TOURISM POTENTIAL OF THE MILICZ COMMUNE
BASED ON THE QUESTIONNAIRE SURVEY

Summary

Tourism is a multidimensional phenomenon playing specific functions on the following planes: social, economic, spatial, natural and cultural ones. Its meaning for local development processes is determined first of all by tourism potential of the reception area. The aim of this thesis is to analyse the tourism potential of the Milicz commune. Material for the thesis is based on the data obtained as a result of a survey carried out among 200 randomly selected inhabitants of the commune. In the opinion of the definite majority of the surveyed persons tourism potential of the commune is high. The respondents concerned Milickie Ponds and Barycz Valley Landscape Park as the most important tourist attractions. The most important obstacles for tourism development in the Milicz commune there are: weak promotion and insufficient quantity and quality of tourist and paratourist infrastructure. Therefore activities of the local authorities should be focused on maximum use of the existing tourist attractions and elimination of the barriers of tourism development.

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