IDENTIFICATION OF A TOURIST PRODUCT OF THE BIALOWIESKA FOREST

Summary

The basis of this article is identification of the tourist product of the Bialowieska Forest and highlighting strongest elements of its structure. For the purpose of identification of the tourist product empirical materials of a research carried out in 2006 have been used. This study is based on the theoretical foundations from the field of the tourist product as a subject of tourist supply.

Methodology of the study process has been discussed in detail. Thanks to the research analysis it has been possible to pinpoint the existence of regional tourist product – the Bialowieska Forest with its core elements: National Bialowieski Park and the European bison (wisent). The structure of the product consists of natural environment attractions, complemented to some extent with cultural attractions. However, concentration of tourist activity around (the settlement of) Bialowieza is worrying. It may lead to a decrease in quality of the natural environment and loss of the unique value which is crucial to the attractiveness of the Bialowieska Forest region.

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