THE DEVELOPMENT OF ACTIVE TOURISM IN WARMIA AND MAZURY
AS AN EXAMPLE OF THE POTENTIAL OF THE REGION

Summary

Particularly rich natural and cultural values of Warmia and Mazury, create ideal conditions for tourism development. Among the types of tourism, which have particularly strong ties with the natural environment, we should point out the active tourism. Although this concept is quite wide, but nowadays often used, and it is determining the various forms of tourist and recreational activities. The warmińsko-mazurskie voivodeship has excellent conditions of the development of active tourism. It has become a priority in the records of strategic plans for tourism development, and consequently these plans are implemented as indicated by numerous examples.

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