

Spis treści

Introduction	5
Nato Chakvetadze Rethinking Tourism Education in Georgia.....	7
Joanna Hernik How to Realize Diversity at a Workplace? The Business Model Point of View	21
Marina Metreveli, Mzia Kokhia, Valentina Merabishvili Tourism as the Principal Sphere for Economy Growth and Intercultural Relations in Georgia.....	35
Krystyna Pieniak-Lendzion, Renata Stefaniak Effects of e-Commerce Functioning on Customer's Need Satisfaction	47
Adam Sagan Dynamic Structural Equation Models in Momentary Assessment in Consumer Research	61
Mariusz Salwin, Jan Lipiak, Michał Przędzka Product-Service Systems as an Opportunity for the Enterprise Producing Injection Molds	75
Beata Tarczydło, Anna Kondak, Adrian Konior Viral Marketing Communication for Brand	89
Marzena Wanagos, Lidiya Gumenyuk Tourist Space and its Role in the Activities of Tourism Enterprises	103