
TOURIST APPEAL OF HORYNIEC-ZDRÓJ HEALTH RESORT ACCORDING TO ITS VISITORS AND RESIDENTS

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Abstract:

Horyniec-Zdrój is the smallest of the four health resorts located in the Podkarpacie Province and since 1976 it is a statutory health resort. The main therapeutic values that it can offer are rich deposits of peat, slightly mineralized sulfur waters and a slightly and mildly stimulus bioclimate.

The aim of the study is to examine the resident and patients' assessment of tourist appeal of Horyniec-Zdrój health resort. Among others things, the assessment covered tourist values, tourist infrastructure, the general perception of the town and the quality of medical services.

Natural assets, and particularly the revitalised park, topped the patients and residents' ranking table of the health resort tourist attractions. While the lowest rated was the transport accessibility of Horyniec-Zdrój and its range of cultural and entertainment attractions.

INTRODUCTION

Horyniec-Zdrój is one of the four health resorts operating in Podkarpacie Province. It is located peripherally, far away from urban and industrialized areas and heavy traffic routes, about 5 km from the state border with Ukraine and about 100 km from Rzeszow city, in the Lubaczów district, on the border of two mezzo regions. To the north of the town there are the East Roztocze Hills, to the south there area the uplands of Tarnograd Plateau. In the immediate vicinity of the health resort there is South Roztocze Nature Park, which is an undoubted advantage of the town (Kondracki 2013).

The aim of the study is to assess the tourist appeal of Horyniec-Zdrój health resort based on the opinion of its patients and residents. For the purpose of the assessment, the research assumed the following aspects of attractiveness: tourist values, tourist infrastructure, the general perception and the atmosphere of the town and the quality of medical services.

RESEARCH METHODOLOGY

Tourist appeal is one of the fundamental concepts in tourism, however ambiguous it might be (Potocka 2009). Tourist appeal consists of tourist values, natural environment advantages and transport accessibility of the area (Gołębski 2002). The attractiveness of a tourist site or region is most often defined as a complex concept, and it is decided upon by three factors - the importance of tourist values, transport accessibility and the capacity of tourist facilities, which cumulatively set the conditions for the development of tourism in the area (Lijewski

and others 2008). In Cabaj and Kruczek's view (2009) tourist appeal is a characteristic feature that draws tourists to some areas owing to broadly defined tourist values and tourist infrastructure, however relative the meaning of the term can be due to various psychophysical features of its recipients. Kruczek (2011) determines attractiveness as the extent to which a particular region attracts a specific type of tourism, which is related to the number of existing facilities and phenomena on the place demanded for by a particular form of tourism. Similarly, he draws attention to the relativity of the term, referring it to psychophysical features of recipients.

Tourist appeal can be expressed by the assessment made by tourists or residents of a given area. Studies on tourist appeal are carried out in relation to tourist areas or destinations. In Poland, the attractiveness of health resorts have been evaluated by: Lewandowska (2008), Kruczek (2012), Szromek (2013), Karkoszka and Szromek (2014).

The tourist appeal of Horyniec-Zdrój health resort was evaluated based on surveys conducted in July 2015 with a randomly selected group of 150 people. The method applied in the research was a diagnostic survey carried out with a questionnaire.

Table 1. Health resort assets and services assessed by the patients and residents

Health resort assets and services	
Tourist attractions	Green areas/parks
	Cultural heritage objects and monuments
Tourist infrastructure	Accommodation
	Catering services
	Transport accessibility of the town
	Tourist routes, trails, sites marking
	Tourist information offices
Offer of free time activities	Cultural events and entertainment
	Sport and recreation facilities
An overall image of the health resort	Security in the town
	Cleanliness of the town
	Availability of ATMs / credit cards acceptance
Quality of medical services	

Source: own work

We evaluated various assets and services of the health resort (Tab. 1) using a five-grade scale in the questionnaire: very poor rating (1), poor (2), average (3), good (4) and very good (5).

An average score was calculated for each studied aspect, separate for patients and residents. In addition, respondents were asked to provide an overall assessment of Horyniec-Zdroj health resort. The questionnaire also asked about the changes observed in the health resort image, the aspects that require improvement and suggestions on what steps could be taken to significantly improve the town's appeal.

CHARACTERISTICS OF HORYNIEC-ZDRÓJ HEALTH RESORT

The documented origins of Horyniec-Zdrój health resort date back to the mid-nineteenth century when Prince Aleksander Oskar Franciszek Łodzianin, the then owner of Horyniec, drew his attention to the emerging spring of medicinal water and rich deposits of peat. This discovery marked the beginning of the first, small bath house and contributed to Horyniec's reputation of a health resort. In 1928, the last owner of Horyniec estates, Stanislaw Karłowski launched a new health resort facility, which offered to its patients approx. 500 therapeutic treatments a day. After World War II the resort was destroyed and fell into

oblivion until the mid-twentieth century. The health resort was reactivated by the Communal Peasants' Self-Help Cooperative, mainly for patients active in agriculture, and therefore Horyniec was often called a "peasant health resort". It wasn't until 1962 that the bathing facilities were built, and in 1968 the first sanatorium "Metalowiec" was established in a renovated palace and park complex of Poniński family. Since 1976 Horyniec-Zdrój is a statutory health resort (Wład and Wiśniewski 2004; Łazarkowie 2007).

Today's sanatorium facilities in Horyniec-Zdrój are made up of three operating entities:

–“Uzdrowisko Horyniec” Sp. z o.o., a complex of three sanatorium facilities: Jawor Sanatorium (42 bed places), Modrzew Sanatorium (17 beds) and the most recent one, the Spa House, which was put into service in 1998 together with the natural therapy centre (110 bed places), that being a total of 169 bed places.

–The KRUS Farmers' Rehabilitation Centre, starting in 1977 as "Rolnik" sanatorium was reopened and put into service in 1994 (250 bed places).

–NZOZ “Bajka” Health Resort Sanatorium located in the former Poniński family palace, the former “Metalowiec” Sanatorium (120 bed places) (http://www2.mz.gov.pl/wwwfiles/ma_struktura/docs/zakladylecuzdrow_201208300926.pdf).

Horyniec-Zdrój is the smallest health resort in the Podkarpacie Province. In 2010 it offered only 15.0% of the total number of bed places in the health resort institutions of the province, benefited by 18.2% patients. Whereas in Iwonicz Zdrój, the largest and oldest health resort of the Podkarpacie Province, there were then 39.8% bed places, benefited by 40.3% of the total number of patients in the province (*Lecznictwo...* 2011).

Table 2. Selected indices of tourism development of Horyniec-Zdrój commune against chosen Polish health resort communes (2009)

Index	Value			Horyniec-Zdrój in the ranking of Polish health resorts (ranking indices for 34 communes analysed in the study)
	Horyniec - Zdrój	Max	Min	
Schneider	106.94	1298.09	47.69	25
Baretje– Defert	11.57	72.15	2.33	18
Accommodation development	9	42	9	34
Charvat	11.35	82.56	1.79	23

Source: Own work based on Jakowska – Suwalska (2012)

Against the background of Polish health resorts, Horyniec-Zdrój commune can be considered as rather underdeveloped in terms of tourist values (Tab. 2). Among the basic indicators of tourism development for 34 analysed health resort communes in Poland, the worst proved to be the indicator of accommodation development in the resort (the last place in the commune ranking) and the Schneider index, i.e. the measure of tourism intensity, which value for Horyniec-Zdrój appears 10 times lower than the maximum one received by the Solina commune – Polańczyk health resort (Jakowska – Suwalska 2012).

THERAPEUTIC VALUES OF HORYNIEC ZDRÓJ

The main therapeutic values of the Horyniec-Zdrój health resort are mineral waters and peats. Mineral waters in Horyniec represent slightly mineralized sulphide waters with a high content of calcium and sodium. Within the health resort area there can be found 14 natural mineral water springs. Most of them emerge in the health resort park area. Currently, these are *Róża III* and *Róża IV* water intakes that are used for therapeutic purposes, drinking and

bathing therapies. Rich deposits of peat (peat-type low) exploited in the neighbouring Podemszczyzna region are among the best in Poland (Tab. 3).

The climate of the upland Horyniec-Zdrój is one of the warmest in the country, slightly or gently stimulus, rather continental, i.e. cold in winters (average January temperature of -6°C) and warm in summers (an average July temperature is 17°C). An average annual temperature in the town is 7.0°C , average cloudiness - 69% and the number of cloudy days $\leq 50\%$ that is about 116 days a year. Bioclimatic conditions are the most favourable in the northern part of the resort, on the slopes of the nearby hills (Kozłowska – Szczęсна i in. 2002). An average annual number of sunny days in the resort is 50 and the annual insolation takes around 1600 hours (*Operat...*). An undoubted advantage of the local climate is the proximity of vast forest areas, mainly pine trees, owing to which there can be found a specific phytoclimate saturated with vapours of essential oils which decides about the town's less stimulus climate compared to that found in mountain and submontane health resorts.

Table 3. Types and resources of medicinal minerals in Horyniec-Zdrój health resort

Name of the mining area	Name of the intake	Characteristics of medicinal mineral resources confirmed by certificate	Fixed exploitable resources
Horyniec	Róża III	specific, slightly mineralized, 0.08% sulphid water (H_2S content – around 40 mg/dm^3)	26,4 m^3/h
	Róża IV	specific, slightly mineralized, 0.06% sulphid water,	
Podemszczyzna		low type peat deposit	379 650 tones

Source: Own work based on:

<http://www2.mz.gov.pl/wwwmz/index?mr=m8&ms=626&ml=pl&mi=626&mx=0&ma=10283>

Horyniec-Zdrój health resort has 6 profiles of treatment: orthopaedic and trauma diseases, neurological diseases, rheumatic diseases, osteoporosis, skin diseases and gynaecological diseases (<http://www2.mz.gov.pl/wwwmz/index?mr=m8&ms=628&ml=pl&mi=628&mx=0&ma=10291>).

THE ASSESSMENT OF TOURIST APPEAL OF HORYNIEC-ZDRÓJ HEALTH RESORT

Characteristics of the surveyed group

The questionnaire survey covered a randomly selected group of 100 patients and 50 residents.

The patients examined in the study were mostly women (58.3%) aged over 50 (77.3%), coming from towns (63.1%) in the Podkarpacie Province (41%), who stayed in this health resort repeatedly (63.6%) and the main reason for choosing Horyniec-Zdrój was its therapeutic profile (54.5%) and the quality of medical services (50%). Patients' stay was financed by social insurance (63,6%) (Tab. 4).

Most of the surveyed residents (78.5%) were women, aged up to 50 (78.6%). These were both (78,5%) white-collar and blue-collar workers (Tab. 4).

Table 4. Characteristics of the surveyed group

		Particulars				
Health resort patients	Gender	Woman			Man	
		58.3%			41.7%	
	Age	the under 30s	31 – 50 year-old		the over 50s	
		0%	22.7%		77.3%	
	Occupational status	Retired person/ pensioner	White- collar worker	Blue-collar worker	Unemployed	
		45.5%	31.8%	18.2%	4.5%	
	Place of origin	Town			Country	
		63.1%			36.9%	
		Podkarpacie Province	Lublin Province	Mazovia Province	Małopolska Province	Other
		41%	22.6%	18.2%	9.1%	9.1%
	Staying in Horyniec- Zdrój	First time	Second time		more times	
		36.4%	50%		13.6%	
The reason of staying in the health resort*	Therapeutic profile	Quality of medical services	Medical referral	opinions of friends and acquaintan ces	a doctor' s opinion	
	54.5%	50%	27.3%	13.6%	4.5%	
Financing of the stay	NFZ / ZUS / PFRON			own funds		
	63.6%			36.4%		
Residents	Gender	Woman			Man	
		78.5%			21.5%	
	Age	the under 30s	31 PLN – 50 PLN*		the over 50s	
		28.6%	50.0%		21.4%	
	Occupational status	Student	White- collar worker	Blue-collar worker	Retired person/ pensioner	
14.3%		35.7%	42.8%	7.2%		

Source: own work; (*multiple answers possible)

Assessment of tourist attractions

Natural tourist attractions - green areas and parks were ranked the highest by both groups: the patients (4.5 scores) and the residents (4.7). This was largely undoubtedly due to the revitalization of the health resort park in Horyniec-Zdrój, carried out in the years 2013 - 2015. New park constructions include: a pump room building, an amphitheatre with the auditorium, piazzas with fountains, a skate park, new paving on paths and a new footbridge over the Glinianiec Stream. The park started to look attractively and is now a flagship of the town. Concurrently, it is there that all respondents agreed to find the biggest positive changes. By contrast, cultural values (cultural heritage sites and monuments), were assessed below "good" by both patients and by residents (average scores of 3.9 and 3.8 respectively) (Chart 1).



Chart 1. Assessment of tourist values of Horyniec-Zdrój health resort
Source: own work

Tourist facilities assessment

Transport accessibility of the town was among the health resort aspects ranked the lowest by patients and residents (average rating of 3.0 and 2.1 respectively). Horyniec-Zdrój is located peripherally, away from the main routes and, excepting the nearby town of Lubaczów, it has rather single bus connections to the towns of Rzeszów (two shuttles on weekdays and one on Saturdays and Sundays), Warsaw (one shuttle on Fridays, Saturdays, Sundays, Mondays) and Jarosław (one shuttle on school days). In summer 2015 there were additional trains shuttling to the town of Jarosław (one shuttle a day), a railcar to Rzeszów and Zamość (one shuttle every Saturday and Sunday). Therefore, 90.5% of the surveyed patients came to the health resort in private means of transport and the issue of improving transport accessibility was second identified by the health resort patients as in need of improvement.

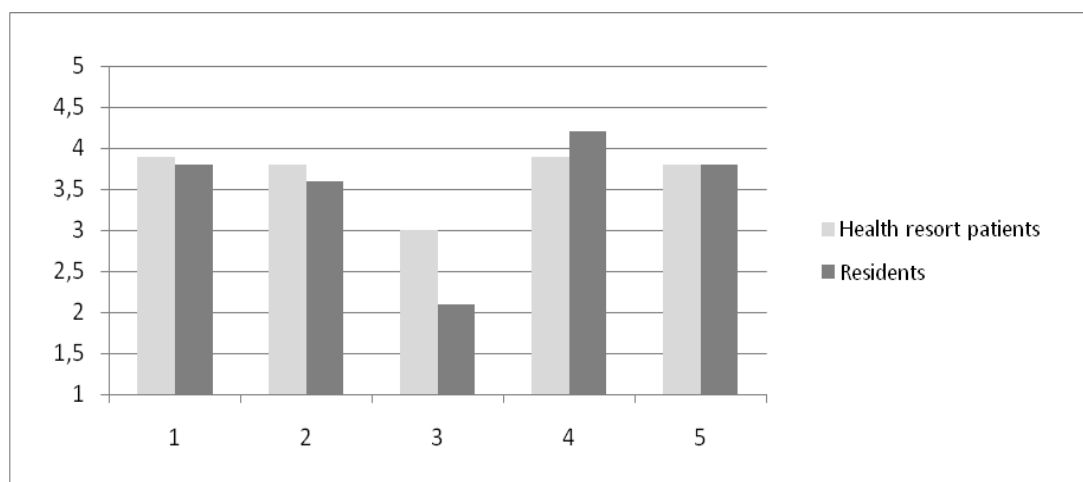


Chart 2. Assessment of Horyniec-Zdrój tourist facilities
1. Accommodation; 2. Catering services; 3. Transport accessibility; 4. Tourist marking; 5. Tourist information offices
Source: own work

Other aspects of tourism infrastructure (accommodation and catering facilities, hiking trails and tourist information) were ranked by both patients and residents below good (Chart 2).

Assessment of leisure activities

In this group of attractions it was the cultural events and entertainment that were ranked the lowest by both patients and residents (3.0 scores from patients; 2.8 from the residents).

There are few periodic events organised in Horyniec-Zdrój. During the summer season 2015 (July and August) these were only Anna Budzinska Roztoczanski Music Festival, “Święto Pieroga” Family Picnic and Horyniec-Zdrój Days Festival. More than 60% of the surveyed patients who stayed in the health resort repeatedly did not find any positive changes in this respect.

The existing sports and recreation facilities in the health resort were rated higher by the residents (4.3 scores) than by the visitors staying in the resort (3.9 scores) (Chart 3). The sport and recreation facilities in Horyniec-Zdrój seem to be sufficient. In the KRUS sanatorium complex there is a leisure pool, which is used by 50% of respondents and sports fields and tennis courts, but none of the surveyed patients confirmed using the later facilities.

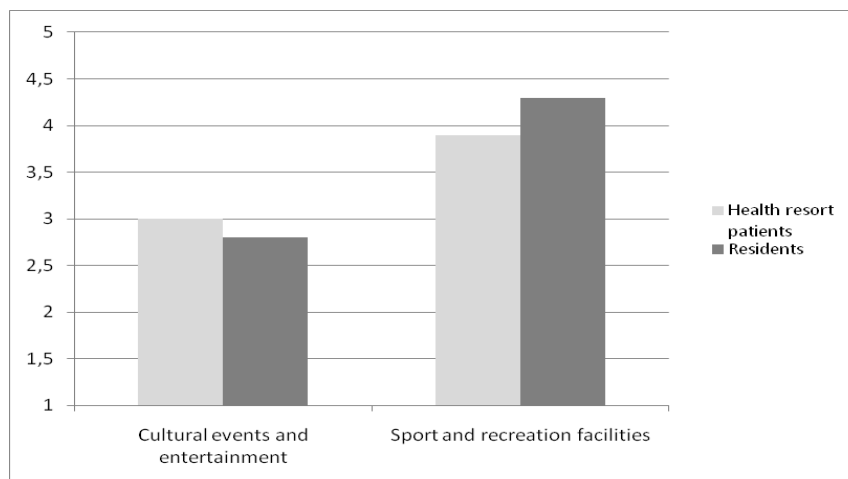


Chart 3. Assessment of leisure activities in Horyniec-Zdrój

Source: own work

Assessment of the health resort image

Visitors and residents rated high above "good" those aspects which related to the image of the health resort, and especially the sense of security (patients' rating: 4.4; residents: 4.0) and the tidiness of the health resort (evaluation of patients and residents 4.3). The assessments diverged in relation to the availability of ATM machines and the acceptance of credit cards (patients' rating 3.5; residents: 4.1) (Chart 4).

Assessment of medical services quality

The quality of medical services was among the highest rated aspects of the health resort by the patients - an average rating of 4.4 (Tab. 3). The level of medical services provided at the health resort was the main reason of coming to Horyniec-Zdrój for 50% of the surveyed patients, and for more than 70% among those who have decided to come to the resort once again.

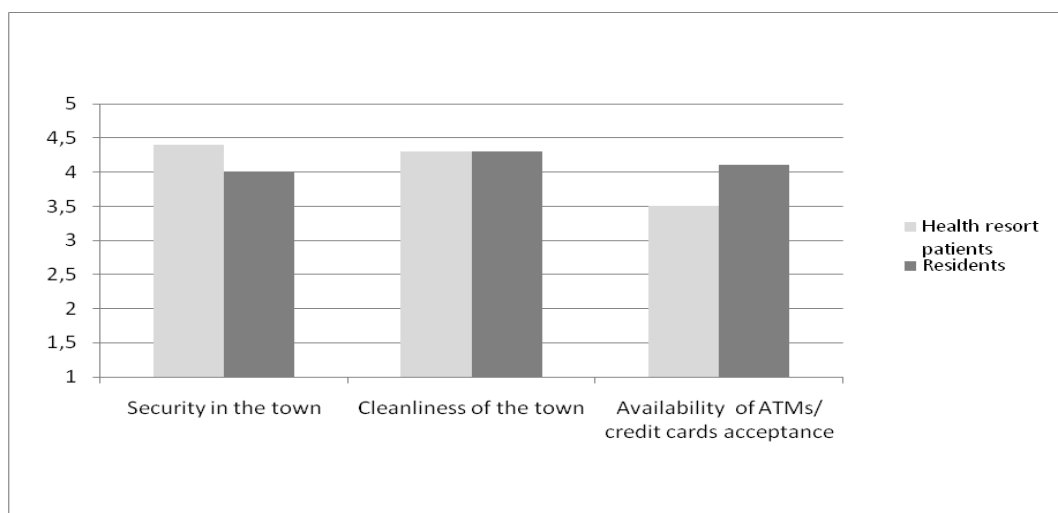


Chart 4. Assessment of Horyniec-Zdrój health resort image
Source: own work

Changes in the Horyniec-Zdrój health resort image

Patients who stay in the health resort repeatedly were enquired about changes they witnessed. The most positive changes were pointed to by the respondents in respect of these aspects which they rated the highest: green areas and parks and the cleanliness of the town (100% of respondents indicated improvement), accordingly, they found improved the quality of medical services (75%), accommodation, higher concern for the historical heritage sites, better trail and site marking (by 62.5%) In the patients' opinion there weren't any changes in the availability and quality of tourist information (71.4% of respondents indicated "0 change"), the quality of paths and tourist trails (75%), improvement of catering services, the sense of security in the town, the choice of cultural and entertainment products and services, sport and recreation facilities (by 62.5%). In addition, a few percent of responding health resort patients pointed to negative changes in the transport accessibility, the accommodation facilities, tourist information, availability of ATM machines, in the acceptance of credit cards and concern for historical heritage objects and sites. Much like the health resort visitors, the residents noted positive changes with respect to such aspects as green areas and parks (100% of respondents indicated improvement), the cleanliness of the town and the sport and recreation facilities (by 92%), hiking trails and sites marking and concern for historical heritage objects (75%). The most unfavourable changes according to the residents (95% of respondents) regarded transport accessibility.

Aspects that should be improved in Horyniec-Zdrój

The respondents were asked to indicate the elements that may have a positive impact on improving the attractiveness of the health resort and need improvement in their opinion. Most patients found it of utmost important to organise more entertainment and cultural events (54.5% of respondents), while residents pointed primarily to the improvement of transport accessibility of the town (78.6% of respondents). Additionally, the respondents found it necessary to improve the look of the key sites (the park, the town centre), the standard of accommodation, the quality of roads, pavements, parking lots and security in the town (Tab. 5).

Table 5. Measures that could have an impact on the improvement of Horyniec-Zdrój attractiveness according to patients and residents

Health resort visitors*	Residents*
more entertainment and cultural events (54.5% of respondents)	improving transport accessibility of the health resort (78.6% of respondents)
improvement in the look of the key sites (the park, promenade, centre) a better transport accessibility of the town (31.8% of respondents)	more entertainment and cultural events (57.1% of respondents)
development and a better standard of accommodation (27.3% of respondents)	improving roads, pavements, car parks (28.6% of respondents)

Source: own work (*multiple answers possible)

SUMMARY

In spite of its high-quality tourist attractions, much estimated by the patients, and a high level of medical services, Horyniec-Zdrój does not belong to popular health resort destinations. A poorly developed tourist infrastructure, the lack of diverse products and services in the area of sport and recreation or culture and entertainment adversely affect the image of the health resort. In addition, poor promotion, bad condition of access roads and a systematic, ongoing elimination of rail connections make Horyniec-Zdrój inaccessible to an average tourist and patient. Despite this, both in the opinion of patients and residents Horyniec-Zdrój received a high overall assessment of attractiveness (4.2 scores in patients' ranking, 4.4 scores in the residents view). Natural assets (4.5), the quality of medical services (4.4) and the security in the town (4.4) climbed on top of the health resort visitor's ranking list. Residents rated highest natural assets (4.7), sport and recreation facilities and cleanliness of the town (4.3).

The lowest marks were given by both patients and residents to: transport accessibility of the town (patients' raking: 3.0; residents: 2.1) and cultural and entertainment event management (patients' raking: 3.0; residents: 2.8).

The study allows to claim that, despite divergent assessments of individual components, the average ratings of the assessed aspects (tourist attractions and tourist facilities, leisure activities, the image of the health resort) were similar (Chart 5).

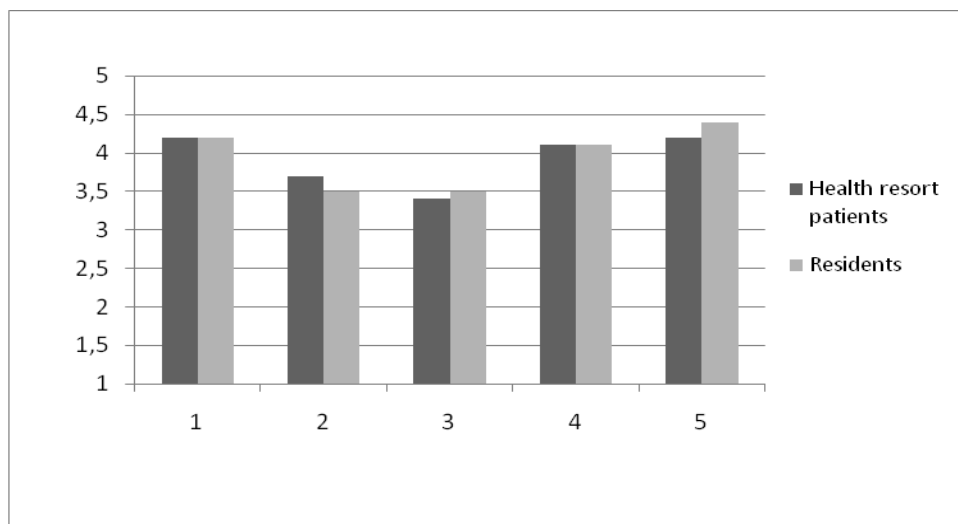


Chart 5. An average rating of assets and services of Horyniec-Zdrój health resort
 1. Tourist attractions; 2. Tourist infrastructure; 3. Offer of leisure activities; 4. Health resort image; 5. Overall assessment of tourist appeal

Source: own work

In terms of an overall assessment Horyniec-Zdrój health resort is second only to Krynica and Kołobrzeg health resorts, hitting 4.4 and 4.6 respectively. A weakness of Horyniec-Zdrój seems catering services which were assessed the lowest (3.8) by the health resort visitors, when compared with other health resorts. Its forte, however, is the quality of medical services (4.4 scores), this aspect of Horyniec-Zdrój was ranked higher only in Kołobrzeg (4.5). In terms of other analysed aspects Horyniec-Zdrój health resort can be located on an equal level with other, often more popular health resorts in Poland (Chart 6).

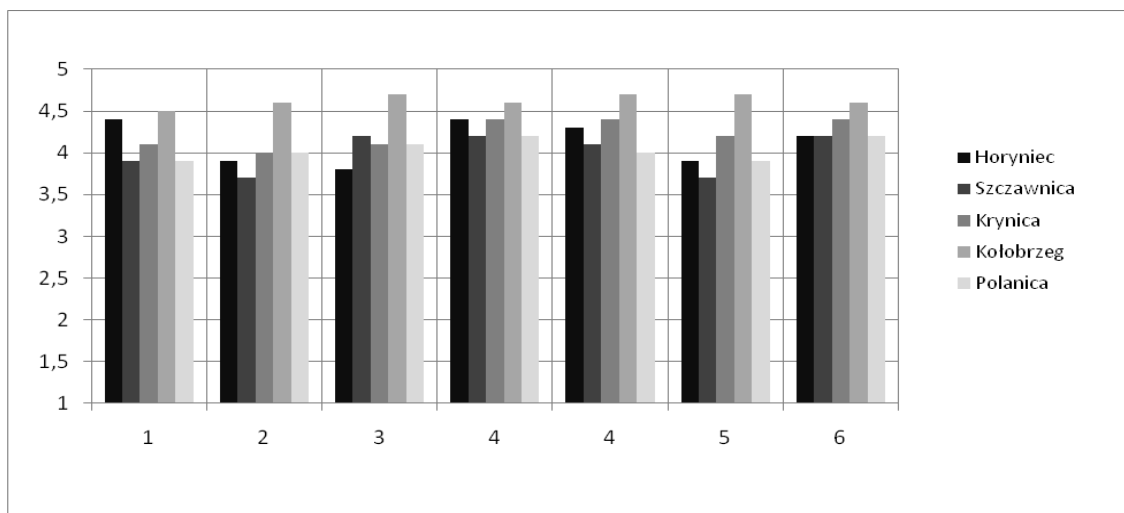


Chart 6. The assessment of tourist appeal of selected Polish health resorts

1. Quality of medical services; 2. Accommodation; 3. Catering services; 4. Security in the town or village; 5. Cleanliness of the town; 6. Concern for cultural heritage sites and monuments; 7. Overall assessment of tourist appeal

Source: own work based on: own research, Szromek (2013), Karkoszka and Szromek (2014)

Horyniec-Zdrój and its attractions are held in high esteem by the patients and visitors, which is confirmed by the fact that 64% of respondents stayed there repeatedly, 91% said they would have re-arrival and 95% would recommend friends to stay in this health resort.

The popularity and competitiveness of Horyniec-Zdrój will be undoubtedly strengthened by further investments of the town authorities which, initiated with the revitalization of the park and the town centre, now focus on improving transport accessibility and organisation of various cultural and entertainment events that will attract potential tourists and patients and on promoting the health resort more extensively.

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