Abstract

Tourism in rural areas has been defined as all tourist activities conducted in rural areas. The development of tourism in rural areas is dependent on external factors (e.g. landscape attractiveness), as well as internal factors (e.g. involvement of local authorities and society). Hence, it is important to increase the tourism potential for further increase of local tourism, and in turn to intensify the social-economic development according to a sustainable policy and multifunctional rural development. The main aim of the present study was to indicate possibilities to improve tourism management of the Zbąszyń urban-rural commune. For this purpose the following detailed aims were set: to evaluate local society satisfaction with tourism development in Zbąszyń commune, to evaluate the natural-landscape state of the analyzed area, to designate a new tourist trail or to revise the existing trails, and to propose modernization of existing tourism infrastructure. The obtained results revealed that in the opinion of local society there is still not sufficient tourism development despite some natural-landscape values. Hence, activities connected with tourism enrichment should be mainly connected with designation of two new cycling trails and supplementation of tourist information signs and tables. All proposed activities leading to an increase of tourism potential should bear in mind social aspects as well as natural values and would have a positive effect on economic income of the area.

Key words: GIS tools, natural-landscape valorisation, rural area, sustainable tourism development