

PUBLIC-PRIVATE PARTNERSHIP AS A FACTOR OF TOURISM DESTINATION AREA'S MANAGEMENT

Summary

In this article there is presented the problematic issues and definitions of public-private partnership and there is also shown its big role in tourism development. The author described units from private and public sector and showed, that there is a need for co-operation between these units. There is underlined staff trainings for tourism, programming and monitoring of tourism development and sustainable tourism. There are also presented Regional and Local Tourism Organizations, which have an important meaning for tourism development and management. Moreover, a big chance for Polish tourism is an attempt to obtain finances from European Union and to act according to partnership rules. The author underlined, that a local society is very important in every single tourism undertaking.

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