was conducted in 39 countries (including with reference to Romania) in order to determine our country's primary and secondary markets for tourism promotion of Polish products and the results are shown below.

Table 4. Place of Romania on the market analysis conducted by PTO
(Data source: Marketing Strategy in the Polish tourism for 2008-2015' PTO 2008 p. 62)

Greatest importance	Secondary	The least important
Germany 5.5693	Netherlands 1.1671	Slovenia 0.3132
United Kingdom 2.7446	Sweden 1.1127	Brazil 0.3096
U.S. 2.0315	Italy 1.0964	Portugal 0.2895
Norway 1.7204	Ukraine 1.0927	Slovakia 0.2352
France 1.4297	Russia 1.0667	Greece 0.2223
Lithuania 1.3940	Canada 1.0304	Bulgaria 0.1582
Belgium 1.3269	Belarus 1.0252	Turkey 0.1409
	Ireland 1.0221	Croatia 0.1383
	Japan 1.0095	Romania 0.0917
	Korea 0.9703	Moldova 0.0876
	Spain 0.9661	Kazakhstan 0.0495
	China 0.9527	
	Denmark 0.9249	
	Switzerland 0.9214	
	Austria 0.8396	
	Latvia 0.7538	
	Estonia 0.6870	
	Finland 0.5154	
	Israel 0.4440	
	Czech Republic 0.4009	
	Hungary 0.3724	

Research indicates that Romania is in the group of markets with the lowest significance for Poland promotion (next to the countries such as Slovenia, Brazil, Portugal, Slovakia, Greece, Bulgaria and Turkey). At the same time promotional campaigns are planned in 2015 whose summary is presented in table 5.

Table 5. Planned by PTO marketing campaigns
(Data source: Marketing Strategy in the Polish tourism for 2008-2015' PTO 2008 p. 77)

Year	Priority Market	Complementary Markets	Comments
2009	United Kingdom	Germany, Japan	Polish Season in Great Britain
2010	Germany	United Kingdom, France, Japan	Chopin Year, Expo in Shanghai
2011	Belgium, the Netherlands, France	Austria, Spain, Germany	Polish Presidency
2012	Russia, Ukraine	Austria, Hungary	Euro 2012 EXPO Josu in Korea
2013	Norway, Sweden	Italy, Denmark, Russia, Ukraine	Polish Season in Italy
2014	Germany, United Kingdom	U.S., Canada, Norway, Sweden	Polish Season in the U.S. and Canada
2015	Dependant on the markets evolution	Dependant on the markets evolution	Dependant on the markets evolution

Taking this into account (due to the potential of the researched individual countries) it can be stated that the Romanian market is not directly specified in planned by PTO product and market campaigns. However, it should be assumed that this unfavourable trend may change in the next years.

With the mentioned above statutory promotional activities conducted by PTO are very sparse on the Romanian market. Cooperation was taken since 2006 within the framework of POT with the promotional stand (in agreement with the Polish Embassy in Bucharest - Department of Promotion, Trade and Investment) inter alia ITF in Bucharest (The International Tourism Fair of Romania). Until now stands were organized and supported by the Polish Embassy (POT promotional materials were offered: brochures, CDs with promotional videos). In 2009 PTO organized during the above fair a seminar under the name "Poland as a place attractive for business and leisure". Most inquiries from visitors to the exhibition so far were related to: winter travels (Christmas and New Year's), tourism, recreation and leisure (stays in the spa facilities, tourism, pilgrimage). Unfortunately, there is still lack of the Polish tour operators participation in the above mentioned fairs (according to the information received from the Embassy of the Republic of Poland - their services would enjoy a very high interest). POT is also trying to systematically provide promotional materials to the Embassy about Poland in English and French language.

Therefore, as it is indicated above, in Romania Polish Tourist Information Centre (PTIC) does not work, this role in part of full fill PTIC in Hungary (Budapest). There are many questions (especially from the area of Transylvania), related to Poland, especially related to the possibility of exploring the larger cities (Krakow, Warsaw and the tree cities: Gdańsk, Gdynia and Sopot) or tours organization around Poland. POIT also exhibited twice at the tourist fairs in Transylvania and also collaborates with the Hungarian tour operator who organizes tours of Romanian to Poland (inter alia presentation of the POT materials on the tourism fairs in Bucharest).

Simultaneously, the draft of the Polish Tourism Organization activities for the subsequent years (including 2011) indicated that the Romanian market will be systematically monitored. Such record in the longer term is likely to result in specific promotional POT activities on the Romanian market.

Outside of the above promotional activities PTO also runs several websites that present the Polish tourist potential. One of them is www.poland.travel which, in the period from 2006 to the end of August this year it visited a total number of 2,326,565, of which 6,468 people (www.google.com - Google Analytics, 2010) are from Romania (Romania occupies the 33rd place from 217 countries from which people visited this website) . Most people seeking information about Poland were from Bucharest (3,774)), Cluj-Napoca (1,292) and Timișoara (895) and Oradea (507). In general, we can observe increase in its Romanian audience and its detailed statements are presented below.

Table 6. A detailed list of web pages from the Romanian www.poland.travel
Data source: Own study based on www.google.com – 2010

Year	Number of visits
2006	91
2007	353
2008	1,847
2009	2,186
2010 (VIII)	1,991
Total	6,468

Words searched the most by the Romanian Internet users on this website are in order: „Poland”, „Biebrza”, „Poland Tourism”, „Poland Travel”, „Polska”, „Visit Poland”, „Organization Tourism Poland”, „Tourism Poland”, „Wieliczka”, „International Festival in Poland”, „Katowice”, „Warszawa”, „Auschwitz”, „Łódź”, „Mazury”, „Fishing Mazurian”, „Moniuszko”, „Chopin”, „Baltic Sea”, „Białystok”, „Białowieża”, „Gdańsk”, „Opener Polska Festival”, „Bieszczady National Park” and „Fly to Poland”.

THE ACTIVITIES UNDERTAKEN IN THE REGIONS

As mentioned earlier, the main partners for POT are regions, especially the Regional Tourism Organisations (RTO). Following an analysis of selected markets in which regions carry out or intend to carry out promotional activities are presented.

Table 7. Foreign markets analysis in which promotional activities undertaken by Regions are planned
 (Data source: Own calculations based on the tests – 2009)

Province	Markets																Total							
	Austria	Australia	Belgium	Belarus	Brazil	China	France	Spain	Netherlands	India	Izrael	Japan	Baltic States/Scandinavia	Germany	Russia	Romania		Slovakia	Ukraine	USA	Hungary	United Kingdom	Italy	
Lower Silesian			+			+	+	+				+	+	+				+	+	+	+	+	+	12
Kuyavian-Pomeranian			+			+								+	+							+		5
Lublin								+						+					+					3
Lubusz	+		+				+		+					+	+				+					7
Łódź	+		+				+		+					+	+				+			+	+	11
Lesser							+							+	+				+	+		+	+	7
Masovian								+				+	+	+	+				+			+		7
Opole														+				+						2
Subcarpathian																		+	+					2
Podlaskie				+				+	+				+	+	+								+	7
Pomeranian							+	+				+	+	+	+							+		8
Silesian			+				+	+	+					+	+			+	+			+	+	10
Świętokrzyskie										+				+	+			+						4
Warmian-Masurian								+						+	+			+					+	5
Greater			+					+						+								+		4
West Pomeranian													+	+	+									3
Total	2	0	6	1	0	1	6	6	7	0	2	2	5	15	12	0	5	9	2	1	8	6		-

Based on information received from the Regions we can know that the Romanian market for any of the ROT is not a priority market for promotional activities (along with Australia, Brazil and India). Despite such indications, Regional Tourism Organizations,

take other actions to encourage the arrival of Romanian tourists to Poland. Such actions are inter alia organization of tourist fairs with the participation of the Romanian folklore with live bands, etc. List of Romanian actions selected are shown below.

Table 8. Overview of selected activities related to cooperation of ROT with Romania
(Data source: Own study based on the tests)

ROT	Name of event	Description
Opole	IX International Fair of Tourism toward the sun - 2009 Opole	Over 100 exhibitors from Polish, German, Czech Republic, Lithuania, Ukraine and Romania.
Subcarpathian	VII International Folklore Festival of the Carpathians - Trzcinica 2010	Performances by bands from the Polish, Czech Republic, Slovakia, Ukraine and Romania ("Corul de horitoare din Sapaia from Remetea Chioarului, Maramures).
	Multicultural Festival GALICJA - Rzeszów 2009	Concert of "Satu Mare".
	2009 - Exhibition of photographs "Romania in the lens of Dariusz Mazurek"	Presentation of pictures from Romania.
	2008 - "Sustainable management of space tourism in Subcarpathian" conference	"The robber trail through the Carpathians" - Robert Bańkosz - Guides Association "Carpathians" - introduced the concept of the cultural route that uses the history and legends of the Carpathian robbers (Poland, Slovakia, Czech Republic, Ukraine, Romania).

MUNICIPALITIES / CITIES – PARTNER EXCHANGE

Many Polish cities and municipalities (and provinces) lead partnerships with the other units of local government from abroad which aim is the cooperation of people regardless of the national borders. Its purpose is to exchange cultural, economic and information, tourism, etc. Currently, more than 300 cities and 15 provinces of Polish lead partnerships contacts with many foreign representatives.

The analysis of cooperation between the partners (7 cities and one province) of Poland and Romania are shown below in the table.

For the most common level of cooperation between the Polish and Romanian partners we can include inter alia: exchange of youth groups, exchange of population, participation in the international folk festivals organized in both countries, relations between governments, cultural institutions, schools of various types, contacts, chambers of commerce, etc. . This cooperation, in many cases is realized for many years and results in a number of joint initiatives now and in the future.

ACTIVITIES OF REGIONAL COOPERATION – EUROREGIONS

There are 16 Euroregions currently in Poland and the only one that covers the area of Romania is the "Interregional Association of the Carpathian Euroregion. Its members are Poland, Slovakia, Hungary and Ukraine, Romania – The Area of Departments: Szatmar, Maramures, Bihar, Suceava, Szilagy, Botosani, Hargita.

The association was established in July 2000 and its main activities are:

- Assistance in identifying possible developmental problems possible to solve by the activation of international and cross-border cooperation;
- Assistance in searching for a suitable for the cooperation partner in the area of the Association;
- Assistance in preparation of "soft" for the State government investment projects under the EU cross-border cooperation;
- Professional training for staff connected with the preparation of cross-border projects;

- Assistance in organizing and conducting professional project teams and other institutions of cross-border cooperation;

- Assistance in preparing funds projects which are managed by the Association.

So far within the framework of the Euroregion concrete actions in the field of tourism between the Polish and the Romanian side have not been taken. It is hoped that such actions will be taken in the nearest term.

Table 9. List of selected actions undertaken by partnership cities and regions from Poland and Romania
(Data source: Own study based on the tests)

Poland	Rumania	Year	Scope of activity	Examples of activities
Bielsko-Biala	Baia Mare	2001	Edukacja, kultura, sztuka, sport i turystyka, gospodarka i wymiana handlowa.	-Exchange of sports groups - The participation of delegations from Baia Mare in the Partnership Cities Festival in Bielsko-Biala; - Promotion of tourist attractions of the city of Baia Mare and the region Marmamures during the subsequent Beskydy International Tourism Fair in Bielsko-Biala; - The participation of delegations from Bielsko-Biala, in the annual celebrations of Chestnuts Day.
Brzesko	Sovata	2000	The exchange of cultural, sporting and tourism groups, especially school children.	
Dzierzgoń	Sibiu	2000	The agreement provides economic, cultural, educational, sports and tourism cooperation.	
Radom	Ploiesti	2003	Collaboration is a courtesy and and brings to the exchange of official delegations and occasional correspondence.	
Siemianowice Śląskie	Campia Turzii	2001	Culture, Sports, Tourism	- participation of the Romanian side in Siemianowice Day; - Open-air arts; - Visits of residents.
Sosnowiec	Suceava	2002	The agreement provides broad cooperation in economic, educational and sport.	
Zielona Góra	Bistrita	2000	Culture, arts, administration, the disabled, sports	- Exchange of children's folk groups; - Participation of Romanian artists in the partnership cities exhibition organized in Zielona Gora; - - Playing handball (common camps), combat sports, - Exchange of groups of children with disabilities; - Training for administrative staff of both cities in the field of raising funds from the European Union; - Joint actions within the framework of URBACT II;
Silesian province	Judetul Suceava	2000	Economy, agriculture and forestry, education and science, culture, museums, tourism administration.	- Contacts between cultural institutions, schools of various types, museum institutions, specialists in the field of ethnography and agricultural advisory, chambers of commerce contacts; - Cooperation with Polish communities, supporting children and young people of Polish origin in maintaining knowledge of Polish language and emotional ties with Poland (Polish Days in Suceava); - Participation of folk groups in the international folk festivals held in both regions;

THE ACTIVITIES CONDUCTED BY THE TOURIST INDUSTRY – THE POLISH CHAMBER OF TOURISM (PCT)

The Polish Chamber of Tourism is the biggest Polish organization of the tourism industry, existing more than 20 years. Members of the PCT are the most important and largest travel agencies, insurance companies, schools of tourism, known carriers, administrators of tourist accommodation, tourist and cultural attractions, corporations, fairs, and other representatives of a broad representation of the tourism industry. Membership in the Chamber offices and travel agencies allows not only the strong lobbying for the development of the tourism industry in Poland, but mainly to protect the interests of the tourism industry and the customers (thus giving them a solid recommendation of tourist services). PCT gathered over 500 certified travel agencies now (for a total capacity of about 2,500 in Poland).

There are 7 offices that we are interested in, which have in their offer trips to Romania (and being a member of PCT) and their summary is presented below.

Table 10. Members of PIT who currently have in their offers trips to Romania
(Data source: Own calculations based on the tests)

Name of the office	Type of the offer
Adventure Krzysztof Białek	Holidays and tours around the Transylvania trail, the trail of the monasteries, the country of colorful inspiration
B.P. Viator Marcin Kroma	Holidays and tours
Retman	Holidays and tours
Travelzone	Romania - following Count Dracula (roadshow tour)
Traveliada	Holidays and tours
Wyjazdydlafirm.pl	- Incentives for companies (Transylvania and Bucharest)
Rumunia.info.pl	- Romania out of the saddle

Analyzing offices' offer, it can be concluded that the most popular are round trips around Romania (especially themes). The article, unfortunately, did not reach statistical data on the number of Polish tourists who used the above mentioned tenders.

SOCIAL ORGANIZATIONS IN POLAND W FUNCTION FOR THE BENEFIT OF COOPERATION WITH ROMANIA

Meanwhile, in Poland there are other social organizations, cooperating with Romania, not only in the field of tourism. Their brief description is presented below.

Table 11. Summary of the major social organizations connected with Romania in Poland
(Data source: www.tpr.pl – 2010)

Organisation	Operating range
Organization Community Association Bukowińska Main Board 65-730 Zielona Gora, ul.Elektronowa 2 tel.0-68 326 13 54 President William Skibinski	Operational since 2000 gathered 60 people, whose roots lie in the vicinity of Suceava and Chernivtsi. The Association is very active, it releases periodical "The Voice of the Community Bukowińska." Trips are often organized for members of the Association of Romania (including cooperation with the "Polish House" in Suceava - "Union of Poles in Romania").
The Polish-Romanian Main Board al.Mickiewicza No. 9 / 11 31-120 Cracow www.tpr.pl E-mail: tpr@tpr.pl President dr.Joanna Porawska	The Society is very active, runs an information website where you can find any information about Romania (regions, cities, population, economy, nature, tourist attractions, etc.), as well as get information on all activities related to initiatives aimed at broadening relations between Poland and Romania.
Association of Poland and Romania "Integration" Jugowice, ul. Upper 66 +48 783.38.36.36; E-mail: stanislaw@kreciproch.pl President Stanisław Kręciproch	Exchange the information about Poland and Romania.

Below the website of Polish - Romanian Company that is functioning in Krakow is presented.



Figure 1. Website of Polish - Romanian Company
(Source: www.tpr.pl)



Figure 2. Website of Union of Poles in Romania
(Source: www.dompolski.pl)

Romania's social organizations acting in favor of cooperation with Poland. Such an organization working in Romania for the promotion of Poland (not necessarily a tourist organization) is the "Union of Poles in Romania" (more on the website www.dompolski.ro). This is an association operating since 1990 (with headquarters in such

places as Bucharest, Constanta, Craiova, Iasi, Suceava, Siret, Ruda, Radauti, Nowy Soloniec, Kaczyka, Plesza, Pojana Mikuli, Paltinoasa, Gura Humorului, Moar). The main tasks include conducting inter alia "Polish Houses" to allow teaching Polish language, to preserve the tradition of Poland and to promote a broad sense, releasing of the magazines "Little Polonus" (for children) and "Polonus" - a quarterly bilingual magazine "has serve not only to its members, but it became a platform for better mutual understanding of the Poles and Romanians, to be the reflection of our commitment to the satisfaction and benefit of both parties.

CONCLUSION

Analyzing the submitted material it can be stated that:

- neither Polish nor Romanian site do not appreciate, unfortunately, potential of the tourist markets in these countries and it is caused by the unfavorable stereotypes in thinking about this, the lack of statistical surveys, etc.;

- Increasing tourist traffic in both directions, especially the individual. Probably the increased tourist traffic of Polish tourists to Romania, due to the fact of the country's membership in the European Union (since 2007), slow to breaking of the stereotype of Romania among the Poles and a kind of "fashion" to visit places of "secret" (Dracula, Transylvania), culturally and historically valuable (ie objects of UNESCO in Romania), and the places not yet discovered. A tremendous advantage in penetrating Romania by Polish tourists (especially residential) is accessibility to this country;

- Polish Tourism Organisation (and also Polish regions) appreciate more and more potential product of Romania (which should be changed into more concrete actions); At the same time, the draft of the Polish Tourism Organization for the subsequent years (including 2011) indicated that the Romanian market will be systematically monitored - probably the result may be in the longer term, specific promotional activities of POT on the Romanian market;

- flourish the exchange of partnership between the Polish and Romanian cities (which change into a lot of valuable activities for the tourist trade, economic, cultural, artistic, scientific, etc.);

- Well that was established in Warsaw Tourist Information Centre in Romania which through their activities closer Romania for Poland and in part reverse.

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