TOURISTIC POTENTIAL OF KARPACZ RESORT AS A WHOLE YEAR CENTRE

Summary

The tremendous touristic potential (in geographical location, terrain configuration and terrain investments implementation forms) being at Karpacz town disposal has been taken in consideration in present dissertation. This Lower Silesian town of Sudety Mountains is situated in Jelenia Góra administrative district at foot of Śnieżka Moun-tain. Landscape reserves are substantial therein, operating and being during the process of construction or modernization touristic infrastructure, diversified tourist quotation as in summer as in winter too. According to author’s opinion especially natural resources are utilized at insufficient extent. Potential directions of further development should be so pointed out, as it was possible to acknowledge Karpacz as a pearl of Karkonosze Mountains, capital of winter games, escapades direction during weekend and as a whole year centre health resort (not only seasonal) as well. For these purposes the town should properly to take care of a tourist and effective own promotion permanently improving its image. Tourists with any purse abundance should find here something interesting to them at any year season. A trump card appears existing and constantly expanding sumptuous night accommodation. Particular attention can be paid to giant Hotel SPA Gołębiewski nascent at Karpacz Górny and operating till 2009 Rehabilitation-Sanatorium Treatment Centre “Sandra” as well.

Translated by Eleonora Gonda-Sorocyńska