Summary

Świeradów Zdrój is a classical example of a spa resort commune facing increasing competition. The hereby paper constitutes a case study, the objective of which is to analyze tourist potential of Świeradów Zdrój, both in a static and dynamic system. Such analysis required presenting tourist advantages of the commune (including spa resort oriented ones), tourism management, and also brief analysis of tourist traffic, as the background for presenting tourism potential components of the spa resort and to indicate growing interest in it from both the residents and foreign tourists. Information required for the study were collected based on Regional Data Bank resources subject to Central Statistical Office supervision, based on reviewing promotional materials and web sites of the town and entities functioning in the spa resort, as well as on the basis of analyzing strategic planning documents of Świeradów Zdrój.

Translation by Hanna Burowicz-Fujak