

# Focus on Tourism Quality 2015: Open Lectures



We invite you for open lectures, which will be held on [Akaki Tsereteli University](#) in Kutaisi between 13th and 15th of October 2015. Here you can also download presentations from our lectures.

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



Polish aid

13-15 ოქტომბერი, 2015

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



Polish aid

13-15 OCTOBER 2015

ტურიზმის ხარისხზე ფოკუსირება. გამოცდილების გაზიარება პოზნანსა და ქუთაისის შორის, ტურიზმის სფეროში მომსახურების გაუმჯობესების მიზნით. მიზნით.

## OPEN LECTURES

- **quality of tourist services**
- **determinants of cooperation**
- **personal management in tourism**
- **bidding for business events**

## ღია ლექციები

- ტურისტზე შეთავაზებული მომსახურების ხარისხი.
- ურთიერთთანამშრომლობის განმსაზღვრელი ფაქტორები.
  - ადამიანის რესურსების მართვა ტურიზმში.
  - ბიზნეს დონისძიებების შეთავაზება.
- ქალაქები ადგილობრივი მოსახლეობისათვის და ვიზიტორებისათვის.

**Lectures will be translated from English to Georgian**

ლექცია ითარგმნება ინგლისურიდან ქართულად.

**Akaki Tsereteli State University | First floor, Green Hall  
Tamar Mepe st. 59, Kutaisi, Georgia | ☎ 11<sup>00</sup>-15<sup>00</sup>**

აკაკი წერეთლის სახელმწიფო უნივერსიტეტი. პირველი სართული. მწვანე დარბაზი.  
თამარ მეპის ქუჩა #59, ქუთაისი, საქართველო / 11:00-15:00



### SPEAKERS:

**MARCIN OLSZEWSKI, Ph. D.**, Department of Tourism at the Faculty of International Economics at the Poznan University of Economics, member of the Polish Economic Society. His interests include issues related to the competitiveness of tourism enterprises, measurement and management of the service quality in tourism, new technologies, as well as knowledge management in tourist businesses. Author of numerous publications on the above mentioned subject.



**PIOTR ZMYŚLONY, Ph. D.**, Department of Tourism at the Faculty of International Economics at the Poznan University of Economics. His academic and professional interest areas are: tourism destination management, especially in urban areas; destination leadership; destination governance; collaboration and partnerships in tourism planning and management; destination marketing; business tourism and meetings industry; and the functioning of Destination Management Organizations. He is an author of several books and numerous papers on the above mentioned subjects.



**WOJCIECH MANIA, Ph. D.**, geographer, graduate of Adam Mickiewicz University in Poznań – one of the top three universities in Poland. His broad interests include cultural landscapes, protection of cultural and natural heritage, creative industries and modern technologies. Working as a project manager for Poznań Tourism Organisation (DMO) he provides strictly practical experience in tourism. He is responsible for several projects, including: development of cultural tourism and contacts with cultural institutions, official tourist web portal ([www.poznan.travel](http://www.poznan.travel)) and social media, publications, public relations and study tours. He is also involved in organisation of several events such as: Half Price Poznań, Poznań Fortress Days or International Games Festival Let's Play Poznań.



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## Wojciech Mania, Poznań Tourism Organisation:

- Lecture 1: [Cooperation and quality in tourism](#)
- Lecture 2: [How to cooperate? – case studies and more](#)
- Lecture 3: [Convention Bureau and MICE tourism](#)

**Piotr Zmyslony, Department of Tourism, Poznań University of Economics and Business**

- Lecture 1: [The quality of business tourism: Convention Bureau's activity and bidding for events](#)
- Lecture 2: [The quality of networking: collaboration, partnerships, and destination leadership](#)
- Lecture 3: [The quality of friendly urbanism and smart public spaces](#)
- Lecture 4: [Integrated Quality Management \(IQM\) in tourist destination: general approach and objectives, theoretical background, practical recommendations](#)
- Lecture 5: [The quality of tourism planning: detecting symptoms of tourist function's crisis](#)