NATURAL AND ETHNO-CULTURAL CONDITIONS FOR DEVELOPMENT OF THE TOURISM POTENTIAL OF PODLASKIE VOIVODESHIP

Summary

In the podlaskie voivodeship there are substantial opportunities for development of tourism and recreation, due to the favourable natural and ethno-cultural conditions within that region. So far these opportunities have not been fully taken advantage of. Described in the article, the natural benefits of the region are highlighted by the natural beauty available, the diversity of flora and fauna and also the strong cultural heritage. These natural benefits are important factors to the dynamic tourism development of the region.

Within this article we are given the factors for maximizing tourism development and the actions required to achieve this goal. Development conditions are analysed in a three-dimensional scheme using the natural and anthropogenic factors.

In conclusion it was indicated that the development of the tourism potential of podlaskie voivodeship will allow the region to be competitive with other tourist friendly regions not only in Poland but also the rest of Europe.

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