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TURINYS

PRATARMĖ.....	5
PREFACE.....	6
Marijus Pileckas, Zenonas Gulbinas, Viktorija Karmazaitė MIŠKINGUMO KAITA AUKŠTADVARIO REGIONINIO PARKO TERITORIJOJE 1893–2015 M.....	7
FOREST COVER CHANGE IN AUKŠTADVARIS REGIONAL PARK AREA OVER THE 1893 TO 2015 PERIOD	
Андрей Манаков, Павел Суворков, Саулюс Станайтис ИМИТАЦИОННОЕ МОДЕЛИРОВАНИЕ МИГРАЦИЙ И ПРОГНОЗ ЧИСЛЕННОСТИ НАСЕЛЕНИЯ В СТРАНАХ БАЛТИИ ДО 2096 ГОДА	19
SIMULATION OF MIGRATION AND FORECAST OF POPULATION IN THE BALTIC COUNTRIES BY THE YEAR 2096	
Virginija Atkocevičienė, Jolanta Valčiukienė, Daiva Juknelienė, Neringa Matulionytė EKOLOGINIO (ŽALIOJO) TURIZMO POTENCIALO TERITORIJOS UKMERGĖS RAJONE.....	40
POTENTIAL AREAS OF ECOLOGICAL (GREEN) TOURISM IN UKMERGĖ DISTRICT	
Lineta Žilinskaitė, Asta Lapėnienė POJŪČIŲ EDUKACIJA: KVARŲ KELIONĖS	51
EDUCATION OF SENSES: SMELLWALKS	
Дорога Худы-Хыски, Валерий Крутиков УСТАНОВКА ЦЕНЫ НА ТУРИСТСКИЙ ПРОДУКТ.....	67
DETERMINATION OF PRICES OF THE TOURIST PRODUCT	
Wojciech Chudy, Valeri Krutikov CONDITIONS AND POSSIBILITIES OF UNDERTAKING PHYSICAL ACTIVITY IN THE “BESKIDZKA 5” TOURISM CLUSTER.....	77
FIZINIO AKTYVUMO „BESKIDZKA 5“ TURIZMO KLASTERYJE SĄLYGOS IR GALIMYBĖS	
Marcin Hyski, Valeri Krutikov FINANCING OF SPORT BY LOCAL GOVERNMENT IN POLAND	84
LENKIJOS VIETOS VALDŽIOS SPORTO FINANSAVIMAS	
Daiva Verkulevičiūtė-Kriukienė, Angelija Bučienė VISUOMENINĖS GEOGRAFIJOS STUDIJŲ KRYPTIES STUDENTŲ IR DĖSTYTOJŲ TARPTAUTINIAI AKADEMINIAI MAINAI: KLAIPĖDOS UNIVERSITETO ATVEJIS.....	91
INTERNATIONAL ACADEMIC EXCHANGE OF STUDENTS AND TEACHING STAFF IN HUMAN GEOGRAPHY STUDY FIELD: THE CASE OF KLAIPĖDA UNIVERSITY	

Виктория Андреева РОЛЬ УЧЕБНЫХ ПРАКТИК В ПОДГОТОВКЕ УЧИТЕЛЕЙ ГЕОГРАФИИ	104
THE ROLE OF EDUCATIONAL PRACTICES IN THE PREPARATION OF TEACHERS OF GEOGRAPHY	
Algimantas Česnulevičius LIETUVOS NACIONALINIO ATLASO TAIKYMO GALIMYBĖS MOKANT GEOGRAFIJOS.....	115
APPLICATION OF LITHUANIAN NATIONAL ATLAS FOR GEOGRAPHY LEARNING POSSIBILITIES	
Šarūnas Gerulaitis MOKYKLOS APLINKOS NAUDOJIMAS UGDANT GEOGRAFIJOS GEBĖJIMUS.....	130
SCHOOL ENVIRONMENT IN USE FOR GEOGRAPHY EDUCATION	
Paulina Ucieklak-Jež EDUCATIONAL LEADER VERSUS INNOVATIVE METHODS OF TEACHING	140
ŠVIETIMO LYDERIAI IR INOVATYVŪS MOKYMO METODAI	
Regina Venckienė GEOGRAFIJOS MOKYTOJŲ DARBO PAMOKOSE SU SUTRIKUSIO INTELEKTO MOKINIAIS PATIRTIES TYRIMAS	153
INVESTIGATION OF EXPERIENCES TEACHING STUDENTS WITH INTELLECTUAL DISABILITIES	
AUTORIAI.....	168
CONTRIBUTORS	171

УСТАНОВКА ЦЕНЫ НА ТУРИСТСКИЙ ПРОДУКТ

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РЕЗЮМЕ

Предметом статьи является определение цен на туристический продукт на конкурентном рынке. В основе данной статьи рассматривается вопрос о ценах как наиболее важной информации о продукте и важнейшем влиянием на конкурентную позицию туристского продукта. Гостиничный продукт был представлен особым образом в качестве конкретного примера предложения на туристическом рынке. В статье представлены методы определения цен на туристический продукт с учетом проблем феномена конкурентного туристического рынка. Среди методов определения рыночной цены продукта был указан метод, основанный на издержках производства, методе спроса и методе, основанном на анализе цен конкурентов. Они были представлены на примере гостиничного продукта.

Ключевые слова: туристический продукт, определение цен

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ВВЕДЕНИЕ

Цена является главной информацией о продукте, в том числе и о туристическом продукте (Panasiuk, 2011).

Тема цен в туризме, важного элемента маркетинга и важного инструмента, используемого при конкуренции (как внутренним, так и международным рынке (Musiał, 2013), не является популярным предметом анализа в Польше. Тем временем огромная роль данного экономического инструмента в управлении туристическим рынком, а также возможность использования его в продвижении туризма, неопределима и неоспоримо показывает необходимость его анализа (Altkorn, 1998).

Цена является одним из важнейших элементов рыночной конкуренции; кроме того, только маркетинговый инструмент – комплекс, который приносит доход, как правило, немедленно.

CONDITIONS AND POSSIBILITIES OF UNDERTAKING PHYSICAL ACTIVITY IN THE “BESKIDZKA 5” TOURISM CLUSTER

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Education in Katowice*

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SUMMARY

The content of reports is summarized part of the doctoral thesis, incurred as a result of years of research of the author. The study was conducted in the field of physical activity of the society carried out in specific geo-spatial boundaries which is called the tourist cluster “Beskidzka 5”. For these reasons, the “Beskidzka 5” tourism micro-region is an appropriate area for measurement, analysis and evaluation of possibilities of undertaking physical activities. Thus, the subject matter of this thesis results on one hand from the need to develop all aspects of physical activity in order to promote active attitude towards exercises in everyday life, and on the other hand - from the need to define the role of the tourism cluster in strengthening of physically proactive attitudes. Analysis of empirical material gathered as a result of the study confirmed that the spatial diversity of the infrastructure makes the existing possibilities of undertaking physical activity in the area of the “Beskidzka 5” cluster complementary to each other and act together as highly attractive tourist product of the discussed area.

Keywords: tourism cluster, physical activity, “Beskidzka 5”

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INTRODUCTION

The thesis discusses conditions and possibilities of undertaking physical activity in the “Beskidzka 5” tourism cluster. This subject for analysis and evaluation was selected in the context of the possibilities to undertake physical activity in the tourism cluster, and the case study includes five municipalities of the Silesian province, called “Beskidzka 5”, considered as a tourism cluster and a tourism micro-region.

The need to discuss this matter stems from issues caused by modern, health adverse model of human life. As a result of civilisation changes, societies in the multitude of daily duties, limit physical activity and have less and less physically active lifestyles. At the same time, however, there are observed some health

FINANCING OF SPORT BY LOCAL GOVERNMENT IN POLAND

*Marcin Hyski, The Jerzy Kukuczka Academy of Physical Education in Katowice,
Valeri Krutikov, Tsiolkovsky Kaluga State University*

SUMMARY

The subject of the paper is the financing of sport, and broadly speaking: physical culture in Poland. This problem is a subject of interest in the context of the role played in its development by the local government units: gminas (NUTS level-5), poviats (NUTS level-4), and voivodships (NUTS level-2). The aim of the study is to assess the relationship between the amount of expenditure incurred from the budgets of local government units at all levels and the number of athletes in sports clubs in the area. This objective also includes the knowledge of spatial differentiation of both categories of research, and therefore the amount of expenditure of local government budgets on physical culture (per capita) and the number of athletes in sports clubs (per 1000 inhabitants). The study covers the entire Poland including territorial-administrative division of gminas, poviats and voivodships. The analysis is based on data from the years 2000 to 2013. The research allowed to classify voivodships in terms of the number of athletes in sports clubs per 1000 inhabitants and spending on development of physical culture (including sport). It enabled the presentation of the spatial structure of the analyzed categories (indicators). For the spatial classification the 3-Means Method has been used.

Keywords: local government spending, financing of physical culture

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INTRODUCTION

The importance of physical culture, and in particular of sport, in human life is often emphasized in the literature. This indicates that the stimulation of this sphere of human activity may be a factor in the advancement of personal and social development. It is therefore important shaping the attitudes of society in terms of the perception of the positive effects of physical activity and active participation in it. It should be remembered that participation in sport depends not only on social attitudes and awareness. Proper spatial arrangement of a given area is also extremely important in this case. It is especially important to provide an adequate sports infrastructure and those used recreationally.

Penktajame mokslo almanacho *Geografija ir edukacija* numeryje publikuojami straipsniai geografijos ir edukacijos tyrimų tema. Nagrinėjama miškingumo kaita Aukštadvario regioniniame parke, ekologinis turizmas, migracijos pokyčiai Baltijos šalyse, sporto finansavimas Lenkijoje. Daug straipsnių skirta edukacijai: pojūčių edukacijai, fizinio aktyvumo ugdymui, mokomosioms lauko praktikoms, edukacijai mokyklos aplinkoje, Lietuvos nacionalinio atlaso taikymo galimybėms mokant geografijos, švietimo lyderiams ir inovatyviems mokymo metodams, mokytojų darbo patirties tyrimams, studentų ir dėstytojų tarptautiniams mainams. Vienas straipsnis skirtas švietimo politikai ir filosofijai.

The fifth issue of the scientific almanac *Geography and Education* publishes the articles on geography and its education. The article dedicated to natural geography present forest cover change in Aukštadvaris regional park, ecological (green) tourism, migration and forecast of population in the Baltic countries, financing of sport by local government in Poland. Lots of articles dedicated to education: education of senses, conditions and possibilities of undertaking physical activity, educational field practices, school environment in use for geography education, application of Lithuanian national atlas for geography learning, educational leaders and innovative teaching methods, international academic exchange of students and teaching staff. One article is for educational policy and philosophy.

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