THE USAGE OF THE POTENTIAL OF THE NATURAL TOURISM TO PROMOTE POLAND

Summary

Environment in which tourism is grown, is important for a tourist, and is the basis for tourism development. If the environment is unattractive, it is very difficult, even having the other great tourist attractions, to attract tourists. Therefore, it is important to realize, that nature is one of the most important natural assets that attract tourists, especially foreigners to Poland. Simultaneously it must be remembered that the conduct of the tourism function in these areas may be subject to the so-called “Sustainable tourism” policy. This type of tourism is a way to reconcile the need of natural values conservation with the interests and needs of tourists and the tourism industry, thereby giving an impulse to create new tourist products in particular, offered by distillation.

Analyzing the data obtained in studies carried out by the Polish Tourist Organization and received from the Regional Tourist Organization, it should be noted that our country has a very high natural value, successfully used in promotion (domestic and external markets). The information derived from foreign markets give evidence, where POT efforts are conducted (in collaboration with 14 POIT).

Another advantage of our “natural” offer is that we also posses sites which are included in Nature 2000 area. Natural potential of these areas are more attractive tourist product, and thus occur the possibility of expanding the tourist offer (causes an increase in interest in these areas among tourists and could be factor of demand for tourism services).

It is, however, important to use together our country's natural resources in a wise and thoughtful manner for the requirements of present and future tourist’s.

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