TOURIST POTENTIAL AS A RESEARCH AREA OF ECONOMIC SCIENCES

Summary

The paper is focused on theoretical and methodological aspects of the measurement of factors that affect the tourist potential of Poland allowing the influence of economic sciences, management studies and marketing triad on searching directions. Based on the analysis of literature and research projects, influence of the marketing concepts of market research (evaluation of subjective factors of influence among others) on destination models and competitiveness of tourist destination was demonstrated.

The second aspect of the study is to take a look at national scientific output on destination competitiveness with a reference to economic formulation of competitiveness model in the micro scale.

The discussed problems are illustrated by two case studies and conclusions referring to researchers on the tourist potential of Poland.

Translated by Jerzy Stępień