Tourism Motivation is defined as the process, directed to satisfy recreation demands of human, according his individual, physiological, psychological characteristics, values, views and education.

Generally, we can create the conditional classification of tourism motivation at the time of traveling selection:

1. Care for health For realization of this motivation Cultural-Sanitation, Medical, Exotic measures might be taking into account;
2. Sport;
3. Education. e.g., tours for foreign languages or professional trainings;
4. Opportunities for self- realization - Extreme Tours
5. Special Tours of peoples with similar hobbies and interests. e.g. "Cheese Tour" in Switzerland and "Beer Tour" in Czech Republic
6. Business Tours

Pursuant to the specific interests of various tourist groups, Tourism Motivation might be divided into 4 category:

1. Nature and Climate Conditions;
2. Cultural Motives
3. Economical Motives
4. Psychological Motives

Multiple studies of customers on revealing frequency and selected place, main motivations of traveling showed, that the common aspects are: Professional and social position, amount of revenues, living conditions and age. The financial and family conditions, image and safety of tourism object play key role in selection process of vacation place. In spite of general motivations, they might receive specific regional and national character. e.g. motivations of German people are: relaxation without stress, out of everyday life's problems, refilling with energy, etc.

The influence of tourism on local population might be either positive or negative.

Positive aspects:

• Adding work places, increasing revenues and subsequently, elevation of life level, enhancing cash flow in regions and attracting investments, urbanization process activation, development of civil services, infrastructure, cultural organizations;

• Activation of Social-Cultural Processes;

• Development of folk art, traditions, hardworking;

• Increasing demand of local agricultural product;

• Reconstruction and protection of national cultural monuments.

All above mentioned factors makes region more attractive.

Negative aspects are the following:

• Polarization and Commercializing of separate groups of population's interests.;

• Increasing regional prices, export of money flow to abroad and social and ecological problems;

• Deviation from the social behavior standards (alcoholism, prostitution, family "erosion")

• Confrontation between population and tourists

The positive and negative influence of tourism on local population is revealed differently – on national, local and individual level). the large number of negative aspects might be avoided by complex planning and modern management of these processes, especially by determining of effective directions criteria.

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FORESIGHT AS AN INSTRUMENT TO ADJUSTMENT
TO UNPREDICTABLE ENVIRONMENT

The aim of the article is to present how organizations are using foresight to overcome problems associated with the volatility and unpredictability of the environment in which it operates.

Any organization creating an open system is part of the environment, which falls in between the feedback. Given the diversity of environmental factors and their variability surrounding the organization has a certain level of uncertainty about the future states. The level of uncertainty is the result of the level of complexity and the level of dynamics.

The level of diversity of the environment is influenced by many factors, new developments occurring in the environment, relationships and mutual influences on each other belonging to both the micro-and macro-environment. However, due to the dynamics of the environment: the emergence of new frequencies and negative factors that create changes, the speed of evaluation of these factors [1]. Uncertainty means that the ability of managers to predict future states, requires the use of new instruments and methods. Turbulent, unpredictable environment force changes in the approach to management. Rapid speed of change will be a challenge to traditional methods of planning and managing the future of the organization. Most organizations are not prepared to deal with problems in the turbulent environment [2].

Thus, the predictability of the environment which is a function of uncertainty, depends on the one hand from the environment: its complexity and dynamics and the skills and the tools and methods of prediction. The choice of methods, tools for forecasting should be adapted to the uncertainty and complexity and dynamics of environment. It is worth noting that between the concepts of uncertainty and unpredictability there feedback. On the one hand, a high level of uncertainty resulting from the complexity and dynamics of the processes occurring in the environment causes low predictability, on the other hand, low predictability resulting from improper methods and tools results in a high level of uncertainty about the future states.

Uncertainty which is the central theme of strategic management is a key factor for managing organizations, determining the company's competitive position in a long time. Research carried out in the 70-ies and 80-ies of the last century have confirmed that almost half of U.S. companies in the Fortune 1000 in the process of strategic planning techniques applied scenarios. A similar pattern applied European companies [3]. The level of uncertainty increases when managers do not feel confident about the changes taking place in their organization and when they can not predict anything accurately [4]. Research in strategic management related to the concept of uncertainty is carried out in the context of two basic theoretical assumptions. According to the planning school in the face of increasing uncertainty organizations that are working to know the future will be in a better position than those that do not. In contrast, adaptive school aims to avoid predictions, to identify, respond to events that occur. This approach emphasizes continuous experimentation and rapid adaptation to changes in the environment (when they appear) [5]. School-based planning assumptions have been developed as a tool to study the foresight to anticipate and inform decision-makers under uncertainty [6]. Theoretical and practical application of foresight studies also provide the use of grasp opportunities by identifying so-called weak signals and the wild cards and thus closer to the organization nimble organization. Term foresight means active image building of the future [7]. According to Keenan and Miles foresight is a systematic, participatory process of building a medium and long-term vision aimed at today's decisions and mobilizing joint actions [8]. The most important characteristics of foresight which allows to adapt to changing environment are: foresight extends the time perspective; foresight integrates multiple methods; foresight contributes to the ongoing implementation of the innovation; foresight provides a multi-stakeholder participation; scenario method analyzes, communication, education organizations and stakeholders both in terms of opportunities and ways of thinking; strategic foresight analyzes future as a multi-dimensional reality, which means that you can not think about the future in a linear fashion; strategic foresight ensures that the organization is more aware of your surroundings and the strategic decision-making process is more resistant to future changes by taking into account such as the wild card (wild cards).

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MANAGING BY VALUES AS NEW PARADIGM OF MANAGEMENT SCIENCE

Until recently, success in business had only one dimension - a profit. Recently, in this respect, there are significant and long-lasting changes. The purpose of business is becoming increasingly complex challenges the absolute primacy of profit, introduces the new priorities of a partial objectives, such as customer satisfaction, employee satisfaction, sustainable development, promoting local communities [1]. Increasingly, organizations are managed by the goals, motivations, values, etc.

The purpose of this article is to present a new paradigm in management sciences - management by values, and show the importance of values in the management of the organization.

Management by values is the philosophy and practice of management. It is the process of transferring the core values of the organization from the managing generation to the next managing generation by taking over the obligations of the core values and protect them in the name of and for the benefit of the organization and its participants through their institutionalization [2]. Dolan, Garcia and Richley have written extensively about management by values as a strategic leadership tool that can have immensely practical results for organizations, through acknowledging the complexity inherent in the environment; channeling the daily efforts of individuals towards an organization's strategic vision; redesigning organizational culture along more humanistic lines; and including ethical principles into strategic leadership [3].

Values are motivators that shape the behavior of individuals, organizations and societies. Values can be defined as a tendency to make certain choices [2].Values have a moral tint because they convey specific ideas about what is good, fair or desirable [4]. Values are the genetic code organization - determine the behavior of internal conditions and the image of the organization. Well-defined on the one hand help to promote certain attitudes of employees (eg, an indication that the quality of their decisions should be put before saving), facilitate the recruitment, on the other hand - to help build a consistent image of the nature of the organization in its environment [4].

In 2009, the survey of more than 3,800 companies from 11 countries (Poland, Germany, France, Italy, Germany, India, Netherlands, Spain, United Kingdom, Ukraine, United States) studies to determine the most value for the organization. The results are shown in figure 1.