

NTT¹⁹

ROBERT
BEBEN

HOW DO YOU
DO IT IN POLAND?

ECS

6.04.2018r.

WHY WE CONDUCT
TOURISM RESEARCH
IN GDANSK?

★ BETTER
UNDERSTANDING
OF VISITORS

★ DEVELOP TOURISM

★ EVALUATE THE
RESULTS

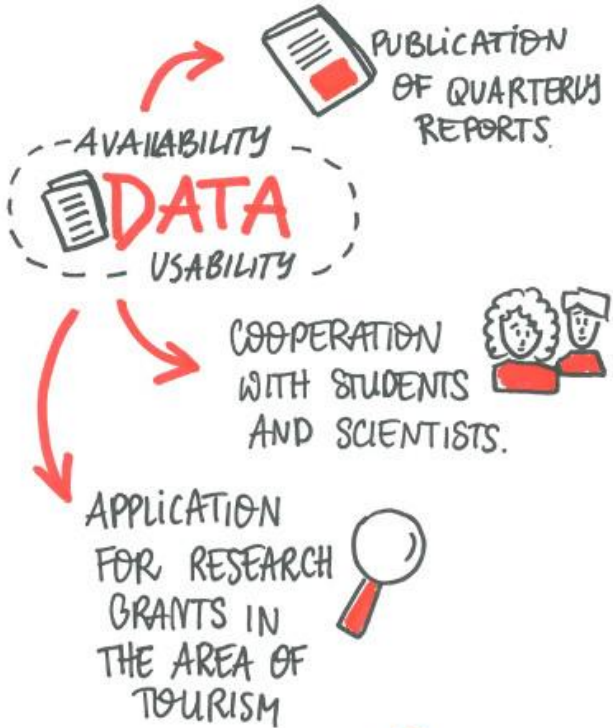
★ PROVIDE INFORMATION
FOR ENTREPRENEURS

main rules

- ✓ COMPARABLE 
- ✓ ACCESSIBLE 
- ✓ USEFUL 

WE CAN COMPARE
RESULTS TO OTHER
CITIES, AND COMPARE
IT YEAR BY YEAR

PANEL OF EXPERTS → WARSAW
POZNAN, WROCLAW
GDANSK



conclusions

OUTRIGHTNESS
AND COOPERATION
→ IMPROVEMENT
OF MEASUREMENT
TOOLS

CONSTANCY
HELPS TO
ACHIEVE
DATA
COMPARABILITY

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