TOURISM POTENTIAL OF THE PODKARPACIE REGION
IN THE LIGHT OF RESEARCH ON TOURIST TRAFFIC

Summary

In the area of the Podkarpacie region there are some of Poland’s most attractive tourism subregions. Outstanding tourist attractions certainly include the Bieszczady National Park, Lake Solina, the Palace and Park Complex in Łańcut, or the Old Town in Przemyśl.

Basing on a range of attractions, various tourist products are prepared and described in many folders. Promotion includes both the whole region and its particular attractions, tourist routes, or localities. The most essential document concerning the region’s tourist function is “Strategia rozwoju turystyki dla województwa podkarpackiego na lata 2007-2013” - Strategy of Tourism Development for the Podkarpacie Region (Voivodeship) for the Years 2007-2013.

However, do the informational materials focus on appropriate places and attractions? Are they suitably promoted? In this article, the Authors compare the scope of the region’s promotion with an actual depiction of tourists’ interest in the Podkarpacie region. The study uses current results of research on tourist traffic in the Podkarpacie region.

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