THE INFORMATION AND COUNSELLINGS SERVICES OF THE TOURIST MOVEMENTS PROCESS

SUMMARY

The increasing number of tourists is an apparition which has been proceeding with varying intensity since the second half of the nineteenth century. From the very beginning it was connected to various forms of supporting services. Along with the changes in the global socio-economic system the size, structure, character and type of tourism journeys were also transformed, and the new trends in tourism significantly influence tourists’ expectations towards services provided to them. Among the services information and counseling occupy an important position. Their importance is significant especially in the first stage of tourism journey, as then they influence tourists’ decisions on the character, type and term of the journey. Choosing a tourism product that is consistent with the individual preferences of tourists is essential to their satisfaction. This directly influences the tourism company, which benefits include regular patrons that disseminate positive image of a given company.

Translated by Beata Meyer