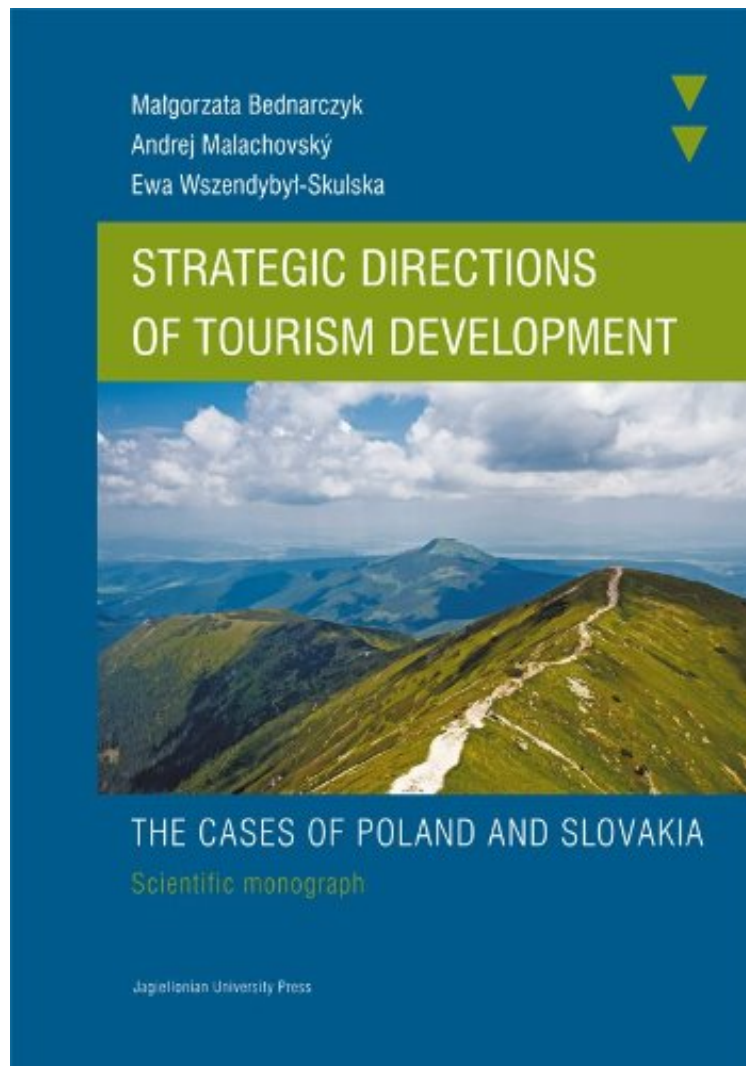


(Online library) Strategic Directions of Tourism Development: The Cases of Poland and Slovakia. Scientific Monograph

Strategic Directions of Tourism Development: The Cases of Poland and Slovakia. Scientific Monograph

From Jagiellonian University Press
DOC | *audiobook | ebooks | Download PDF | ePub



DOWNLOAD



+

READ ONLINE

#13876489 in Books 2013-05-28 Original language: English 9.25 x 6.50 x .50l, .65 #File Name: 8323334277168 pages | File size: 69.Mb

From Jagiellonian University Press : **Strategic Directions of Tourism Development: The Cases of Poland and Slovakia. Scientific Monograph** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Strategic Directions of Tourism Development: The Cases of Poland and Slovakia. Scientific Monograph:

The cases of Poland and Slovakia present: the important tasks in implementing tourism policy in the EU faced by each

European country, the differences in approach to tourism policy implementation in two selected European countries, despite the presence of the EU three-level system of tourism management in both of the chosen countries, the complexity and difficulty of the systematic monitoring process of national and regional tourism products' competitiveness in the context of creating the European tourist product.

About the Author Professor Malgorzata Bednarczyk is a lecturer at the Faculty of Management and Social Communication in Jagiellonian University. Andrej Malachovsky teaches in the Department of Tourism and Hospitality at the Metej Bel University. Ewa Wszendybyl-Skulska is a lecturer in management and social communication, Jagiellonian University.