

• ТЕОРЕТИКО-МЕТОДИЧНІ АСПЕКТИ ТУРИЗМУ

• THEORETICAL AND METHODOLOGICAL ASPECTS OF TOURISM

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**PERSPECTIVE OF DEVELOPMENT
OF ACTIVE TOURISM IN HEALTH
RESORTS OF KŁODZKO VALLEY****Roman NOWACKI***Opole University of Technology, Opole, Poland,
e-mail: r.nowacki@po.opole.pl***ПЕРСПЕКТИВИ РОЗВИТКУ АКТИВНОГО ТУРИЗМУ НА КУРОРТАХ КЛОДЗЬКОЇ ДОЛИНИ.**
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Анотація. *Мета* – визначення перспектив розвитку активного туризму на курортах «Kotliny Kłodzkiej» та аналіз участі туристів, які перебувають в оздоровчих закладах, у різних формах активного туризму і рекреації.

Матеріал і методи: для проведення дослідження використано анонімне анкетування. Дослідження здійснено за участю приїжджих осіб, які поселилися поза курортом. Групу респондентів сформовано шляхом випадкової вибірки. Анкетування проведено в групі із 467 осіб. Висновки: курорти повинні пропонувати відпочивальникам щоразу більший перелік заходів з галузі медицини, відпочинку, культури, активного туризму, рекреації, спорту і розваг. У пропозиції польських курортів повинні бути красзнавчі, природничі та освітні тури, піші мандрівки і велосипедні поїздки, тренувальні заняття.

Ключові слова: активний туризм, оздоровчі заклади, рух, рекреація.

Introduction. Many health resorts are situated in the mountains or at the feet of the mountains. It is due to mineral water springs. Geographical position of health resorts surrounded by beautiful nature and their favourable climate are excellent conditions for development of tourism and recreation [3, 4, 11, 13]. Visits to health resorts for treatment and recreation have long tradition [1, 2]. It is confirmed in historic sources and by the preserved historic buildings. Most health resorts develop their activities in order to provide something more than just medical treatment. As other modern European resorts, they become health care, recreation and holiday centres [9]. Nowadays, health care and staying beautiful for as long as possible starts to be increasingly important. Some Polish resorts made numerous efforts to improve the quality of provided medical services, hotels, restaurants and sports and recreational infrastructure [10].

People coming to health resorts for tourism are a very interesting and diversified study group. Research on their participation in different forms of movement and recreation and their participation in various forms of tourism seems to be justified for several reasons:

- not much research has been conveyed over this matter particularly in recent years,
- respondents are among those who try to take care of their health and shape.

Obtained results will allow to observe the group of respondents and specify their preferences for active tourism and recreation in health resorts.

The aim of the research is define prospects for the development of active tourism resorts in the Kłodzko Valley [5, 6, 7, 12, 14] and analysis of tourists' participation in various forms of active tourism and recreation in a health resort's area. The attempt of assessing perspectives for tourism development in health resorts was taken by examining tourists in Polanica Zdrój, Duszniki Zdrój [8] and Kudowa Zdrój.

Duszniki Zdrój is situated 530–570 meters above sea level. The town is located between the southern slopes of the Stołowe Mountains and the northern part of the Orlickie and Bystrzy-

ckie Mountains. The Bystrzyca Dusznicka river, the left tributary of the Nysa Kłodzka river, runs through Duszniki Zdrój. Similarly to other surrounding regions, the town is under the influence of various atmospheric air masses. Temperature profile is directly related to terrain elevation as well as the direction of mountain slopes. Average annual temperature oscillates in the area of 6 °C. Eastern and western “valley” winds are typical of Duszniki depression region and may change in a matter of a single day. During daytime, when the sun warms mountain ridges, air masses move upwards. During evenings, as cold masses of heavy air move downwards from the mountains, wind direction changes. The town became a health resort in 1759, when the so-called Zimny Zdrój spring, which had been well known in the Prussian monarchy for a long time, was officially recognised as having medical properties. Before the end of 1759, a pavilion was built at the spot. It was the first object in the health resort area. Soon enough other buildings such as inns and bathing facilities were constructed. In 1797, the so-called Letni Zdrój spring was discovered. It contributed to further development of the spa. The spring was warmer than Zimny Zdrój, too. Its temperature was approximately 19 °C and water was heavily saturated with carbonic acid anhydride. Duszniki spa received wide recognition and became famous in the early 19th century. In 1806, Duszniki spa was visited by 365 patients and in 1875 the number increased to 2,574. The growing number of visitors contributed to the spa’s development. The turn of the 19th and 20th century was the time when most significant changes in terms of the town’s appearance and function took place. More villas as well as pensions were built in Duszniki.

The nearby Polanica has its roots in medieval times. The settlement, initially called Heyde, underwent rapid development as late as in the 16th century, when it was purchased by the town of Kłodzko. Polanica began to develop dynamically as a spa in the early 1870s. Apart from the new spa objects, a mineral water bottling plant was built and the water was sold in the Silesia region and even beyond its boundaries. Therapeutic peat sources were discovered in the health resort area and the substance was used for peat compresses and wraps. Other therapeutic procedures offered at Polanica, similarly to other Sudeten spas, included therapeutic baths, drinking sufficient amount of mineral water as well as goat’s and ewe’s milk treatment. When the railway reached Polanica in 1890, the number of patients and tourists looking for rest grew significantly. In the early 20th century, new wells were drilled, which enabled exploiting “Wielka Pieniawa” spring (among others). A huge spa was built, physicians’ rooms as well as hydrotherapy and electrotherapy devices. In 1909, a cardiological spa was erected (currently it is “Zdrój” spa hospital). Spacious “Wielka Pieniawa” pump room was built in 1911. Its walking hall is over 100 m long. Special attention was paid to the surrounding of the new spa objects. Villas scattered around were embedded in greenery. New investments attracted more patients. In 1905, 1.243 visitors underwent treatment in Polanica, 5 years later the number reached 6.404.

The first records of Kudowa Zdrój date back to 1477. They tell of a poor village situated on stone, mountain soil. No sooner than the end of the 19th century was the village named Kudowa. Mineral water springs of the area were probably discovered in the late 16th century and their waters were said to have therapeutic properties.

The first bathing facilities were installed in 1636. Initially, they attracted little attention though. The spa region began to develop rapidly in the late 18th century. In 1795, a bathhouse was built in Kudowa. After The Napoleonic Wars, the town gained a spa park with a wide promenade. In the second half of the 19th century, Kudowa was officially recognized as a health resort. At the end of the previous century, approximately 1.500 patients visited the town each year. A railway connection with Kłodzko contributed significantly to the region’s development. This year, the number of visitors to Kudowa reached 10.036. The company managing the spa has built several new objects, including new pump room combined with a concert hall as well as a new spa house. Numerous pensions and hotels have been erected in the neighbourhood. The resort gained recognition as cardiovascular diseases treatment facility at the beginning of the 20th century.

After the World War II, the spas situated in Kotlina Kłodzka were taken over and administered by the Polish authorities. As time went by, spa houses, hotels and pensions were adjusted to meet the new needs.

Material and Method. The data which is the basis for achieving the objective of this study was collected at the turn of 2009–2011. The data was gathered by means of an anonymous poll. The research was conveyed among visitors living outside a health resort. The random selection was applied to the investigative test. The study covered a total of 467 persons aged 18 or more, including 164 tourists visitors from Polanica Zdrój, 154 tourists visitors from Duszniki Zdrój and 149 tourists visitors from Kudowa Zdrój.

The poll included questions regarding the following issues:

- motives of a visit, a purpose of travel,
- preferred ways of spending leisure time in health resorts,
- the condition of health resorts’ tourist management,
- directions for further development of Polish spas.

Results and Discussion.

On the grounds of the above data it can be presumed that the most frequent cause of tourists’ and spa guests’ visits in health resorts is the spa treatment (46,2%) (Tab. 1). Leisure, recreation and being close to nature are also important for people staying in a health resort (21,1%). Geographical position of spas, their landscape values and local climate are an additional incentive to benefit from treatment or leisure time far away from the place of living. Some group of tourists come to a resort because of good conditions for active tourism and sport (14,2%). It demonstrates the ongoing tourist development of spas where are the increasingly better conditions for active leisure. Cultural values and events organized in a spa pay an important role as well (12,1%). Tourists visiting resorts can count on a variety of attractions connected with local traditions and customs, they can visit museums, art galleries and take part in regular and occasional cultural events. Significantly fewer tourists come to a health resort to train and develop their education as part of congress or business tourism (4,3%). It is influenced by a lack of long tradition in the area in terms of tourism connected with business and certain distance from business centres. The smallest group are people who visit their relatives and friends (2.1%). Most of tourists from this group are people who permanently left a resort. Family ties and friendships from times of a stay in a spa make these people visit a resort.

Tab. 1

Motives of visits in health resort

Lp.	Motives of visits in health resort	Persons number in %
1.	Visits in health resorts is the spa treatment taken in connection with a received referral to a sanatorium or treatment taken on their own initiative	46,2%
2.	Leisure, recreation and being close to nature	21,1%
3.	Good conditions for active tourism and sport	14,2%
4.	Train and develop their education as part of congress or business tourism	4,3%
5.	Cultural values and events organized in a spa	12,1%
6.	Visit their relatives and friends	2,1%
Total		100%

The way the health resort visitors spend their spare time is also very interesting. The majority of respondents – 82,7% – declares that they come to resorts not only to treat their diseases but also to relax, rest and visit some interesting places. When they were to select only one way of spending their spare time from among other options provided in the poll, growing the sport, they made choices presented in the table below.

On the basis of the data presented in the table 2, it may be concluded that the majority of health resort visitors aged between 36–55 and 56 prefer sightseeing, visiting galleries, museums and scenic places and participation in cultural events organised in their health resorts. In the youngest age group of 18–35 years olds the most popular are team sports (tennis, volleyball, basketball, football, etc.) and winter sports (skiing, skating, sleighing, snowboarding, etc.). In a group of people at the age of 56 and more the large number of people prefer

Better physical condition of persons from the younger group of respondents is a decisive factor in this case. Better physical skills and presumably better state of health account for the fact that these people very eagerly take advantage of various forms of spending their spare time organised as a part of the so called cultural tourism. Both age groups 35–55 years and 56 years and more are very interested in participating in cultural events organised in health resorts. Systematic jogging, cycling, horse riding are the least popular form of activity among the respondents.

Tab. 2

Age of health resort visitors and ways of spending their spare time

Ways of spending spare time	Age of health resort visitors						Total	
	18–35 years		36–55 years		56 years and more			
	Persons number	%	Persons number	%	Persons number	%	Persons number	%
Walk around the health resort	6	1,3%	19	4,0%	59	12,6%	84	17,9%
Sightseeing, visiting galleries, museums, nature monuments, scenic places	9	1,9%	35	7,5%	65	13,9%	109	23,3%
Participation in cultural events organised in health resorts or in the neighbourhood	8	1,7%	22	4,9%	46	9,8%	76	16,4%
Excursions to other places renowned for sights	6	1,3%	16	3,4%	19	4,1%	41	8,8%
Team sports (tennis, volleyball, basketball, football, etc.)	16	3,4%	30	6,4%	20	4,3%	66	14,1%
Winter sports (skiing, skating, sleighing, snowboarding, etc.)	20	4,3%	28	6,0%	21	4,5%	69	14,8%
Systematic jogging, cycling, horse riding	7	1,5%	10	2,1%	5	1,1%	22	4,7%
Total	72	15,4%	160	34,3%	235	50,3%	467	100%

The data shows that vast majority of tourists, from all age ranges, recognize the need for developing cultural and entertaining activities in a health resort (Tab. 3). For tourists from both age groups, either 18–35 or 35–55 year olds, the great meaning have both the development of accommodation and catering conditions and tourist and sports infrastructure. For 55 and above year olds it is also crucial to develop health resort treatment. It is connected with declining health and physical conditions while ageing. Progressive ageing of some of those people results in a bigger interest in taking care of health than in younger age groups. It is proved by the lowest interest in development of health resort treatment in the group of 18–35 year olds.

Tab. 3

Age of health resort visitors and preferred directions of the more far development of health resorts

Preferred directions of the more far development of health resorts	Age of health resort visitors						Total	
	18–35 years		36–55 years		56 years and more			
	Persons number	%	Persons number	%	Persons number	%	Persons number	%
The extension of the hostel and gastronomy base	19	4,1%	38	8,1%	33	7,0%	90	19,2
The extension of the touristic and sport infrastructure	24	5,1%	36	7,7%	54	11,6%	114	24,4
The extension of the health resort medical care	3	0,6%	25	5,4%	64	13,7%	92	19,7
The extension of cultural and amusement subsidiaries	26	5,6%	61	13,1%	84	18,0%	171	36,7
Total	72	15,4%	160	34,3%	235	50,3%	467	100%

Conclusion. Based on the research conducted in the spas: Polanica Zdrój, Duszniki Zdrój and Kudowa Zdrój it can be concluded that the resorts are becoming health, recreational and leisure centres where more and more willingly arrive spa tourists for treatment, preventive care and rest. Among the motives for coming to a spa the respondents mainly pointed out the curative treatment. A large group of people’s purpose of the visit was also rest, recreation and staying close to nature because of natural values of a place. Another aim of arrival to health resorts was the desire to educate and develop within the framework of organized science and business workshops and conferences. Tourists are attracted by well functioning treatment base, numerous nature values, favorable climate, local traditions and customs, monuments and cultural events organized there. The resorts are well managed in terms of tourism, recreation and sport. The diverse landscape, flora and fauna as well as opportunity for long walks in peace and silence or practicing various ways of tourism encourage not only sick people to visit but also tourists in good health condition searching for relax or new impressions. Apart from people receiving spa treatment the biggest amount of time is spent there by tourists coming with their families to holiday houses or renting private apartments. They constitute a very active group. They are inclined to practice different forms of tourism including active tourism, recreation and sport. Moreover, like some spa guests, they have hiking, bike and coach trips, they visit museums, galleries and take part in local cultural events. The contemporary tourists’ interest in physical activities and maintaining good health opens new door for health resorts. Health resorts should offer more and more attractive products in the area of medicine, active tourism, recreation, sport, culture and entertainment. Their offers should include sightseeing tours and educational excursions, hiking and bicycle races, training activities and expeditions at various difficulty levels. Generally accessible sports and recreation infrastructure is necessary, including indoor swimming pools, thermal water pools, rinks, pitches, gyms, fitness trails, well-prepared tourist trails, skiing trails and horseback riding facilities.

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PERSPEKTYWY ROZWOJU TURYSTYKI AKTYWNEJ W UZDROWISKACH KOTLINY KŁODZKIEJ

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Streszczenie. Cel: Celem badań jest określenie perspektyw rozwoju turystyki aktywnej w kurortach Kotliny Kłodzkiej i analiza uczestnictwa turystów w różnych formach turystyki aktywnej i rekreacji. Materiał i metody: Do badania zastosowano ankietę anonimową. Badania przeprowadzono wśród osób przyjezdnych, zamieszkałych poza uzdrowiskiem. Do próby badawczej zastosowano dobór losowy. Badaniami objęto łącznie 467 osób. Wyniki: Uzdrowiska powinny oferować coraz bogatszy zakres atrakcyjnych produktów z dziedziny medycyny, wypoczynku, kultury, turystyki aktywnej, rekreacji, sportu i rozrywki. W ofercie polskich kurortów powinny znaleźć się wycieczki krajoznawcze, przyrodnicze i edukacyjne, wędrówki piesze i rajdy rowerowe, zajęcia treningowe.

Słowa kluczowe: turystyka aktywna, uzdrowisko, ruch, rekreacja.

PERSPECTIVE OF DEVELOPMENT OF ACTIVE TOURISM IN HEALTH RESORTS OF KŁODZKO VALLEY

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Abstract. Objective: The aim of the research is to define the prospects for the development of active tourism resorts in the Kłodzko Valley and analysis of tourists' participation in various forms of active tourism and recreation in a health resort's area. Materials and method: the data was gathered by means of an anonymous poll. The research was conveyed among visitors living outside a health resort. The random selection was applied to the investigative test. The study covered a total of 467 persons. Results: health resorts should offer more and more attractive products in the area of medicine, active tourism, recreation, sport, culture and entertainment. Their offers should include sightseeing tours and educational excursions, hiking and bicycle races, training activities.

Keywords: active tourism, health resort, movement, recreation.

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