

Expression of interest for research cooperation

Description of institution

Interested institution:	Jagiellonian University
Department carrying out the proposed research	Department of Entrepreneurship in Tourism
Address and webpage	Lojasiewicza 4, 30-348 Krakow www.ip.uj.edu.pl
Contact person (name, e-mail address, phone)	Ewa Wszendybył-Skulska, e.wszendybyl-skulska@uj.edu.pl, +48 126645579

Research offer

Brief description of the department (key research facilities, infrastructure, equipment)

(up to 1000 characters)

Our Department is a part of the Institute of Entrepreneurship at the Faculty of Management and Social Communication of Jagiellonian University. Department is run and developed by internationally experienced team of academics with a nourishing support from cooperating business practitioners. We continuously develop our research potential by conducting basic research projects financed by the National Science Centre of Poland, and applied projects performed with students and run in cooperation with business partners, local governments, international institutions. As a part of the Institute of Entrepreneurship and the Faculty of Management and Social Communication our Department has a permanent access to broad scientific databases, professional research software for data storage and analysis, technical equipment for teleconferencing, work spaces for team work, presentations and conferences.

Scientific area

<input type="checkbox"/> Chemistry	<input type="checkbox"/> Social Sciences and Humanities
<input checked="" type="checkbox"/> Economic Sciences	<input type="checkbox"/> Information Science and Engineering
<input type="checkbox"/> Environment and Geosciences	<input type="checkbox"/> Life Sciences
<input type="checkbox"/> Mathematics	<input type="checkbox"/> Physics

Research field

(up to 500 characters)

Our research activity is focused on investigating factors that determine development of entrepreneurship in tourism industry as well as exploring its relationship with other sectors of the economy, i.e. air transport, creative industries. We are exploring the tourism industry on a micro-and mesoscale. We analyze competitive processes in tourism industry, which we understand in terms of "a common search/ mutual striving for value". That is why we put so much emphasis on the cooperation between different stakeholders of the tourism industry, which, as we believe, would be the best way to develop sustainable knowledge -based tourism.

The proposed research/project description

(up to 1000 characters)

Research avenues explored by our team:

- Innovation and Competitiveness of enterprises, organizations and tourism regions
- Human and Social Capital in tourism
- ICT in tourism
- Airport Competitiveness
- Quality Management in tourism
- Brand Management in tourism
- Knowledge transfer and learning processes in tourism
- Creativity in development in tourism

Additional information (key Persons and Expertise; additional trainings, research programme, other)

(up to 1000 characters)