SELECTED TOURISM VALUES OF HEALTH RESORT ŚWIERADÓW-ZDRÓJ AND THEIR IMPORTANCE FOR THE REGION

Summary

Nowadays the most important factor determining the development of the region and its competitiveness on the market is the knowledge of its own resources.

Effective promotion of own tourist products encourages the development of the region and has a positive effect on the level of life. Properly prepared promotion helps transforming the region into popular and eagerly visited place.

Richness of Świeradów-Zdrój is its unusual nature, specific properties of natural resources, monuments and trails blazing, which, together with a number of cultural and entertainment events attract both visitors that are coming for health reasons and tourists from Poland and foreign countries.

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