

*Jakość w turystyce. Wymiana doświadczeń pomiędzy Poznaniem a Kutaisi
w celu ulepszenia usług turystycznych*

***“Focus on tourism quality. Experience exchange between Poznan and Kutaisi
for improving tourism services”***



VENUE:

Akaki Tseretli State University

First floor, Green Hall

Address: Tamar Mepe st. 59, Kutaisi, Georgia

AGENDA

13th of October (Tuesday)

11.00 - 12.30 The quality of tourist services: the theoretical backgrounds (Marcin Olszewski 2h)

12.30 - 13.15 The quality of networking in a destination: partnerships and leadership in IQM approach (Piotr Zmyślony 1h)

coffee break

13.30-15.00 Determinants of cooperation quality in a destination: the Poznań case (Wojciech Mania 1h)
The quality of collaborating within tourist destination: events management and tourist information system (Wojciech Mania 1h)

14th of October (Wednesday)

11.00 – 11.45 The Total Quality Management (TQM) in tourist firms: general approach and objectives, theoretical background, practical recommendations (Marcin Olszewski 1h)

11.45 – 12.30 The Integrated Quality Management (IQM) in tourist destination: general approach and objectives, theoretical background, practical recommendations (Piotr Zmyślony 1h)

coffee break

12.45 – 13.30 The quality of personal management in tourism: theoretical background (Marcin Olszewski 1h)

13.30 – 14.15 The quality of personal management in tourism: practical applications (Wojciech Mania 1h)

14.15 – 15.00 The quality of friendly urbanism and smart public space: cities for inhabitants and visitors (Piotr Zmyślony 1h)

15th of October (Thursday)

11.00 – 11.45 The quality of national/regional/local tourism system: a comparison between Poland and Georgia (Wojciech Mania 1h)

11.45 – 12.30 The quality of business tourism: CB activity and bidding for events (Piotr Zmyślony 1h)

12.30 – 13.15 The quality of bidding for business events (Wojciech Mania 1h)

coffee break

13.30 – 14.15 The quality of financing the tourism promotion and local attractions (Piotr Zmyślony 1h)

14.15 – 15.00 The quality gaps in tourism (Marcin Olszewski 1h)