TRANSPORT AVAILABILITY AS A DETERMINANT OF ATTRACTIVENESS OF A TOURISTIC REGION

Summary

A synthetic measure of touristic supply is a touristic attractiveness defined as a sum of subjective and objective evaluations of particular elements of touristic supply, elements within boundaries set by particular level of prices and incomes. Touristic attractiveness is a resultant of touristic supply elements, namely: touristic virtues, elements of touristic infrastructure (accommodation facilities, gastronomy facilities, accompanying facilities), transport availability and also: condition of the environment and the results of activities in the field of its protection.

The aim of the article is presentation of transport availability as a basic condition of touristic movement development. Tourism development is dependant on transport, not only in a macro scale. Also in a scale of reception areas (country, region or particular city), existence of suitable transport system consisting of two subsystems: transport availability and internal transport is the condition of the development of touristic economy. The first subsystem should ensure convenient relations with the most important sending markets while the second should facilitate utilization of existing virtues and appliances of reception area.