



WYŻSZA SZKOŁA SPOŁECZNO-PRZYRODNICZA

im. Wincentego Pola

w Lublinie

20-816 Lublin, ul. Choiny 2, tel./fax 081 740 72 40 www.wssp.edu.pl, e-mail: info@wssp.edu.pl

Zygmunt Wilczek

Wydział Turystyki i Ekonomii WSSP w Lublinie

Krzysztof Grabczuk, Bogdan Kawałko

Urząd Marszałkowski w Lublinie

Roztocze as a development potential for the Lublin region – the options of financing from the European Union funds

Roztocze is an area with a recognized tourism potential. However, using it to the full advantage requires the creation of comprehensive tourism programs and offers as well as the upgrading of the whole service infrastructure and the launching of advertising and promotional campaigns aimed at clients both domestic and foreign.

The features such as the unique climate, closeness of nature and the availability of various touristic attractions as well as well-developed communication network and service infrastructure will result in the greater utilization of the region's potential. The International Bio-sphere Roztocze Reserve will allow the protection of the natural habitat and cultural and natural heritage of Roztocze. It will also facilitate the promotion of a large number of valuable touristic products among which we can enumerate the city of Zamość, Roztocze National Park and the unique cultural heritage of the borderlands. Another chance for the development of the Roztocze subregion is connected with the investments in the sphere of the human potential which can be perceived as a tool in the process of elicitation of the inhabitants of the region, encouragement of pro-active and pro-ecological attitudes and, in consequence will contribute to the development and the growth in the quality of tourism services of all types. The touristic potential of Roztocze is estimated at the level of around 120-150 thousand people a year. In addition to the presentation of the Roztocze's development conditions, the article presents an analysis of the ways of promoting this potential and a unique cluster of services available in the current period of the distribution of the external financial sources.