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Turystyka w rozwoju lokalnym – podejście marketingowe (klasy produktów turystycznych powiatu buskiego)

Tourism industry as a part of the local development – marketing approach
(tourist products categories in Busko County)

Abstract

The article presents a comparative analysis of the tourist attractiveness of 9 units (called gmina): the capital of the powiat Busko Zdrój and 8 smaller gmina Busko Zdrój, Gnojno, Nowy Korczyn, Pacanów, Solec Zdrój, Stopnica, Tuczepy, Wislica carried out by the PROMETHEE method. It is one of the multi-criterion analytical methods based on preference relation. The evaluation criteria were divided into three groups: natural environment, accessibility, technological infrastructure. As a result the gmina were ranked according to their tourist attractiveness, and classes were established with their “power of attractiveness” diagnosed. An advantage of the method is the possibility of providing a graphical illustration using the GALA method which allows us to present gmins and criteria on a single plane. This clearly illustrates the issue and we can draw conclusions regarding attractiveness considering a variety of criteria, similarities between gmins (concentrated on a graph), as well as the significance of criteria for attractiveness analysis.

The tourist product-place is then first of all a result of the marketing management of the tourist resources in the area. This consists in concentrating its own management resources in order to prepare an offer which would satisfy best the needs of a selected category of clients.