CULTURE PARK AS THE STIMULATING FACTOR FOR CULTURE TOURISM DEVELOPMENT. THE EXAMPLE OF JELENIA GÓRA VALLEY

Summary

The objective of the article is to present the role played by establishing a culture park in the development of culture tourism. It is a new form of protecting historic landscape, which may become a chance for the development of tourism in the areas over-shadowed by trendy tourist destinations. Culture Park of Jelenia Góra Valley, established in 2009, has become the example for hereby considerations. The article presents the definition of culture tourism, describes culture potential of Jelenia Góra Valley and points to legal basis for establishing a culture park. Activities taken up by the Palaces and Gardens Valley Foundation, supporting the creation and promotion of a local tourist product, in the form of a tourist trail, have also been presented.

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