LOCAL GOVERNMENT ACTIVITY AS A PART OF TOURISM POTENTIAL
THE CASE OF SELECTED COMMUNES IN WEST POMERANIA PROVINCE

Summary

The possibilities of tourism development in a region are determined by numerous factors of varying importance known as the tourist potential of the area. Tourism potential encompasses structural and functional resources which are directly or indirectly bonded to the destination concerned. Multiplicity and diversity of organizations responsible for exploiting the tourism potential make tourism policy a particularly important part of local governance. The activity of local authorities, especially in the field of tourism infrastructure and tourism marketing, constitutes a fundamental determinant of tourism development in concerned areas. The survey conducted in communes with diversified tourism potential clearly indicated that the activity of the local authorities always constitutes an important part of tourism potential in a tourism destination, irrespective of nature and importance of available tourism resources.

Translated by Adam Pawlicz