

# Dr. Katarzyna

## Klimek

Graduated in psychology at the Jagiellonian University (1989-1994) and completed postgraduate studies in tourism at Ecole Suisse de Tourisme (1994-1997) in Sierre. She has worked for Swiss and Polish travel agencies organising inbound and business tourism, coordinated training projects in Poland for governmental groups from the former Soviet bloc as part of USAID – an American programme of democracy development. Since 2003 – working at the Cracow University of Economics – Department of Tourism, where she presented her PhD thesis in 2009. Following her SCIEIX fellowship, she has worked as a postdoc fellow at the Institute of Tourism of the University of Applied Sciences (HES-SO Valais) in Sierre in Western Switzerland.

DURATION OF THE SCIEIX PROJECT:  
1.11.2010 – 31.10.2011

PROJECT:  
**DMO challenges – the role of Destination Management Organizations (DMO) in the Commercialization of Tourism Products: New Challenges in an Integrated and Dynamic Global e-Market Place**

Cracow University  
of Economics

PL

CH

University of  
Applied Sciences  
and Arts Western  
Switzerland



### What was the objective of your project implemented as part of the SCIEIX programme?

I intended to familiarise myself with the latest trends in holistic destination management in mountain countries via DMO (*Destination Management Organisations*) and with the role of those organisations in ensuring sustainable tourism development. One objective consisted in comparing certain models of tourist region management in Alpine countries (DMOs are active there) with those in Poland and in suggesting innovative solutions which could facilitate the application of an integrated management model in our country. I did quantitative and qualitative research in local, regional and national DMOs: I sent out 270 questionnaires and conducted a dozen or so interviews with DMO managers in Switzerland and Poland.

### What were the outcomes of the project?

I used the survey results to identify what DMOs in individual countries dealt with. I prepared a report published as a book (*Destination Management and Sustainable Tourism Development. A Cross-Country Analysis*). I also wrote two articles – one of them was published in the 2012 EUROCHRIE conference materials, the other appeared in the *European Journal of Tourism, Hospitality and Recreation* in 2013. The opportunity to help my Swiss friends become familiar with Poland was an added benefit of the

fellowship. Owing to those contacts the Tourism Institute in Sierre still continues cooperation with Poland in a range of scientific and research activities.

### What impact did the fellowship have on your professional and private life?

The fellowship has had a great impact on my academic development. I was able to explore the subject of holistic tourism management, about which I had known little. Thanks to the fellowship I managed to meet lots of scientists whose interests included DMOs. Therefore, I was able to prepare a joint publication with my Swiss colleagues and present the outcomes of the project at a number of important conferences.

The SCIEIX research project was the starting point for other professional activities. The research that I have been conducting for the last five years has added to my academic achievements, which I intend to list when applying for admission to a postdoctoral programme. In terms of my private life, that mobility was a very stimulating experience in the opinion of my family, and especially of my two sons who learned French and German, visited Switzerland and became familiar with its culture.

### If not for the fellowship...

I am sure that my life would have been completely different, more mundane and devoid of the openness to the world that I gained thanks to the mobility.