THE INFLUENCE OF TOURISTIC POTENTIAL ON TOURISTIC
ATTRACTIVENESS OF CHOSEN REGIONS OF POLAND

Summary

Publication presents the influence of touristic potential on touristic attractiveness of
three regions of Poland: Baltic, Mazury and Carpathy. The test was undertaken to
verificate the following hypothesis: “Regions: Baltic, Mazury and Carpathy are
charac-terized by specific which does not influence on consumers' equivalent interest”.
Re-search was made with 150 randomly chosen respondents from 4 provinces of Poland:
mazowieckie, warmińsko-mazurskie, pomorskie and podlaskie.

Translated by Iwona M. Batyk