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ANALIZA EFEKTYWNOŚCI  
PROMOCJI PRODUKTU TURYSTYKI MIEJSKIEJ  
W WYBRANYCH MIASTACH NADBAŁTYCKICH

EFFECTIVENESS OF TOURISM DESTINATION PROMOTION.  
THE CASE OF SELECTED BALTIC CITIES.

Summary

Common indicators of promotion efficiency such cost per thousand etc. may be hardly applied to promotion of tourism destinations. The main reasons are externalities connected with tourism activity, great number of potential beneficiaries, myopic perspective of small tourism enterprises and other specific characteristics of tourism market. Authors attempted to develop new indicators of effectiveness of promotion of tourism destinations. Theoretical considerations are illustrated with research conducted in eight Baltic cities.

*Translated by Adam Pawlicz*