SYNTHEIC ASSESSMENT OF ECOTOURISM DEVELOPMENT DETERMINATION IN WIELKOPOLSKA VOIVODSHIP

Summary

According The International Ecotourism Society (TIES) ecotourism means „re sponsible travel to natural areas that conserves the environment and improves the well being of local people”. It represents a part of world tourism which drives growth in a lot of countries. Doubtless, ecotourism helps to protect the natural and cultural heritage of region. That development must be taken into consideration. The aim of this paper is presenting Wielkopolska voivodship as ecotourism destination. The results indicate that Wielkopska region has diversification potential for ecotourism development. This study shows that the best conditions and opportunities to ecotourism development possess Międzychodzki, Ostrowski, Słupecki, Ostrzeszowski, Wolszyński district. There are a lot of natural resources which are going to become one of the main tourist attraction. It is worth to mention that the largest group contains districts classification to group C - average attractive.

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