

THE ROLE OF LOCAL SELF-GOVERNMENTS IN BUILDING AN E-ENVIRONMENT FOR NETWORKING IN TOURIST REGIONS

Summary

In contemporary environment of tourism industry the growing attention rises networking, as a source of competitive advantage of firms and regions. One of the most important instruments for developing a networking environment is regional digital platform. It usually consists of many, heterogeneous applications of different regional actors. However, to bring competitive advantage to region and regional companies it requires to be stimulated and integrated across the region. The most suitable institution to execute and coordinate this process is local self-government. The report presents how Polish self-governments cope with this challenge.

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