

“THE ECONOMIC AND SOCIOLOGICAL PROBLEMS OF TOURISM IN EUROPE”, A MULTINATIONAL COMPARATIVE STUDY

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Some years after the Second World War the majority of European countries consolidated economically and their living standards rose considerably. One of the best manifestations of this consolidation is the advanced material and non-material demands of the individual. The rapidly increasing demand for services connected with holiday-making represents a typical example of the latter.

In the 1960s a considerable development of international tourism has been observed among the European populations. The mutual relations between most European countries have improved as a consequence of the abolition of various governmental limitations to such an extent that we may speak of an explosion of tourism. International tourism became an important factor of social development and economic planning in the majority of European countries. The extent to which this development has been studied varies from one country to another and a considerable amount of international factual statistics is already regularly collected and available. The collected data and analyses that have been carried out so far, however, do not meet requirements raised by the need for better knowledge of the determinants of tourism.

Very few data on the importance of different determinants can be found at the international level.

In 1972, therefore, a group of scientists from Czechoslovakia, Austria, France, Sweden and Poland proposed to the European Coordination Centre for Research and Documentation in Social Sciences to undertake a research project on European tourism.

The Vienna Centre took on the international coordination of the study and the first general conference convened in Bled (Yugoslavia) decided on the basic structure of the research programme. Among the reasons that led to undertaking the study, let me recall two, which were presented at the conference:

- need for a better insight into touristic behaviour: in the face of such an explosion it appeared more and more necessary to have a better knowledge of the reasons and motivations which determine the tourism phenomena, particularly in Europe, and to study

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them in relation to an economic and sociological approach. As a matter of fact, while considerable international factual statistics are already collected regularly and available, very few data on motivations and opinions in the field of tourism can be found at the international level;

- usefulness of motivations and opinion data for tourism policy: the results and conclusions of such a research will bring valuable information for the development of tourism and will enable the individual receiving authorities in international tourism to prepare not only for a certain quantity of visitors but also with regard to quality i.e. from the point of view of motivations linked up with social structure and preference.

Generally speaking, the research will facilitate preparing for the continuously growing volume of international tourism, respecting certain depth and width of existing and coming European touristic streams and to employ this knowledge for the development of material and technical bases of tourism.

The preliminary title of the project was «Sociological and Economic problems of tourism in Europe». It caused a lengthy discussion because of different ways of interpretation of the research programme among the participants. The title, it was said, indicated that the sociological part of the project was oversized in comparison with the economic parts. Therefore the economic parts of the investigation should be given more recognition in the project programme. On the other hand it was argued that the data collected and the analysis which was to be carried out with sociological methods had important economic implications. Mapping of aspirations would give means for judging economic implications. Therefore the approach could be considered as basically economic, although an analysis based on the proposed approach virtually gives the project a purely sociological aim and direction.

A more explicit recognition of the economic variables within the field work was considered as making the project too large and thus almost unmanageable. In spite of this, however, it was decided that the economic problems should be given a more pronounced place in the project programme. This is done

mainly under the headline of desk research. Finally the title of the project was changed to: «Economic and Sociological problems of Tourism in Europe».

The following main research instruments were decided on:

1. Desk research, aiming at the collection of basic data on socio-economic characteristics of each participating country and on main characteristics of each nation's touristic capital.
2. Survey of national samples of each participating country (National Sample Questionnaire NSQ).
3. Specific surveys of groups of «on the spot tourists» of different nationalities to be interviewed during their stay in the other participating countries (Spot Tourists Questionnaire STQ).

Aims of the study

The main aim of the study was divided up into a set of sub-aims.

1. Description of main characteristics of each nation's touristic capital and the mapping of the main touristic flows in Europe at the present time.

This sub-aim is purely descriptive and under this heading the results of desk research regarding the real supply of tourist attractions in the different participating countries is presented. The description presented here is meant to form a basis for the further analysis.

The usefulness of a desk research is multiple:

- to understand the results of an international survey among different European populations it is indispensable to relate them to the socio-economic characteristics of each relevant country.
- to estimate the subjective opinions of the interviewed populations according to the objective touristic realities of each country, this desk research also includes a summary of the main characteristics of each nation's touristic capital.

In order to relate the future possible touristic flows inside Europe (which the surveys will discover) with present flows observed up to now, it is necessary to map the present flows.

To build the national samples required by the following step, it was necessary to know:

- the general structure of the population of each country (and especially the proportion of people living in urban areas), and
- the approximate proportion of the population of each country that travels abroad.

2. The place and intensity of tourism among other possible consumption needs.

All individuals have a more or less fixed priority list regarding the need to possess a house of one's own, a summer house, a car, a TV set, other long lasting goods or different types of consumption of non-durables. The place of tourism in such a priority list is here the object of study.

3. The structure and intensity of going abroad in a given period.

How many times have people engaged in tourism during the last five years, and what type of region or country has been visited?

4. The plans for the coming years as to touring abroad.

- the degree of probability of going abroad for touristic purposes
- the place of European and non-European countries in these plans.

5. The main motivations of the desire to travel abroad and the main orientations of this desire.

This headline could also be formulated as follows. what basic «needs» do people want to satisfy by travelling abroad and where can they be satisfied?

The motivation can be a desire for more prestige, curiosity, wish for a change from the usual surroundings. The wish

for change can be dependent of a specific interest in nature, culture or recreation.

6. The main characteristics (positive and negative) of the image of the different European countries.

These images will be analysed on a general level (degree of information and familiarity with the countries concerned for a national population) and on a more specific level (perception of what each country can offer, as, for instance, geographical features, cultural richness, accommodation, comfort, traffic conditions, easiness of communication, etc.).

7. The degree in which the touristic image of the different countries meets the aspirations of the Europeans.

The survey is an attempt to determine the degree in which internal tourism (within own country) or only external tourism (in foreign countries) may meet general tourism aspirations.

8. Final decision for visiting this or that country.

Role of advice from friends, role of relations in the country concerned, role of tourism organisers, past experiences, preconceived ideas, prices, etc.

9. Preferences concerning the different forms of tourism.

- Collective (with the help of travel agencies, clubs or individual tourism)
- Touring or staying in the same place
- Period of tourism (winter, summer, inter-periods) and length of stay
- Means of transport (car, train, plane) and accommodation (hotel, friends, etc.).

Hypotheses

Originally, it was believed that the above set of sub-aims of the project formed a kind of basis for some problem-oriented hypotheses to be tested in the final step of analysis. These hypotheses were already formulated by a group of participants at the end of 1973.

Let me quote some of them:

- The material conditions in most European countries have improved greatly over the last decades and so has the participation in tourism. A general hypothesis is then that the intensity of participation in tourism is dependent on the standard of living. As the living standard is nothing homogenous but a set of different factors, tourism should also be regarded as a multi-factor social phenomenon. Intensity of participation in tourism must be analysed in each country and among all European countries regarding all factors which are hypothetically given as indicators of living standards and so on.
- Tourism can be looked upon as a dynamic social phenomenon which changes in its intensity (number of participants) and its structure (size of participation in domestic and active and passive international tourism).

The growth of international tourism is caused by a change from domestic to international tourism. This means that the spending of holidays in one's home country can no longer satisfy the individual's needs for change and recreation.

If this hypothesis is verified, the next step must be to establish a set of determinants for this change. The validity of the following sub-hypothesis must therefore be tested.

- Motivations for travelling abroad are dependent on standards of living.
- Motivations for travelling abroad are dependent on the values communicated through the promotion of tourism.
- Motivations for travelling abroad are dependent on past and present accessibility of different countries.
- Motivations for travelling abroad are dependent on size of home country.
- Motivations for travelling abroad are dependent on perceived attractions in home country.
- When deciding to go abroad on holidays a rational man should collect complete information on the realities offered in the different countries. Then he would make his choice in such a way that the country chosen meets his aspirations. The offered realities, however, are not the sole factor that has to be taken into consideration. It is also necessary to study how people are informed about the offered realities, i.e. the supply of attrac-

tions in other countries. The image can therefore be assumed to be dependent on

- realities offered by different countries
- amount of information about different countries.
- quality of formal and informal information about different countries (positive or negative information regarding this or that country communicated through mass media and other channels of information).
- Participation in, and orientation of international tourism should in the simplest case show to what extent different countries meet the aspirations in the respective country.

For various reasons, administrative or other, this pattern may however be inadequate as an indicator. It is therefore necessary to use more refined methods of analysis, which will be outlined below.

Our hypothesis is that tourism is oriented towards areas where the supply of attractions best meets the requirements of tourists.

The analysis is based on three basic sets of facts gathered in the preceding steps of the work.

- a) Abundance of different types of attractions (objective realities) in all participating countries.
- b) The image of the different countries in the other countries.
- c) Motivations/aspirations held by the population in the respective country.

The above set of hypotheses was drafted at the preliminary stage of the study.

During the further development of the project, after some experience resulting from surveys carried out in most of the participating countries, it was decided to come back to the final formulation of working hypotheses. This task will be completed after preliminary data analysis in the Computer Centre. Therefore a set of working hypotheses to be tested at the final stage of analysis is likely to be modified, although containing most of the basic items of the original draft.

Research instruments

Let us now follow with a brief description of the main research instruments of the project.

The desk research according to the guidelines elaborated during the series of working meetings of a specially designated group of participants, was considered as an instrument to clarify the background as a part of the whole investigation. The set of tables containing data compiled in participating countries is broken up into three parts:

- general socio-economic indicators
- characteristics of domestic and international active and passive tourism
- data on touristic capital.

Generally the desk research data cover the period from 1965 to 1974 except for the data only available by census. In such a case the participating countries have used data available from the last two censuses.

In spite of a main bulk of desk research data compiled in the set of common tables other information is also being collected on the promotion and motivations of tourism. This part of the desk research includes data on the organisation of touristic sectors in all participating countries as well as, for example, some analysis of values communicated through the promotion of tourism by media in respective countries. It will also contain a description of the main tourist products supplied to different countries' populations.

Survey on national sample (NSQ)

Although, generally speaking, a small fraction of the population of a country goes abroad, a national sample was decided on. This will allow us to determine, even among those who have not yet been abroad, the total potentiality of their travel in the coming years. It is also important to study the touristic images of the different European countries not only among a certain number of experienced tourists but also among the total population from which all opinions and attitudes towards this or that country will arise.

Therefore, only one questionnaire, identical in all participating countries, was used. It contained filter questions in order to discriminate between experienced and unexperienced tourists.

Surveys of groups of «on the spot tourists» (STQ)

The idea of this complementary survey is to complete the data obtained in the national samples by more specific and direct reactions of «tourists on the spot» who were interviewed during their stay in different European countries. Of course the questionnaire used here was conceived on the same main themes as the questionnaire of the national sample, but it is formulated differently and adapted to the specific situation of these «on the spot tourists».

Also in this survey only one questionnaire was used which was identical in all participating countries.

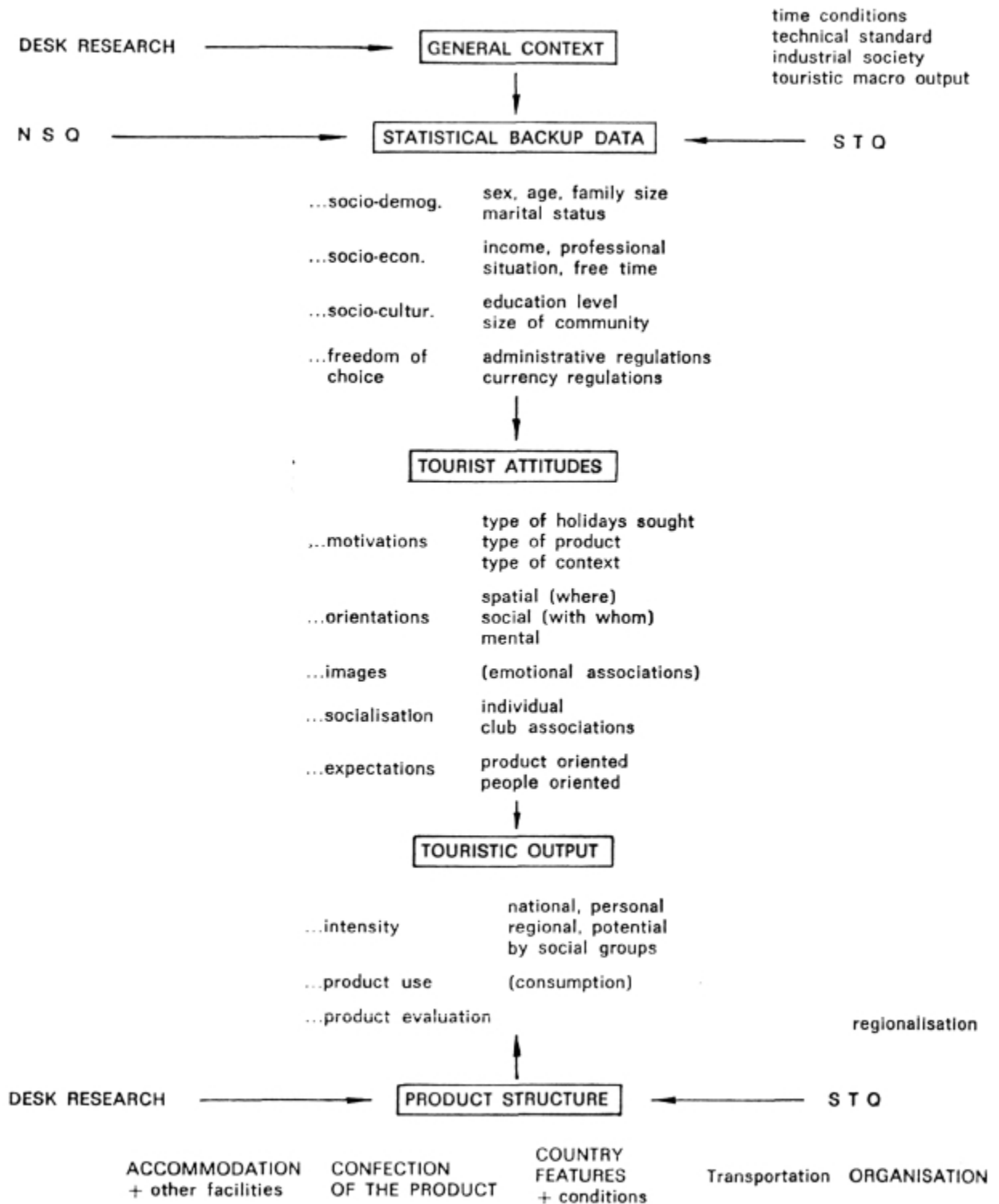
Both national sample and «on the spot tourists» surveys were carried out in most of the participating countries in 1974 and 1975.

Framework of data analysis

The project is now at the stage of final cross-national analysis. The general conceptual framework for data analysis had been decided in autumn 1975 and can be presented in the form of the following flow diagram.

The main idea of this flow diagram was to depict in a possibly clear graphic way the conceptual framework of data analysis. However, it seems necessary to add some remarks concerning its main elements.

The first is the *general context* of the phenomena to be examined. In this stage the analysis will lead to the evaluation of a whole complex of conditions in which tourist activities and tourist traffic exist. Some of these conditions and factors are named on the right of the page on the same level. There will very likely be more specified issues within this stage of analysis, however, this can ex-



plain the concept of that element of the framework.

The source of the majority of necessary data to be analysed to this end will first of all be the desk research set of statistical data prepared by the participating countries as well as other statistical material to be attained in due time.

The general context is meant to be combined with another element (group of issues) under the title used in this diagram as Statistical *Back-up Data*. This part will cover the group of issues that make a closer approach to the estimation of tourist attitudes. The statistical backup data comprise various socioeconomic indicators influencing tourist behaviour. General context and backup data are the independent variables.

Under the title statistical backup data you have the division of those indicators with the specifications of every issue. As the data for this element of analysis must come from interviewed individuals both with and without tourist experience, the source of information is NSQ and STQ. This element of analysis, together with the abovementioned general context, will make it possible to estimate and evaluate the subject of the next step of analysis, i.e. *tourist attitudes*. These attitudes are listed in our diagram with some specifications describing the idea of each issue. The examination of this element in connection with the general context will lead to the evaluation of such issues as *tourist choice* and *tourist decisions*.

Tourist attitudes as well as the *main tourists flows in Europe* actually form the main objectives of the study and the examination and evaluation of the main qualitative and quantitative factors influencing these two issues appears to be the essential task.

In the bottom part of the diagram you can see the title *product structure*. This element is based on information coming both from STQ and the desk research. The product structure (i.e. the tourist capital, tourist demand and tourist supply) which results from the general context and the real tourist behaviour affects, in its turn, the tourist behaviour and in the long term the general context.

The above concept of analysis is being modified according to the results of preliminary data processing of both desk research and field work. Also the integration of both kinds of data can lead to some alteration of analysis work. Therefore the final shape of the cross-national analysis is being finally outlined only at the present stage of the project's work.

Final output of the project

The participants of the TOUR project have decided upon the form of the output of this multinational comparative study. As was said in the first part of this report, the project aims at bringing twofold results. On one hand they are expected to be of considerable scientific and particularly methodological values and on the other hand can bring important information for practical implications for tourist policy making authorities in Europe.

Therefore it did not seem appropriate to prepare a unique large volume presenting all the final results, so, as the final products of the project, we plan to produce a so-called TOUR Library under a general title Tourism in Europe which will contain four sections as specified below:

- A. An introductory volume containing analysis of the problems that have led us to carry out the research and examination of the problems we have studied. Among other things it will discuss problems connected with the big impetus of international tourism in the 1960s. It will also contain information on the structure of the research and some general results in connection with crucial problems of tourism in Europe at the end of the 1970s. The last section will be an open chapter of tourist policy for the future of Europe.
- B. A set of national volumes.

These volumes will be country monographies. They will present the general situation of tourism in each participating country, its major and typical problems, i.e. recent evolution of tourism flows (1965-1975), structure of tourist demand and supply. One chapter of each volume will deal with the impact of economic crisis of 1973-74 on tourism. Each volume will also contain an estimation of the given importance of tourism in the general

economic policy of a country in the last two years and some recommendations for tourism policy in the 1980s.

- C. This section will present the cross-national comparative results. It will consist of 3 volumes:

C-1. *The European tourism map.*

Based essentially on desk research data, this volume will show the territorial pace and differences, both in terms of tourist plans and tourist capital, of tourism in Europe. It will show on a series of maps the graphic presentation of various items of tourist capital including a wide range of the respective infrastructures in all European countries. The maps will also contain information on transport facilities and the presentation of tourism structure in the various countries.

C-2. *The tourist choice.*

Based essentially on data generated by NSO and STQ regarding tourist socio-psychological attitudes, this volume should evaluate the countries and mechanisms that make a tourist choose this country rather than another, this area rather than another, one month instead of another, a type of tourism, etc. The first section of this volume begins with a chapter on social evolution and tourist behaviour. Then the results concerning tourist personality and motivations will be followed by the presentation of tourist realisation and modalities. The last part, entitled Tourist future prediction, will present the future demand in connection with the social structure. It is evident that economic variables are of great importance for the choice, but the attention and analysis on socio-psychological factors will be given priority.

C-3. *Future of tourism-tourist policy*

This volume should present some reasonable forecasts of the future development of tourism in Europe of a non-marketing type. It is also expected to contain comparative examinations of tourist policies of the various countries in view of outlining the broad lines of what could be a national tourist policy for the European countries at a time of rapid socio-economic changes. Probably a chapter will be devoted to the discussion of the limits of tourism.

- D. Tourist organisation in Europe.

This volume will contain concise information on organisational systems of tourism in European countries as well as about the most important intergovernmental organisations concerned with tourism in Europe.

The first volumes of the Tour Library are due to be ready in the first months of 1978. The last ones, in particular Section C, about the end of that year.

Organization of the study

The cross-national comparative study «Economic and Sociological problems of tourism in Europe» has been coordinated by the European Coordination Centre for Research and Documentation in Social Sciences (*Vienna Centre*) since 1972. The international coordination of the study has been ensured by Riccardo Petrella (Italy), Director of the Vienna Centre until the end of 1975. Since that time the coordination has been taken over by Julian Bystrzanowski (Poland), scientific secretary at the Centre.

There were twelve European countries represented at the first general conference of the project in October 1972. During the further development of the study the following European countries: Bulgaria, Czechoslovakia, Federal Republic of Germany, Finland, Great Britain, Hungary, Italy, Netherlands, Poland, Romania, Spain, Sweden and Yugoslavia have been participating in the research programme. This group of countries was later joined by Canada. It has to be mentioned that not every country has carried out the study with all three research instruments: desk research, national sample and «on the spot tourists» surveys. For various reasons some countries such as Canada, Great Britain or the Netherlands, supplied the project with the valuable data resulting only from the desk research.

In early 1973 the Board of Directors of the Vienna Centre appointed four scientific co-directors of the TOUR project: Prof. Piero Barucci (Italy), Docent Ryszard Galecki (Poland), Dr. Bruno Jansson (Sweden) and Dr. Dusan Prielozny (Czechoslovakia). According to the

rules of projects coordinated by the Vienna Centre, co-directors are responsible for the scientific quality of the research activity carried out within the framework of the study. They also closely cooperate with the coordinator of the project in the Vienna Centre.

As it was said above, the project work has entered the stage of final data analysis and preparation of the publications presenting the results. I have outlined above what will be the final products of the cross-national study. In spite of the TOUR Library, which will be published by the Vienna Centre, every national team in the project has the freedom to elaborate various kinds of their own works

connected with the research at the national level. The amount and character of such publications cannot yet be foreseen. It is also possible that at the end of the data analysis at the cross-national level some more publications prepared by the participants will appear, not being included within the framework of the formerly decided TOUR Library.

It is also believed among the participants of the TOUR project that after completion its some new international comparative studies will be continued to cover other important problems in the field of international tourism.

RESUMEN

J. BYSTRZANOWSKI: *Los problemas económicos y sociológicos del turismo en Europa. Un estudio comparativo multinacional.*

La profundidad de los estudios sobre el desarrollo del turismo internacional varía de unos países a otros. Sin embargo se encuentran pocos datos sobre la importancia de los diferentes determinantes a escala internacional. Por ello, en 1972, el Centro de Viena emprendió un proyecto de investigación de turismo europeo (el proyecto TOJR). Uno de los principales objetivos del proyecto era tener conocimiento más amplio de las razones y motivaciones que determinan los fenómenos del turismo y estudiarlos conjuntamente desde un punto de vista económico y sociológico. Se había decidido que un análisis basado sobre el aspecto económico daría prácticamente al proyecto un objetivo y una orientación puramente sociológicos.

Se han considerado como principales instrumentos de investigación los siguientes:

1. Investigación de gabinete, donde se recogen las colectas de datos básicos sobre características socio-económicas de cada país participante y los principales rasgos del capital turístico de los mismos.
2. Encuesta de una muestra nacional en cada país participante (National Sample Questionnaire N.S.Q.).
3. Encuestas específicas de grupos de turistas de distintas nacionalidades para ser entrevistados sobre puntos turísticos concretos durante su estancia en los otros países participantes (Spot Tourists Questionnaire S.T.Q.).

El objetivo principal del estudio ha sido dividido en una serie de subobjetivos que derivan en hipótesis de trabajo preliminares, verificadas en el curso de la presente etapa de análisis. La estructura general conceptual del análisis de datos se describe en un gráfico en forma de diagrama. Por supuesto, dicha estructura se fue modificando durante el desarrollo del proyecto. El producto final del proyecto se presentó en una serie de volúmenes bajo el título general de Turismo en Europa y dividido en cuatro secciones:

- A. Un volumen introductorio conteniendo conceptos generales y una explicación metodológica del proyecto, así como información sobre los resultados generales.
- B. Una serie de volúmenes nacionales sobre los problemas más importantes del turismo en los países participantes.
- C. Volúmenes sobre la Elección Turística y Política Turística-Futuro del Turismo, basados esencialmente en los datos de investigación de gabinete.
- D. Volumen sobre la organización del Turismo en Europa.

Otro resultado importante del proyecto será un mapa sobre el turismo en Europa. La idea de tal atlas, que contiene una variada información sobre el capital turístico, la infraestructura y la estructura del turismo en diferentes países de Europa, ha sido elaborada por el equipo español participante en el estudio.

Han participado en el proyecto TOUR los países siguientes: Bulgaria, Canadá, Checoslovaquia, España, Finlandia, Gran Bretaña, Hungría, Italia, Países Bajos, Polonia, República Federal Alemana, Rumanía, Suecia y Yugoslavia. La coordinación internacional estuvo realizada por el Centro Europeo de Coordinación de Investigación y Documentación de Ciencias Sociales de Viena.

RESUME

J. BYSTRZANOWSKI: *Les problèmes économiques et sociologiques du tourisme en Europe. Une étude comparative multinationale.*

L'étendue des études sur le développement du tourisme international varie d'un pays à l'autre. On trouve peu de données sur l'importance des différents déterminants à l'échelle internationale. C'est pourquoi, en 1972, le Centre de Vienne entreprit un projet de recherche sur le tourisme européen (le projet appelé TOUR). L'un des objectifs essentiels du projet était d'avoir une meilleure connaissance des raisons et des motivations qui déterminent les phénomènes du tourisme et de les étudier en relation avec l'approche économique et sociologique. Il avait été décidé qu'une analyse basée sur une approche économique donnerait pratiquement au projet un objectif et une orientation purement sociologiques.

Les instruments essentiels de recherche suivants furent décidés pour:

1. Compilation de données statistiques, ayant comme objectif la collecte de données de base sur les caractéristiques socio-économiques de chaque pays participant et sur les caractéristiques essentielles du capital touristique de chaque pays.
2. Etude par questionnaires sur un échantillon national dans chaque pays participant (Questionnaire national NSQ).
3. Etudes spécifiques de groupes de «touristes sur place» de différentes nationalités à interviewer pendant leur séjour dans les autres pays participants (Questionnaire pour touristes STQ).

L'objectif principal de l'étude a été divisé en une série de sous-objectifs qui résultent en hypothèses de travail préliminaires, vérifiées au cours de la présente étape d'analyse. Le cadre conceptuel de l'analyse des données est représenté graphiquement par un diagramme de flux (flow chart). Ce cadre a été, bien entendu, modifié au cours du développement du projet. Les résultats finaux du projet constitueront une série de volumes sous le titre général de Tourisme en Europe, et divisés en 4 sections:

- A. Un volume d'introduction contenant une explication conceptuelle et méthodologique générale du projet et une information sur ses résultats généraux.
- B. Une série de volumes nationaux sur les problèmes majeurs et typiques du tourisme dans les pays participants.
- C. Des volumes sur le choix touristique et la politique du tourisme-L'avenir du tourisme, basé sur une analyse sur le travail d'enquête et les données statistiques recueillies.
- D. Un volume sur l'organisation touristique en Europe.

Un autre résultat important du projet sera une carte sur le tourisme en Europe. L'idée d'un tel atlas contenant une information variée sur le capital touristique, l'infrastructure et la structure du tourisme dans différents pays d'Europe a été élaborée par l'équipe espagnole, participant à l'étude.

Les pays suivants ont participé au projet TOUR: Bulgarie, Canada, Espagne, Finlande, Grande-Bretagne, Hongrie, Italie, Pays-Bas, Pologne, République Fédérale d'Allemagne, Roumanie, Suède, Tchécoslovaquie, Yougoslavie. La coordination internationale est réalisée par le Centre Européen de Coordination de Recherche et de Documentation en Sciences Sociales à Vienne.

ZUSAMMENFASSUNG

J. BYSTRZANOWSKI: *Die Wirtschaftlichen und Soziologischen Probleme des Fremdenverkehrs in Europa. Eine multinationale vergleichende Studie.*

Die Intensität der von den einzelnen Ländern durchgeführten Studien über die Entwicklung des internationalen Fremdenverkehrs ist unterschiedlich. In jedem Fall finden sich nur wenige Anhaltspunkte in bezug auf die jeweiligen ausschlaggebenden Faktoren auf internationaler Skala. Aus diesem Grund wurde im Jahre 1972 vom Wiener Zentrum ein Projekt zur Erforschung des Europäischen Fremdenverkehrs entworfen (Projekt Tour). Eines der vorrangigen Ziele dieses Projekts war darauf ausgerichtet, eine umfassendere Kenntnis der das Phänomen Touristik auslösenden Gründe und Motive zu erlangen und sie gleichzeitig unter wirtschaftlicher und soziologischer Gesichtspunkten zu untersuchen. Es wurde festgelegt, dass eine auf wirtschaftlicher Basis durchgeführte Analyse dem Projekt praktisch eine rein soziologische Ausrichtung geben würde.

Als wichtigste Hilfsmittel dieser Untersuchung wurden die folgenden betrachtet:

1. Untersuchung, in der alle erfassten grundlegenden Daten der sozio-ökonomischen Merkmale jedes einzelnen der teilnehmenden Länder sowie die wichtigsten Kennzeichen ihrer touristischen Möglichkeiten zusammengefasst sind.
2. Nationale Umfrage in jedem der teilnehmenden Länder (National Sample Questionnaire NSQ).
3. Spezifische Befragung von Touristengruppen verschiedener Nationalitäten im Hinblick auf konkrete touristische Anhaltspunkte während ihres Urlaubs in den anderen Teilnehmerländern (Spot Tourists Questionnaire STQ).

Das vorrangige Ziel der Untersuchung ist in eine Reihe von Faktoren aufgeteilt worden, die das Ergebnis von Voruntersuchungen sein sollen, welche im gegenwärtigen Abschnitt der Analyse durchgeführt werden. Die allgemeine konzeptuelle Struktur der Datenanalyse wird graphisch in Form eines Diagramms ausgedrückt. Selbstverständlich wurde die Struktur im Verlauf der Entwicklung

des Projekts abgeändert. Das Endergebnis des Projekts erschien in einer Reihe von Bänden unter dem zusammenfassenden Titel «Tourismus in Europa», aufgeteilt in vier Abschnitte:

- A. Ein einführender Band mit allgemeinen Betrachtungen und einer methodologischen Erklärung des Projekts sowie Information über das Gesamtergebnis.
- B. Eine Reihe von Schriften der jeweiligen Nationen über die wichtigsten Probleme des Fremdenverkehrs in den Teilnehmer-Ländern.
- C. Schriften über touristische Auswahl und Fremdenverkehrs-Politik, bzw. Zukunft des Fremdenverkehrs, die sich im Wesentlichen auf die Daten der erwähnten Untersuchung gründen.
- D. Ein Band über die Organisation des Fremdenverkehrs in Europa.

Ein weiteres wichtiges Ergebnis des Projekts ist eine Landkarte des Fremdenverkehrs in Europa. Die Idee dieser Kartenzusammenstellung, die vielseitige Informationen in bezug auf die touristischen Möglichkeiten, Infrastruktur und Struktur des Fremdenverkehrs in den einzelnen europäischen Ländern umfasst, wurde von der beteiligten spanischen Studiengruppe ausgearbeitet.

Am dem Projekt Tour haben sich folgende Länder beteiligt: Bulgarien, Kanada, Tschechoslowakei, Spanien, Finnland, Gross-Britannien, Ungarn, Italien, Niederlande, Polen, Bundesrepublik Deutschland, Rumänien, Schweden und Jugoslawien. Die Internationale Koordinierung lag in Händen des Europäischen Zentrums für Koordinierung von Forschung und Dokumentation der Gesellschaftswissenschaften, in Wien.