

ZESZYTY NAUKOWE

Wyższej Szkoły Bankowej
we Wrocławiu

Nr 17 rok 2010



Wydawnictwo
Wyższej Szkoły Bankowej

Recenzenci

dr hab. Henryk Ćwikliński prof. nadzw.
prof. dr hab. Jan Głuchowski

Rada Programowa

prof. dr hab. Maria Cieślak, prof. dr hab. Stefan Forlicz,
prof. dr hab. Marian Noga, prof. dr hab. Piotr Migoń,
prof. dr hab. Danuta Misińska, prof. dr hab. Wanda Ronka-Chmielowiec,
dr hab. Andrzej Bujak prof. nadzw., dr hab. Barbara Iwankiewicz-Rak prof. nadzw.,
dr hab. Andrzej Kaleta prof. nadzw., dr hab. Andrzej Śmieja prof. nadzw.

Redaktor naukowy

prof. dr hab. Maria Cieślak

Sekretarz naukowy

dr Adam Hetmańczuk

Redakcja i korekta

Maria M. Krajewska

Projekt okładki

Jan Ślusarski

Kopiowanie i przetwarzanie w jakiegokolwiek formie
wymaga pisemnej zgody Wydawcy

© Copyright by Wydawnictwo Wyższej Szkoły Bankowej w Poznaniu, 2010

ISSN 1643-7772

WYDAWNICTWO
WYŻSZEJ SZKOŁY BANKOWEJ

al. Niepodległości 2, 61-874 Poznań
tel. 61 655 33 99, tel./fax 61 655 33 97
e-mail: wydawwsb@wsb.poznan.pl, dzialhandlowy@wsb.poznan.pl
<http://www.wydawnictwo.wsb.poznan.pl>

Skład i łamanie: Włodzimierz Ludwiczak, Poznań

Druk i oprawa: ESUS Druk cyfrowy, Poznań

Spis treści

Od Redakcji (<i>Maria Cieślak</i>)	5
Barbara Iwankiewicz-Rak Internet jako kanał komunikacji organizacji non profit z otoczeniem społecznym i biznesem	7
Joanna Nogiec Rola serwisu internetowego w promowaniu działań marketingu społecznie zaangażowanego przez przedsiębiorstwa komercyjne	23
Agnieszka Dejnaka Reklama społeczna jako narzędzie oddziaływania na odbiorców	39
Lech Miklaszewski Kłamstwo w negocjacjach	55
Mateusz Rak Zarządzanie marketingowe w organizacji pozarządowej	77
Małgorzata Januszewska, Elżbieta Nawrocka Konkurencja i współpraca na rynku turystycznym	93
Robert Majkut, Dariusz Wójcik Potencjał aglomeracji wrocławskiej w opinii lokalnych przedsiębiorców	107
Piotr Migoń, Edyta Pijet-Migoń Problemy udostępniania turystycznego obiektów wulkanicznego dziedzictwa Ziemi na przykładzie Pogórza Kaczawskiego	129
Mieczysław K. Leniartek Dychotomia krajobrazu wsi ziemi kłodzkiej	153
Piotr Zarzycki, Jacek Grobelny, Daria Starzec Identyfikacja motywów oraz kształtowanie się poziomu motywacji turystów wędrujących na terenie Sudetów Środkowych i Zachodnich	161
Tadeusz Fąk, Anita Kaik-Woźniak, Małgorzata Bogdan Motywy podejmowania wspinaczki w opinii osób korzystających z hal wspinaczkowych we Wrocławiu i Kolonii	181

Marta Wincewicz-Bosy

Organizacja i logistyka ośrodków rekreacji konnej 195

Jacek Grobelny, Piotr Zarzycki, Jakub ChruścielObozy letnie w opinii ich uczestników – studentów Wyższej Szkoły Bankowej
we Wrocławiu 213**Piotr Zarzycki, Jacek Grobelny, Ewelina Dworakowska**

Zachowania turystyczne uczniów Publicznego Gimnazjum w Brzegu Dolnym 227

Jarosław TomaszewskiUmiejscowienie uczelni poprzez uczestnictwo w programie Erasmus
– realizacja wybranych założeń procesu bolońskiego na przykładzie Wyższej
Szkoły Bankowej we Wrocławiu 241**Summaries** 255

Summaries

Barbara Iwankiewicz-Rak

The Internet as a communication channel for non-profit organizations interacting with social environment and with businesses

While meeting a range of social objectives, non-profit organizations communicate with their environment in the processes of providing services, fund raising and educating the general public. The Internet's characteristics and advantages used in the communication processes can ensure the efficiency and effectiveness of social actions. The article presents the results of studies proving that these organizations use new technologies, and especially the Internet, in the processes of presenting the organization and its actions, communicating with stakeholders and raising funds. Some examples of successfully implementing social and marketing communications over the Internet can challenge non-profits to seek new avenues and opportunities of marketing communication channels in their efforts to society.

Joanna Nogiec

A role of Internet websites to promote socially responsible marketing activities of commercial enterprises

The paper deals with the nature of corporate social responsibility implemented by commercial enterprises. In particular, the activities of socially responsible marketing are described and the role of the Internet to create socially responsible communication is presented, analysing selected websites that propagate such activities of commercial enterprises.

Socially responsible marketing is one of the tools to create corporate social responsibility increasingly applied by companies. It embraces the cooperation of commercial companies with social organizations and typically involves a financial support of a specific action. Dedicated Internet websites are increasingly used to propagate the activities of socially responsible marketing.

Agnieszka Dejnaka

Social advertising as a tool to influence an audience

Social advertisement is a part of social marketing that consists in applying the techniques and rules of conventional marketing to achieve socially desired attitudes and behaviours (Golka 1994). Social campaigns are performed more and more professionally. All social campaigns aim at shaping human attitudes and behaviours so as to accept them as a foundation of thinking and taking action. The aim is therefore to exert pressure on a target audience in order to change their attitudes and behaviours.

Lech Miklaszewski

A lie in negotiations

The paper presents the role of a lie in negotiations. The first part of this paper is devoted to the identification of logic, semantic and psychological aspects of a lie and its categorization as well. The issue of lying as a form of behaviour and “skills” necessary for an effective lying have been described, too.

The second part of this paper is focused on types of negotiations based on lying, the ethics of negotiations, the motives and results of lying, the methods of detecting lies, and some attempts to justify lying as a tool of negotiation.

Mateusz Rak

Marketing management in a non-governmental organization

The article presents the specific features and functions of a non-governmental organization that distinguish it from government and commercial organizations. A concept of customer orientation with respect to this type of organization has been explained. A possibility to use the tools of marketing mix by non-governmental organizations in achieving their social goals and raising funds for their activities has been showed. Some rules for the development have been proposed and feasible strategies have been identified for the use by non-profit organizations to meet their social and commercial objectives.

Małgorzata Januszewska, Elżbieta Nawrocka

Competition and co-operation in a tourism market

The objectives of the paper are twofold. First, to explain the core concept of competition and co-operation in a tourism market; second, to illustrate relations occurring between these phenomena in the tourism market in Lower Silesia.

Tourism markets are typically dominated by non-price competition, which involves entrepreneurial skills, innovativeness and concentration on activities requiring heavy input of knowledge. In the Lower Silesian region, the observed intensity of co-operation is low and therefore, creating an original and unique product for this area is significantly hindered. The relationship between competition and co-operation in a given time takes the form of so-called co-opetition, e.g., in the structure of a cluster.

Robert Majkut, Dariusz Wójcik

The potential of Wrocław agglomeration's modernization as seen by local entrepreneurs

The paper is a report from the empirical research carried out based on a sample of entrepreneurs from Wrocław. It examined their opinions on opportunities and obstacles in the development of Wrocław agglomeration. The starting point is an assumption connected with the role played by a big city for the region in the process of forming a post-industrial and information society. The crucial role in this process is played by the economic climate. As a result of the empirical analysis, major aspects are presented evidencing not only the potential of Wrocław as an agglomeration but also its opportunities for development and obstacles limiting this progress.

Piotr Migoń, Edyta Pijet-Migoń

Problems of tourist availability of Earth volcanic heritage on the example of the Pogórze Kaczawskie region

The Pogórze Kaczawskie region in the West Sudetes abounds in relicts of volcanic activity from different geological periods. Some of these places are protected as nature reserves and nature monuments. Currently the region advertises itself using a label 'The Land of Extinct Volcanoes'. Selected localities of ancient volcanic rocks may

become key tourist attractions, but a number of activities are required for their potential to be fully explored. In particular, adequate terrain marking and improvement of information for visitors are necessary.

Mieczysław K. Leniartek

A dichotomy of the landscape of villages in Kłodzko Land

A village landscape is perceived as a factor of local community integration, as well as a leading theme in promotion of a place. These sociological and economic approaches are evident in the strategies for development, as well as in land use planning. Paradoxically, it does not result in the raise of the value of the landscape, as a consequence of a dichotomy between its material and spiritual spheres. There is a chance to restore the harmony through a regional education and socialized planning process.

Piotr Zarzycki, Jacek Grobelny, Daria Starzec

Motivation of tourist mountaineers in the Central and Western Sudetes Mountains – identification and development

The paper discusses the theory of developing motivation as well and its intensity which should be perceived as psychological grounds for tourist behaviour. Accordingly, empirical research was carried out under the project regarding contemporary mountain tourism in Poland. The research tool applied was the combined questionnaire of Zarzycki's survey form (regarding motifs) and Winiarski's Tourist Motivation Questionnaire (regarding levels of motivation). The group of respondents included 210 experienced mountaineers wandering in the Central and Western Sudetes Mountains. Research data analysis shows a high level of motivation to pursue active recreation, pleasure and the desire to flee from everyday home routine or job-related stress.

Tadeusz Fąk, Anita Kaik-Woźniak, Małgorzata Bogdan

Indoor climbing motivation as perceived by visitors to climbing gyms in Wrocław and Cologne

A number of eager climbers has been increasingly growing not only in natural environment but in climbing gyms as well. The aim of the research was to identify major

motivations for taking up this form of physical activity. Diagnostic survey method has been applied in the study.

Respondents declare they select climbing first and foremost due to fun and pleasure they find in this form of recreation. Later natural environment and the desire to overcome one's limit were listed. The authors of the paper perceive the reasons for the disparities between Polish and German respondents as resulting from demographic differences among the climbers, cultural differences and diverse models of physical activity prevailing in both countries.

Marta Wincewicz-Bosy

Organization and logistics of the horse recreation centres

The paper presents the basic logistics required when organizing the horse recreation centres. Modern science supports business activities with its concepts, and logistics offers interesting opportunities. Due to the re-emerging and growing attractiveness of horse riding in Poland, the paper presents the organization and functioning of entities offering horse riding services. Basic physical flows, including their environment, that occur in horse recreation centres are also presented, as well as a necessary infrastructure that supports the execution of those flows.

Jacek Grobelny, Piotr Zarzycki, Jakub Chruściel

Summer camps in the opinion of their participants – students of the Wrocław School of Banking

First educational summer camp was organized at the faculty of Tourism and Recreation at the Wrocław School of Banking in 2009. Student participants were surveyed upon their camp activities and its organization. According to survey analysis, respondents seemed satisfied with the camp activities, in particular with effective teaching methods. Moreover, they appreciated both educational and methodological approach to the issues of recreation and leisure. Hopefully, various new forms of recreation that were presented in Olejnica, will become a part of students' leisure routine, improve their life quality and increase their professional awareness. Data gathered in the survey will be practically translated into the organization of future educational camps for students of the Wrocław School of Banking.

Piotr Zarzycki, Jacek Grobelny, Ewelina Dworakowska

Tourist activities in Public Middle School in Brzeg Dolny

Tourism – a complex and diversified area of human activities – conveys ideas and values which may facilitate the process of upbringing and educating children and adolescents both at home and at school. The research was carried out in Public Middle School No 1 in Brzeg Dolny to examine students' approach to tourism against the school policy aimed at supporting related activities. Student respondents are eager to participate in trips and excursions, yet they are often limited by insufficient financial resources. They expect their school to be more active in promoting tourism and sightseeing. Analysed school reports tend to confirm the negligence.

Jarosław Tomaszewski

**The internationalization of universities through their participation
in the Erasmus Programme – meeting some objectives of the Bologna Process
by the Wrocław School of Banking**

The paper presents the trends towards the internationalization of universities that result from the goals of the Bologna Process. In this aspect, a specific character of competences shown by alumni who enter the international labour market was described. The author defines the kinds of skills and experience that current graduates should be equipped with when considering the expectations of employers.

In this context, the reasons for the internationalization of universities involved in the Erasmus Programme have been described. The extent of the participation in the Erasmus Programme by Polish universities has been also presented. The Wrocław School of Banking is an example of a higher education institution which improves the quality and attractiveness of its teaching offer through the internationalization by means of the Erasmus Programme.