



TOURISM AS A BRANCH OF THE ECONOMY

MAZOVIA



All the wonders you can
experience in Mazovia

Mazovia

YOUR GREAT ESCAPE

Each place has a completely
different atmosphere that makes
you want to stay there longer.





DEVELOPMENT OF TOURISM IN MAZOVIA

The facilities with the largest number of beds are hotels.

In 2021, compared to 2020, despite the difficult period marked by the pandemic, the number of tourists using tourist accommodation facilities in Mazovia increased by as much as 43 percent.

The pandemic had a significant impact on the changes in functioning that followed in tourism. Places closer to where we live, where we feel more confident and safe, are more willingly chosen.

As a result, the traffic in the Mazowieckie Voivodeship has increased, and one of the current priorities is the development of tourism.

SOCIAL, ECONOMIC, GEOGRAPHICAL, NATURAL, CULTURAL, RELIGIOUS AND HISTORICAL CONDITIONS OF MAZOVIA IN TERMS OF TOURISM



WE HAVE

- Good geographical location because it is in the center of Poland
- National Park, landscape parks
- Religious, medieval, post-war, artistic, conservation, scientific and historical monuments

Voivodeship - a unit of administrative division of Poland.

Mazowieckie Voivodeship - the largest voivodeship in terms of area and population.



DEVELOPMENT OF NEW DIRECTIONS IN TOURISM

Out of concern for customer satisfaction, tour operators diversify their offers by offering:

- related tourism
- with sports activity that requires participants to be physically and mentally prepared,
- business and congress tourism (travel in business)
- commercial tourism (shopping trips),
- incentive tourism, i.e. tourist trips organized by employers for employees
- trips to sports and music events,
- agritourism.



THE IMPACT OF THE TOURISM SECTOR ON THE ECONOMY OF MAZOVIA

CHARACTERISTIC TOURIST ACTIVITIES:

- Accommodation
- Gastronomy
- Intercity rail passenger transport
- Passenger land transport
- Sea and coastal passenger transport
- Passenger inland waterway transport
- Passenger air transport
- Rent and lease of passenger cars
- Tourism related activities
- Activities of libraries, archives, museums and other cultural activities
- Sports, entertainment and recreation activities
- Real estate market service

The greatest added value in 2019 was generated by Passenger air transport, followed by Activities of tour operators, intermediaries and travel agents and other service activities in the field of booking and related activities, and Gastronomy.



CONTRIBUTION OF TOURISM IN THE ECONOMY INCLUDES:

- tourism economy, i.e. all economic entities producing services purchased by participants of all types of tourism, i.e. inbound and outbound;
- inbound tourism, i.e. the size and effects of the stream of financial resources related to the consumption of people visiting a given area
- creating new jobs
- contribution of incoming tourism to GDP





THE IMPACT OF THE TOURISM SECTOR ON THE ECONOMY OF MAZOVIA



In relation to other voivodships, there are relatively few non-hotel accommodation facilities and catering establishments located in accommodation places in Mazowieckie. However, revenues from section 55 of GDP are the highest in this voivodship. This is related to the dominance of business tourism. The high number of travel agencies proves that the Mazowieckie voivodship is not only a reception area, but also an emission one for tourism. Each of the tourism enterprises cooperates with others outside the direct tourism economy, thanks to which new jobs are created. It should be emphasized that enterprises generate significant (incomparable to other voivodships) revenues to the state budget and to local government units. The participation of the tourism economy in generating jobs is important - representatives of various fields and levels of education find employment in tourism (in direct service to tourists and in enterprises of sectors cooperating with the tourism industry).



"Tourism revitalizes the region's economy not only as an important industry of this economy, but also as a sphere supporting meetings of all other industries at congresses, exhibitions or fairs."

"Tourism is a tool for redistributing potentials;
it can revitalize the entire region, spreading tourist traffic more evenly around it, which is currently concentrated around the attractions of Warsaw;
tourism brings the region to life, not just its capital."

IŁŻA: THE TOWER OF THE CRUEL PRINCESS

A stone, cylindrical tower stands on a steep hill above the town. From here you have a beautiful view of the surroundings. It is the oldest and the only surviving remnant of the 14th-century castle of the bishops of Krakow. It was an excellent defensive point, as its builder, the Bishop of Grot, found out, hiding here during the conflict with King Casimir the Great. Legend has it that the cruel Duchess Odoślawa threw herself from the walls of this tower and hid huge treasures in the dungeons under the castle. Only at Christmas can you see the entrance to the secret corridors.



MOST IMPORTANT MONUMENTS AND TOURIST ATTRACTIONS OF MAZOVIA

NOWY DWÓR MAZOWIECKI: IN THE WORLD'S BIGGEST STRONGHOLD!

The strategic location of Modlin (a district of Nowy Dwór Mazowiecki) in central Poland in the fork of 3 rivers - Vistula, Narew and Wkra - was appreciated in 1807 by Napoleon himself, when he ordered to build a fortress in this place. It is called Napoleon's Redoubt, because it is the most popular French emperor who is credited with the idea of designing this unique building on a global scale. The fortress was built on a square plan, it consists of two floors - the lower one was used to protect the moat, while the upper one was used to shoot at targets in the distance. It is the largest – comparable only to the French Verdun – fortress in the world!



THE MAZOVIAN CHOPIN ROUTE: ZELAZOWA WOLA – BROCHÓW – SOCHACZEW – SANNIKI – WARSAW

Fryderyk Chopin, one of the greatest composers. He was born in Żelazowa Wola, baptized in Brochów, and spent his holidays in Sanniki. A trip around Mazovia along the Chopin Trail leads through the most beautiful corners of the region related to the life and work of the artist.

The Fryderyk Chopin Museum in Warsaw takes care of the world's largest, extremely diverse collection of Chopin memorabilia - memorabilia related to the life and work of the composer - which has over 7,500 items.

Summer recitals and concerts of Chopin music are held every Sunday in the Royal Łazienki Park.



MUSEUM OF THE MAZOVIAN VILLAGE IN SIERPC

The open-air museum in Sierpc is a place with a unique atmosphere, well known among others to moviegoers, because it was there that films such as "Pan Tadeusz" or "With Fire and Sword" were shot. The interiors of the huts gathered in the open-air museum are attractive, filled with furniture, tools and works of folk art, as well as other buildings - an inn, a forge, a windmill, wells and roadside shrines.



KAMPINOSKI NATIONAL PARK

Visitors have at their disposal many kilometers of hiking, biking, horse riding trails, recreation glades.

The park is one of the most important fauna refuges of the Polish lowland, and its most valuable fragments are under strict protection. It also performs educational activities, also in the field of protection of historical and cultural monuments, because in the past the Kampinos Forest was the site of many wars, uprisings and battles.

The symbol of the Kampinoski National Park is the moose, the largest of the fifty species of mammals found there. It used to be common in the Forest, with time it became extinct. A successful attempt at its restitution was made in 1951 and today the Kampinos Forest is a refuge for it.

There is the largest area of sand dunes in Poland - Grochalskie Piachy. This area is considered one of the best preserved inland dunes in Europe.



SZYDŁOWIEC

The Szydłowiecki castle is one of the most beautiful early Renaissance magnate residences in Poland.

According to documents, as early as in 1427 there was a stone manor house in the place of the present castle, owned by Jakub and Sławek Odrowąż. As a result of archaeological excavations, the remains of older wooden structures, dating back to the 13th century, were also located. For defensive reasons, the walls of the castle were erected on an artificial island in the backwaters of the Korzeniówka River and surrounded by a moat.

The castle is home to: "Szydłowieckie Centrum Kultury - Zamek", a cafe, the Museum of Folk Musical Instruments and the Public Library. Concerts, cultural meetings and tournaments of knightly brotherhoods are held in the castle courtyard.



MOST IMPORTANT MONUMENTS AND TOURIST ATTRACTIONS OF MAZOVIA

MAZOVIAN PROBLEMS AND CHALLENGES

- Dominance of the Capital City of Warsaw in the region:
- The centrally located Warsaw Capital Region (RWS) covers 17.2% of the area of the entire voivodship, which gives a total of 6,104 km², including as much as 517 km² of the subregion of the city of Warsaw. Most of them are communes classified as rural - 51.4%. Only 21.4% of the total area of the region are municipal communes, however, it is they that concentrate the vast majority of the population living in the RWS - 72.1% and about 57% of the population living in the entire Mazowieckie Voivodeship.
- About 80% of the proceeds from participation in the income tax went to the subregion of the capital city Warsaw; the share of each of the other subregions was around 10%.

Warsaw, as well as the entire Mazowieckie voivodeship, is characterized by a relatively low natural attractiveness, but at the same time Warsaw has a high level of income, which makes it a tourist emission market

Warsaw is not a destination with a significant number of long-term tourist stays; in this area, cognitive tourism prevails over recreational tourism.





**THANK YOU
FOR YOUR
ATTENTION**

HAVE A NICE DAY!

