

**MAIN PART AND IMPORTANCE OF TOURIST REGIONAL STRATEGY
IN REGION DEVELOPMENT IN ASPECT OF ASSOCIATION
WITH EUROPEAN UNION**

Summary

This paper closely refers to issue of conference devoted to importance of regional and local strategies in aspiration for European Union. It was pointed at needs to work out the tourism development strategy. It was discussed the meaning and influence touris-tic strategies on general region development as example Podlaskie province – one of attractive region.

Main guideline of this study:

- Crating of document that makes possible the province authorities to make efforts of tourism development,
- Creating base for working out proper strategic programs, developing plans, financial applications, essential in efforts for UE help.

In this paper presented: methods of working out of strategy, basis elements of strategy for example main strategic aims, mission, vision and strategic development programs. It was discussed hypothetical strategic development and modernization program of tourist infrastructure and selected working area, like tourist trails, with detail specifics, concentre tasks and measure execution. It took notes of meaning of society consultation in working out at strategy and local government management of strategy execution. In conclusion justified appointing institution that takes care of execution strategy and presented advantages of that document.

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