TOURIST INFORMATION AS AN AREA OF OPERATION OF MUNICIPAL SELF-GOVERNMENT IN THE INFORMATION SOCIETY

Summary

Modern tourism economy is a system of connections between its commercial (tourist entrepreneurs) and non-profit (territorial self-governments, organizations and associations) entities. Tourist information is a particular area of tourism economy where a link between two groups of entities is especially important for an efficient provision of services.

The aim of the article is indication that creation of effectively operating tourist information system requires an active cooperation between local government and tourism sector in the conditions of information society.

Illustrations of mentioned problems are the results of researches on tourist information system operation in the West-Pomeranian Voivodeship's municipalities led in the years 2008-2010.

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